



JANUARY 2016

Influential 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 Partners Promote Flu Vaccination Benefits for NIVW

In this issue, we highlight notable events organized by NIVDP members in support of **National Influenza Vaccination Week (NIVW)**, December 6 through 12, 2015, to promote flu vaccination among Hispanics and African Americans. Partners who collaborated during NIVW include state and local health departments, immunization coalitions, state-elected officials, hospitals, pharmacies, community centers, churches, and schools.

Partner activities included:

- The first Flu Vaccine Day in the Washington, DC metropolitan area, which was coordinated by partners and Walgreens;
- Faith-based flu vaccination events organized by NIVDP partners, Ecclesia Christian Fellowship Church and Spirit of Love Christian Church in San Bernardino, California, that serve the African American community;
- A recognition event for local flu vaccination heroes at Our Lady of Guadalupe Shrine in Riverside, California;
- Multiple events in Las Vegas including a recognition event at East Valley Community Center, an open house at Clark County Fire Station 1, and flu vaccination events at Easy Valley Family Resource Center and St. Francis de Sales Catholic Church;
- A community event at Esperanza College in Philadelphia that was coordinated by Enroll America and Cognosante, to educate students on the importance of flu vaccination; and
- Multiple events in Flint/Genesee County, Michigan, including a press conference at Hamilton Community Health Network, an educational symposium at Antioch Missionary, and a health fair at Bethel United Methodist Church.

SPOTLIGHTING PARTNERS

NIVDP PARTNERS AND WALGREENS LAUNCH FLU VACCINE DAY IN THE WASHINGTON, DC METRO AREA

Walgreens and local NIVDP members organized the first Flu Vaccine Day on December 2 in the Washington, DC metropolitan area. The goal was to promote multiple locations where people could get vaccinated throughout Washington, DC, Northern Virginia, and Southern Maryland. "I got the idea of organizing Flu Vaccine Day when I saw similar efforts executed effectively in other cities in the United States," said Justin Coyle, Mid-Atlantic Regional Health Care Director for Walgreens.

The collaboration resulted in 28 locations offering flu vaccinations, including *Ventanillas de Salud* in Washington, DC; Hispanic Institute for Blindness Prevention; Alexandria Family Medical Center; Mary's Center; Carlos Rosario Charter School; Maryland Eye Care Center; and 10 Walgreens pharmacies, with two drive-thru locations in Arlington, Virginia, and Silver Spring, Maryland. Approximately 200 Walgreens flu vaccination vouchers were redeemed during Flu Vaccine Day.

Media partner, NBC4, promoted the event by posting a series of customized digital banners on its website and promoting the banner to consumers via cell phone. Partners shared and posted the banners on their websites, social media platforms, and through text messages. The digital banners provided a hyperlink to the **NIVDP Facebook page** with information about the events during Flu Vaccine Day. The partnerships generated approximately 395,000 impressions.

"We are grateful for the long-term commitment by all of our partners in the DC area. Walgreens and the NIVDP have worked well together for the last four years and this year's NIVW started with a big bang! Because of this year's success and the partner's responses, we definitely plan on making Flu Vaccine Day bigger and better next year," Coyle said.



Left to Right: Sheila Arrington, Area Health Care Supervisor at Walgreens; Carl Woelfel, Walgreens pharmacist; Charlie John, Pharmacy Supervisor at Walgreens

CHURCHES IN SAN BERNARDINO SPREAD THE MESSAGE TO GET VACCINATED

Two new partners, Ecclesia Christian Fellowship Church and Spirit of Love Christian Church in San Bernardino, California, held flu vaccination events to increase awareness within the predominately African American community. Both events featured a children's coloring contest designed to educate parents and children about the benefits of getting vaccinated. Educational materials, including flyers and fact sheets, were distributed at both events.

The **Ecclesia Christian Fellowship Church** event was held on December 9 during a weekly dinner for the homeless community. Of the 25 attendees, 21 were vaccinated by a Walgreens pharmacist at the event. Pastor Brian Williams, Executive Director of Family Life Ministries, expressed his appreciation saying, "We thank Walgreens for expanding access to health care here in California and elsewhere across the United States."

People's Choice Awards and Walgreens, in partnership with United Artists, filmed the event to highlight Walgreen's flu vaccination voucher program. The video played during the presentation of the People's Choice Awards' Humanitarian Award. The short video also aired during the live telecast of the awards show, which was viewed by millions of people around the world.



