

Flu Season Planning

Background

The Asian Pacific Community in Action is working closely with the Maricopa Department of Public Health to develop a detailed plan to reach out to the Asian American and Pacific Islander (AAPI) community, specifically the hard to reach population within this AAPI group. The purpose is increase vaccination rates during flu season.

Methods

The questionnaire was developed by the Maricopa County Department of Public Health. Several additional questions were added specifically for the Asian Pacific Community in Action, including a question that offers additional Asian and Pacific Islander ethnicity categories. A question was also added to identify the name of newspaper or radio station that people read or hear.

The final questionnaire was then translated into Chinese, Korean, Vietnamese, and Thai. The questionnaire was distributed to Asian American and Pacific Islander individuals in a variety of means: at health fairs and churches, through personal distribution by community leaders, and by email or phone. Distribution took place in the middle of August until the second week of September 2010.

Completed questionnaires were entered onto an Excel spreadsheet by a contractor from the WestGroup Research. In addition, analysis was performed by Kathy DeBoer.

Results

Three hundred forty-four (344) people participated in the survey, with 63% being females. Including all of the people in the households for all of the respondents, 26% people were between 35-49 years old, 18% people were between 50-64 years old and 10% were from 5-9 years old (see Table 2). 30%-36% respondents had either a college degree or at least 4 years college, respectively. Over 76% respondents were covered through health insurance.

Tables 1 and 2 show the ethnicity and language information. The five largest ethnicity groups consisted of Chinese (25%), Korean (21%), Vietnamese (19%), Asian Indian (12%) and Filipino (12%). The largest four primary languages spoken at home were Chinese (23%), Korean (19%), Vietnamese (17%), and English (17%).

Table 1: Asian/Pacific Islander Ethnicity

| Response | n=321 | |
|----------|-------|-----|
| Chinese | 79 | 25% |

| | | |
|-----------------------|----|-----|
| Korean | 72 | 21% |
| Vietnamese | 60 | 19% |
| Asian Indian | 34 | 12% |
| Filipino | 34 | 12% |
| Thai | 17 | 6% |
| Chamorro or Guamanian | 21 | 6% |
| Japanese | 2 | 1% |
| Other | 1 | 1% |

Table 2: Primary Language Spoken at Home

| Language | n=344 |
|---|--------------|
| English only | 17% |
| English plus some other language | 65% |
| Only some other language | 19% |
| Other Languages | |
| Korean | 19% |
| Vietnamese | 17% |
| Chinese* | 15% |
| Tagalog | 6% |
| Mandarin* | 6% |
| Thai | 5% |
| Filipino | 3% |
| Hindi | 3% |
| Fukien | 2% |
| Spanish | 1% |
| Cantonese* | 1% |
| Japanese | 1% |
| Telugu | 1% |
| Gujarati | 1% |
| Tamil | 1% |
| Taiwanese* | 1% |
| French | 1% |
| Chamorro | 1% |
| *Note: Chinese language is not specific because it may include Mandarin, Cantonese, and or Taiwanese. | |

Table 3: Last School Year Completed

| School Year | n=342 |
|--------------------|--------------|
| Grammar school | 6% |
| Some high school | 6% |

| | |
|----------------------------------|-----|
| Graduated high school | 13% |
| Some post-high school | 10% |
| Graduated from four-year college | 36% |
| Graduate degree | 30% |

Table 4: Have Health Insurance

| Response | n=317 |
|-----------------|--------------|
| Yes | 76% |
| No | 23% |
| Don't Know | 1% |

Table 5 shows the best sources used to find out about H1N1 and or flu vaccines. The respondents indicated radio/TV (46%) as the best source. Other good sources to find out about flu vaccination are through newspaper (35%), Internet (27%), family/friends (23%), and doctor (22%). Among those that heard information about flu vaccination via radio or TV, 21% Vietnamese respondents indicated they heard it on TNT radio, while English-speaking respondents heard on radio station 92.3 (15%) and NPR (13%) (see Table 6 for more details). Among those that read information about flu vaccination, 52% English-speaking respondents found the information from reading the *Arizona Republic*.

For those that don't speak English, they read ethnic newspapers. 13% Korean respondents report reading the Korean Time, 8% Chinese respondents read the *Arizona Chinese News* and another 8% Vietnamese respondents read *But Tre* monthly magazine.

