Culturally-Tailored Approaches to COVID-19

September 10, 2021
CDC REACH COVID-19/Flu Project

REACH (Racial and Ethnic Approaches to Community Health) Cooperative Agreement

Partners: First Choice Community Healthcare
        IDHCC
              Native Health Initiative
              Native Women Lead
              UNM PRC

Funding:       CDC
              Presbyterian Healthcare Foundation
              Presbyterian Community Health

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CDC REACH COVID-19/Flu Project

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Priority Populations:
- Navajo Nation (2-5 communities)
- Mescalero Apache
- 19 Northern New Mexico Pueblos
- Hispanic/Latinos, African Americans in 14 counties
- Urban Native Americans

Priority Counties:
- Taos
- Bernalillo
- Valencia
- Curry
- Rio Arriba
- Sandoval
- Lincoln
- Quay
- Santa Fe
- Torrance
- Otero
- McKinley
- Socorro
- Cibola

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Three Focus Areas

1: Work with communities to identify and address vaccine hesitancy and identify influential messengers.

2: Equip influential messengers and empower trusted voices in the community.

3: Increase vaccination opportunities by connecting local health department and trusted healthcare organizations to vaccine clinics.
Listening Sessions

• Three Listening Sessions to date, seven more anticipated

• Native American Youth, Native American Adults, and South Valley Latinos/Hispanics

• Native American Youth session:
  – Youth expressed that the main reason they would get the COVID vaccine was for the safety of others
  – The participants eagerly discussed potential messaging. They felt it was important to have positively framed messages and also discussed the use of social pressure to increase vaccination as potentially effective.
Native American Youth Listening Session

- Participants discussed the importance of sharing scientific and statistical information delivered in easy to read, plain language from credible sources.

- The importance of parent support was mentioned, because as minors parent permission is required. Family influences were important and included immediate and extended family members. National and tribal presidents were mentioned as being influential. Schools were also an important factor, not only helping to facilitate the vaccinations, but encouraging discussions about vaccinations and COVID-19 in classes.

- Regarding message channels, participants spoke about several social media platforms that they use. Most common were TikTok, YouTube, and Instagram.
Latino/Hispanic South Valley Listening Session

- Participants were aged 12-66 years old
- Received most of their information from family, neighbors, and church
- Physicians and other known (to them) medical professionals were most trusted
- Were not aware of the just announced Lottery (June)
- Latino radio was only traditional media mentioned
- Social media most mentioned was Facebook
Latino/Hispanic South Valley Listening Session

Participants provided several ideas regarding what motivated people to get the vaccine:

- Staying healthy
- Protecting family members
- Getting “back to normal”
- Having employers require the vaccine

Listening session participants offered several suggestions for how to increase COVID-19 vaccine uptake:

- Provide consistent and clear information
- Help people sign up for vaccines
- Host more drive-through clinics in the area
- Increase the hours of availability of the vaccine clinics
- Provide the vaccine through home visits (specifically for the elderly, home bound)
- Communicate more positive testimonies from those who have received the vaccine
Gathering of Nations April 2021
38th Anniversary Year
Meadowlake Community Center
Valencia Community Action Network
Community drive-thru COVID-19 Vaccination Hub
for ages 12 and up

Get your COVID-19 Vaccine!
Registration is not required, but if you would like to schedule for a specific time for
the event, please call (505) 346-2896 and use the event code UNARG.
Vaccines are Free and trimming identification is needed to confirm the person who is
the person getting the vaccination. The Pfizer vaccine will be given. Children and
16-17 will need a parent or guardian present.

What to Expect at the Mobile Vaccination Event:
- Vaccines will be given while you are in your car.
- Plan on spending at least 15 to 20 minutes in your car after getting the vaccine.
- Check-in will take place in the parking lot.
- Face masks are required and should cover both your mouth and nose at all times.
- If your face mask does not meet certain criteria, a disposable one will be given.
- Wear a short sleeve top for easy access to your arm.

Second dose will be given at the same location on:
Sunday, July 11
4 p.m. to 7 p.m.

For questions, please contact Rafaela Hernandez at (505) 346-3127 or mhr@bernco.gov.

Low Rider Clinic in partnership with Councilor Klarissa Pena
HEALING RESOURCE FAIR & VACCINATION POP UP
AT CASA FELIZ

June 17, 2021 & Booster July 15, 2021
3:00-9:00pm 443 Española St SE, Albuquerque, NM 87108
Vaccines 12 and older hassle free Covid-19 vaccine sign up at:
505 923-2696 event code: FELIZ
Call Reyna luz with any questions at (505) 710-1319

Resources Available on this day, WiFi available:
- Ciclovia Kick Off Free swag with Vision Zero
- 100 Free 205 Veggie Bags from Agri-Cultura Network while supplies last
- Assurance Wireless Phones
- Be-Well NM Health Insurance registration
- WIC sign up
- LIHEAP sign up
- Tax prep and questions answer
- Voter Registration with NAVA
- Pathways Navigators on site with tablets to access resources

IDHCC multi-partner event
Misione San Juan Diego Catholic Church
Valencia Community Action Network
I got my COVID-19 vaccine for me, and for my family.
The Dillard Family, Albuquerque, NM
CDC.gov/coronavirus

I got my COVID-19 vaccine for me, and for my family.
The Sandovol Family, Albuquerque, NM
CDC.gov/coronavirus

NAACP Albuquerque Chapter Clinic
electronic billboards featuring Albuquerque families and Swahili Flyer
Questions?

Thank you.

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