Children who won awards for the NIVDP's coloring contest at Spirit of Love Christian Church

Spirit of Love Christian Church held its event on December 10 to recognize a diverse group of local flu vaccination heroes. Shervonne Wells, First Lady of the church, provided a welcoming prayer and song to the guests. Lea Morgan, Program Coordinator for the San Bernardino Department of Health, spoke about the benefits of flu vaccination and the importance of partnerships to promote health. Those receiving special recognition certificates on behalf of the NIVDP included:

- Al-Shifa Clinic
- Country Villa Hacienda
- Inland Family Community Health Center
- Whitney Young Health Clinic
- Inland Empire Job Corps
- Inland Regional Center
- Metropolitan Family Medical Clinics, Inc.
- Phuc Huynh, D.O., C.P.C.
- San Bernardino Medical Group
- San Bernardino Probation Central Valley
- Salvation Army Adult Rehabilitation Center
- San Bernardino Valley College Student Health Services
- Nael Shahatto, M.D.
- Southland Cardiology Medical Group
- University of California Riverside Chapter of the Global Medical Brigades
- Lestonnac Free Clinic
- Jun R. Chiong, M.D.



A Walgreens pharmacist administering a flu vaccine during the People's Choice Awards short video

OUR LADY OF GUADALUPE SHRINE HONORS FLU VACCINATION HEROES

NIVDP partners were recognized at a special event on December 9 at Our Lady of Guadalupe Shrine in Riverside, California. The church, founded in 1929, is home to a diverse community of Hispanics living in the area.

The NIVDP congratulated Riverside University Health System, Neighborhood Healthcare – Temecula, and Borrego Health for their outstanding efforts to improve the community's health and promote annual flu vaccination.

Tonya Geiger, Branch Chief at Riverside County Department of Public Health, served as the master of ceremonies for the event. The event program included remarks from Dr. Cameron Kaiser, Public Health Officer of the Riverside County Department of Public Health, and Andy Melendez, Riverside City councilmember for Ward 2. Councilmember Melendez reminded attendees that "flu vaccination disparities exist in Riverside and our gathering today is a reminder that we have much work to be done to eliminate those disparities."



Cameron Kaiser, M.D., Riverside County Health Officer



From Left to Right: Marisela Escoto, R.N.; Tonya Geiger, Branch Chief at Riverside County Department of Public Health; Nancy Blevins, R.N.

Local media partnered with the NIVDP to inform the community about getting vaccinated against the flu. In addition, *El Aviso Magazine*, the area's most popular magazines for Hispanics, printed an article and donated ad space that generated approximately 1,359,000 impressions. *La Opinion*, the largest Spanish-language newspaper in the United States and second most read newspaper in Los Angeles, published a CDC matte article that emphasized that it is not too late to get vaccinated against the flu. Marisela Escoto, R.N. from Borrego Health, also conducted a Spanish-language interview on La Preciosa Radio KTDD 1290 (iHeart Radio) and an English interview on NewsTalk 1440 AM.

NIVDP PARTNERS RECOGNIZE NIVW THROUGH MULTIPLE EVENTS IN LAS VEGAS

Using existing platforms and venues, individuals and multi-sector organizations educated the public about flu vaccination in Las Vegas, Nevada.

East Valley Community Center in Las Vegas hosted a recognition event on December 11. The senior community center is located in the heart of the Hispanic community. The event honored partners for their contributions in Clark County and other areas of Nevada, such as:

- James Oscarson, Nevada State Assemblyman, for providing access to flu vaccinations for the citizens of rural communities in District 36;
- Melissa Shake, Pharmacy Manager and Immunizations Trainer for Walgreens, for coordinating free flu vaccinations across Southern Nevada through the Walgreens national flu vaccine voucher program;
- Joyce Goedeke, Vice President of Marketing/Public Relations for Southern Hills Hospital and Medical Center, for her leadership on the Immunize Nevada flu taskforce and for hosting a flu event at the Southern Hills Annual Balloon Festival; and
- Tavia Campbell, Co-Founder and Chief Operating Officer of Walls 360, Inc., for supporting the 2015-2016 Nevada state flu campaign by donating large static clings with creative flu vaccine promotion designs.
- Karissa Loper, Nevada State Division of Public and Behavioral Health Immunization Program Manager, congratulated the local heroes and talked about the challenges to reach rural areas where sites to access flu vaccines are limited. Karissa presented Proclamations from the mayor of Las Vegas and the governor of Nevada.

Clark County Fire Station 1 hosted an open house on December 11. Immunize Nevada and the Boy Scouts Explore Program provided health and safety information, including a flu vaccination booth sponsored by Walgreens. A local ABC station affiliate covered the event.

Family Leadership Initiative coordinated flu vaccination events at the Easy Valley Family Resource Center and St. Francis de Sales Catholic Church in Las Vegas on December 11 and 12. Rosemary Flores, Executive Director of the Family Leadership Initiative and long-standing NIVDP partner, said that the Family Leadership Initiative encouraged parents to spread the word about the events in the Hispanic community. "We talked to about 500 families about the event at church services and in the local neighborhoods," said Ms. Flores. The Initiative's hard work paid off as people lined up at 7:30 a.m. at St. Francis after Sunday mass. A total of 110 parishioners were vaccinated in about two hours.



