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# Influential News



The National Influenza Vaccination Disparities Partnership (NIVDP) is comprised of multi-sector partners who work to promote 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 Partners Work Across Generations to Raise Flu Vaccination Awareness

In this edition, we feature some notable activities by NIVDP partners to promote flu vaccination among people across the age spectrum:

- Walgreens partnered with Seattle community-based organizations to provide flu vaccinations to Asian American adults
- Research Education and Access to Community Health (REACH) of Nevada worked with various partners to promote flu vaccination among medically underserved pregnant women and youth
- The Tuba City Regional Health Care Corporation broadened efforts to reach Navajo, Hopi, and Paiute students
- Bright Hope Baptist Church, the Urban League, and Alpha Kappa Alpha teamed up to organize a flu vaccination event targeting African American young adults in Philadelphia

### SPOTLIGHT ON PARTNERS

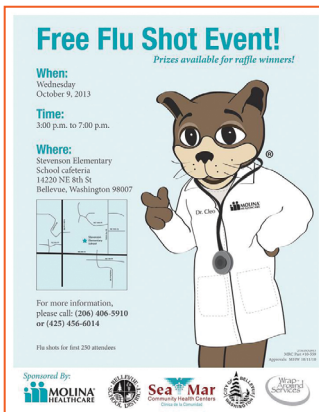
#### PARTNERS IN SEATTLE PROVIDE FLU VACCINATIONS TO ASIAN AMERICAN OLDER ADULTS

Walgreens reached hundreds of older adults in Seattle, Washington, through its partnership with the National Asian Pacific Center on Aging (NAPCA). Last

September, Walgreens representatives administered over 80 vaccinations at an event organized by NIVDP partner, NAPCA. NAPCA highlighted the event and provided information about the benefits of flu vaccination in their winter newsletter.

In addition to NAPCA, Walgreens has partnered with local groups, such as the Sea-Mar Community Health Centers, the American Diabetes Association, and the YMCA to distribute free flu vaccination vouchers to Seattle residents who are uninsured or underinsured.

As Market Pharmacy Director for Washington, Oregon, and Alaska, Justin Coyle is responsible for directing Walgreens' efforts in the region to promote flu vaccination awareness in medically underserved communities. "I am confident that we will continue to have much success as we expand the NIVDP family in the area," he said.



Flu vaccination event flyer developed by NIVDP partners in Seattle, Washington

#### HEALTH CHAMPION IN SOUTHERN NEVADA YIELDS IMPRESSIVE FLU VACCINATION RESULTS

NIVDP partner Maria Emilia Guenechea has worked with various partners in Nevada as the Executive Director of Research Education and Access to Community Health (REACH) to promote flu vaccination among medically vulnerable Hispanic populations. Her involvement dates back to the 2011 launch of CDC's *Yo Me Vacuno* (I Am Vaccinated) Campaign. It continues today through her active role in coordinating educational workshops, media outreach and health fairs that are administered by the local health department in partnership with Walgreens. This season, a special emphasis was placed on reaching out to pregnant women and youth. The results were strong with 2,300 individuals being vaccinated against the flu at 80 vaccination clinics.

"Maria Emilia's tenacity is contagious. She motivates her clients and local partners to serve the Latino community—especially those who are medically vulnerable," underscores Rosemary Flores, a long-time NIVDP partner who serves as the Southern Nevada Outreach Manager for Nevada Health Link.



Maria Emilia Guenechea, Executive Director of Research Education and Access to Community Health (REACH) Southern Nevada

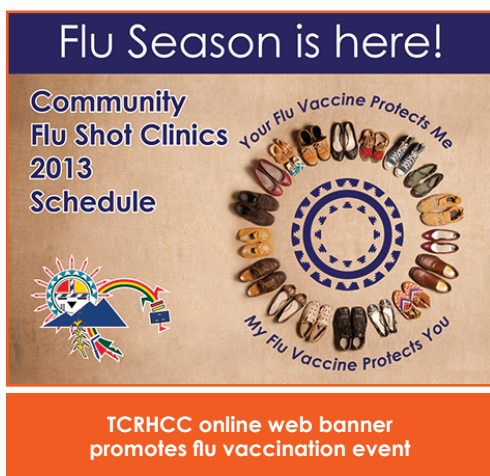
## TUBA CITY REGIONAL HEALTH CARE CORPORATION FLU VACCINATION EFFORTS REACH AMERICAN INDIANS IN ARIZONA

Tuba City Regional Health Care Corporation (TCRHCC), an NIVDP partner since 2011, is a Joint Commission accredited health care center that serves Navajo, Hopi, and Paiute communities in northern Arizona.

TCRHCC's flu vaccination efforts are broad and reach all age groups in the American Indian community. This past fall, TCRHCC launched a new mobile van program to reach rural patients who lack access to preventative health care services. Through this program TCRHCC provided free flu vaccinations at eight community locations, including Eagles Nest School; Moenkopi Day School; Tonela School; and Tuba City Boarding School, among others. So far this flu season, the organization has administered a total of 2,191 vaccinations at elementary and high schools.

TCRHCC used a range of online and offline strategies to publicize their vaccination events and disseminate information about the benefits of the flu vaccine. These strategies included publishing articles in their monthly newsletter, hanging flyers and posters in high-traffic areas, customizing *Protect the Circle of Life* campaign materials with vaccination event times and locations, and posting information on their website and Facebook page.

"Given the high morbidity and mortality of Native Americans who contract the flu, it is extremely gratifying to participate in these flu clinics," said Dr. Miran Song, a pediatrician at TCRHCC who is involved in planning their vaccination events.



## PHILADELPHIA ADVOCATES PROMOTE FLU VACCINATION AS PART OF MARTIN LUTHER KING DAY CELEBRATION

Three new NIVDP partners joined forces to organize a Philadelphia-based health event for young adults on January 20, 2014, Martin Luther King Day. This event offered free flu vaccinations and assistance in registering for the Affordable Health Care Act (ACA). Bright Hope Baptist Church, a historic African American congregation, hosted the event, in partnership with NExT Philadelphia (The Network of Extraordinary Talent)—a young professional affinity group of the Urban League of Philadelphia—and Alpha Kappa Alpha, the oldest African American sorority in the U.S.



Monica Burch,  
Urban League of Philadelphia  
Board of Directors' member

The organizers publicized the event online via Facebook and email and in the local community via flyers and church events. Walgreens representatives administered flu vaccinations at the event, and navigators helped attendees learn about health care insurance options under the ACA. Media coverage of the event included KYW News Radio 1060 and the CBS Philly website.

"African Americans, especially young adults and the uninsured, often do not receive flu shots," said Monica Burch, member of the Board of Directors of the Urban League of Philadelphia. "We were excited to partner with the NIVDP to provide free flu shots to the community."

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

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