

NMDOH News Brief

IMMUNIZATION



NM Department of Health Immunization Program

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New Mexico's new marketing campaign

Andrea Lawrence
NMDOH Director of Marketing

The NMDOH Immunization Program has an education and awareness makeover in store. We know that attitudes about vaccines have changed since before the pandemic, leading to a declining trend in routine immunizations among children and adolescents. Changing hearts, minds—and most importantly, behaviors—will require a concerted effort with clear, consistent, strong messaging that reaches and resonates with all New Mexicans. Program Manager, Andrea Romero, and Vaccine and Outreach Manager, Joelle Jacobs, briefed DOH’s new marketing team on the current environment and desired outcomes. Together, we’re developing a plan that, with your help, will return youth vaccination rates to above the 95% threshold.

Starting this spring, we’ll unveil new advertising creative and media strategy. Our campaign will align with the CDC and its Let’s RISE (Routine Immunizations on Schedule for Everyone)

New Marketing Campaign
continued on page 4

Booster dose for MenACWY required in 2023-24 school year

School and Child Care Immunization requirements keep our children safe from vaccine-preventable infectious diseases. These requirements closely follow the federal recommendations for childhood vaccinations, with a few exceptions.

This year, the NM school requirement for MenACWY, which has been in effect for 4 years, will roll up to 11th grade and include a 2nd booster dose for that grade. The second dose

MenACWY Booster dose
continued on page 4

Got Shots?

July 8 thru August 31

Get ready for Got Shots 2023—with extended dates to help more children get their vaccinations needed for school

In this issue

PAGE

NMDOH Marketing Campaign	1
New school requirement: MenACWY . .	1
Public Health Day at the Roundhouse . .	2
NMIC Award Winners	3
Nominate an Immunization Champion . .	4
Got Shots 2023	4
Immunization Program Training	5
Let's Rise to Immunize Webinar	5

Hooray for Public Health Day!

Andrea Romero
Immunization Program Manager

The 8th Annual Public Health Day was held at the Santa Fe Roundhouse on February 21, 2023. The New Mexico Department of Health, New Mexico Immunization Coalition, community organizations, and health councils attended the event. Hospitality tables graced the Rotunda, displaying the work of public health programs and partnerships. It was a day for community members and legislators to chat with Public Health folks who staffed the tables. Visitors to the hospitality tables were encouraged to ask questions, obtain information, educational giveaways, and even vaccinations.



From Left: Catherine Campbell, Andrea Romero, and Joelle Jacobs with the Immunization Program joined by Sarah Gettler and Danielle Trujillo with the Boys and Girls Club.

The Immunization Program is partnering with the Boys and Girls Club community organization. Beginning with the COVID-19 Pandemic, community organizations and health councils have become valued partners that promote health equity in vaccinations. Youth at the Boys and

Girls Club are empowered to bring their energy and information to promote vaccine equity efforts, and they are part of the Better Together NM Coalition. For more information on organizations that are part of Better Together NM visit:

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

[bettertogethernm.com/coalition](https://www.bettertogethernm.com/coalition)

Nursing staff from the Santa Fe Public Health Office were on hand to administer vaccines for people eligible for their COVID-19 booster bivalent vaccine. Public Health Day had a great turnout and attendees who visited the Immunization Program table were offered information, educational

resources, and contact information for reference. Overall, it was a special opportunity to celebrate public health with many colleagues who continue to contribute tremendously to health equity efforts around the state.



From Left: NMDOH Santa Fe Public Health Office—Mariah Jozelle Augustin, David Muniz, Nick Boukas; NM Immunization Coalition— Anna Pentler, Maggie June; NMDOH— Andrea Romero, Joelle Jacobs; Boys and Girls Club of Santa Fe/Del Norte— Sarah Gettler, Danielle Trujillo; NMDOH— Laura Parajón, Jeff Lara, and Dan Burke.

NMIC Annual Provider Awards for 2022

Each year, we proudly honor practices that have excelled in their efforts to immunize New Mexico's children based on NMSIIS reporting. We applaud and honor the following practices for going above and beyond to keep children vaccinated for the year 2022.

Childhood Immunizations 80% and higher

NW Region

* Cañoncito Health Center, Tohajilee

NE Region

Children's Clinic, Los Alamos
Children's Clinic, White Rock

Metro Region

Best Buy Drugs, ABQ
IHS Pueblo of Sandia Health Center
PMG Pediatric Multispecialty Clinic, ABQ
PMG Rio Rancho Pediatrics
Public Health Pharmacist Clinic, ABQ

SE Region

Acacia Family Care, Roswell
DeBaca Family Practic Clinic, Fort Sumner

SW Region

Ben Archer Health Center

- Deming
- * • Radium Springs
- Thorpe, Las Cruces

Full Bloom Pediatrics
La Clinica de Familia

- Pediatrics, Las Cruces
- * • Sunland Park

* Maria G. Crawley, MD, Las Cruces
New Mexico Primary Care Group, Las Cruces

Adolescent Immunizations 80% and higher

NW Region

* Cañoncito Health Center, Tohajilee
Laguna Community Health Center, Casa Blanca, NM

