



Coalition to End TB in Los Angeles County



February 16th, 2022

Agenda



- Welcome and Introductions
- Updates
- Break
- World TB Day 2022 Plans
- CDC LTBI Campaign Overview
- Open Discussion/Questions
- Reminders
- Adjourn



Welcome!

- Please state your name and the organization you are representing in the chat box
- If able, we ask that you turn on your cameras for engagement



Icebreaker!

- If you had the chance to travel, with all expenses paid for, where would you go?

Add your response in the chat box



Announcements





UPDATES

- New Resources/Trainings
- Save the Date: 2022 HIV/STI/TB Clinical Updates: Thursday, April 7, 2022, at 9am-2pm, PST
- New Flipbook from Heartland is available in Dari and Pashto
- To download, visit: <https://www.heartlandntbc.org/products/>
- New SNTC Handouts:
 - Cultural Quick Reference Guide for Afghanistan provides country-specific information on cultural norms, health practices, and courtesies to observe to enhance communication
 - New LTBI & Active TB handout translated in Pashto and Dari To download, visit: <https://sntc.medicine.ufl.edu/home/index#/>

غیر فعال
عفونت توبریکولوز

فعال
مرض توبریکولوز

پت
توبریکولوز اخته کیدل

فعال
د توبریکولوز ناروغي

Communication

Languages and Dialects

Names and Titles

Religion

Gender

Eye Contact

Physical Contact and Personal Space

Handshakes

Platane and Platane Interaction

SNTC Quick Reference Guide | Afghanistan

SAVE THE DATE

2022 HIV/STI/TB Clinical Update

Thursday, April 7 2022 9am-2pm, PST

A free virtual clinical training for Arizona-based health providers and members of the care team

This event will cover current epidemiological surveillance trends and clinical guidelines in the areas of HIV, STIs, and Latent Tuberculosis Infection.

CME/CEU is available.

Registration and speaker information coming soon.

Contact Britt Nigon at bmignon@arizona.edu with questions



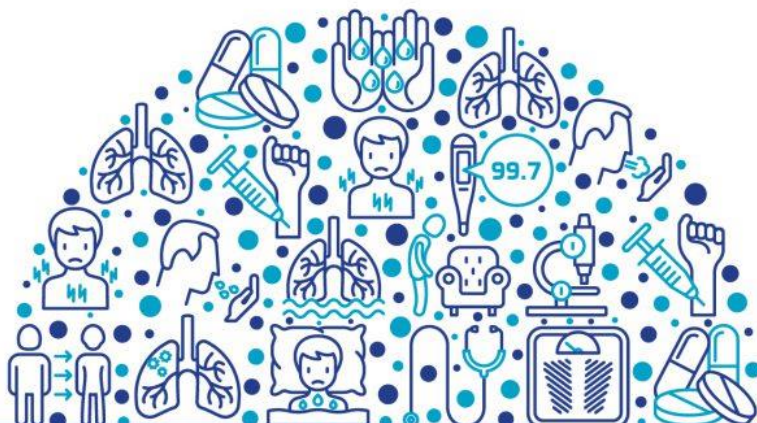
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د توبریکولوز (نری رنځ)
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HEARTLAND



World TB Day 2022 Events



REGISTRATION OPEN!

WORLD TB DAY CONFERENCE

DATE: MARCH 30, 2022

LOCATION: Indianapolis Central Public Library

TIME: 9am - 4pm

REGISTER HERE:

<https://www.eventbrite.com/e/world-tb-day-2022-conference-tickets-250448316657>

Hosted by:
Indiana Department of Health TB/Refugee Health

Contact:
Kathy Chapuran | Kchapuran@isdh.in.gov | 317-233-7392




Center for Tuberculosis
UCSF
University of California San Francisco

CURRY INTERNATIONAL TUBERCULOSIS CENTER

Save the Date

Thursday, March 24, 2022

World TB Day Symposium

8:00 a.m. – 12:00 p.m. Pacific time
(live stream from San Francisco)
Exact start/end time TBD

#WorldTBDay • <https://tb.ucsf.edu> • <https://www.currytbccenter.ucsf.edu/trainings>

Registration open:

