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# Influenza News



The National Influenza Vaccination Disparities Partnership (NIVDP) is comprised of multi-sector partners who work to promote flu vaccination among underserved populations including African Americans, Hispanics, and American Indians/Alaska Natives. The partnership and this newsletter are supported by the Centers for Disease Control and Prevention (CDC).

## Media Partners Recognized for Their Contributions to the NIVDP

In this issue, we spotlight the NIVDP media partners whose continued support of National Influenza Vaccination Week (NIVW) every December helped increase awareness about the importance of flu vaccination among medically underserved populations. Since the launch of the NIVDP in 2011, media partners have generated 257 million impressions (potential reach) with a total of 376 media placements in traditional and digital media. Featured partners and activities during the 2014-15 season include:

- Koahnic Broadcast Corporation (KBC), a nonprofit Alaska Native governed and operated media center, ran the CDC *Protect the Circle of Life* PSA on 405 radio stations;
- Influenza subject matter experts (SMEs), who are highly trusted messengers, were interviewed by the media about flu vaccination;
- Mommy bloggers and other online publishers from *The Huffington Post*, *The Root*, *Nacer Sano*, *Mama Latina Tips* and *Salud Today* blogged about the importance of getting a flu vaccination; and
- *Agencia EFE, S.A. (EFE)*, a major Spanish-language news agency and the world's fourth largest wire service, placed matte articles in the largest circulated Hispanic newspapers in the United States and Puerto Rico.

### SPOTLIGHT ON PARTNERS

## KOAHNIC BROADCAST CORPORATION IN ANCHORAGE, ALASKA, REACHES THOUSANDS OF AMERICAN INDIAN/ALASKA NATIVE COMMUNITIES WITH FLU VACCINATION MESSAGES



Koahnic Broadcast Corporation (KBC) is a nonprofit, Alaska Native governed and operated media center located in Anchorage, Alaska, with a mission to be the leader in

bringing Native voices to Alaska and the nation. KBC is home to KNBA 90.3 FM, the first Native radio station in an urban market. During the 2014-15 flu season, KBC helped CDC reach thousands of American Indian/Alaska Native (AI/AN) populations through its two national programming projects.

KBC's distinguished programs, *Native America Calling* hosted by Tara Gatewood and *National Native News* hosted by Antonia Gonzalez, are broadcast by public and tribal radio stations across the country. KBC's airing of the *Native America Calling* "Cold and Flu Season" episode on December 10, 2014, was heard by approximately 148,000 online listeners. CDC's 2014 *Protect the Circle of Life* PSAs ran on 405 radio stations and were heard by approximately 415,000 listeners.



Tara Gatewood (Isleta Pueblo/Navajo), *Native America Calling* host & Antonia Gonzalez (Navajo), *National Native News* host.

## SUBJECT MATTER EXPERTS PROVIDE A CRITICAL VOICE TO THE FIGHT AGAINST THE FLU

CDC and NIVDP subject matter experts (SMEs) are important allies and highly trusted messengers who promote flu vaccination among underserved populations. Examples of SME activities include responding to radio and television interview requests, teaming up with bloggers, and contributing quotes and expertise to newspaper articles.

The following medical doctors and health professionals have generously supported and participated in numerous NIVDP activities: Dr. Beulah Teachey, Black Nurses Association of Augusta, Georgia; Dr. Winston Price, Cobb Institute of Atlanta, Georgia; Dr. Danny Avula, Richmond Department of Health, in Richmond, Virginia; Dr. Carlos Rodriguez-Fierro, Cardiology Center in New Orleans, Louisiana; Dr. Joxel Garcia, former Director of the D.C. Department of Health; Dr. Marietta Vazquez, Yale University School of Medicine; Dr. Miguel Martinez, White Memorial Medical Center in Los Angeles, CA; and Dr. Eduardo Azziz-Baumgartner, CDC National Center for Immunization and Respiratory Diseases (NCIRD).

Dr. Carlos Rodriguez-Fierro, a SME who participated in more than a dozen interviews with journalists and mommy bloggers during NIVW, is proud to be part of the NIVDP. "The experience has been great because I feel that I am contributing at a national level to the NIVDP efforts."



Dr. Carlos Rodriguez-Fierro, Director of Cardiology, Cardiology Center, Louisiana.

## ONLINE INFLUENCERS, INCLUDING MOMMY BLOGGERS, GET THE WORD OUT ABOUT THE BENEFITS OF FLU VACCINATION FOR FAMILIES

Mommy bloggers and other online publishers such as *The Huffington Post*, *The Root*, *Black Health Matters*, *Nacer Sano*, *Mama Latina Tips*, and *Salud Today* shared digital content and engaged in online conversations during NIVW to highlight the importance of flu vaccination for families. Their efforts during the 2014-15 flu season have resulted in approximately 24 million impressions so far.

One blogger who has contributed greatly to the NIVDP is Roslyn Daniels of Oakland, New Jersey with her popular site *Black Health Matters*. Roslyn's blog informs readers about various health issues, including the risk of flu-related health complications. During NIVW in 2014, her blog generated 639,000 impressions.

*Black Health Matters* provides scientific information with medical expertise from CDC subject matter experts on flu vaccines. Ms. Roslyn explains, "from online content to community collaborations with black churches, we educate on the facts and the science behind health problems. Our partnership is a win-win collaboration."



## MAJOR SPANISH-LANGUAGE NEWS AGENCY, AGENCIA EFE, S.A., DELIVERS STORIES ABOUT THE IMPORTANCE OF FLU VACCINATION



Agencia EFE (EFE), is the leading Spanish-language news wire service in the U.S. and around the world. Since joining the NIVDP in 2011, EFE has written stories and placed matte articles about the importance of flu vaccination. These stories have been picked up by the top newspapers such as *El Nuevo Dia*, *El Nuevo Herald*, *HOY*, *El Diario*, *La Prensa*, *El Sentinel*, *La Opinion*, *Al Dia*, *Rumbo*, and *Vida en el Valle*. EFE's continued support has resulted in more than 2 million media impressions to date for this flu season.

Emilio C. Sánchez, Business Development Director at EFE, stated "In our current media landscape of 24-hour news coverage, Latinos need a media brand that offers prestige and credibility. Our teams of specialized multimedia journalists ensure the delivery of outstanding content in Spanish to inform and educate our Latino audience."

Share your ideas, photos, and events with us. We will feature them in upcoming issues of InFLUential News.

**CLICK TO JOIN**

**BECOME A PARTNER. JOIN YOUR COLLEAGUES AND SPREAD THE WORD.**