



EMORY

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Interfaith Health Program
Hubert Department of Global Health

Arkansas Flu Prevention Workshop Project

Arkansas Immunization Action Coalition Flu Prevention Workgroup

Presented by Jennifer Dillaha, MD

Core Partners

- Karen Yeary, PhD, Fay W. Boozman College of Public Health, University of Arkansas for Medical Sciences
- Theresa Horton, South Central Center on Aging, Pine Bluff, AR
- LaQuisha Hervey, Fay W. Boozman College of Public Health, University of Arkansas for Medical Sciences
- ChyChy Smith, Office of Minority Health and Health Disparities, Arkansas Department of Health
- Jennifer Dillaha, Immunization Program, Arkansas Department of Health



ACCOMPLISHMENTS

Objective: Develop a toolkit that Arkansas community partners can use to provide education and influenza vaccines to their members

- Partner organizations engaged in Flu Prevention Project
- Wisconsin Health Literacy (<http://wisconsinliteracy.org/health-literacy/>) workshop materials adapted for use in Arkansas
- Workshop materials adapted for use by faith-based organizations
- Pilot testing planned for June



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CHALLENGES

- Change in leadership of Flu Prevention Workgroup
- Competing priorities for staff time and effort
- Cumbersome state procurement requirements
- Misperception of faith-based outreach as promoting religion



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CAPACITIES

1. UAMS College of Public Health has well-established faith-based partnerships in the Arkansas delta
 - Trust in Community
 - Identify Trusted Leaders
 - Collaboration that Endures
2. Arkansas Immunization Action Coalition is able to partner with state-wide networks that have a presence in many communities around the state
 - Inclusivity
 - Marry Stories with Data
 - Build and Maintain Trust



OPPORTUNITIES

The Flu Prevention Workshop has the opportunity to increase participants'

- Knowledge of flu prevention basics
- Trust in the immunization neighborhood
- Belief in safety of flu vaccines

The Flu Prevention Workshop has the opportunity to provide information to the Flu Prevention Workgroup about the barriers to flu vaccination that Arkansas communities face

- Social
- Cultural
- Environmental

The Flu Prevention Workshop has the opportunity to establish relationships that will be needed in the event of a flu pandemic



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QUESTIONS FOR DISCUSSION

1. What more would you like to know about this site's work?
2. What are the lessons learned regarding separation of Church and State from your experience and those of others here that are important to share?

