

Virginia Vaccine for Children Program Awards...

Loudoun Health District's Flu Clinic As an Immunization Champion

On this day, January 20, 2011

During the H1N1 pandemic, the Loudoun Health District (LHD) provided free H1N1 influenza vaccinations at many locations throughout Loudoun County. One of the sites was a vacant, secured store space at Dulles Town Center (DTC) mall, in Sterling, VA. Dulles Town Center mall is located at the intersection of two major Loudoun County thoroughfares. It is in close proximity of five different colleges and serves near-by Latino communities.

After the H1N1 pandemic immunization effort of 2009-10, national surveys revealed the following as at risk for not being vaccinated against influenza: uninsured residents, young adults 18-24 years of age, residents of Hispanic/Latino origin, racial minorities, and those who speak languages other than English at home. With over 150 different shops and on the county's bus line, DTC seemed to be an ideal location to reach the at-risk population.

Outreach was targeted to communities of interest, both online and through a local newspaper, notifying the public of the flu clinic at DTC, scheduled for a two-week period in October of 2010. During the campaign, Loudoun Health District provided seasonal flu vaccine to 3,312 people.

A voluntary, anonymous survey was offered to clients at the vaccination clinic at Dulles Town Center to determine whether efforts to reach at-risk groups were successful. A total of 1,687 surveys (51%) were analyzed from the 3,312 people vaccinated at DTC during the 10 clinic days. Survey data revealed that a disproportionate number of clients served came from Loudoun County's target populations of the uninsured, those 18-24 years of age, ethnic and racial minorities, and new immigrants, when compared to census data for the same geographical region.

So often the effectiveness of an intervention goes unknown. The outstanding effort to design an efficient survey to measure the population of the DTC clinic substantiates their goal was met.