

# NMDOH News Brief

# IMMUNIZATION



NM Department of Health Immunization Program

Summer 2021 / Issue No. 13

## Got Shots 2021

Anna Pentler, MPH, MBA  
NM Immunization Coalition

Got Shots is an annual event that helps parents get their children up to date on necessary vaccines. This year, Got Shots will take place July 24 through August 14. Parents will have multiple opportunities to get their kids vaccinated and providers are still signing up. [Click here](#) to check our website for the latest offerings in each county.

During Got Shots, participating providers open their doors to vaccinate any child, 0-18 years old who needs vaccines. There is no cost to the parent, and insurance is not required. Parents should contact participating providers for any specific requirements during

**Got Shots 2021**  
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## New Mexico Vaccine Equity Plan—

*Putting Equity at the Center of the COVID Vaccination Program*

Roberto Martinez, MD, MPH  
Interim Health Equity Director, NMDOH

The Department of Health’s (DOH) mission is to vaccinate New Mexicans swiftly, efficiently and equitably to save lives and stop the spread of the virus. Native American, Black, and Hispanic/Latino populations, and people living in poverty have been hardest hit by COVID-19. Our equity plan seeks to vaccinate all New Mexicans with a special focus on those who have been disproportionately affected.

The vaccine equity plan has four key elements:

1. Ensure equitable allocation, distribution and access to COVID-19 vaccine
2. Improve organizational structure and communications for equity
3. Implement a community engagement approach to build vaccine confidence among vulnerable populations
4. Monitor and evaluate for equity

**Vaccine Equity Plan**  
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Got Shots posters are available online for downloading and personalizing

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## COVID Care Calls Update

Kelly Camden, MPA  
*COVID Care Calls Project Development  
UNM Office for Community Health*

UNM Office for Community Health and the NM Immunization Coalition continue to focus on COVID Care Calls, an initiative that began in January, 2021 to assist vulnerable New Mexicans who require assistance getting the COVID-19 vaccine.

The online registration portal has been a helpful tool for many New Mexicans. However, for those who don't have internet, don't use email, don't text or have mobility challenges that prevent them from getting to a COVID-19 vaccination appointment, obtaining a



COVID vaccination can feel like an insurmountable challenge. These potential barriers are addressed through COVID Care Calls. We identify people who need extra assistance with getting vaccinated, and then we work to find them a convenient way to get them vaccinated.

The COVID Care Calls initiative continues piloting efforts, such as working with Dept. of Health, Emergency Medical Services in Sandoval and Bernalillo Counties, Albuquerque Fire Rescue, and Aging and Long Term Services Dept. COVID Care Calls work to get homebound residents their shot through vaccination teams that go to an individual's home to administer the vaccination. Through these new collaborations, we have helped people who are homebound get their shot.

## Immunization Program *Staffing announcements*

**Lorraine Ortiz**  
*Immunization Program Manager*

Lorraine Ortiz, a native New



Mexican, was born and raised in Northern New Mexico in Ribera. She is married to Ignacio Rudy Salazar and together they have five adult children and eight grandchildren.

She brings over 20 years' experience in management to her current position as Immunization Program Manager.

Ortiz received her MBA from NM Highlands University and has had the opportunity to work for the Judicial System, the City of Las Vegas, private law firms and the State of New Mexico.

Recently, she was the Lead Supervisor in the State of New Mexico, Department of Health, COVID-19 Unit where she supervised Case Investigators and Contact Tracers. Prior to that she was the Director of the Housing Authority for the City of Las Vegas, New Mexico.

In her personal time, you will find her working in her vegetable and flower gardens, spending time with her grandchildren, camping, fishing, hunting, and taking road-trips with her husband.

**MJ Santistevan**  
*Perinatal Hepatitis B Coordinator*

MJ Santistevan is a Santa Fean (go Jaguars!) who has spent her career in public service.



**Staffing Announcements**  
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# KOB-4 COVID vaccination phone bank

Maggie June, BA, Cht  
NM Immunization Coalition

On May 12, NMIC organized a panel of nine phone bank volunteers to answer questions about COVID-19 vaccine during the KOB evening news hour. Over 200 community members called in during the two-hour hotline timeframe.

The phone bank volunteers included pediatricians, family practice doctors, OB/Gyns, Public Health nurses and NMIC staff. The volunteers heard stories and answered questions from grateful community members who were delighted to have experts with whom they could chat.



A safe way to High-Five



## Got Shots 2021 continued from front page

COVID, such as wearing masks and waiting in the vehicle.

New this year, pharmacies around the state will be offering COVID-19 vaccine for children 12 and up in an expansion called “Got COVID Shots.”

Participating pharmacies will designate walk-in hours for teens of either: Monday to Friday, 2-7pm and Saturday to Sunday, 10am-3pm; or Monday to Friday,

2-5:30pm and Saturday to Sunday, 9am-12pm.

As children return to in-person learning, making sure they are up to date on all required vaccines will be of the utmost importance! Help protect the health of every child in your community through immunizations. There is still time for providers to sign up for “Got Shots?” events!

# Got Shots?



**NM Vaccine Equity Plan**  
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DOH is particularly excited to engage with our communities to build vaccine confidence among vulnerable populations. At the community level, we strive to vaccinate vulnerable populations (high social vulnerability index—SVI— and congregate living settings) and those areas hardest hit by COVID-19 (zip codes with high rates of infection).

Our community engagement efforts are focused around these two main strategies:

1. Increase our partnerships with community-based organizations
2. Train networks of Community Health Workers and Community Health Representatives (CHRs) in every region to communicate messaging in local and tribal communities

DOH is working hard to build buy-in from the bottom up every step of the way. The key elements of the plan have been shared with our stakeholders, and we continue to

invite community members and organizations to reach out with feedback and learn more about the DOH Health Equity plan. [Click here](#) for more more details.



**STAFFING Announcements**  
*continued from page 2*

**MJ Santistevan** *continued*



Since November, Santistevan has worked as a contractor assisting health care offices become COVID-19 vaccine providers. Her expertise in government administration, contracts and established local relationships enabled hospitals and doctors' offices to be better prepared to administer the vaccines upon

approval. In April, she transitioned to the role of Perinatal Hepatitis B Coordinator for the NMDOH while, like most, continuing to support COVID efforts.

Outside of her current role, she enjoys gardening and spending time with her many pets.

**Contact us**

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*Call or email us for more information about our newsletter or if you have an item to submit for publication.*

