

# NMDOH News Brief

# IMMUNIZATION



NM Department of Health Immunization Program

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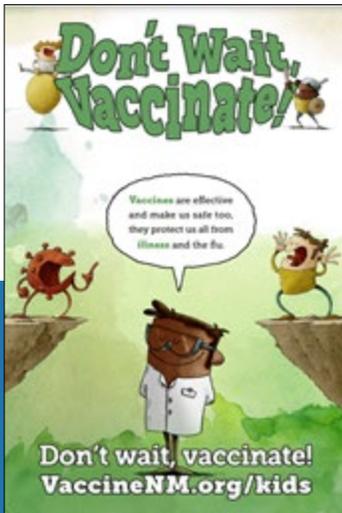
## Don't Wait, Vaccinate! Marketing Campaign

Andrea Romero  
Immunization Program Manager

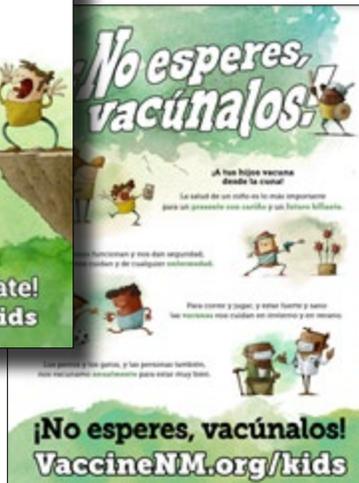
The New Mexico Department of Health marketing team, led by Andrea Lawrence, has launched the “Don’t Wait, Vaccinate!” campaign for vaccine catch up efforts for children.

Under [VaccineNM.org/Kids](http://VaccineNM.org/Kids), various marketing materials in partner toolkits are available in English and Spanish. Television commercials and radio advertisements are airing as well in support of the campaign. The Got Shots annual event is being incorporated in the campaign rollout (see page 5). Fillable posters for Got Shots Clinics are posted on the Got Shots website at [unm.edu](http://unm.edu).

More messaging efforts are in the works for the fall season as part of recurring vaccine equity efforts.



Go to [vaccinenm.org/kids](http://vaccinenm.org/kids) to access more items in the partner toolkits.



## AIRA Conference

The New Mexico Immunization Program staff attended the American Immunization Registry Association (AIRA) 2023 National Meeting in San Diego on May 2-4. It was a record-breaking year for attendance, with 545 staff from Immunization Programs from all over the country.

The conference agenda included a full schedule of breakout sessions and keynote speakers. New Mexico Statewide Immunization Information System Manager (NMSIIS), Kathryn “Katie” Cruz presented on Data Visualization.

**AIRA Conference**  
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## Community Outreach efforts

Andrea Romero  
*Immunization Program Manager*

Educational resources were handed out and community engagement was strong at two recent outreach events! These events were led by Immunization Program staff.

### Women's Veterans Conference

Vaccine and Outreach Manager, Joelle Jacobs, attended the 2nd Annual 2023 Women Veterans Conference on June 10. Around 150 women attended the event that was held at the CNM Workforce Training Center in Albuquerque. The event is organized by the New Mexico Department of Veterans' Services to empower women and recognize their many contributions to the military service.

### San Felipe Pueblo Safety Day

Adult Vaccine Manager, Vanessa Hansel, and CDC Public Health Advisor, Sujeith Barraza, attended San Felipe Pueblo Safety Day on June 22. The NMDOH mobile vaccine team also attended to administer

Community Outreach efforts  
*continued on page 4*

## Immunization Program *Staffing announcements*

**Dan Burke /**  
*Infectious Disease Bureau Chief*

Dan Burke retired from the New Mexico Department of Health, Public Health Division as the Infectious Disease Bureau Chief on June 1, 2023, after 25 years of service in the agency, plus eight



years with El Centro

Family Health. He first walked into the Harold Runnels Building in July 1987, when the building was nearly new, and it was still the Health and Environment Department. He served as the Immunization Program Manager before becoming the Bureau Chief.

A celebration was held at the Harold Runnels building in Santa Fe on May 30 to recognize Dan for his years of service. He remarked, "I've always felt fortunate to work for an agency with such a great mission, statewide reach, and great people. I still feel that way." We wish Dan the very best in his retirement.



**Marissa Estrada /** *Finance Clerk*

Marissa Estrada has been hired as Finance Clerk with the Immunization Program as of May 2023. She has dived into the fiscal year-end tasks—an enormous contribution to the finance section.

Marissa was born and raised in New Mexico. She enjoys reading various genres of books and sipping coffee. Marissa's hobbies include spending time outside with her family and their dogs. She is excited to be a part of the



Staffing Announcements  
*continued on page 5*

# Annual Immunization Program Training

Andrea Romero, *Immunization Program Manager*

The Annual Immunization Training was held on June 21, 2023, at the Midtown Public Health Office in Albuquerque. This is the first time the training has been held in person since the beginning of the COVID-19 pandemic. The agenda included immunization updates and a refresher training under Vaccines for Children, Adult, and Finance sections, in preparation for the upcoming fiscal year.

