



Reaching Hard to Reach Populations

May 20, 2014

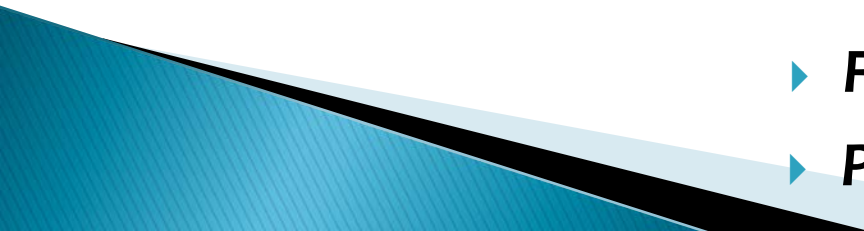
Hawraa Alsaad, Community Health Navigator
and Cynthia Sierra, Senior Director Public Policy, Public Affairs
and Program Development

Manet is grateful and honored to be an MA Department of Health, Office of Health Equity, Health Disparities Reduction grantee.

Moreover, Manet was delighted to have received H1N1 Pandemic Flu funds in FY10, and Immunization Equity funds in FY11 and FY 12 that allowed Manet to conduct and to lead some outstanding, multigenerational, multi-lingual, multicultural, disparities reducing flu prevention programming.

Flu Equity programming was provided in the following languages: Arabic, Chinese (Cantonese, Mandarin), Vietnamese, Thai, Cambodian, Khmer, Spanish, Portuguese, and English.

Key components:

- ▶ ***Outreach***
 - ▶ ***Education***
 - ▶ ***Vaccination***
 - ▶ ***Flu vouchers***
 - ▶ ***Partnerships***
- 



Manet Community Health Center

We are a not-for-profit health and social services provider and we exist to be your partner for a healthier life.

- Family Medicine
- Pediatric Medicine
- Internal Medicine
- Prenatal Care
- Newborn and Well Child Care
- Immunizations
- Chronic Disease Management
- Nutrition Counseling
- Financial Counseling
- 24 hour On-call Coverage for registered patients
- HIV Case Management
- HIV and STI Testing
- Narcan Education and Distribution
- Wellness Programs
- Community Health Navigation
- Language Services
- Patient Portal
- 340B Pharmacy

Hough's Neck
1193 Sea St.
Quincy, MA
(617) 471 8683

Hull
180 George Washington Blvd
Hull, MA
(781) 925 4550

North Quincy
110 West Squantum St.
North Quincy, MA
(617) 376 3000

Snug Harbor
9 Bicknell St.
Quincy, MA
(617) 471 4715

Taunton
One Washington Street, Suite 900
Taunton, MA
(508) 822-5500

Quincy Medical Center
114 Whitwell St. 2nd Floor (B Wing)
Quincy, MA
(857) 403 0820

DEAP
DIABETES EDUCATION
ACCREDITATION PROGRAM

AADE
American Association
of Diabetes Educators



Massachusetts League
of Community Health Centers

हम हिंदी बोलते हैं
我們說中文 Chúng tôi nói tiếng việt

www.manetchc.org



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Flu Equity Project Period

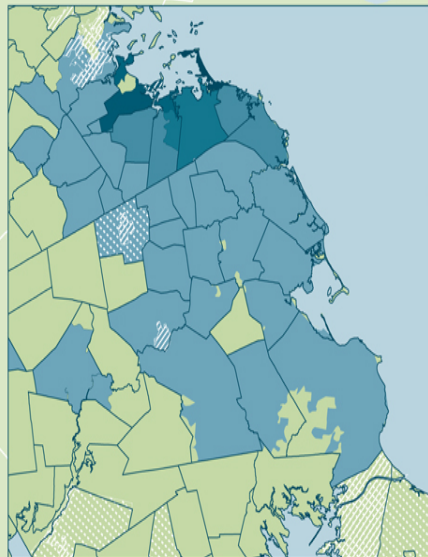
Mapping Manet

MAPPING MANET COMMUNITY HEALTH

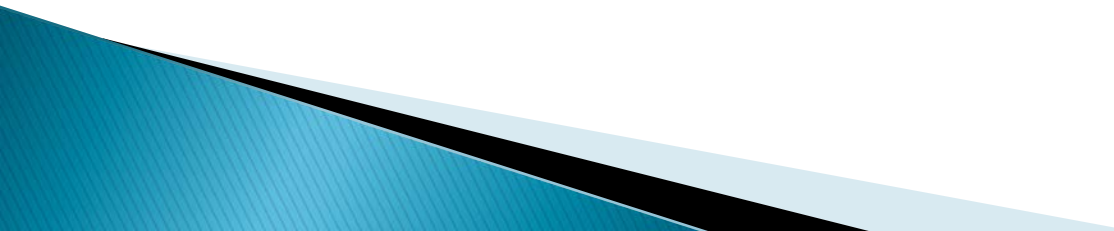
From our five practice sites, we serve residents from more than 44 South Shore communities. Buoyed by our alliance with Steward Health Care and other private-public partnerships, we are exploring a new satellite site within the Steward Hospital network and additional sites in surrounding communities.