Table 5: Information Sources Used to Find Out About H1N1 and Flu Vaccines

| Methods | n=336 |
|--------------------------------|--------------|
| Radio/TV | 46% |
| Newspaper | 35% |
| Internet | 27% |
| Family/Friends | 23% |
| Doctor | 22% |
| Flyers/Brochures | 11% |
| Public Health/Community Clinic | 10% |
| Work | 3% |
| Church | 1% |
| Thai Newspaper | 1% |
| Other | 8% |
| Don't Remember | 4% |

Table 6: Radio Stations that had Information About Flu Vaccines Last Fall (Among those that heard information about flu vaccines)

| Radio Stations | n=39 |
|-----------------------------|-------------|
| TNT (Tieng Nuong Toi radio) | 21% |
| 92.3 (KTAR) | 15% |
| NPR (National Public Radio) | 13% |
| CCTV | 10% |
| Kiss FM | 8% |
| 99.9 | 8% |
| FOX new Radio | 8% |
| KJZZ | 5% |
| Other | 23% |

Table 7: Newspapers that had Information About Flu Vaccines Last Fall (Among those that read information about flu vaccines)

| Newspaper | n=87 |
|----------------------|-------------|
| The Arizona Republic | 52% |
| The Korean Today | 13% |
| Arizona Chinese news | 8% |
| But Tre | 8% |
| Arizona Times | 3% |
| AZ Central | 2% |
| Nguoi Viet | 2% |
| The World Daily News | 2% |
| Saigon NHO magazine | 1% |
| Other | 13% |

Tables 8 and 9 show percent of people received H1N1 and seasonal flu vaccination last year. Children under 14 years old are more likely to get H1N1 vaccination. Age groups between 19-24 years only have 18% received H1N1 vaccination. Less than 50% of the respondents between college age and middle aged group received H1N1 or seasonal flu vaccination. People at 50 years old or older are more likely to get seasonal flu vaccination. 60% respondents stated that they will get seasonal flu vaccination this fall. 21% people are not sure if they will get the flu vaccine this year (Table 11).

**Table 8: Percent Received H1N1
Vaccination Last Fall/Winter**

| Age Category | n=352 |
|---------------------|--------------|
| Under 5 | 38% |
| 5 to 9 years | 46% |
| 10 to 14 years | 42% |
| 15 to 18 years | 30% |
| 19 to 24 years | 18% |
| 25 to 34 years | 33% |
| 35 to 49 years | 36% |
| 50 to 64 years | 31% |
| 65 to 79 years | 39% |
| 80 or older | 30% |
| No answer | 6% |

**Table 9: Percent Received Seasonal Flu
Vaccination Last Fall/Winter**

| Age Category | n=352 |
|---------------------|--------------|
| Under 5 | 60% |
| 5 to 9 years | 62% |
| 10 to 14 years | 51% |
| 15 to 18 years | 43% |
| 19 to 24 years | 29% |
| 25 to 34 years | 42% |
| 35 to 49 years | 47% |
| 50 to 64 years | 54% |
| 65 to 79 years | 67% |
| 80 or older | 50% |
| No answer | 7% |

**Table 10: Getting Seasonal Flu Vaccination this
Fall**

| Response | n=342 |
|-----------------|--------------|
| Yes | 60% |
| No | 19% |
| Not sure | 21% |

When asking reasons for not getting fall flu vaccination, respondents stated that cost (24%) (see Table 11). 24% marked that they never get flu shot. Meanwhile, 17% felt that they don't know where to go to get the flu vaccination. Table 12 illustrates some of the influences that would increase likelihood of getting fall flu vaccination: convenient location (60%), following by low cost (23%), doctor/medical provider (22%), and media (17%). Table 13 shows convenient locations like pharmacy or grocery store (42%) to increase the likelihood of getting flu vaccination. Other convenient locations are doctor's office (34%), church (33%), or workplace (25%).

Table 11: Reasons for Not Getting Fall Flu Vaccination

| Reasons | n=192 |
|--|--------------|
| Cost | 24% |
| Never get one | 24% |
| Don't know where to go | 17% |
| Don't need it | 15% |
| Vaccination makes me sick | 14% |
| Don't believe it works | 11% |
| No transportation | 2% |
| Never get the flu/do not get sick | 1% |
| Believe there are side affects from shot | 1% |
| If doctor recommended | 1% |
| Don't know enough about it | 1% |
| Other | 8% |
| Don't know | 15% |

Table 12: Influences that would Increase Likelihood of Getting Fall Flu Vaccination

| Responses | n=328 |
|--|--------------|
| Convenient Location | 60% |
| Low Cost | 23% |
| Doctor or medical provider says it's a good idea | 22% |
| Media coverage about the importance of flu vaccine | 17% |
| More cases reported in the community/schools | 14% |
| Nothing | 8% |
| A family member says it's a good idea | 8% |
| School nurse/teacher says it's a good idea | 7% |
| Your Pastor/priest says it's a good idea | 7% |
| Transportation | 2% |
| Other | 8% |

Table 13: Easiest Locations to Get a Flu Vaccination

| Locations | n=334 |
|--|--------------|
| Pharmacy or grocery store | 42% |
| Doctor's office | 34% |
| Church | 33% |
| Workplace | 25% |
| School | 20% |
| Public health or community clinic | 14% |
| Community health clinics or special events | 10% |
| Senior Center | 8% |
| Some other location | 1% |

Discussion

This survey explores the demands for flu vaccination among the Asian Americans and Pacific Islanders in Arizona, specifically in Maricopa County. Sixty-five percent (65%) of respondents stated that they speak English plus some other language. There were three ethnic groups, Filipino, Asian Indian, and Pacific Islander, that predominately speak English. In addition, the person representing the household tended to be younger, more likely to speak English and of higher educational status. As a result, data reflects Asian Americans and Pacific Islanders are fluent in both English and another language. But if one looks closely, over 90% of people that completed the survey who are Chinese, Korean or Vietnamese, they are more likely to speak their native language than English. largest three primary languages that spoken at home were Chinese, Korean, and Vietnamese (see Tables 1 and 3).

