



**June 29, 2022**

7 - 8:15 p.m. ET

Register, view speakers,  
and see details.

[bit.ly/NHMABriefing16](https://bit.ly/NHMABriefing16)

NHMA COVID-19 VIRTUAL BRIEFING SERIES (SESSION 16)

# COVID-19 Isn't Over Yet: Increasing Vaccinations Among Latinos in Overlooked Hotspots



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## Speakers:



**Trinidad Solis, MD**  
Deputy Health Officer  
Fresno County  
Department of Health



**Vesta Sandoval, MD**  
Chief Medical Officer  
Lovelace Health  
System



**Hector L. Frisbie, MD**  
OB/GYN, Colorado  
Family Clinic



**Denise A. Gonzales,  
MD, MS, FCCM, FCCP**  
Medical Director  
Presbyterian  
Healthcare Services



**Anabell Castro  
Thompson, MSN, APRN,  
ANP-C, FAAN, FAANP**  
Senior Vice President  
Equality Health



**David Gonzalez,  
MD, FACP**  
Chief Medical Officer  
Christus Health, St. Vincent



**Elena Rios, MD,  
MSPH, MACP**  
President & CEO  
National Hispanic  
Medical Association

## Moderator:

In support of improving patient care, this activity has been planned and implemented by Amedco LLC and National Hispanic Medical Association. Amedco LLC is jointly accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC), to provide continuing education for the healthcare team.



JOINT ACCREDITATION  
INTERPROFESSIONAL CONTINUING EDUCATION

# Learner Notification

National Hispanic Medical Association

COVID-19 Isn't Over Yet: Increasing Vaccinations Among Latinos in Overlooked Hotspots

June 29, 2022

Zoom

## Acknowledgement of Financial Commercial Support

No financial commercial support was received for this educational activity.

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Learners must complete an evaluation form to receive a certificate of completion. You must attend the entire webinar as partial credit is not available. If you are seeking continuing education credit for a specialty not listed below, it is your responsibility to contact your licensing/certification board to determine course eligibility for your licensing/certification requirement.

## Accreditation Statement



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## **Physicians**

Amedco LLC designates this live activity for a maximum of 1.25 *AMA PRA Category 1 Credits*™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

## Objectives - After Attending This Program You Should Be Able To

1. Determine what factors have played a role in lagging vaccination in certain states
2. Learn strategies for increasing vaccination uptake of vulnerable communities

## Disclosure of Conflict of Interest

The following table of disclosure information is provided to learners and contains the relevant financial relationships that each individual in a position to control the content disclosed to Amedco. All of these relationships were treated as a conflict of interest, and have been resolved. (C7 SCS 6.1-6.2, 6.5)

Name	Commercial Interest:Relationship
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Dr. Hector Frisbie	NA
Vincent Gearity	NA
David Gonzales, MD, FACP	NA
Denise A. Gonzales, MD, MS, FCCM	NA
Michael Marmol	NA
Elena Rios, MD, MSPH, FACP	no:Other
Vesta Sandoval, MD	NA
Trinidad Solis, MD, MPH	NA

