



MARCH 2015

# 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 Founding Partners Sustain Influenza Vaccination Efforts

In this issue, we spotlight early leaders and partner organizations of the NIVDP. Since the NIVDP launched in 2011, many partners have continued their commitment to promote the benefits of flu vaccination among the medically underserved. Some of these partners include:

- Ray Michael Bridgewater with the Assembly of Petworth in Washington, DC, who has coordinated over 50 flu vaccination clinics annually since 2010;
- German Valbuena of the Hispanic Institute for Blindness Prevention in Falls Church, Virginia, who was named “Neighborhood Health Champion” in 2014 at the Adult and Influenza Immunization Summit for his innovative outreach strategies and multi-sector partnerships;
- Helen Bradbury of the Urban Inter-Tribal Center in Dallas, Texas, whose outreach efforts have increased flu vaccination among American Indian/Alaska Native people;
- Tiffany Tate, the Executive Director of the Maryland Partnership for Prevention, whose leadership has been valuable in promoting the merits of partnerships to engage grassroots stakeholders and trusted messengers; and
- *Radio Campesina*, the third largest Spanish-language radio network in the nation, which hosted live interviews with CDC and NIVDP subject matter experts (SMEs) to educate millions of migrant farmworkers about the risks of flu-related health complications.

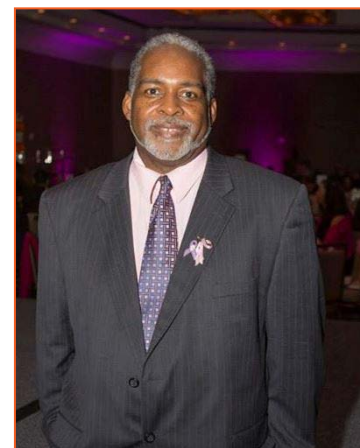
### SPOTLIGHT ON PARTNERS

## RAY MICHAEL BRIDGEWATER’S SUSTAINED EFFORTS INCREASE FLU VACCINATION AMONG THE UNDERSERVED

Ray Michael Bridgewater became a NIVDP partner in 2011 for one reason: to make another health service more accessible to Washington, D.C.’s most vulnerable African Americans. His organization, the Assembly of Petworth, is well known and trusted by communities with limited resources and high rates of chronic illnesses. Mr. Bridgewater believes flu vaccination is vital to improving his community’s health.

Ray’s continuing commitment to the NIVDP has resulted in vaccinating thousands of people, including African American, African, Hispanic, and Asian populations. By establishing trusted partnerships with faith-based and community organizations, Mr. Bridgewater helps organize over fifty health fairs annually, which include flu vaccinations. “Many of the populations we serve have never been vaccinated against the flu,” Mr. Bridgewater shared. “We provide CDC educational materials and take into account cultural factors that may influence mistrust with the vaccine. Many people get their first flu vaccination because they view the Assembly of Petworth as a trusted messenger in their community,” he adds.

Sustainability and community relations are most important to Mr. Bridgewater. By continuing his partnership with Walgreens and establishing additional pharmacy partnerships, partners like Mr. Bridgewater are critical to the NIVDP’s sustainability. “As with other health services that our partner network provides, the flu vaccination will be part of our preventative health care course of action,” he offers.



Ray Michael Bridgewater,  
Founder and President,  
Assembly of Petworth,  
Washington, D.C.

## GERMAN VALBUENA'S MISSION TO ELIMINATE HEALTH DISPARITIES MOTIVATES HIS COMMITMENT TO NIVDP



German Valbuena, the Executive Director of the Hispanic Institute for Blindness Prevention (HIBP) based in Falls Church, Virginia, was one of the first partners to promote the CDC's *Yo Me Vacuno* (I get vaccinated) Hispanic

campaign in 2010. He worked closely with the *Ventanillas de Salud* (health stations) program of the Mexican Consulate to host *Yo Me Vacuno*'s inaugural event in Baltimore, Maryland with partners that included the Consulates of Ecuador, El Salvador and Bolivia. In 2011, German supported the NIVDP's launch in the D.C. metro area with the Office on Latino Affairs, along with faith-based organizations and health departments in the cities of Alexandria, Falls Church, and Arlington, Virginia, as well as in Annapolis, Maryland. German's ability to cultivate partnerships across sectors is invaluable. In addition, he was recognized at the 2014 National Adult and Influenza Immunization Summit (NAIIS) in Atlanta, Georgia, with the "Neighborhood Champion of the Year Award."

