



ADDITIONAL REACH GRANT FUNDS FROM THE CENTERS FOR DISEASE CONTROL AND PREVENTION FOR INCREASING INFLUENZA VACCINATION COVERAGE

Thomas R. Coleman, M.D., M.S., Medical Director

Maternal, Child, and Family Health Services

Public Health Services

County of San Diego, Health and Human Services Agency

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BACKGROUND



RACIAL AND ETHNIC APPROACHES TO COMMUNITY HEALTH (REACH) (CDC-RFA-DP18-1813):

- **Five-year funding** to improve health, prevent chronic diseases, and reduce health disparities among racial and ethnic populations with the highest risk of chronic disease.
 - Funding period: September 30, 2018 through September 29, 2023
- **Funding source:** Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion
 - Award: \$3.96 million (5-year cycle)



BUILDING BETTER HEALTH



¹ World Health Organization (WHO). "The Global Strategy on Diet, Physical Activity and Health." http://www.who.int/dietphysicalactivity/media/en/gsf_general.pdf (Accessed September 22, 2011).

² 3Four50, www.3four50.com (Accessed September 22, 2011).

REACH PRIORITY POPULATIONS



- African-American and Hispanic/Latino residents within Mid-City and Southeastern San Diego neighborhoods (221,376 people)



REACH PROGRAM GOALS



1. NUTRITION:

- Increase access to healthy food at corner stores
- Improve nutrition standards in after-school programs
- Increase access to healthy food at farmers markets
- Increase support for breastfeeding



2. **PHYSICAL ACTIVITY:** Improve active transportation-friendly routes

3. **CLINICAL-COMMUNITY LINKAGES:** Improve access to lifestyle change programs and resources



SAN DIEGO REACH: Fight the Flu

Get Immunized San Diego

(REACH Supplemental Funding)



REACH SUPPLEMENTAL AWARD



- ✓ **Award:** \$198,000
- ✓ **Project period:** Sept. 30, 2020 to Sept. 29, 2021
- ✓ **Project goals:** To support education and outreach about influenza disease and associated immunization, and to increase access to influenza immunization among the REACH San Diego priority populations
- ✓ **Priority populations:** same as base REACH grant
- ✓ **Primary target geographic location:** Mid-City and Southeastern San Diego (zip codes 92102, 92105, 92113, 92114, and 92139), a total population of 334,908 residents (with priority populations noted previously)

SAN DIEGO COVID-19 CASE RATES



At time of application, local COVID-19 case rate for Hispanic Americans was over three times that of Whites at 1,653.0/100,000.

The rate for African Americans was nearly double that of Whites at 797.8/100,000.

Influenza (flu) vaccination is more important than ever this 2020–2021 flu season to reduce the impact of respiratory illnesses, given the expected co-circulation of SARS-CoV-2 and influenza viruses.

FLU VACCINATION RATES (2018)



Percent Vaccinated	Race/Ethnicity					
	Hispanic Americans	Whites	African Americans	Asian Americans	American Indians/Alaskan Natives	Other
County of San Diego	22.9%	41.4%	24.6%	32.9%	37.4%	41.3%
US	37.1%	48.7%	39.4%	44.0%	37.6%	39.7%

The priority populations for the REACH grant are also disproportionately affected by COVID-19 → the combination of low influenza vaccination rates and high COVID-19 risk could be devastating.

FIGHT THE FLU PARTNERS



SAN DIEGO REACH:

Fight the Flu – Get Immunized San Diego

- Project will leverage existing public health efforts and County HHSA assets.
- **Collaborative effort between:**
 - Maternal, Child, and Family Health Services Branch, Chronic Disease and Health Equity Unit
 - Epidemiology and Immunizations Services Branch (EISB),
 - Public Health Preparedness and Response Branch,
 - Medical Care Services Division, and
 - Office of Strategy and Innovation (OSI)

STRATEGIES



1. Flu campaign for priority populations to increase influenza awareness and access to influenza vaccines
 - Focused education and outreach on the importance of influenza vaccination
 - Increased opportunities for influenza vaccination through clinical partners and other community organizations
2. Contracted media firm to design and implement a high-impact influenza campaign
3. Engage “Trusted Community Messengers” to deliver components of campaign
4. Expand access to influenza vaccination sites

LEVERAGING OPPORTUNITIES



- **OSI COVID-19 education, health promotion, and outreach efforts**
 - Community Health Worker Communication and Outreach Services contracts
- **San Diego Immunization Coalition (SDIZ) (supported by EISB)**
 - To promote vaccination and increase access to influenza vaccine at community events and other venues
- **Free COVID-19 testing sites, EISB State-Purchased Influenza Vaccine Program enrollees, and *Live Well* on Wheels (Live Well WoW) mobile van**
 - These will serve as central locations to expand public health efforts to increase influenza vaccination education and promotion

FISCAL IMPACT



Total Award: \$198,000

FY 20/21		FY 21/22
\$148,500		\$49,500
Salaries & Benefits	Services & Supplies	Indirect Cost
\$43,188	\$144,145	\$10,667

There are no changes in the net General Fund cost and no additional staff years.

QUESTIONS?



Thomas R. Coleman, M.D., M.S

Medical Director, Maternal, Child, and Family Health Services

(619) 692-8819

