8th Annual National Infant Immunization Week and Vaccination Week in the Americas

April 23-30, 2011

TEXAS REPORT
National Infant Immunization Week and Vaccination Week in the Americas (NIIW/VWA) were celebrated April 23-30, 2011, with the primary focus of promoting immunizations throughout the nation and the Americas.

For the eighth consecutive year, the United States-México Border Health Commission (BHC) partnered with the ten border states, the Centers for Disease Control and Prevention (CDC), and the Pan American Health Organization (PAHO) to bring additional focus during NIIW/VWA to the U.S.-México border region with the goals of raising awareness of the importance of vaccines, expanding immunization coverage, and promoting national and cross-border activities in joint efforts to prevent disease and save lives.

Vaccination Week in the Americas, which is the campaign directed by PAHO, provides life-saving immunizations to millions of children, young women, and seniors in the Americas, reaching populations with limited access to regular health care services who are subsequently at increased risk of contracting vaccine-preventable diseases.

Since 1994, NIIW has served as a call to action for parents, caregivers, and health care providers to ensure that infants are fully immunized.
The Texas Department of State Health Services (DSHS) **border area** is defined as the area within 100 kilometers (or 62 miles) of the Rio Grande in the La Paz Agreement of 1986, which includes the 32 Texas border counties (listed below) and México.

This map identifies the seven border communities and regions within the Office of Border Health, DSHS, along the Texas-México border.

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**32 Texas Border Counties**

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<th>Brewster</th>
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HEALTH SERVICES BORDER REGIONS ACTIVITIES

HEALTH SERVICES REGION 8

Promotoras Immunization Training

On April 25, 2011, the Texas Department of State Health Services (DSHS) Region 8 (HSR-8) conducted a training workshop in Eagle Pass, Texas, which focused on providing immunization/vaccination education to parents, children, and a total of 12 promotoras serving Val Verde and Maverick County.

The workshop was organized by the DSHS-Office of Border Health (OBH) and conducted by Josie Cale, a nurse from the DSHS-TB Elimination Program. Pre and post tests were provided to participants to measure knowledge gained as a result of this training. (See Attachment 1 for more information on this training.)

Health Education: Immunization Awareness

The DSHS-OBH and the DSHS-TB Elimination Program for HSR-8 provided clinics in Del Rio and Eagle Pass, Texas with educational materials focused on promoting immunization awareness, which included fact sheets and childhood immunization guides for parents, infant immunization fotonovelas, coloring sheets, and information on vaccines for adolescents, preteens, and teens (7-18 years), with materials distributed to approximately 150 community members and their children. This material was also provided to parents participating in an obesity prevention program through the Eagle Pass Independent School District Parent Center in Eagle Pass, Texas.

1 Region 8 counties include Dimmit, Edwards, Frio, Kinney, La Salle, Maverick, Real, Uvalde, Val Verde, and Zavala
Parent Education

On April 26, 2011, the Migrant Council, United Medical Centers, and the DSHS-OBH conducted educational sessions about vaccines for children and the benefits of immunization at the Head Start Center in Del Rio, Texas. (See Attachment 3 for a copy of the flyer).

Child Immunization Education

On April 26, 2011, approximately 35 children from the Texas Migrant Council Head Start program in Del Rio, Texas, received immunization education, organized by the DSHS-OBH (HSR-8) and the Texas Migrant Council. While this educational activity was initially aimed at parents, children also received immunization coloring sheets as part of this educational discussion. As a result of this training, children were able to verbalize that vaccines help them stay healthy and are good for them.

Learn About Immunization Coloring Contest, Uvalde, Texas

Coloring Contest

On April 26, 2011, DSHS PHR-8 visited the New Hope Learning Center in Uvalde, Texas, to promote infant and toddler immunization awareness by creating the Learn about Immunization Coloring Contest and was an opportunity to provide children vaccination information.