Here are a few photos from the training.



*Immunization Program staff at the AIRA conference. Left to right: Vanessa Hansel, Marlene Peña, Samantha Sanchez, Lynne Padilla, Joelle Jacobs, Veronica Rosales, Lyndsey Cordova, Katie Cruz, Mitchell LeBlanc, and Andrea Romero.*

## AIRA Conference *continued from Page 1*

The NMSIIS team was recognized for being one of only two states in the country to complete the Data at Rest project. Katie was one of three recipients given the Superstar Award for her immunization information efforts.

Overall, the meeting was valuable, and the team was recognized for the hard work they have done and continue to do for New Mexico.



# AIM Vaccine Access Cooperative *focus to vaccinate children against COVID*

Anna Pentler, MPH, MBA, *New Mexico Immunization Coalition*

In April, a group from New Mexico attended a summit in Denver to brainstorm with other states how to increase our COVID-19 vaccination rate for the 6-month to 4-year-old age group. The summit was organized by the Association of Immunization Managers (AIM) and funded by the CDC.

New Mexico is doing slightly better than our counterparts, but still doing abysmally—about 12% of the youngest children having one dose of vaccine and, 4.7% with primary series complete. The meeting offered concentrated time for vaccine experts, physicians, pharmacists, and Immunization Program staff to discuss strategies and share

ideas on how to increase our rates. It was helpful to hear from experts across disciplines and to discuss barriers and potential solutions.



*Photo of the AIM group, and of course, we found a cow!*

One “aha” moment was to see the many areas that are “vaccine deserts” and where there are pharmacies, FQHCs and VFC providers not currently offering

COVID vaccines to this age group—or at all. New Mexico is a rural state, and it’s an ongoing challenge to make sure families in every county are able to access needed vaccines.

Our New Mexico contingent continues to explore ways to address this issue through an ad hoc team: KICK-IT (Kick COVID in Kids-Interim Team). The first meeting was held in May and we plan to meet again in July. The purpose of KICK-IT is to increase our state’s vaccination rate of the 6-month to 4 year-old cohort. Stay tuned to hear about the strategies we will be implementing to best reach and serve this age group.

## Community Outreach efforts *continued from page 2*

COVID-19 vaccine. There was robust attendance from the community, and activities for children.



**Top:** Vanessa Hansel staffing the information table at San Felipe Pueblo Safety Day. **Left:** Incentives and educational materials for the community

## Medicare changes and the impact on Vaccines

On June 14 NMIC, in partnership with Comagine Health and the New Mexico Department of Health, hosted an online webinar, Medicare changes and the impact on Vaccines. Our speaker Dr. Amy Bachyrycz, of Walgreens and UNM College of Pharmacy covered a lot of complex information.

For anyone who missed this webinar, you can now view it online— [click here](#) for the recording. Please note the passcode: .n46p+&X



July 8  
through  
August 31

Anna Pentler, MPH, MBA,  
NM Immunization Coalition

Providers, there is still time to sign up for this year's "Got Shots" events! Got Shots will take place from July 8 through August 31 and will give parents many opportunities to get their children up to date on necessary vaccines. Please check our website for the latest in each county ([unm.edu](http://unm.edu)). We currently have 80 providers signed up around the state to offer vaccines to kids.

Got Shots is a community effort that parents have come to expect and rely on, where participating providers open their doors to vaccinate any child, 0-18 years old who can be difficult to get in to see a provider before school, so

during Got Shots providers help alleviate that challenge—parents don't need an appointment, there is no cost to the parent, and insurance is not required.



Use the QR code below to connect to the Got Shots website



through immunizations.

Vaccines are required for school registration in order to protect our communities from vaccine preventable diseases like measles, mumps, and whooping cough. Schools and parents make sure children are up to date on all required vaccines. Take advantage of these community events and help protect the health of our children and our communities

**Staffing Announcements**  
*continued from page 3*

team and looks forward to expanding her skills as a growing asset to the department. Welcome to the team, Marissa!

**Carol Cannon /**  
*VFC Finance Clerk*

Please help us welcome Carol Cannon, who joins us as the new Vaccines for Children program clerk.



Carol was raised in Boston and loves hiking with her husband and two dogs and throwing pottery in the studio.

She has recently moved to Santa Fe and comes to us with a variety of experience working for large and small companies in the private sector and most recently a health science university in California where she was an assistant program coordinator.

She is excited to be working with the Immunization Program helping children and families in New Mexico. Welcome aboard Carol!!

**Contact us**

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