**Claim your CE by going to:**

<https://www.nhmamd.org/covid-19-virtual-briefing-series>

# Welcome



**Elena Rios, MD, MSPH, MACP**

*President & CEO*

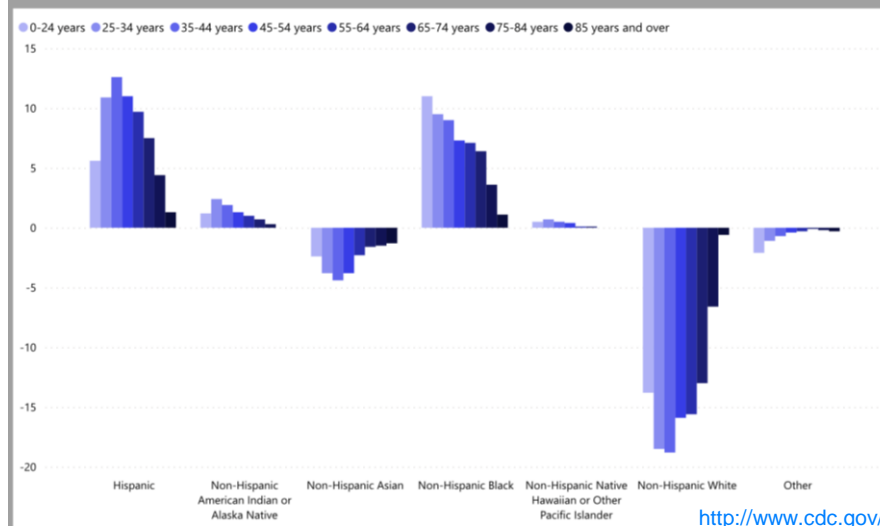
*National Hispanic Medical Association*

## Housekeeping

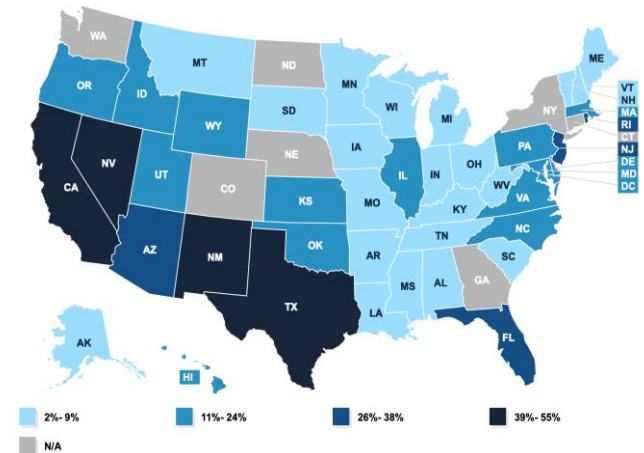
- All participant microphones will be muted, but please feel free to use the raised hand feature to be unmuted to ask a question or type your question into the Q & A box for the panelists to address during our Q & A session at the end.
- Please fill out the short post-webinar survey that will be emailed out after the event and also shown as a QR code at the end— Raffle prizes are available upon completion.
- Recording will be housed on NHMAmd.org and sent out one week after the event, along with the instructions to claim your CME.

# Case and Vaccination Rates by States/County

- In CA, Imperial County and San Joaquin County have large populations of Hispanics. When comparing the two, 37.5% of Hispanics are fully vaccinated in San Joaquin county with 54.8% unvaccinated, while Imperial County has 70.9% fully vaccinated with 20.4% are unvaccinated ([National Library of Medicine](#)).
- With a 79.9% Hispanic population, Mora County, NM has a vaccination rate of 57.57%, while Hispanics make up 71.4% of the population in Rio Arriba, NM and have a vaccination rate of 68.87%. ([Springfield News Leader](#))
- In CO, Otero County and Adams County both have Hispanic populations of over 33% with Otero holding a vaccination rate of 49.60% and Adams holding a vaccination rate of 71.69% ([Springfield News Leader](#)).
- Age-specific differences between the % of COVID-19 deaths and the population distributions grouped by race and Hispanic origin



- Hispanic % of COVID-19 cases by states



Vesta Sandoval, MD  
*Chief Medical Officer*  
Lovelace Health System

Denise Gonzales, MD, MS, FCCM, FCCP  
*Medical Director*  
Presbyterian Medical Group Neuroscience Program

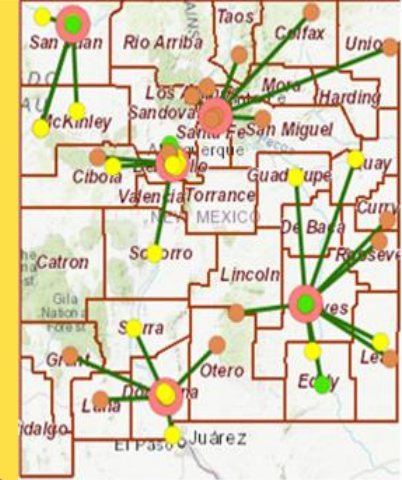
David Gonzales, MD  
*Chief Medical Officer*  
Medical Director

