

Urban Indian Health Institute  
A Division of the Seattle Indian Health Board

# UIHI Communication Broadcast

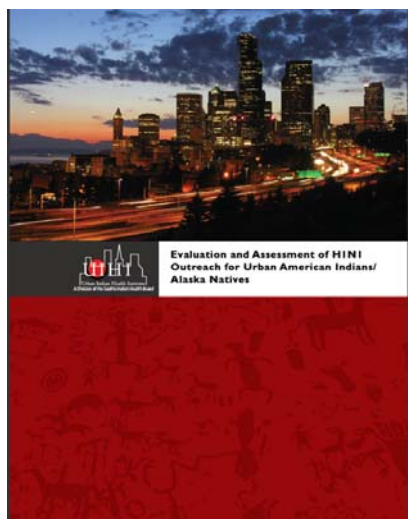
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## Announcing: New Report Examines HINI Outreach for Urban American Indians/Alaska Natives

It's back to school time and with the new school year comes the start of a new flu season. The Seattle Indian Health Board's Urban Indian Health Institute (UIHI) and the Center for Multicultural Health, Public Health – Seattle & King County recently partnered to evaluate HINI outreach among Seattle/King County's American Indian/Alaska Native (AI/AN) community. During June/July 2010, the UIHI hosted two community focus groups and conducted key informant interviews with AI/AN living in the Seattle/King County area. Issues of vaccine experience, knowledge of HINI/Swine flu, and trusted/utilized communication channels were explored with participants.

While findings suggest participants had an awareness of the HINI outbreak and vaccine, several limitations in communicating urgent health information to AI/AN residents were identified. Moreover, participants reported limited virus and vaccine information at every level, from the most disease vulnerable to the healthy. The report provides a detailed analysis of key findings and emergent themes and outlines a set of practical recommendations for improved communication to AI/AN around urgent health issues. To access the full report, please visit the UIHI's report page at <http://www.uihi.org/resources/reports/>.

For more information on HINI, including recent updates, visit the CDC's HINI website at <http://www.cdc.gov/h1n1flu/>.



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