



2120 L Street, NW, Suite 700
Washington, DC 20037

T 202.822.8282
F 202.296.8834

HOBBSSTRAUS.COM

January 15, 2010

GENERAL MEMORANDUM 10-006

New H1N1 Public Service Announcements are Tailored to Indian Country

On January 12, 2010, Secretary of Health and Human Services (HHS) Kathleen Sebelius, Director of the Indian Health Service (IHS) Dr. Yvette Roubideaux, and Senior Tribal Liaison at the Centers for Disease Control and Prevention (CDC) Dr. Ralph Bryan held a teleconference to discuss the debut of a public service campaign designed to encourage tribal members to receive the now more widely available H1N1 vaccination.

The Help Keep Indian Country Healthy campaign is part of the presidentially proclaimed National Influenza Vaccination Week of 2010 (January 10-16). The campaign follows in the wake of a surge in vaccine availability, administration concerns about a possible "third wave" of infections from January to March, and a recent report from the CDC which shows that American Indians and Alaska Natives (AI/AN's) are four times more likely to die from H1N1 than members of other racial and ethnic groups. The report suggests that the higher mortality rates are due to higher rates of previous, underlying health conditions and in some cases, higher rates of HIV.

The new, multimedia public service announcements can be found at <http://www.flu.gov/psa/> and include ready made print, radio and television spots which can be downloaded and rebroadcast in local media markets. The radio and TV announcements feature Secretary Sebelius, Director Roubideaux and American Indian actor Wes Studi urging viewers to get vaccinated and take precautions such as frequent hand washing and coughing or sneezing into an elbow instead of a hand to stay healthy.

If we may be of further assistance regarding the Help Keep Indian Country Healthy campaign, please contact us at the information below.

###

Inquiries may be directed to:
Moriah O'Brien (mobrien@hobbsstrauss.com)