<https://www.currytbccenter.ucsf.edu/trainings/ucsf-world-tb-day-symposium-0>

RUTGERS

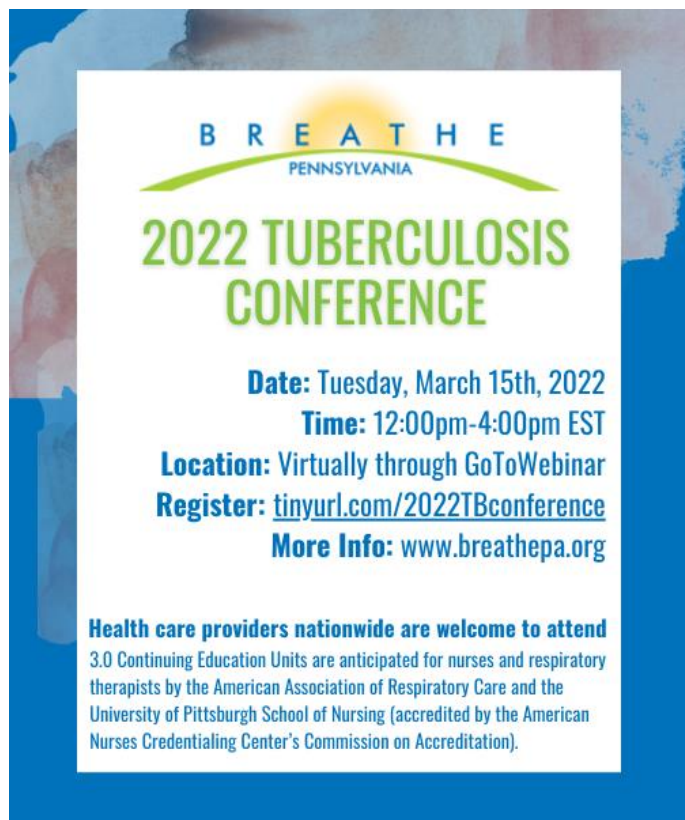
Global Tuberculosis Institute

NEW JERSEY MEDICAL SCHOOL

Friday March 18th at 12PM – 4PM EST



World TB Day 2022 Events (cont.)



B R E A T H E
PENNSYLVANIA

2022 TUBERCULOSIS CONFERENCE

Date: Tuesday, March 15th, 2022
Time: 12:00pm-4:00pm EST
Location: Virtually through GoToWebinar
Register: tinyurl.com/2022TBconference
More Info: www.breathepa.org

Health care providers nationwide are welcome to attend
3.0 Continuing Education Units are anticipated for nurses and respiratory therapists by the American Association of Respiratory Care and the University of Pittsburgh School of Nursing (accredited by the American Nurses Credentialing Center's Commission on Accreditation).



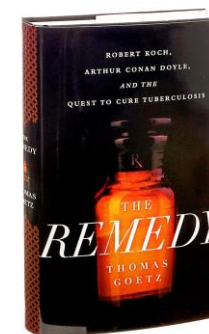
SNTC
Share. Learn. Cure.

WORLD TB DAY WEBINAR

Southeastern National Tuberculosis Center Presents:
Thomas Goetz, MPH, author of *The Remedy*

The Remedy
ROBERT KOCH, ARTHUR CONAN DOYLE, AND THE QUEST TO CURE TUBERCULOSIS

Amidst the backdrop of 19th-century Europe, *The Remedy* immerses us in the exciting world of scientific and medical discoveries, introducing us to two pivotal players in the history of TB--Robert Koch and Arthur Conan Doyle--and highlighting the intrigue, discoveries, and rivalries of the time. From literature to philosophy to politics, the struggle of 19th-century society to adopt new discoveries is not dissimilar to today. "In science, credit goes to the man who convinces the world, not to whom the idea first occurs." *Francis Darwin*



To register for all events, please visit:

<https://www.cdc.gov/tb/worldtbday/2022/events.htm>

March 24th at 9AM – 10AM Registration Link:

https://ufl.zoom.us/webinar/register/WN_bw9X6tgpQ7-hxR6XC8u9Kg



Organizational Updates

- Let us know what's new at your organization (trainings events, resources, staff changes, etc.)
 - Are there events you will be hosting or attending?
 - What resources and/or assistance may be needed from any of those represented here, can we provide a training/present?