# COVID-19 INFORMATION



## The New Mexico Pandemic Response Experience

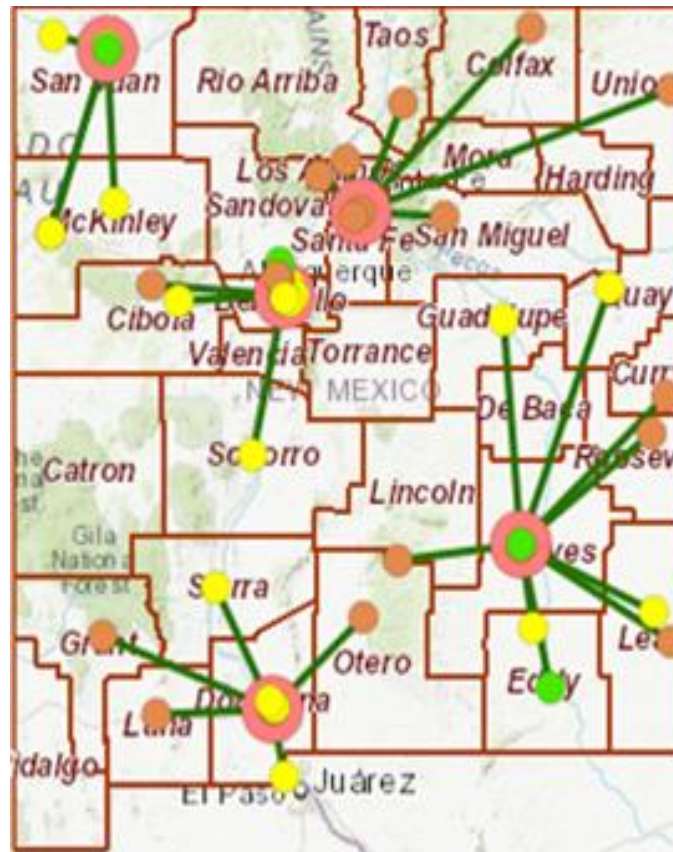




# The New Mexico Emergency Preparedness Plan of 2018

# Central Command Center and the Hub and Spoke Model

- **Central Command Center**
  - UNM Med. Dir. Liaison
  - PHS Med. Dir. Liaison
  - Lovelace Med. Dir. Liaison
  - PHS Transfer Center Director
  - UNMH Transfer Center Director
  - Lovelace Transfer Center Director
- **Regional Hubs**
  - NW=Farmington
  - North=Santa Fe
  - SW=Las Cruces
  - East=Roswell
- **Medical Advisory Team**
  - Central Command Representatives
  - Regional Hub Representatives







## Putting Equity at the Center of New Mexico's COVID-19 Vaccination Program

The Department of Health's (DOH) mission is to vaccinate New Mexicans swiftly, efficiently, and equitably, to save lives, and stop the spread of the virus. (See Figure 1). Native American, Black, Hispanic/Latino populations, and people living in poverty have been hit hardest by COVID-19. Our equity plan seeks to vaccinate all New Mexicans, with a special focus on those who have been disproportionately affected.



# Facilitating Vaccine Access

- **NMDOH Community Requested Vaccination Events**  
[On-Site Vaccine Event Request Form](#) | [NMDOH](#)
- **NMDOH FUMU Vaccination Events** (FEMA Urban Mobile Units)
- **Community Health Workers—Partnership of NMDOH and the Community Health Worker Initiative (CHWI) at UNM**
- **Vaccine Efforts Among Top in the Nation**



## National Attention

New Mexico continues to be a leader in the U.S. vaccination effort, and you are a huge part of that. The state has been recognized in multiple news outlets including: The New York Times and Politico.

