

NMDOH News Brief

IMMUNIZATION



NM Department of Health Immunization Program

Fall 2020 / Issue No. 10

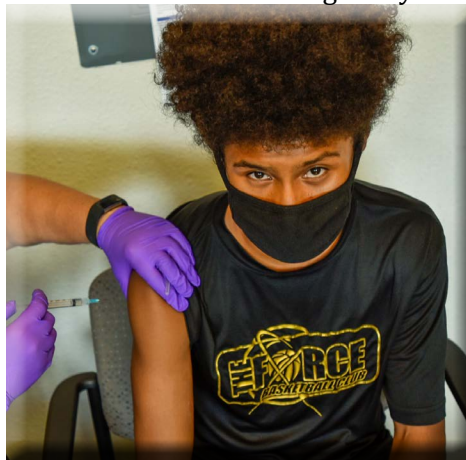
Flu shots are important this fall

Edward Wake
CDC Public Health Advisor to New Mexico

In a time of unpredictability, here's something you can count on: In the fall, your flu vaccine is here and ready for you. Everyone 6 months of age and older needs to get flu vaccine this year and every year.

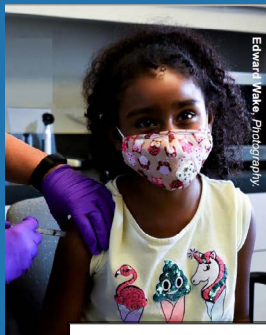
Young children, pregnant women, those 65 years and older and people with chronic health conditions are especially in need of the vaccine. We all know why.

Flu vaccine can save lives, reduce illness from influenza, is safe to receive, and this year, with COVID-19 still prevalent, preventing influenza can reduce the number of people who will need to seek medical care and testing for possible COVID-19 or influenza infection. And until we have a vaccine to prevent the spread of COVID-19, New Mexicans need to wear facial coverings or masks when in public and social distancing is not possible. This is why we are asking everyone to vaccinate this season.



A Flu/COVID Media Workgroup was formed to provide a comprehensive media campaign to promote both flu vaccination and the importance of wearing a mask this season. The Flu/COVID Media Workgroup was made up of staff from NMIC,

Flu shots are important
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STAY SAFE 
STAY HEALTHY
STAY VACCINATED

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Social media post promoting safe vaccinations during the pandemic (see page 2 learn about the photo shoots)

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NMIC 18th Annual Meeting and Celebration 2020

Anna Pentler
New Mexico Immunization Coalition

This year has been anything but normal. We have had to adjust and learn new ways to share, to meet, to plan and to get our important work done. Many of our “normal” ways of doing business are on hold as we struggle to keep ourselves, our loved ones and our communities from being overwhelmed by coronavirus infections. This includes our annual NMIC meeting and celebration.

We are planning for a much different format this year, and we hope you will be pleased to gather, learn and share together virtually. With our generous partner, Comagine Health, we will hold our annual meeting on Zoom over three days in 1½ hour increments. On December 1, 2, and 3, we will hold an hour-long webinar format presentation, followed by a 30-minute virtual meeting. The 30-minute segment may include a local panel presentation, small group work in break-out rooms,

or other interactive activities.

On the first day, we have requested a CDC speaker as our keynote speaker to give an update on COVID-19 and flu vaccines. We are grateful to have hosted expert speakers from the CDC, who have presented to our group many times over the years—we'll keep everyone updated. On Weds., Dec. 2, Katie Cruz, NMSIIS Program Manager, will present on NMSIIS as a tool for pandemic response. And on Dec. 3, we are excited to introduce Motivational Interviewing expert David Forman who will present about the potential for using Motivational Interviewing as a tool for influencing vaccine acceptance. It will be an awesome few days to interact virtually and hear excellent speakers with timely information.

In addition, get ready for some fun interactive activities—stay tuned as we explore the possibilities.

We hope you will join us for this year’s annual meeting and celebration, and we are grateful to gather virtually. Please register on this link to save your spot at the meeting!