Break





WORLD TB DAY

— MARCH 24 —

- **World TB Day 2022 Webinar (Coalition for TB-free CA Hosted)**
 - Agenda will include
 - TB Survivor Welcome
 - Data overview: State
 - Data Q&A
 - TB Elimination Strides & Challenges, Speakers: TBD
- Social Media Social Media Campaign
 - We need your participation! If you would like to repost our PSA's, let us know in the chat and we will send them over!
- Public Health Media News Release
- Light Up the World Campaign

World TB Day 2022 Plans



Social Media Posts

PSA's to be posted on DPH social media platforms: Instagram and Facebook

- What is TB? (Spanish)
- Do you have signs of TB? (Spanish)
- Are you at Risk for TB? (Spanish)
- The Fight Against TB: A History

LOS ANGELES COUNTY TUBERCULOSIS CONTROL PROGRAM

Do you have signs of Tuberculosis (TB)?

For more info visit publichealth.lacounty.gov/tb/

For more info visit publichealth.lacounty.gov/tb/

What is Tuberculosis (TB)?

Tuberculosis or TB is caused by a bacteria that attacks the lungs, but can also attack any part of the body including the kidneys, spine, and brain.

LOS ANGELES COUNTY TUBERCULOSIS CONTROL PROGRAM

The Fight Against Tuberculosis (TB): A History

1882 Mycobacterium tuberculosis bacteria is identified and described by Robert Koch.	1907 Chemical tests are created for the first TB skin test. A drop of fluid from 50% of TB's a negative result.
1921 The Bacterium Calmette-Guérin (BCG) vaccine is developed to prevent against TB in humans.	1946 Development of Streptomycin as the first antibiotic against TB. It works by blocking protein synthesis in each cell.
1970 First outbreak of drug-resistant tuberculosis. Some forms are the multi-drug resistant (MDR).	1993 The World Health Organization declares TB as a global health priority.
2005 Interferon gamma (Interferon-γ) test is approved for latent TB detection.	2020 Updated guidelines for treating latent TB involves a shorter, 3-month course of medication, resulting in higher completion rates as compared to previous that take 6-9 months.
2030 One quarter of the world is infected with TB bacteria. Meeting the targets of 2030 is among the targets of the Sustainable Development Goals.	END TB

For more info visit ph.lacounty.gov/tb/

ARE YOU AT RISK FOR TUBERCULOSIS (TB)?

Follow this easy step by step guide to know if you are at risk for Tuberculosis (TB)

For more info visit publichealth.lacounty.gov/tb/

Additional WTBD 2022 Activities (cont.):

Light Up the World Campaign

- LAX Pylons
- Union Station



Public Health Media News Release

- TB

NEWS RELEASE



COUNTY OF LOS ANGELES
Public Health

Media Contact: media@ph.lacounty.gov - (213) 240-8144



LA County TB Control Program 2021 Overview Webinar

- Los Angeles County, TB Control – 2021 Overview Webinar (Date – TBD, possibly April 1)

Agenda will include:

- Los Angeles County 2021 Epidemiology TB Data
- Recognition for top 10 reporting hospitals
- CDC LTBI Campaign: Outreach Activities – Community Outreach



Latent Tuberculosis (TB) Infection Communications Campaign

Communications, Education, and Behavioral Studies Branch
CDC Division of Tuberculosis Elimination



LTBI Campaign Goals

- **Raise awareness about latent TB infection, risk, and the link between LTBI and TB disease**
 - Address misperceptions
 - Decrease stigma
 - Encourage testing and treatment
- **Increase awareness of treatment for LTBI (especially shorter regimens)**
- **Encourage healthcare providers to test and treat LTBI among populations at risk**



Campaign Parameters

■ **Audiences:**

- People born in the Philippines and Vietnam (age 20-64 years old) who consume ethnic media occasionally/regularly
- Healthcare providers (primary care, family, or internal medicine providers, physician's assistants, nurses, and patient educators) who serve populations at risk

■ **Proposed Markets:**

- Paid media distribution in Seattle, WA and Los Angeles, CA
- Select distribution channels may be nationwide/statewide
- All materials will be available nationally on CDC website



Campaign concept: Think. Test. Treat TB.

