



IMMUNIZE COLORADO



# Hep B United Mini-Grant: Outreach Strategies

Hep B United Webinar

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**Immunize Colorado**

# Partnering to KEEP COLORADO COMMUNITIES HEALTHY

## OUR MISSION

Founded in 1991, Immunize Colorado (formerly the Colorado Children's Immunization Coalition) is a statewide 501(c)3 nonprofit that serves to protect Colorado families, schools and communities from vaccine-preventable diseases.



# Who We Are

Founded in 1991, Immunize Colorado is the only statewide 501(c)3 nonprofit dedicated to promoting Colorado's community health through immunization.

Our core program areas are coalition building, community outreach and awareness, healthcare provider education, data translation and action, free and low-cost immunization partnerships and public policy.

We do not accept funding from vaccine manufacturers and distributors.



# What We Do



**Coalition Building:** Strengthen and expand Colorado's immunization initiatives and data through partnerships and collaboration



**Public Policy:** Advocate for policies that aim to better protect Colorado children and communities



**Free and Low-Cost Vaccines:** Partner to provide free and low-cost vaccines to families in need



**Community Outreach and Awareness:** Communicate vaccine information with healthcare providers, parents, the media and organizations



**Provider Education:** Educate health care professionals on crucial and timely vaccine-related topics



**Data Translation and Action:** Spearhead partnerships to advance the understanding and utilization of local, state and national immunization data

# Overview

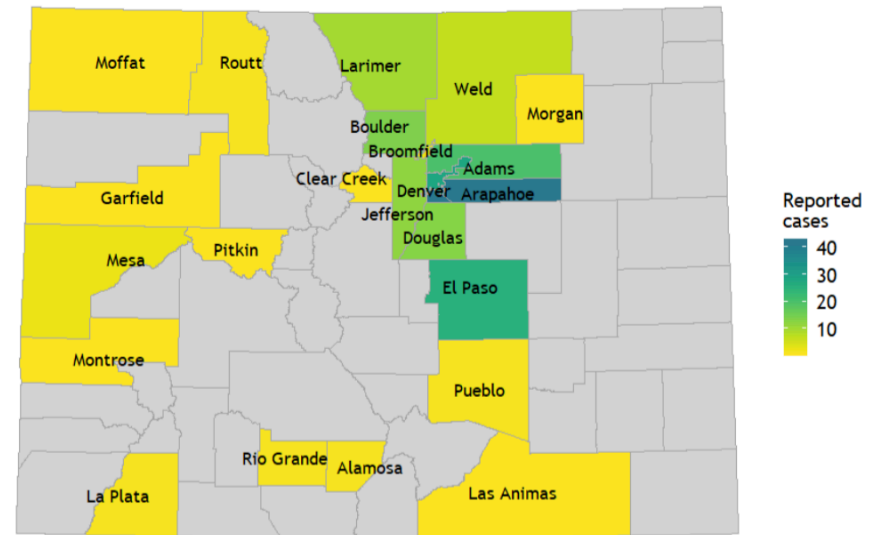
- Hepatitis B in Colorado
- HBU Mini-Grant Goals and Objectives
- Activities
  - Community Outreach & Partnerships
  - Provider Education
- Success & Challenges
- Key Takeaways

# Hepatitis B Rates in Colorado

## Chronic hepatitis B:

- Estimated 17,086 individuals in Colorado are living with chronic, unresolved hepatitis B
- AA/NHPI: 22.7% of all cases
- AA/NHPI: highest rates per 100,000 population, annually from 2009 to 2018
- Highest rates among ages 40-59
- Arapahoe, Denver, Adams, El Paso counties have highest case counts of chronic hepatitis B in Colorado (2014-2018)

Case counts by county of chronic hepatitis B, 2018



*\*Source: Colorado Department of Public Health and Environment, [Viral Hepatitis Surveillance in Colorado: 2018 Annual Report \(January 31, 2020\)](#)*

# HBU Grant Goals & Activities

**1. Increase knowledge of HBV prevention, testing, and linkages to care among Colorado's AA&NHPI communities** by leveraging CCIC's vast statewide coalition to engage with new non-traditional and untapped partners in the AA&NHPI communities and to increase awareness and intention to immunize, test, seek care and share information with family and friends about hepatitis B in the AA & NHPI communities.