<https://comaginehealth.zoom.us/meeting/register/tJYpc-CqrjIoEtRKgz0IRGZHog8oCKXsPKL8>

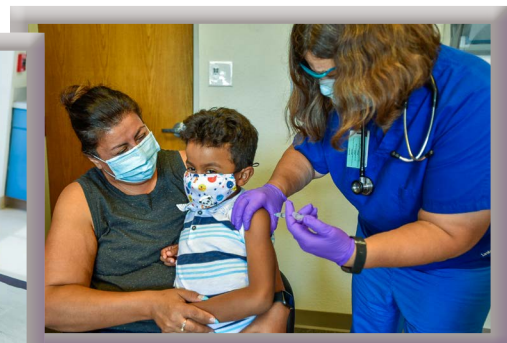
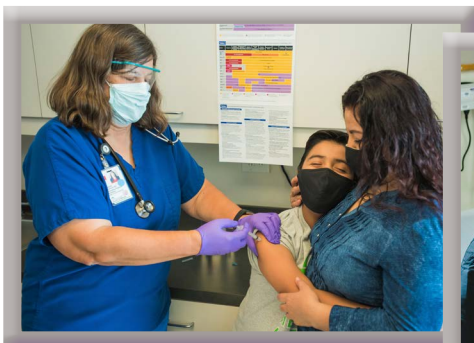
Medical images— with masks

Maggie June
NM Immunization Coalition

Throughout this issue of the newsletter, you’ll notice many photographs depicting a medical setting with everyone masked.

NMIC and DOH collaborated to hold three photo shoots to

obtain proper medical images that reflect safe ways that providers are vaccinating during the pandemic. Interested to know more, or need a medical image? Contact Maggie June, at mjune@salud.unm.edu



VaxViewNM Public Portal

*Reminder to your patients
and the community*



Katie Cruz
NMSIIS Manager

We encourage everyone to continue to remind patients and community members that they can print their own vaccination records at www.VaxViewNM.org. All they need to do is go to VaxViewNM.org and enter in a few pieces of information.

IT IS SO EASY!

VaxViewNM.org enables individuals, parents, and guardians to access, save and/or print official immunization records. This eliminates the need to carry multiple or aged documents and allows you to access your shot record anytime you need. VaxViewNM.org is mobile friendly and uses two-factor authentication.

Please see the links on the side bar for additional information and marketing materials to print. Contact our team at the NMSIIS help desk with any questions or comments (833) 882-6454

- ◆ [User YouTube video](#)
- ◆ [Provider YouTube Video](#)
- ◆ [User Handout](#)
- ◆ [Provider Poster](#)

Got Shots 2020

Anna Pentler
NM Immunization Coalition

This Year's Got Shots events took place July 25 – August 15. Got Shots is an annual effort where providers open their doors to any child through age 18, regardless of their insurance status or whether they are patient at that clinic.

This year 49 providers participated; roughly 40% fewer than usual. Public Health Offices normally participate, but because of COVID-19 testing, only a handful of PHOs were able to participate.

Feedback from the clinics was overwhelmingly disappointing. Most clinics saw far fewer children than usual. About 60% of clinics reported 850 children were immunized with 2,000 shots across the state.

Through our managed care partners, the Immunization Program and the NMIC, excellent incentives were provided to give to the children receiving vaccines.



VACCINES ARE AN ACT OF LOVE —



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Social media posts are focused on promoting safe vaccinations during the pandemic (see page 2 learn about the photo shoots)

Flu shots are important
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the Department of Health, New Mexico's National Guard and Presbyterian Healthcare Services. The Workgroup developed promotional messaging for flu vaccination on multiple platforms, including social, print, radio, outdoor and possibly television media venues.



Some campaign photographs may feature familiar faces. NMIC and the Department of Health collaborated to hold three photo shoots with children and adults receiving vaccines while wearing a mask and vaccinators wearing recommended personal protective equipment. This work will be rolled into

the Governor's Office and the Department of Transportation for both flu and COVID-19 vaccines. This will produce a multiplier effect combining resources for effective media campaign for immunization.

a multi-agency effort led by



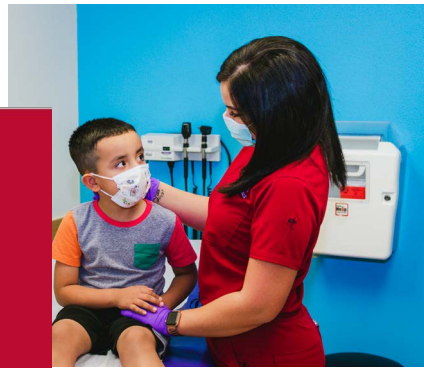
**¿ESTÁ AL DÍA
SU NIÑO?
¡VACÚNESE!**

**Revise el archivo
de su niño en
VaxViewNM.org**



Patricio Trujillo, photography

*Social media posts
are created in both
English and Spanish*



**Contact
us**

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www.immunizenm.org
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or if you have an item to submit
for publication.*