Low-Income Population in Our Service Area

At least 57% of Manet patients live at or below 200% of the Federal Poverty Level. This map shows some of the greatest areas of need.

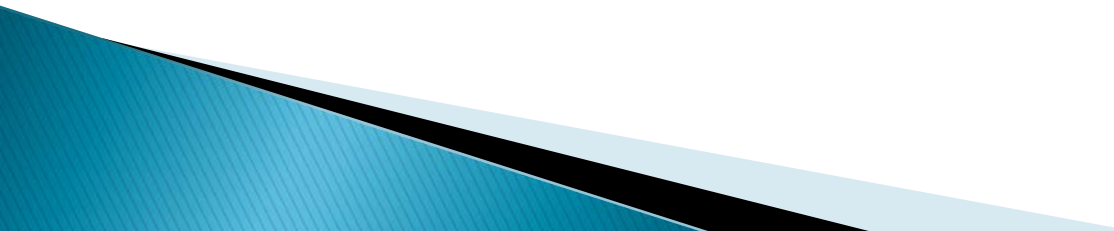


Our Target Community

- ▶ **Every community** was our target, and within each we focused on specific places and neighborhoods.
 - ▶ **Crowded places** were interesting targets for our team because of high possibility for flu contamination and transmission.
 - ▶ **Examples of crowded places** are mosques , churches, public housing and residents buildings, markets and playgrounds.
 - ▶ **New arrival and refuges communities** with language barriers were also targets for our team.
 - ▶ **Manet's Flu Equity team members reside in the community!**
- 

Outreach and Education

Manet Methods:

- ▶ Lectures
 - ▶ Flyers
 - ▶ Brochures
 - ▶ Free flu clinics and/or education tables
 - ▶ Individual and group education
 - ▶ Others
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Outreach and Education

- Lectures

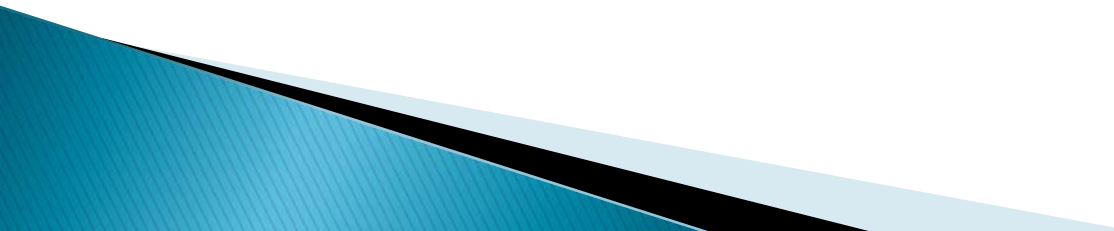
The lectures were about the flu viruses, the ways of contamination and transmission, ways of protections, advantages of the flu vaccines and their types and what to do if someone get sick.

- Flyers

Different flyers in Chinese, Vietnamese, Arabic, Portuguese and English educating people what to do if they get sick and encouraging them to get the flu vaccine.

We passed out thousands of flyers in different languages and places and by different ways such as:

Outreach and Education

- *through schools by passing flyers to every student and asking them to show these flyers to their families, examples:
 - ~Snug Harbor Elementary school in Quincy.
 - ~Mutnafson Academy /Arabic school in Quincy.
 - *by passing flyers directly to people through our hosted tables at different places, examples:
 - ~ Flu education table at Islamic Center of New England
 - ~ Flu education table at Alforqan Islamic school in Quincy.
 - ~ Flu education table at Germantown /South Shore YMCA.
 - ~ Flu education table at Thomas Crane Public Library in Quincy.
- 

Outreach and Education

- ▶ *through frequently visited places for target communities, examples:
 - ~Al-Maeeda Halal Meat and Grocery Market (formerly Alkawther International Halal) for Arabic, Iranian, Turkish, Albanian, Greek, Pakistani and Indian people.
 - ~Falafel King Restaurant in Quincy.
 - ~International Food at Quincy for Arabic and Muslims.
 - ~Family Dollar Store.
 - ~Family Fun Store.
 - ~Quincy Community Action Program (QCAP).
 - ~Quincy Housing Authority.