Literature Distribution

On April 27, 2011, DSHS PHR-8 staff distributed educational vaccine pamphlets, brochures, and vaccine magnets focused on the benefits of newborn infant vaccination to parents at the Women, Infants, and Children (WIC) Offices in Uvalde.

Día de los Niños

On April 29, 2011, DSHS PHR-8 participated with local businesses and agencies in the youth celebration Día de los Niños, organized by the Flame Ministries at Uvalde Memorial Park. As a result, educational information, along with other vaccine-related items, was provided to parents and children.
Promotora and Nursing Student Immunization Education

On May 4, 2011, the Jurisdicción Sanitaria 1 from Piedras Negras, Coahuila, conducted immunization training for promotoras and nursing students as part of NIIW with the assistance from the HOPE-K Trinational Health Council (THC).

Provider Education

On June 14, 2011, the DSHS-OBH, in conjunction with the DSHS-Communicable Disease Section for Region 8 and the HOPE-K THC, hosted a provider education lunch seminar with the United Medical Center in Eagle Pass, Texas, originally scheduled for NIIW. The education seminar focused on educating providers about proper testing techniques for diagnosing pertussis among children.

HEALTH SERVICES REGION 9/10

Immunization Awareness and Outreach Activities

Immunization awareness and outreach activities were also conducted throughout NIIW and included bilingual “Done by One” stickers, NIIW posters, and vaccine notices to the counties of El Paso, Hudspeth, Culberson, Jeff Davis, Brewster and Presidio, targeting the whole community.

Health Education Station: Immunization Awareness

During the week-long celebration, bilingual health education on immunization awareness, organized by the Texas A & M Colonias Initiative Program and the DSHS-OBH, was also provided at the Paso del Norte bridge in El Paso, Texas, targeting border residents of all ages.

Flu Immunization Referrals

The Texas A & M Colonias Initiative Program and the DSHS-OBH also organized flu immunization referrals to the El Paso Department of Public Health Clinic which resulted in 179 pedestrians receiving 443 doses of vaccines at the Paso del Norte bridge in El Paso, Texas. Vaccinations included influenza, HPV, and Meningococcal.

Free Immunizations


H1N1 Vaccine

From April 25-29, 2011, the DSHS’ Family and Community Health Services in Presidio, Texas, offered residents the H1N1 vaccine, immunization promotion through NIIW posters, vaccine notices, and other educational materials to Presidio and Ojinaga residents.

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2 Region 9/10 counties include Crockett, Pecos, Reeves, Sutton, Terrell, Brewster, Culberson, El Paso, Hudspeth, Jeff Davis, and Presidio
**State Legislative Updates on the Impact of Vaccination**

On April 27, 2011, the El Paso Immunization Coalition and the DSHS-OBH organized an NIIW 2011 Signature Event targeting healthcare providers and community leaders at the Ysleta Independent School District Administration in El Paso, Texas, in which nationally recognized speakers discussed recent ACIP updates, legislation concerning immunizations, and implementation updates on done-by-one methodologies, as well as shared family stories on victims of vaccine-preventable diseases. For more detailed information on this event, visit [www.elpasoic.org](http://www.elpasoic.org).

![NIIW 2011 Signature Event, Ysleta Independent School District, El Paso, Texas](image1.jpg)

**Keeping the Community Healthy**

On April 26, 2011, the City of El Paso’s Department of Public Health Immunization Program provided free immunizations to children 0-35 months of age and adults, 18 year and older, screening a total of 285 México clients at all five clinics for that week to include a total of 748 doses.

**HEALTH SERVICES REGION 11**

**Women and Pregnant Teens Immunization**

The Cooper Center in McAllen, Texas, hosted a binational activity targeting U.S. and México community health workers/promotores as well as other community partners.

**NIIW Health Fiesta Celebrating Día del Niño**

On April 19, 2011, the NIIW Health Fiesta Celebration of Día del Niño, organized by the South Texas Promotora Association (STPA), took place at the STPA Headquarters in San Juan, Texas. The event targeted Headstart, WIC, and other community partners.