- This concept addresses the ways in which people at risk minimize the existence of TB and fail to see it as a serious issue. Healthcare providers often don't include testing and LTBI treatment during check-ups.
- It will be critical for patients and providers alike to “check the box”
 - Think about the risk factors and talk about TB
 - Test for TB infection
 - Treat LTBI to prevent the development of TB disease

**THINK
TEST
TREAT** **TB**

Examples of Consumer Channels

- Out of Home: supermarkets, shopping centers, clinics (using static, mobile, and digital signage)
- Social Media: Instagram and Facebook
- Digital Ads: display banners and video
- YouTube: video displayed on various devices
- TV: The Filipino Channel, Crossings TV, Little Saigon
- Print: In-language publications





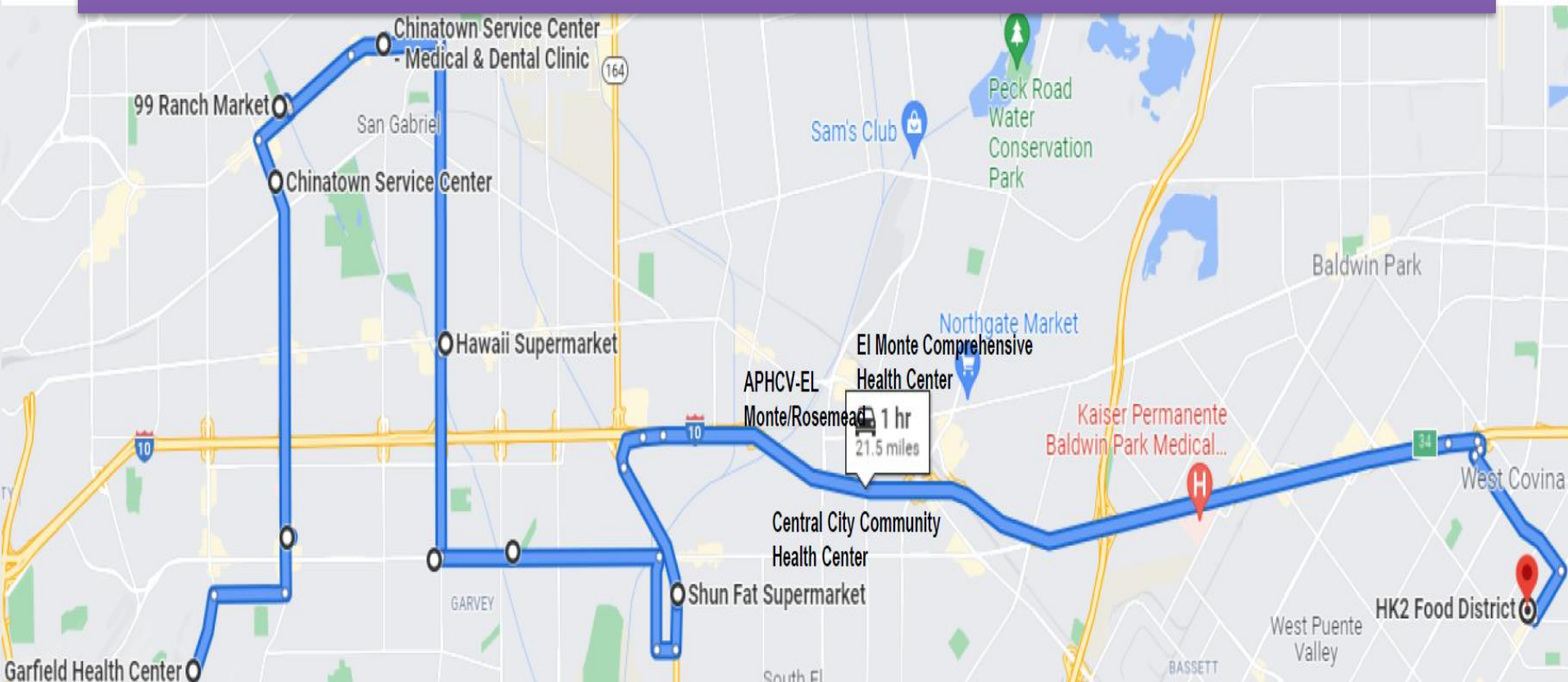
LA Vietnamese Route 2 San Gabriel Valley

Plazas to take photos:

- •Garfield Health Center, 210 N Garfield Ave # 203, Monterey Park, CA 91754
- •Garfield Health Center, 701 S Atlantic Blvd Suite 100, Monterey Park, CA 91754
- •CSCLA (Chinatown Service Center), 320 S Garfield Ave #126, Alhambra, CA 91801
- •99 Ranch: 345 E Main St, Alhambra
- •CSCLA (Chinatown Service Center) -Medical & Dental Clinic, 559 W Las Tunas Dr, San Gabriel, CA 91775
- •Hawaii Supermarket: 120 E Valley Blvd, San Gabriel
- •Garfield Health Center, 7740 Garvey Ave, Rosemead, CA 91770
- •Hoa Binh Supermarket: 8235 Garvey Ave, Rosemead
- •Thuan Phat Supermarket: 2650 Rosemead Blvd, South El Monte
- •Central City Community Health Center -El Monte, 10050 Garvey Ave #111, El Monte, CA 91733
- •APHCV-EL Monte/Rosemead, 9960 Baldwin Pl, El Monte, CA 91731
- •El Monte Comprehensive Health Center, 10953 Ramona Blvd, El Monte, CA 91731
- •HK2 Food District: 987 S Glendora Ave, West Covina



LA Vietnamese Route 2 San Gabriel Valley





LA Filipino Route 1 Panorama City / Northridge

Travel on Azusa Ave, Amar Rd