- Community outreach & education events
- Distribute hepatitis B education resources

**2. Educate Colorado healthcare providers** by improving their clinical knowledge especially regarding new ACIP recommendations for birth dose, preventing perinatal transmission, and testing for hepatitis B in refugee & AA/NHPI populations.

- Provider education events

**3. Increase the number of low-income, uninsured, or publicly insured AA&NHPI patients receiving hepatitis B and other vaccinations** at the Shots for Tots and Teens immunization clinics.

- Coordinate Shots for Tots & Teens clinics
- Provide hepatitis B resources at all clinics

# Community Outreach & Partnerships

- Coalition building
- Asian Pacific Development Center
- Educational events
  - Community health workers
  - Elder Wellness Groups



*Practicing Tai Chi with the Cantonese Elder Wellness Group, August 2019*



# Language Resources

- [CDC Know Hepatitis B campaign](#) resources
  - Fact Sheets, Videos, Infographics
- Hepatitis B Foundation
  - [#justB storytelling videos](#) & discussion guide
- Asian Pacific Development Center
  - Program coordinators translated discussion groups & presentations



## CDC Know Hepatitis B Campaign Resources

Available at: [cdc.gov/knowhepatitisb](http://cdc.gov/knowhepatitisb)

### MULTI-LINGUAL PATIENT EDUCATION RESOURCES

- Educational Fact Sheet on Hepatitis B Testing
- Posters
- Infant Vaccination and Prenatal Testing Fact Sheet
- TV and Radio PSA
- Infographic
- Paper Risk Assessments

### ONLINE RISK ASSESSMENT

#### HEALTH PROFESSIONAL TOOLS

- CDC Recommendations & MMWRs
- Serology Interpretation
- Vaccine Schedules
- Clinical Algorithms

#### PARTNER RESOURCES

- Customizable Flyers
- Email Signatures
- Buttons & Badges



U.S. Department of Health and Human Services  
Centers for Disease Control and Prevention



[www.cdc.gov/knowhepatitisb](http://www.cdc.gov/knowhepatitisb)

# Provider Education

- **Spring 2019: *Hepatitis B in Immigrant Populations: The Need for Improved Testing, Vaccination, and Ongoing Care***
  - Dr. Janine Young, Medical Director of Denver Health’s Refugee Health Center
  - 94 attendees (in-person and webinar)
  - Participants from 27 states and the District of Columbia
  - Audience: physicians, nurses, public health professionals, and epidemiologists
  - 20% increase in knowledge (measured by pre- and post-tests)
- **Fall 2019: *Chronic Hepatitis B Management & Perinatal Transmission Prevention***
  - Dr. Alvaro Camacho-Martinez, Assistant Professor of Medicine at University of Colorado School of Medicine & Gastroenterologist - Denver Health
  - 31 attendees (in-person and webinar)
  - Audience: physicians, nurses, public health professionals, nurse practitioners, and physician assistants
  - 30% increase in knowledge (measured by pre- and post-tests)
- Event recordings and slides archived on [Immunize Colorado’s website](#)

# Shots for Tots & Teens Clinics

- [Shots for Tots and Teens](#) is a partnership between Immunize Colorado, Tri-County Health Department, Aurora Fire Rescue, Denver Public Health, Denver Paramedics, Jefferson County Public Health, Arvada Fire, Thornton Fire and local Rotary Clubs
- Provided [2,514](#) low- or no-cost vaccines to children, teens, and adults in the Denver Metro area in 2019
- Number of vaccines administered increased by [16 %](#) from 2018 to 2019
- Administered [over 100 hepatitis B](#) vaccines in 2019
- Added one additional location in 2019 (Total Sites = 4)

# Success: By the Numbers

**1,000+**

Hepatitis B educational resources distributed

**100+**

Hepatitis B vaccine doses administered

**236**

Health care providers and community members educated

**8**

Hepatitis B educational & awareness events

**1,500+**

Social media impressions (Twitter, Facebook, CCIC Website)



# Key Takeaways

- Challenges & Lessons Learned
- Partner with trusted organizations already working within the community
- Leverage existing coalition and partnerships to reach providers working with the population
- Utilize existing language resources
  - [CDC Know Hepatitis B campaign](#)
  - Hepatitis B Foundation [#justB storytelling videos](#)



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# Thank You!

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