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3 Region 11 counties include Brooks, Cameron, Duval, Hidalgo, Jim Hogg, Kenedy, McMullen, Starr, Webb, Willacy, and Zapata
**Immunization Education Presentations**

On April 25, 2011, the Hidalgo County Health Department, including seven public clinics, and a WIC clinic, offered a series of presentations open to the communities of Edinburg, Elsa, Hidalgo, McAllen, Mission, Pharr, and Weslaco.

**Immunization Education to Daycare Centers**

On April 25, 2011, the Hidalgo County Health Department disseminated immunization education to daycare center teachers and parents. Bags with information (TDAP vaccine literature especially) and other items were also distributed.

**Binational Immunization Service Workshops**

On April 26, 2011, the U.S. Health and Human Services of Hidalgo County and the South Texas Promotoras Association, in conjunction with the U.S.-México Border Health Commission (BHC), the Pan American Health Organization (PAHO/WHO) U.S.-Mexico Border Office, conducted a workshop on binational immunization services at the San Juan Community Center in San Juan, Texas.

Dr. Gustavo Iturralde, Technical Officer, Health Promotion and Family Health for PAHO/WHO U.S.-Mexico Border Office, presented NIIW/VWA information on the binational immunization comparison tools between the United States (Texas) and México. Ivette Nuñez, Health Services Texas State Department Immunization Program, provided vaccination program information and coverage in Texas, and Dr. Agustín González, Department Head of Universal Vaccination in Tamaulipas, spoke about México’s schema and new vaccines incorporated therein.
The meeting provided updates on vaccination in Texas and México aimed at the South Texas Promotoras Association, which included participation of 67 promotoras from both Texas and Tamaulipas. The program concluded that a need to update health workers in the field of immunizations exists and identified the possibility of conducting subsequent meetings during the 2011 Border Binational Health Week in October. (See Attachments 4 and 5 for materials used in this workshop).

Annual Texas Vaccine for Children In-Service

On April 27, 2011, the Annual Texas Vaccine for Children (TVFC) In-Service took place in Laredo, Texas, at the Laredo Health Department Auditorium. Topics included TVFC updates, parental vaccine concerns, disease reporting, ImmTrac, Texas Health Steps, influenza school-based clinics, and rabies prevention. Dr. Andrew Kroger, CDC, served as guest speaker. (See Attachment 6 to view the announcement flyer for this event).

2011 Texas Vaccine for Children In-Service

On April 28, 2011, the 2011 TVFC In-Service took place at Mario’s Banquet and Conference Center in Mission, Texas, with Donna Weaver, CDC Nurse Educator, serving as guest speaker. Topics included childhood/adolescent immunizations, vaccination techniques, ImmTrac Surveillance of Communicable Diseases, Zoonosis, and Texas Health Steps. A total of 220 TVFC providers in Hidalgo County participated.
Educational Booth at the Mexican Consulate in McAllen, Texas

A vaccination educational booth targeting Mexican Consulate clientele was made available during April and May as a result of collaboration efforts between the Hidalgo County Health Department and the Mexican Consulate in McAllen, Texas. Educational materials offered included various immunization information, to include Hidalgo County Health and Human Services’ clinic services and locations.

As a result, approximately 200 individuals received health education materials on several health topics.
ATTACHMENTS

Note: To access the attachments, click on the links below:

1. **Promotora's Immunization Training: Goals and Objectives**

2. **Flyer: Immunization Training for Promotores (Eagle Pass, TX)**

3. **Flyer: Immunization Training for Parents (Del Rio, TX)**

4. **Pan American Health Organization Binational Immunization Service Workshop Slides**

5. **Pan American Health Organization Binational (Texas-Mexico) Immunization Comparison Tool**

6. **Flyer: 2011 Texas Vaccine for Children Conference (Laredo, TX)**