Tavia Campbell (Left) and Joyce Goedeke are recognized at a Flu Vaccination Hero event in Las Vegas

ENROLL AMERICA EDUCATES COMMUNITY MEMBERS ON BENEFITS OF FLU VACCINATION

NIVDP partner Enroll America organized a flu vaccination event on December 13 at Esperanza College in Philadelphia, Pennsylvania. Enroll America is a nonprofit health care enrollment coalition with a

mission to maximize the number of Americans who enroll in and retain health coverage under the Affordable Care Act. Enroll America representatives stressed the importance of annual flu vaccination, handed out CDC educational materials, and encouraged community members to get vaccinated against the flu. Enroll America member Cristian Ariza stated, "These events are in the community and flu vaccinations are important to the community, especially for those in need of health care, so we were happy to partner during NIVW."



EDUCATIONAL SYMPOSIA TAKE CENTER STAGE AT FLINT/GENESEE COUNTY EVENTS

NIVW in Flint/Genesee County, Michigan, was a **collaborative effort** that engaged state representatives, health providers, faith-based organizations, and community groups in promoting flu vaccination and other health issues.

The effort began on December 7, with the Flint/Genesee County partnership and Michigan State Representative Sheldon Neeley holding a press conference at the Hamilton Community Health Network to promote For Your Protection Week. Other organizations that participated included the Genesee County Health Department, the Genesee Health Plan, and Walgreens. Each organization highlighted the importance of NIVW and its support of the NIVDP. Media outlets that covered the press conference included NBC 12, WNEM 25 television, and Comcast Television. In addition, CDC materials were disseminated at the press conference.

On December 10, Dr. Gary Johnson, the Genesee County Medical Director, facilitated the morning influenza symposium from 11:30 a.m. to 1:30 p.m. That evening, Antioch Missionary Baptist in Flint, Michigan hosted a community symposium from 5:30 to 7:30 p.m. The symposium's panel included health professionals and community leaders who shared their perspectives on the importance of preventative health practices, their families, and the community. In addition to the panel presentations, community members led a Q&A session with the panel; the Genesee County Health Department provided vaccines; a Q&A session was held with a doctor, dentist, and pharmacist; and the health department distributed water filters, health care information, and information on enrollment opportunities. Additionally, the NIVDP received a resolution from the Mayor and State Representative Sheldon Neely, and also a tribute from the Flint City Council.



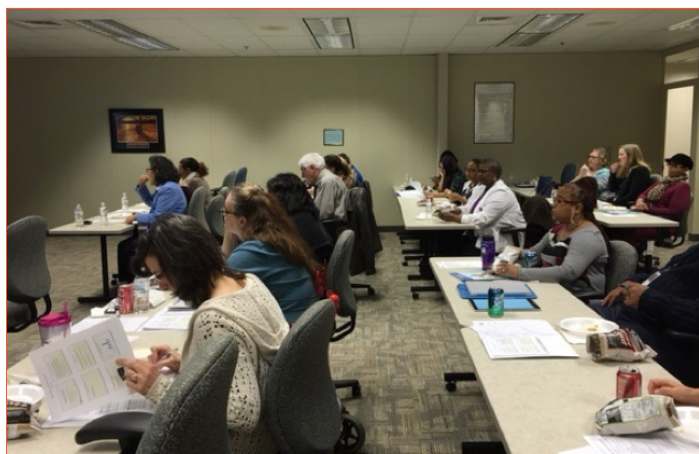
Left to right: Gary Johnson, Genesee County Health Department Medical Director; Kevin Czubachowski, Michigan Department of Health and Human Services Immunization Field Representative; Mona Hanna-Attisha, Pediatrics Medical Director, Hurley Medical Center



State Representative Sheldon Neely getting vaccinated against the flu at Bethel United Methodist Church in Flint, Michigan

The week concluded with State Representative Sheldon Neeley's Health Fair on December 12, from 3:00 to 5:00 p.m. at Bethel United Methodist Church in Flint, Michigan. A Walgreens pharmacist administered flu vaccinations and the Genesee County Health Department administered other immunizations. The event was highlighted by Representative Neeley getting vaccinated. Participants also benefited from vision screening, health insurance information, and received CDC flu vaccination materials. Approximately 150 people attended and 13 flu vaccines were administered.

The Flint/Genesee County partnership also organized a media campaign to support the local influenza campaign and NIVW. Media efforts focused on Facebook boosts, banner ads on TV websites, PSAs and radio ads, and personal appearances on television programs.



Participants at the morning influenza symposium on December 10, led by Dr. Gary Johnson, Genesee County Medical Director