ASIAN OUTREACH

- ▶ KAM MAN MKT
- ▶ CHINESE TUMBLE
- ▶ CHINA PEARL RESTAURANT



ARABIC OUTREACH



BRAZILIAN OUTREACH



PRACTICE MAKES PERFECT!



Providing education to
neighborhood children.



Assembly of God/Quincy



Assembly of God/Quincy

Promoted on Radio Station

Outreach and Education

By passing flyers directly to houses. We have passed hundreds of flyers to most of the apartments in Germantown especially in the days before any event at that area inviting people to our flu clinics.

*Flyers and brochures available at the five sites of Manet Community Health Center especially in the waiting and education rooms for people to read or take to home to educate their families.

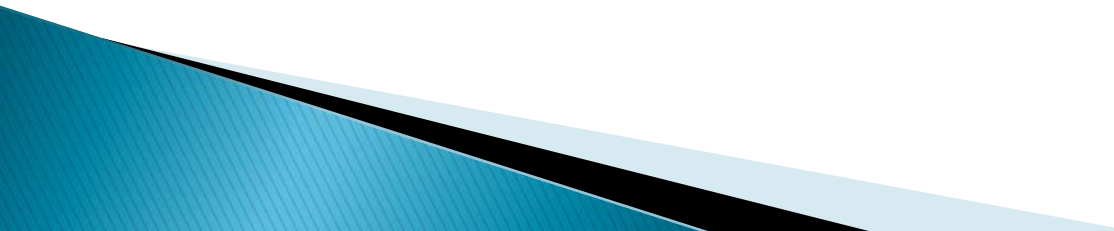
Outreach and Education

Brochures

We have brochures in different languages educate people about flu, and flu vaccine.

Free flu clinics

These clinics were for educating and vaccinating people at different places and occasions. Examples of places we have set flu clinics at them:

- *Germantown Neighborhood Center
 - *Tobin Towers
 - *O'Brien Towers
 - *Kam Man Plaza
 - *Islamic Center of New England
 - *Thomas Crane Library
- 

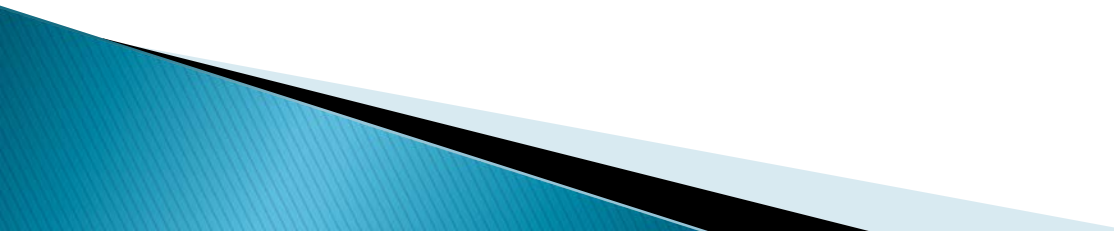
Outreach and Education

- ▶ – In addition we:

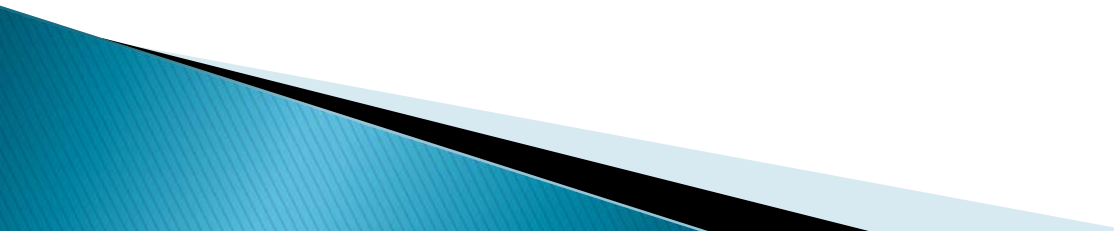
Passed out hand sanitizers – an important tool for preventing the spread of the flu

Gave handouts that includes information on prevention and access information to health organization people can contact for assistance.