Stops for photos

- Island Pacific: 20922 Roscoe Blvd, Canoga Park
- Seafood City Supermarket: 16130 Nordhoff St, North Hills, CA 91343
- The Original Barrio Fiesta of Manila: 16150 Nordhoff St, North Hills, CA 91343
- House of Grill: 16929 Devonshire St, Granada Hills, CA 91344
- Manila Sunset –SFV:9516 Sepulveda Blvd, North Hills, CA 91343
- Northeast Valley Health Corporation (San Fernando Health Center), 1600 San Fernando Rd, San Fernando, CA 91340
- San Fernando Health Center -DHS LA County, 1212 Pico St, San Fernando, CA 91340
- San Fernando Community Health Center, 732 Mott St suite 100-110, San Fernando, CA 91340
- Seafood City Supermarket: 8231 Woodman Ave, Panorama City, CA 91402
- Bamboo Bistro Filipino Karaoke Bar & Restaurant: 8516 Van Nuys Blvd, Panorama City, CA 91402
- Manila Good-Ha Fast Food: 8205 Woodman Ave, Panorama City, CA 91402
- Jollibee: 8261 Woodman Ave, Panorama City, CA 91402



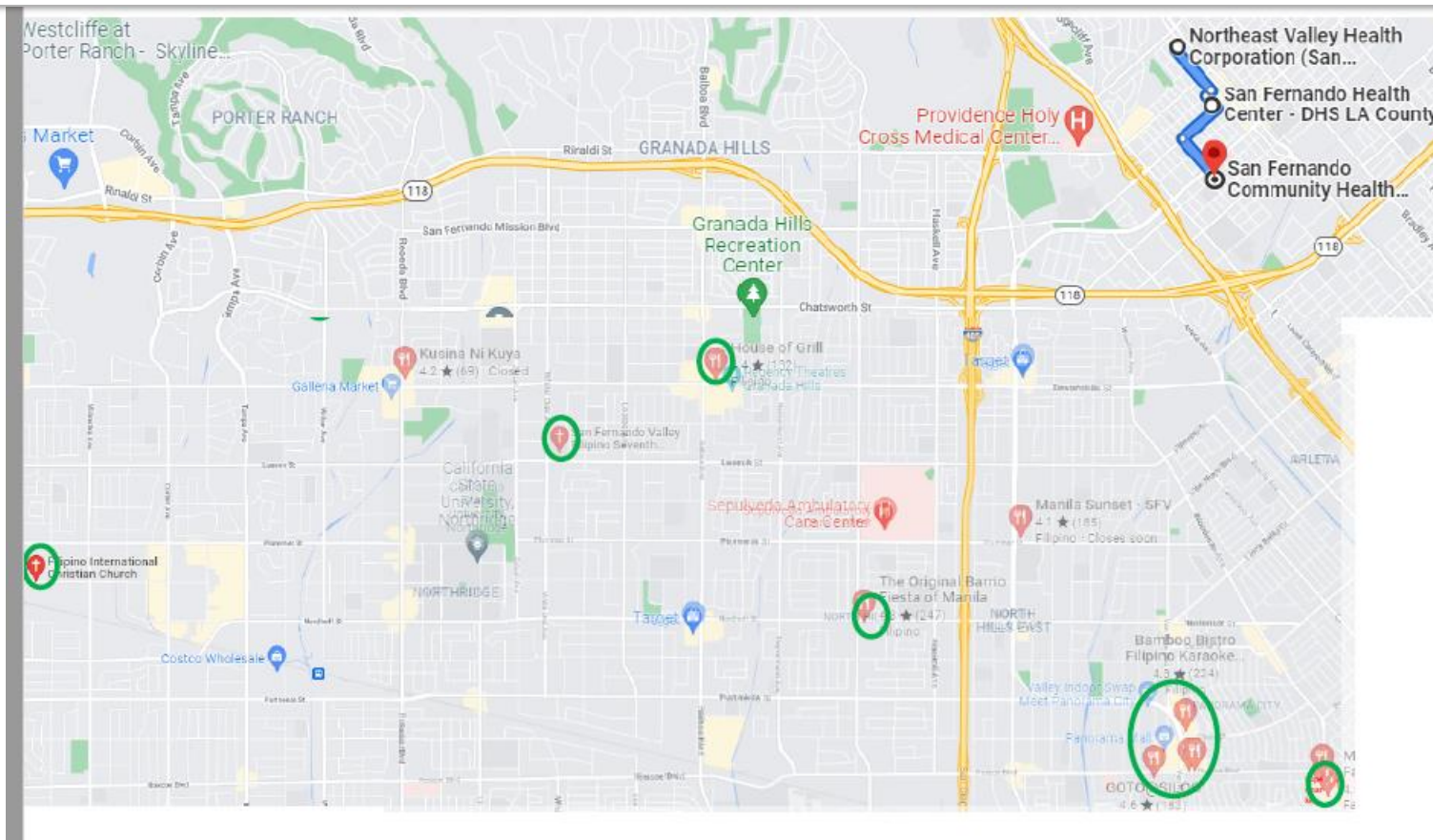
LA Filipino Route 1 Panorama City / Northridge continued