The New York Times

POLITICO

NBC NEWS

# Community Partnerships

- Community Health Worker Initiative UNM
- Consulado de México in Albuquerque
- Casa de Salud
- Con Alma
- Hispanic Cultural Center
- NM Coalition to Enhance Vaccine Equity Among Hispanic/Latinos



TABLA DE CONTENIDO	
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# Better Together Grant

- Partnership of NMDOH and Momentum Santa Fe Marketing Company

- <https://www.bettertogethernm.com/>



NM Va



# VACCINATION

FROM THE **MIS**INFORMATION VIRUS



## Trusted Voices Campaign

- <https://getthefacts.vaccinenm.org/trusted-voices/>

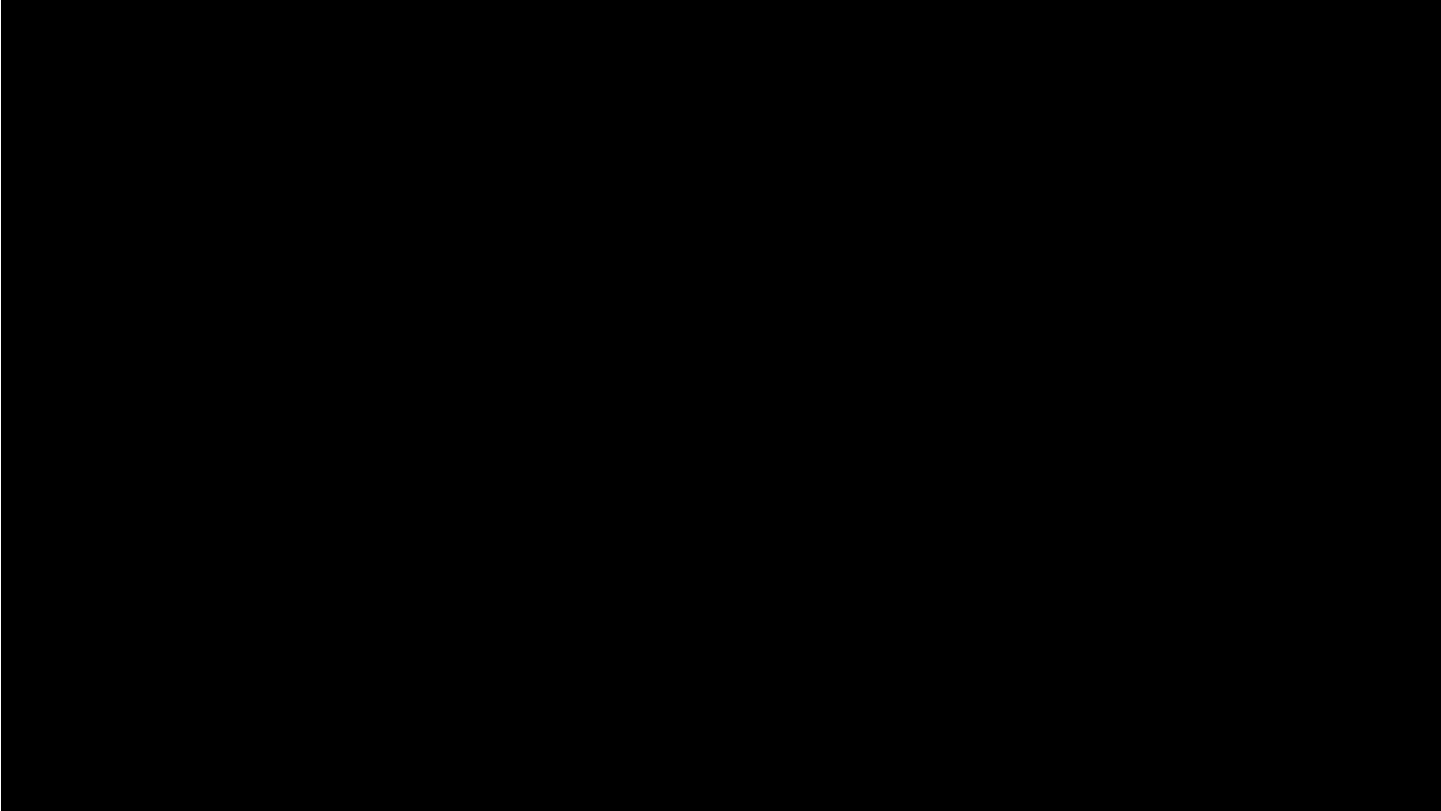
## Press Conferences & Town Halls

- [NMDOH Facebook Page](#)
- In English and Spanish

## NMDOH App



# Forgotten Lessons





# Vulnerable Folks

- So I sure hope that this crisis,



**Thank you!**

Hector L. Frisbie, MD  
OB/GYN  
Colorado Family Clinic



# Ensuring COVID-19 Vaccines for Farmworkers at their Workplace

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TRINIDAD SOLIS, MD, MPH

DEPUTY HEALTH OFFICER

FRESNO COUNTY DEPARTMENT OF PUBLIC HEALTH

6/29/2022



# Fresno County

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- Population of over 1M
- 55% of Fresno County's population is Latino
- Around 70,000 farmworkers on the job at any given time