Two important themes emanate from the study data:

1. Efforts are needed to increase flu awareness and education among AAPIs in Maricopa County.
2. Convenience of flu vaccine availability is an important consideration.

Based upon these themes, APCA is including in its action plan the following activities:

- Dissemination of flu educational materials at health fairs, cultural events, ethnic grocery stores, AAPI faith institutions and other location.
- Development of a multi-lingual flu hotline through APCA.
- Publication of educational articles about flu prevention and vaccination in the local AAPI media.
- Provision of flu vaccines at AAPI supermarkets, faith institutions, and senior centers.

To the extent available and relevant, APCA will utilize educational materials that were created last year and continue to disseminate this year. The material is available in English, Chinese, Korean, Japanese and Vietnamese. This year, APCA will translate the

material in additional languages like Thai, Burmese and Bhutanese. In addition, the hotline number will be replaced with a personalized number that will be available in Asian languages (i.e. Chinese and Vietnamese) as a pilot project. Printed materials will be distributed at faith-based institutions, events, doctors' offices, and through Asian organizations (e.g., the Asian Chamber of Commerce and the Arizona Asian American Association). In addition, the website link from the Community Information & Referral <http://www.cir.org/flu> and Maricopa County Department of Public Health Childhood Immunization (see below) will be placed on APCA's webpage as to where these people can get flu vaccination.

<http://www.maricopa.gov/Public_Health/ControlPrevention/Immunizations/Locations.aspx >

Vaccine programs have historically targeted people at high risk for morbidity and mortality from influenza, including the elderly, children and persons with chronic illness. This year, there will be special attention among people between the ages 19 to 50 years. Print articles will be targeted to college-age students and others up to 50 years of age. The message is to address the importance of protecting their loved ones and people around them from getting the flu. APCA will solicit support from the local medical community in developing clinically accurate messaging and to leverage the credibility of physicians related to immunizations. Articles will be translated into three different Asian languages -- Chinese, Vietnamese and Korean -- and will be placed in the AAPI media (see Table 7 for the names of AAPI media outlets). Other venues will include online outlets and radio stations (e.g., TNT radio).

Lastly, survey data indicate that AAPIs prefer convenient locations for flu vaccination access. Because vaccine stockpiles from the Maricopa County Department of Public Health are limited, APCA is planning to partner with Mollen Clinic to provide flu vaccinations to individuals with health insurance. Points of distribution familiar to community members should be favored. Sites may include grocery stores, church, senior centers and health events at community health clinics where the Asian American and Pacific Islander community congregate. For individuals without health insurance, APCA will refer to clinics for free or low cost immunization providers, such as the Community Wellness Adult Immunization Program from the Chandler Regional Medical Center (see attached for dates and clinics' location). Below is a list of upcoming events that APCA is planning to partner with the Mollen Clinic and also providing free flu vaccines to qualified individuals at these events.

Upcoming Flu Vaccination Events

Saturday, October 23, 2010

Chinese Greater Phoenix Christian Church in Chandler

8am-1pm

of flu shots: **250**

Population: mainly Chinese families

Friday, October 29, 2010

Chinese Senior Center in Phoenix

8am-12pm

of flu shots: **50**

Population: mainly Chinese seniors, new immigrants who have not been in US for more than 5 years and don't have AHCCCS

Saturday, November 6, 2010

Hepatitis B Testing & Screening & Flu shot

Mountain Park Health Center, East Phoenix

9am-1pm

of flu shots: **100**

Population: general APIs

Saturday, November 13, 2010

Mekong Plaza in Mesa

9am to 1pm

of flu shots: **200**

Population: general APIs

Saturday, November 18, 2010

Asiana Market in Glendale

9am to 1pm

of flu shots: **100**

Population: general APIs

Budget

| Deliverable | Measurement | Fee | Due Date |
|---|--|--------------|--------------------------|
| Partnering with Mollen clinic to provide flu immunization | A report will be submitted listing participants receiving flu shot | | March 31, 2011 |
| Translation services | Translated materials | | Ongoing |
| Ethnic media articles on flu vaccination | Copies of the articles will be submitted | \$50/article | October to February 2011 |
| Developing multi-lingual webpages regarding flu vaccination and information | The URL of completed webpages will be submitted | | November 30, 2010 |