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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).

The NIVDP Partners Finish the 2014-2015 Flu Season with Impressive Results

In this issue, we spotlight the successful role that trusted messengers, local influencers, resource-sharing and the media played in motivating over 15,000 medically underserved people to get vaccinated against the flu. These efforts include:

- Hispanic promotion efforts tied to the *Yo Me Vacuno* (I Get Vaccinated) campaign that resulted in 95 flu vaccination promotion events held in 15 target markets including Miami, Florida; San Juan, Puerto Rico; and Seattle, Washington;
- African American partner efforts tied to the *Flu Talk* campaign that resulted in over 100 flu vaccination promotion events in cities such as Birmingham, Alabama; Miami Gardens, Florida; Charlotte, North Carolina; and Baltimore, Maryland;
- American Indian/Alaska Native (AI/AN) partners who shared innovative *Protect the Circle of Life* resources with their clients and allied organizations, such as radio PSAs, and the flu IQ quiz; and
- National and minority media partners, grassroots leaders and public health officials, who sustained support during the flu season generated placements in the top-tier media markets and resulted in 44 million media impressions.

SPOTLIGHT ON PARTNERS

HISPANIC PARTNERS FOSTER COLLABORATION TO INCREASE NUMBER OF VACCINATIONS ADMINISTERED

The Hispanic-serving partner organizations had another strong year of promoting flu vaccination to uninsured and underinsured Hispanics in 15 target markets including Chicago, Illinois; Riverdale, Maryland; Seattle, Washington; San Juan, Puerto Rico; and Miami, Florida. Walgreens, local health departments and grassroots organizations coordinated 95 flu vaccination promotion events as part of the *Yo Me Vacuno* campaign. The key to this year's success has been the diversity of trusted messengers who worked together by distributing CDC resources and promoting flu vaccination. For example:



- On October 8, 2015, VOCES, the Puerto Rican Immunization Coalition, partnered with the Department of Health in Puerto Rico, the Autonomous Municipality of San Juan, and other private sector entities to coordinate an eight hour vaccination event known as *Flupalooza*. During this event, more than 8,000 Puerto Ricans were vaccinated.
- VOCES also hosted an educational forum to inform 150 physicians on barriers and facilitators to flu vaccination. The forum highlighted the importance of storytelling to convey resonant messaging to promote flu vaccination.
- Christ the King Catholic Church and Parochial School in Seattle, Washington, promoted flu vaccination during the Virgin of Guadalupe (the patron saint of the Americas) festival on December 12, 2014 in observance of National Influenza Vaccination Week. Festival activities included a children's coloring contest that incorporated the *Yo Me Vacuno* campaign theme. Volunteers coordinated the coloring contest, with a guest appearance by the Seattle Mariner Moose mascot who congratulated the contest winners and handed out special prizes. A total of 100 people were vaccinated, many for the first time.

AFRICAN AMERICAN OUTREACH CONTRIBUTES TO FLU VACCINATION ACCOMPLISHMENTS



African American population such as Flint, Michigan; Baltimore, Maryland; Atlanta, Georgia; Miami Gardens, Florida; and Birmingham, Alabama. For example:

- Lorraine Bailey-Carter, Director of The Women's Challenge (TWC) located in Baltimore, Maryland, joined the NIVDP this season and partnered with two African American Greek Letter organizations—Iota Phi Theta Fraternity Incorporated and Alpha Kappa Alpha Sorority Incorporated—and multiple health organizations to include flu vaccination as part of their direct services to communities in need. African American Greek organizations are held in high regard historically given their commitment to philanthropy.
- The Florida Coalition on Black Civic Participation (FCBCP) and the Office of Councilwoman Lillie Q. Odom partnered to organize an educational workshop and flu vaccination event hosted by the Miami-Dade County Department of Health at the Betsy T. Fisher Recreation Center Complex in Miami Gardens, Florida. The event brought together local elected and health officials who provided information to hundreds of older African Americans about the benefits of the flu vaccine and the Affordable Care Act. Both the Mayor and City Manager of Miami Gardens were publicly vaccinated against the flu.

NEW AI/AN PARTNERS AND PROMOTIONAL PRODUCTS GENERATE INNOVATIVE WAYS TO SPARK ATTENTION

This year, 38 new NIVDP partners joined the existing network of 166 AI/AN partners. These partners have employed a strong practice of sharing resources, engaging clients through social media platforms, and disseminating CDC print materials.

AI/AN partners organized 16 flu vaccination promotion events and administered approximately 2,000 flu vaccines during the 2014-2015 season.

Innovative promotional products played a major role in promoting flu vaccination among the AI/AN network. The *Protect the Circle of Life* campaign released new products, including 12 radio PSAs that were aired on 390 stations which generated 2.5 million impressions. These new PSAs incorporated Navajo, Lakota and Yupik languages to captivate native audiences with information about the benefits of receiving a flu vaccination. In addition, a custom web page was developed to promote the *AI/AN Flu IQ quiz*. In its first month, the website generated close to 400 page visits. An *infographic* was also developed to capture key messages and data that speak to the importance of annual flu vaccination in Indian Country.



MEDIA PARTNERS, GRASSROOTS LEADERS AND PUBLIC HEALTH OFFICIALS INCREASE AWARENESS OF THE IMPORTANCE OF FLU VACCINATION

Since 2011, national and local media have worked closely with CDC and NIVDP partners to increase awareness about the benefits of the flu vaccine. This flu season resulted in a total of 458 media partners, 376 media placements, and 44 million digital and traditional media impressions.

SUBJECT MATTER EXPERTS (SMEs) appeared on media outlets such as NBC, ABC, CBS, Agencia EFE, Telemundo, Univision, Native America Calling, and Radio Campesina. Contributors included: Dr. Eduardo Azziz-Baumgartner of the CDC, Amy Groom of the Indian Health Services in Albuquerque, New Mexico, Dr. Carlos Rodriguez Fierro of the Cardiology Center in New Orleans, Louisiana, and Dr. Marietta Vazquez, Associate Professor of Pediatrics at Yale University in New Haven, Connecticut.

SOCIAL MEDIA generated 15 million impressions this flu season. Mommy bloggers and other online influencers were engaged to conduct interviews and post CDC content that helped establish dialogues amongst first-time parents. This content was used by the NIVDP partners to leverage coverage at the local level.

REAL STORIES captured media attention. For example, a story emerged as a young mother of three children attended an NIVDP flu vaccination event in Birmingham, Alabama. Her story of economic struggle and the opportunity to get vaccinated along with her children caught the attention of the local media. She soon became a flu vaccine champion testifying in front of the City Council about the value of engaging community leaders and faith groups during National Influenza Vaccination Week. The personal touch provoked a powerful story that motivated local partners to galvanize the message about the importance of flu vaccination to reach millions of people digitally, through the use of YouTube, Facebook, and Twitter, as well as local television and newspaper coverage.



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