



SEPTEMBER 2014

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).

NIVDP Collaborations and Training Sessions Yield Success

This edition highlights how NIVDP partners support each other and work together to promote flu vaccination. We also showcase the recent launch of a webinar and training series. Topics in this edition include:

- **Immunize Nevada's innovative efforts to promote flu vaccination in rural communities;**
- **The Allegheny County Health Department's collaboration with the NIVDP to increase flu vaccination awareness in Pittsburgh; and**
- **A new NIVDP webinar and training series on how to sustain flu vaccination promotion efforts within underserved communities.**

SPOTLIGHT ON PARTNERS

IMMUNIZE NEVADA UNITES PARTNERS TO PROMOTE FLU VACCINATION IN RURAL AREAS

Immunize Nevada is a statewide organization based in Reno that assists community partners with implementing immunization efforts throughout the state, including rural and frontier counties with few community services or resources.

The organization and a group of Nevada's public health leaders spurred the development of mobile food pantry sites in northern Nevada allowing them to also provide vaccines in towns separated by hundreds of miles. In partnership with Walgreens and the Food Bank of Northern Nevada, 14 flu vaccination clinics were organized and more than 550 people were vaccinated. In May 2014, Immunize Nevada was presented with the Immunization Excellence Award at the National Adult and Influenza Summit for its innovative approach to protecting people in rural communities.

"It's an honor to be recognized by the National Adult and Influenza Immunization Summit," said Heidi Parker, Executive Director of Immunize Nevada. "This campaign would not have been successful without the hard work of our partners, especially Walgreens and the Food Bank of Northern Nevada, and the many caring people who help keep Nevadans healthy."

"These clinics allowed us to provide the flu vaccine to Nevadans who normally wouldn't have access to immunizations," said Parker. "Plans are already in place to continue this project during the upcoming 2014-15 flu season."



Accepting the award on behalf of Immunize Nevada, Katie Nannini, Assistant Director, Communications and Partnerships

HEALTH OFFICIALS IN PITTSBURGH, PENNSYLVANIA PARTNER WITH THE NIVDP TO INCREASE FLU VACCINATION AWARENESS

The NIVDP campaign was a welcomed presence for the health department and local agencies assisting underserved populations in Pittsburgh, Pennsylvania. Dr. Karen Hacker, Director of the Allegheny County Health Department, and Sharon Silvestri, RN, Chief of the department's Infectious Disease Program credit two individuals as major drivers in successfully promoting flu vaccination awareness in Pittsburgh: Public Health Educator Irene Hodge, and Nancy Scopelitis, representatives of the Allegheny County Immunization Coalition. It should be noted that four more partners joined the NIVDP as a result of Irene's and Nancy's efforts. They include: Birmingham Clinic, Bridgeville Food Bank, the Allegheny Department of Human Services Immigrants and Internationals Initiative, and St. Benedict the Moor Catholic Church.

NIVDP materials were enthusiastically disseminated and received in the community. "I took the NIVDP *Flu Talk* posters to an influenza presentation and they went like hotcakes," shared Nancy Scopelitis. Flu vaccination promotion will continue throughout the flu season, and another round of *Flu Talk* materials will be distributed at the Allegheny County Immunization Coalition conference on October 2.



**Dr. Karen Hacker, Director,
Allegheny County Health
Department, Pittsburgh, PA**

THE NIVDP LAUNCHES WEBINAR AND TRAINING SERIES TO BUILD PARTNER CAPACITY

The NIVDP recently launched a webinar and training series on how to sustain effective flu vaccination promotion campaign efforts within underserved communities. More than 1,200 partners have participated in the webinar and training sessions that began in mid-August. Activities include:

- A training workshop at the *Ventanillas de Salud* Program Coordinators meeting in Orlando, Florida on how to capture stories as a means of making flu vaccination messaging culturally relevant and resonant;
- A webinar session with the Virtual Immunization Coalition Network that attracted more than 900 health communications experts to tune in to talk about effective media and outreach strategies, resources and plans for the 2014-2015 flu season, and CDC surveillance. Available here: <http://bit.ly/1o9xiGL>
- A webinar featuring CDC's Dr. Azziz-Baumgartner, who offered information about flu misconceptions to partners organizing health fairs during Binational Health Week (October 4-18, 2014). Representatives from the Consulates of Mexico, Peru, Colombia, Guatemala, and Honduras participated in a panel discussion with Dr. Joxel Garcia of the DC Department of Health and Dr. Carlos Rodriguez-Fierro of the Cardiology Center in Marrero, Louisiana; and
- The *Flu 101* webinar organized in mid-September by The Office on Latino Affairs in Washington D.C., with representatives from Walgreens and the CDC, to address flu vaccination promotion messaging and partnership strategies.

The session included representatives from charter schools, faith-based organizations and community clinics. You can listen to it here:

<http://bit.ly/1o9xl5B>



2014-2015 Flu Season

Grassroots Approaches for Effectively
Reaching Health Disparate Populations with
Flu Vaccination Messages



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.