Religious Centers:

- Filipino International Christian Church: 20361 Prairie St #2, Chatsworth, CA 91311
- San Fernando Valley Filipino Seventh-Day Adventist Church: 17601 Lassen St, Northridge, CA 91325
- Filipino International Fellowship: 18901 Chatsworth St, Porter Ranch, CA 91326

LA Filipino route 1 continued

Panorama City / Northridge





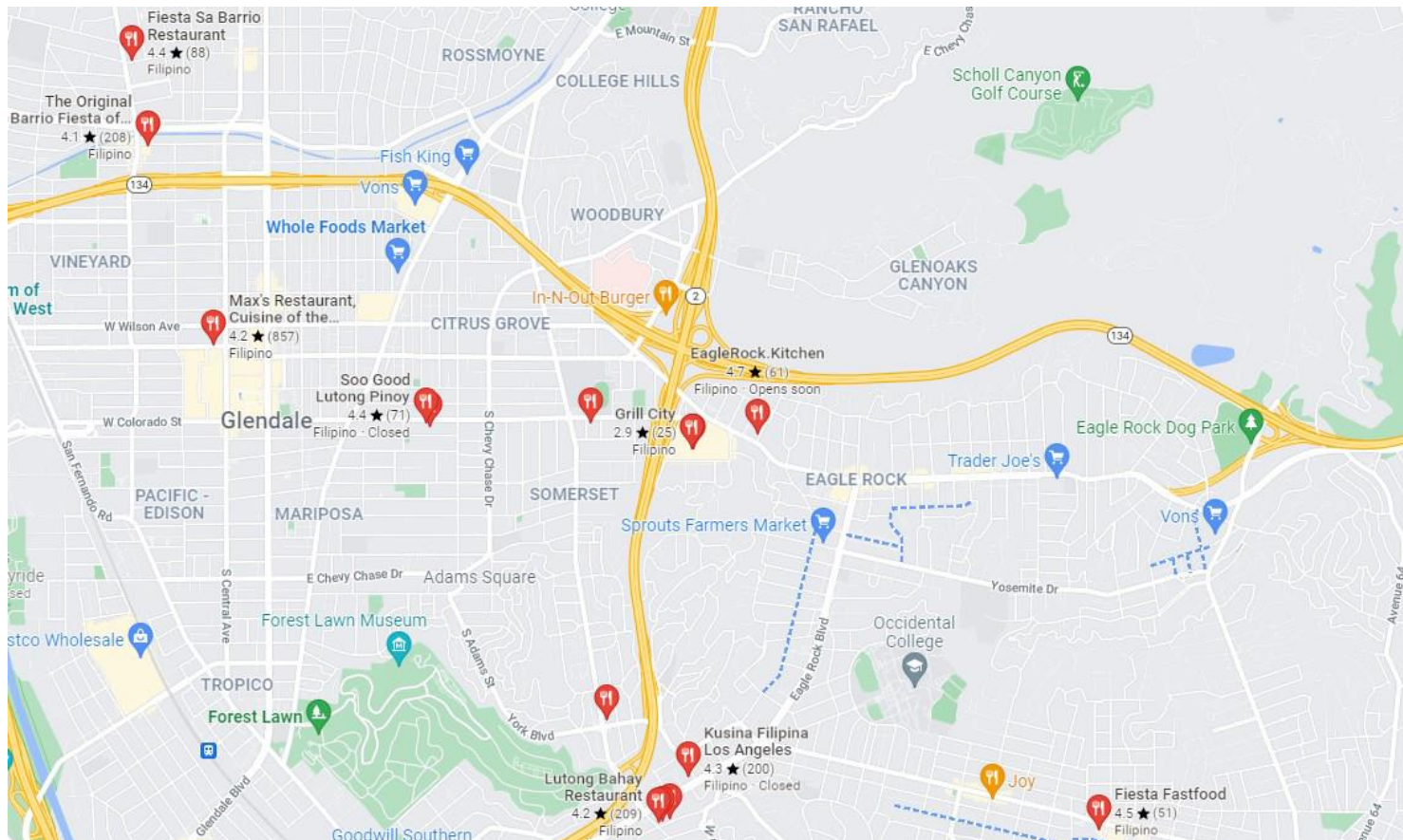
LA Filipino Route 2 Glendale

- Stop at the green circled plazas for photos
- Arko Foods International: 1425 E Colorado St, Glendale, CA 91205
- Seafood City/Eagle Rock Plaza: 2700 Colorado Blvd Suite #140, Los Angeles, CA 90041
- Seafood Ranch Market: 3756 W Ave 40 suite n, Los Angeles, CA 90065
- The Original Barrio Fiesta of Manila Glendale: 818 N Pacific Ave Suite M, Glendale, CA 91203
- Max's Restaurant, Cuisine of the Philippines, Glendale: 313 W Broadway, Glendale, CA 91204
- Soo Good Lutong Pinoy: 900 E Colorado St, Glendale, CA 91205
- EagleRock.Kitchen: 2501 Colorado Blvd F, Los Angeles, CA 90041
- Kusina Filipina Los Angeles: 4157 Eagle Rock Blvd, Los Angeles, CA 90065
- Lutong Bahay Restaurant: 3756 W Ave 40, Los Angeles, CA 90065
- Glendale Health Center, 501 North Glendale Avenue, Glendale, CA 91206

Religious Centers:

- Glendale Filipino Adventist Church: 725 N Central Ave, Glendale, CA 91203
- Glendale Filipino Seventh-day Adventist Church: 310 E Chestnut St, Glendale, CA 91205
- Los Angeles Filipino-American United Church of Christ: 5080 Maywood Ave, Los Angeles, CA 90041
- Filipino Community Presbyterian Church: 4848 N Eagle Rock Blvd, Los Angeles, CA 91801
- Central Filipino Church of Seventh-Day Adventists: 777 Colorado Blvd, Los Angeles, CA 90041