"The original mission of HIBP focused on eliminating health disparities in the Latino community. However, we now reach out to the Muslim community, the homeless, African Americans, and immigrant populations," German declares. "This shift in serving diverse populations was facilitated in large part to our work in promoting flu vaccinations." HIBP, in collaboration with Walgreens, has coordinated over 500 flu vaccination events and vaccinated more than 10,000 people since 2010. The organization has grown from a small storefront clinic to having three clinics in Northern Virginia and health stations in three Latin American consulates.

German concludes, "I believe that HIBP has been a part of an extraordinary campaign (the NIVDP). We created an effective network of voices conveying a uniform and clear message to our patients."



German Valbuena,  
Executive Director,  
Hispanic Institute for  
Blindness Prevention,  
Falls Church, Virginia

## HELEN BRADBURY AND THE URBAN INTER-TRIBAL CENTER OF TEXAS INCREASE FLU VACCINATION AMONG PEOPLE LIVING WITH DIABETES



From 2011 to 2015, the Urban Inter-Tribal Center of Texas (UITCT) has seen a 32.5% increase in influenza vaccinations: 675 vaccinations in 2011 to 1,000 vaccinations in 2015. The UITCT relocated its offices to the Medical District of Dallas because the organization outgrew its previous facility. "This gives us a great opportunity to better serve our Native community with a bigger, modern facility that is more centrally located to our expanding base of patients and clients," said Helen Bradbury RN, CDE, who serves as the Diabetes Program and Clinical Quality Coordinator. In this new facility, the UITCT is receiving 80-100 patients each week seeking Affordable Care Act benefits. As its patient base grows, so does UITCT's commitment to ensuring patients are vaccinated against the flu.

Helen has noticed an increase in the number of elders, men and children receiving influenza vaccinations which she attributes to education, believing that "if you can educate one member of the family, the rest will follow." The NIVDP congratulates the UITCT on continuing their commitment to the flu vaccination promotion campaign and ensuring that American Indian and Alaska Native people are protected from influenza.

## TIFFANY TATE'S LEADERSHIP ENCOURAGES DIVERSE PARTNERSHIPS TO PROMOTE FLU VACCINATION AMONG MEDICALLY UNDERSERVED AFRICAN AMERICANS

Tiffany Tate is the Executive Director of the Maryland Partnership for Prevention (MPP), a statewide network that includes organizations such as local health departments, pharmacies, hospitals, and social service programs. MPP offers training for immunization providers and implements outreach strategies with the goal of increasing immunization uptake among minorities, high-risk individuals, and special populations.

Tiffany provided leadership early on in the development of the NIVDP. In 2011, she served as the keynote speaker at the NIVDP launch in Houston, Texas, and spoke about the merits and lessons learned of partnership strategies. "I am proud to be a part of the developmental stages of the NIVDP. We have all benefitted from the growth of the partnership and the impact it has made to narrow the gap in flu vaccination coverage disparities," she affirms.



Tiffany Tate,  
Executive Director,  
Maryland Partnership for Prevention  
(MPP)

## RADIO CAMPESINA, MAJOR SPANISH-RADIO NETWORK, CONTINUES TO EDUCATE THOUSANDS OF LISTENERS ABOUT THE IMPORTANCE OF FLU VACCINATION

*Radio Campesina* is a network of nine radio stations. The third largest Spanish-language radio network in the nation provides a mixture of educational programming and music to 500,000 daily listeners. The network's early morning show *Despierta Ya* (Time to Wake Up) educates Hispanics, especially the farmworker communities in the states of Arizona, California and Washington about flu vaccination and prevention.

Since 2012, *Despierta Ya* has conducted interviews with CDC and NIVDP subject matter experts. "I like what this radio network is doing for the Hispanic community," said Dr. Marietta Vazquez, Associate Professor of Pediatrics and Nursing at the Yale School of Medicine and NIVDP spokesperson who recently spoke on the show about flu prevention.

The country's first female programming director for a Spanish-language radio network, Maria Barquin helps execute numerous large-scale charity drives and educational events. Barquin maintains *Radio Campesina's* involvement in civic and lobbying activities that benefit the community, such as health fairs and activities with local schools and community groups. "The network's mission is to enhance the social and economic well-being of the Hispanic community through educational radio programming and by following our core values." She adds, "the core values of the radio network include integrity, *Si Se Puede* (Yes, We Can) attitude, innovation, and corporate responsibility."

Through the *Radio Campesina* partnership, 3 million impressions were generated.



Maria Barquin,  
Program Director,  
*Radio Campesina*

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