NE Region

El Centro Family Health, Coyote Clinic
Family Medicine Partners of Santa Fe

Metro Region

Central Desert Behavioral Health Hospital, ABQ
IHS Zia Health Clinic, Zia Pueblo
PMS Ojo Encino Clinic
Sandia National Laboratories, ABQ

SE Region

BCA Medical Associates, Dexter

SW Region

* Ben Archer Health Center, Radium Springs
* La Clinica de Familia, Sunland Park
* Maria G. Crawley, MD, Las Cruces
Memorial Family Health Care, Missouri Avenue, Las Cruces
St. Anthony Pediatrics, Anthony

* Practices that are being recognized in **both** Childhood and Adolescent award categories

MenACWY Booster dose

continued from Page 1

optimizes the protection against meningococcal meningitis for the teen years that are most at risk for this rare, but devastating disease.

Help us spread the word in your community! Parents, health care providers, and school nurses will need to get their students entering into

The second dose should not be given before age 16 or it will not be counted as valid.

11th grade a second dose of MenACWY in order to be in compliance for school entry. An important note is that the 2nd dose should not be given before age 16 or it will not be counted as valid. Students who have skipped a grade or are otherwise young for their grade, should wait until they turn age 16 before getting the second dose; they will be able to register and attend school but will need to get caught up when they reach 16.

This summer, our annual Got Shots clinics in late July and all of August, will offer an opportunity for catching kids up on vaccines, and especially this additional dose of MenACWY.

[Link to school requirements for 2023-24](#)

Nominate an immunization champion for 2022

NMIC is soliciting nominations for 2022! It's our 20th year to honor folks who have gone above and beyond in the field of immunizations. Help us identify and recognize our New Mexico Champions! The past few years have presented many challenges that have required extra effort from our providers, our Public Health Departments,

our immunization experts and advocates. This is your opportunity to nominate them and show your appreciation for all their hard work.

Get the nomination form from the NMIC Champion [webpage](#) and download to your computer. Fill out the form and send it to apentler@unm.edu or fax to 505-272-3764.



Got Shots?

July 8 through August 31, 2023

This year, Got Shots—the back-to-school vaccination catch-up effort around New Mexico—will be extended to almost eight weeks! Events will take place from July 8 through the month of August to give parents and providers ample time to get children up to date on vaccines for school. Providers, stay tuned for an invitation announcement to sign up to participate!

New Marketing Campaign

continued from Page 1

initiative. Messages will be crafted with the most recent data findings from the Frameworks Institute in which they identified two concepts (talking about the common good for community resilience and the device update metaphor) that were received most favorably and indicated the potential to change public perception. Finally, we will build on New Mexico's COVID-19 vaccine rollout success.

Advertising will happen across media types including traditional channels like television, radio, and newspaper, along with digital placements on social media platforms and streaming services. Ultimately, collaboration and coordination are the cornerstones to success, and we look forward to working with the coalition and its extensive network to reach our shared goals.

Immunization Program Statewide Training

Lyndsey Cordova
NMSIIS Training Coordinator

Thank you to everyone who joined the 2023 Statewide Training that took place remotely on two dates, February 7 and February 23, 2023.

The training material is now posted on the Immunization website under the “Resources” and “Training” tabs. The training reference material is also posted in NMSIIS under the “Reports” section.

Below are the links to access all the training material that was presented, for your reference.

Links to training material

<https://www.nmhealth.org/about/phd/idb/imp/resources>

<https://www.nmhealth.org/about/phd/idb/imp/siis/train/>

<https://nmsiis.health.state.nm.us/webiznet/nm/WebCode/Reports/ListReports.aspx>

Let's RISE to immunize!

Webinar

The CDC and the NM Department of Health are focusing efforts this year on increasing immunization rates for both children and adults. NMIC, Comagine Health and NM DOH sponsored a webinar on March 22, 2023 to inform on:

1. Status of New Mexico's immunization rates
2. Ways that we can boost vaccine confidence
3. Marketing strategies to bolster vaccine uptake

Katie Cruz, our NMSIIS Manager, Dr. Walter Dehority, pediatric infectious disease physician at UNMH, and Andrea Lawrence, Marketing Director for NMDOH, gave excellent presentations with some concrete strategies to talk about vaccines in a positive and reassuring way.

Over 90 people joined the webinar from across the state and beyond. A big thank you to our presenters and our partners at Comagine Health and NM Department of Health, and to all who attended!

If you missed the webinar, you can view it on recording [here](#). Please note, to access the recording you'll need the following passcode:

7@Da#sSK

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Call or email us for more information about our newsletter or if you have an item to submit for publication.