## ➤ COVID-19 Response:

- Fresno County began vaccinating farmworkers at their workplace in January 2021
- Over 35,000 COVID-19 vaccine doses have been administered to farmworkers at their workplace since 2021.

# Partnerships

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- Community based organizations
- Clinics
- Collaborating with leaders of different sectors



# COVID-19 Conference for Farm Labor Contractors

Trinidad Solis, MD, MPH





# Ag Workplace COVID-19 Vaccination Event









# Bridging the Digital Divide

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Trinidad Solis, MD, MPH

# Cultural and Linguistic Sensitivity

Sections

The Washington Post

Democracy Dies in Darkness

Try four weeks free

Sign in



▶ 3:02

(James Cornsilk/The Washington Post)

National

## California's Indigenous farmworkers struggle with vaccine barriers

November 24, 2021 | 2:53 PM PDT

It's estimated that California is home to over 350,000 Indigenous people from Oaxaca and other states in southern Mexico. Many do not speak Spanish, and therefore are left out of critical information regarding covid-19 and the vaccine. Nonprofits conduct outreach in their native language to get this vulnerable community vaccinated.

Related

[What you need to know about the federal vaccine mandate](#)

[Younger children and coronavirus vaccines: What you need to know](#)



CDPH te invita a

## Una conversación con... "Promotoras con Alma"



El Departamento de Salud Pública de California te invita a una conversación con promotoras de salud sobre su experiencia tocando puertas en las zonas rurales del valle central y del norte del estado.

Hasta la fecha, Promotoras con Alma ha tenido casi 16,000 conversaciones con miembros de comunidades inmigrantes de bajos recursos, y ha ayudado a más de 1,600 personas a obtener la vacuna contra COVID-19.

**Jueves, 26 de Agosto del 2021**  
12:30 p.m.

**Facebook Live de CDPH**  
@CAPublicHealth

### Panelistas:

- Dra. Trinidad Solis, Departamento de Salud Pública de Fresno
- Hilda Ramírez, promotora en el Condado de Kern
- Edgar Aguilar, Promotoras con Alma
- Yurina Melara, Portavoz de CDPH

# Fresno County Future Projects

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- Rural Mobile Health Program:
  - Provide education on chronic disease prevention and health promotion
  - Increase access to basic health screenings
- Development of a Community Health Worker (CHW) Hub

# Questions?

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EQUALITY  
HEALTH

EQUALITY HEALTH

Multisector Collaboration: 5 takeaways for  
strengthening responses to the COVID-19  
pandemic and beyond

Anabell Castro Thompson, MSN, APRN, ANP-C, FAAN, FAANP  
SVP, Health Equity @ Equality Health  
Immediate President of LatinaStrong  
Former President of the National Association of Hispanic Nurses (NAHN)



# NHMA Programs Update

- **NHMA 26<sup>th</sup> Annual Conference:** Chicago, IL – April 27 – April 30<sup>th</sup>, 2023: Hyatt Regency Chicago
- **NHMA VaccinateForAll Campaign**
  - New websites launched – [HispanicHealth.info](https://HispanicHealth.info) & [Vaccinateforall.org](https://Vaccinateforall.org)
  - Register for FREE to join over 200+ individuals and organizations the champions today!



## NHMA Upcoming Events

- **COVID-19 Virtual Briefing Session 17, 7-8:15 PM ET – September 28, 2022**

- Register here



*If you have any questions about our programs or events, please email  
[vgearity@nhmamd.org](mailto:vgearity@nhmamd.org).*

# Thank You

- Please remember to complete our post-webinar survey to be entered to win a \$25 Amazon e-gift card!



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