Vaccination Care

- ▶ We tried to make Flu Shots easy and accessible!
 - ▶ We held many free flu clinics at different places.
 - ▶ We made flu shots available at all five Manet clinical sites (North Quincy, Houghs Neck, Snug Harbor, Hull and Quincy Medical Center).
 - ▶ Many people we educated get their shots at different health centers other than Manet Community Health Center and our flu clinics. Our education backed up the message.
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Vaccination

- ▶ Flyers and facts sheets of Flu vaccines were available at our Flu clinics for people when they decide to take their shots. These brochures and sheets describe advantages, recommendation, types of vaccines, side effects and other related issues.
 - ▶ One week or more before any event we passed out hundreds of invitation flyers encouraging people to attend our flu clinics, examples:
- 

Places of Events

- ▶ We had many events at different places for outreach, education and vaccination. These places were the best places to reach the mosaic of communities in the South Shore area.
 - ▶ Communities we reached include Arabic, Vietnamese, Chinese, Portuguese, Spanish, Turkish, Persian, Indian, Greek, African American, etc.
 - ▶ Examples of these places are Kam Man Market, China Pearl Restaurant, Islamic Centers, Quincy Career Center, Quincy Community Action Program, Interfaith Social Services Center and more.
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FLU CLINIC AT QHA RESIDENTS BUILDINGS



Vaccination Care

- ▶ We also encouraged many of them to take the vaccine at our free flu clinic. Some decided to have the shot on site and some decided to consult their doctors first to see if they were fit for the vaccination or not.
- ▶ We were offered flu shots to people. We had educated many people attending events by directly speaking to them or by passing flyers and educational materials to them. Many students and employees were interested in our clinic. Many were very thankful for offering this flu clinic for public.

EVENT PICTURES



Partnerships

We accomplish more together than we ever could alone.

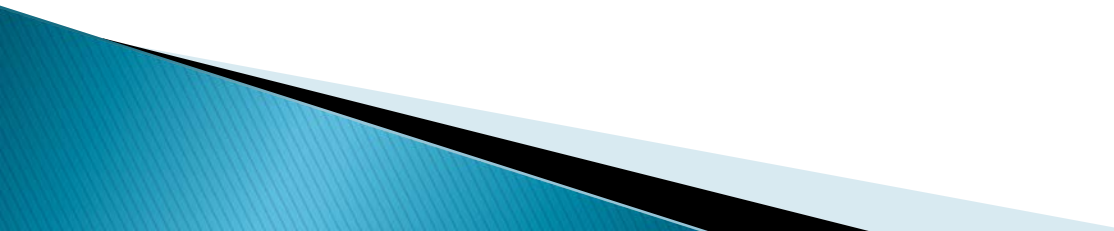
Partnered via: Co-locations, cross promotion. shared staffing of events and language services

- ▶ Quincy Housing Authority
- ▶ Quincy Public Schools
- ▶ Quincy Community Action Programs
- ▶ Imam Alsadeq School
- ▶ Alforqan Saturday School
- ▶ Alforqan Sunday School
- ▶ MBTA
- ▶ Golden Age Center
- ▶ Quincy Chamber of Commerce
- ▶ Community Hospitals
- ▶ Quincy Health Department – Karen McKim, RN
- ▶ Weymouth Health Department – Cindy Morrison, RN

Partnerships (continued)

- ▶ Almutnafison Academy
- ▶ Iraqi's American Community
- ▶ Al-Maeedah Halal Meat
- ▶ Assembly of God
- ▶ South Coastal Bank
- ▶ Roach Brothers Market
- ▶ Wal-Mart, Stop & Shop, Star Market,
- ▶ Giao Pho Hien
- ▶ Dat Pho Hien
- ▶ Chinese Tumble
- ▶ Interfaith Social Services

Flu Vouchers

- ▶ Our target was to give vouchers to all people without health insurance or awaiting coverage.
 - ▶ Vouchers were also helpful to assist community members that were not at the moment able or “willing” to be vaccinated. Allow more time for community members to consider.
 - ▶ Also, we distributed vouchers to people visiting Manet for health insurance related concerns due to many of them not having insurance or were waiting for their insurance to be activated.
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Suggestions

- ▶ Provide more public awareness through TV, radio, newspaper and magazine ads in several languages to include Chinese, Vietnamese, Arabic, Spanish and English
- ▶ Make free flu shots available in the Fall and/or early winter months.
- ▶ Brochures, flyers and hand sanitizers to be available in the community in high foot traffic locations such as public housing buildings, T-stations, on trains and buses and in all local schools.
- ▶ Home vaccination visits made available to the elderly and disabled.
- ▶ Free flu shots for those people paying for their health insurance encouraging them to get vaccinated.
- ▶ Repeat messages annually
- ▶ Be portable, be mobile!
- ▶ Partners – send positive messages – MORE JOY!
- ▶ Respect flu myths
- ▶ Recruit staff from the community
- ▶ Nursing matters. Bring nursing talent
- ▶ Short term projects have impact. Develop structure that will support seasonal roll-out

Questions??

