



July 2012

# Influenza News

The National Influenza Vaccination Disparities Partnership is a national multi-sector campaign, spearheaded by local influential partners who commit to promote the importance of vaccination uptake among underserved populations. The partnership and this newsletter are supported by the Centers for Disease Control and Prevention (CDC).

## Insights into Messaging for American Indian and Alaskan Native Communities

This edition pays special tribute to our NIVDP partners who are working within the American Indian and Alaskan Native communities to increase awareness about the importance of influenza vaccination. The focus of the first year of the CDC campaign included formative research to better understand the barriers and motivators for influenza vaccination uptake and to assess messages that would work well for diverse tribes. Partners were engaged for the first year and played an important role in the research in states such as South Dakota, Minnesota, Texas, Oklahoma, Nebraska, New Mexico, Maryland, Virginia, and Wisconsin.

### SPOTLIGHT ON PARTNERS

#### Coming Soon..."New" American Indian and Alaskan Native Educational Materials

Focus groups, key informant interviews and panel reviews with diverse tribal communities were instrumental in creating CDC's new influenza vaccination campaign materials for American Indian and Alaskan Native populations. Tribal communities from the Chippewa, Redding Rancheria, Navajo, Seneca Nation, Washoe, Apache, Cherokee, Choctaw, Muscogee and the Osage Nation voiced their preference for highly recognizable symbols such as the medicine wheel with a direct call-to-action for vaccination uptake. Participants spoke to the need of engaging more trusted partners to increase awareness among all Tribal communities. The new fact sheet, poster and tri-fold brochure will be available for free to order for the 2012-2013 flu season.

#### Health Advocate Provides Invaluable Insight

Melissa Canday, President of Omnicity and member of the Chickahominy Tribal Nation, has worked in American Indian communities of Virginia for over 15 years. Omnicity is a nonprofit organization that provides educational and advocacy services for tribal communities nationwide. Since 2008, she has represented the Native American community on the Virginia Department of Health Commissioner's Minority Health and Health Equity Advisory Committee. At the May stakeholder workshop in Atlanta, Georgia Ms. Canday reminded the National Influenza Vaccination Disparities Partnership that promotion of the vaccine should "begin with respect, honesty and balance." She shared, "Our community is full of knowledge. Give us relevant information and let us make our own informed decisions. If we are only given marketing tools and sound bites, then we will ignore the message."

#### Indian Health Services Lends Expertise on Vaccine Policy

Amy Groom is a Health Advisor with the Centers for Disease Control and Prevention and she has been a valuable resource and advocate to the Indian Health Services' (IHS) Division of Epidemiology and Disease Prevention since 2001. She is the National Immunization Program Manager providing support and technical assistance to IHS, tribal and urban Indian clinics and is recognized as a national expert on vaccine policy. Ms. Groom reminds NIVDP that there is a need to develop flu vaccine promotion messages that can be delivered outside of medical settings. "Just developing materials is not enough—we really need to work on developing a communications plan as to how to get messages and materials out to American Indian and Alaskan Native communities," she asserts.

#### South Dakota Partner Engages Tribal and Grassroots Leadership

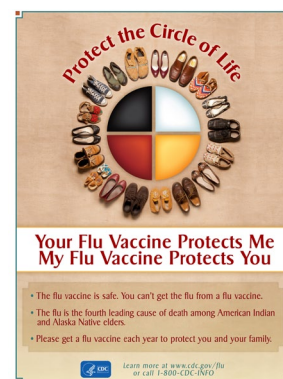
Favian Kennedy is the Executive Director of Health Education and Wellness Council in South Dakota. He hit the ground running last year as his organization became a partner at the launch of the NIVDP in Houston. "We had to quickly develop community partnerships that would allow us to disseminate information regarding flu clinics for National Influenza Vaccination Week," commented Kennedy. "We emphasized the safety of the flu vaccines on site, as many of our clients had questions. Our community needs to be informed through trusted channels. It is exciting to see people make healthier choices when they are armed with information that can protect their whole families," concludes Mr. Kennedy.

For additional American Indian/Alaskan Native resources please click on this link:

<http://www.cdc.gov/flu/freeresources> (See "Print Materials" section to download and order materials.)

**Special  
Edition**

Nearly  
**58%**  
of American Indians do  
not get vaccinated  
against influenza  
(CDC, 2011)



New CDC American Indian and Alaskan Native Poster



Melissa Canday, President of Omnicity and member of Chickahominy Tribal Nation



Amy Groom, Indian Health Services/CDC



Favian Kennedy, Executive Director of Health Education and Promotion Council Inc. in Rapid City, South Dakota

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**Become a partner. Join your colleagues and spread the word.**

<http://www.cdc.gov/flu/>