LA Filipino Route 2 Glendale





LA Filipino

Route 3

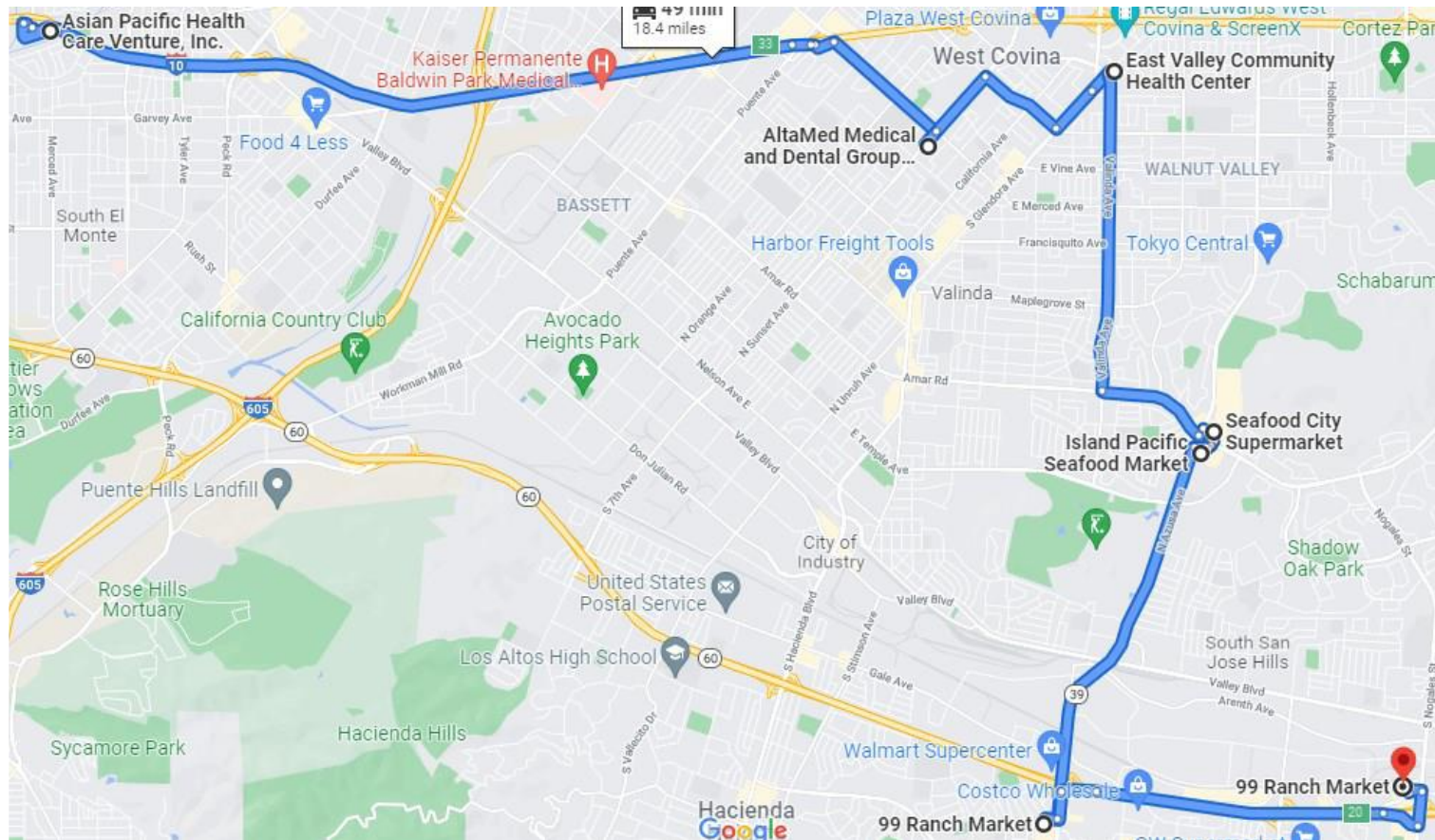
West Covina

Stop at plazas for photos

- Asian Pacific Health Care Venture, Inc., 9960 Baldwin Pl, El Monte, CA 91731
- Alta Med Medical and Dental Group -West Covina, 1300 S Sunset Ave, West Covina, CA 91790
- East Valley Community Health Center, 420 S Glendora Ave, West Covina, CA 91790
- Seafood City Supermarket: 1525 Amar Road, West Covina
- Island Pacific Seafood Market: 1512 East Amar Road, West Covina
- 99 Ranch Market: 1625 Azusa Ave, Hacienda Heights
- 99 Ranch Market: 1015 S. Nogales St, Rowlands Heights



LA Filipino Route 3 West Covina





Partner Toolkit

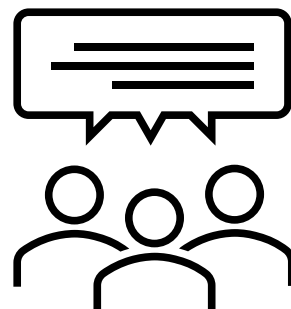
Partner outreach and toolkit with resources, materials and other customizable assets:

- Key messages
- Quotes from CDC, State, Local SMEs to be used in communication materials and/or media outreach
- Social media assets
- Newsletter / blog content
- Educational materials
- Campaign resources sheet
- Co-signed letter from CDC, Local/State Health Departments, and other TB partners with more information on TB resources and about key partners (I.e., TEA, TB Centers of Excellence)



- Continue outreach to community and providers of the Vietnamese and Filipino population
- Share resources with providers and community
- Invite partners to access resources
- Share link to Provider toolkit

Open Discussion/ Questions



Next Meeting

