



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).

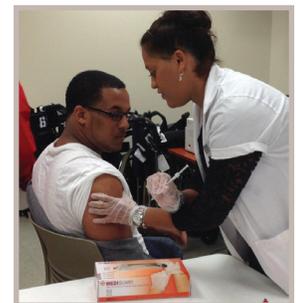
PARTNERS CAST A WIDE NET TO REACH UNINSURED AND UNDERINSURED POPULATIONS

Whether organizing large public events or intimate gatherings, NIVDP partners are casting a wide net in order to strengthen existing partnerships and establish new ones to reach uninsured and underinsured populations. In many instances, they act as catalysts for cross-cultural and cross-sector dialogue, developing a tailored approach to raise awareness about the benefits of flu vaccination in their communities. We tip our hat to the movers and shakers featured in this newsletter for their innovative efforts to promote influenza vaccination.

FAITH LEADERS GALVANIZE MARYLANDERS TO GET VACCINATED AGAINST THE FLU

While the recent federal government shutdown grounded many commuters in the Baltimore-Washington metropolitan area, it couldn't knock parishioners of one of Maryland's largest African American churches off stride. New Psalmist Baptist Church's Health Empowerment Ministry rose to the occasion, organizing flu vaccination promotion events on September 29th and October 6th that netted 141 and 301 vaccinations, respectively.

According to Rose Brown, a registered nurse who helped organize the events, early outreach and planning were keys to their success. Brown expressed optimism about prospects for her church's future involvement in flu vaccination activities. "Our partnership with NIVDP allows us to further our mission of reaching those in need and empowering our members to lead healthy lives," she said.



New Psalmist Baptist Church holds flu vaccination event in Baltimore

PARTNERS VACCINATE OVER 300 ANGELENOS AT LATINO HEALTH FAIR

On September 22, NIVDP partner the League of United Latin American Citizens (LULAC), a national civil rights organization, held a day-long *Feria de Salud* (health fair) at Placita Olvera, a lively, Mexican-style street market known as "the birthplace of Los Angeles." Two other partner organizations, Walgreens and Children's Hospital Los Angeles, teamed up on-site to administer a total of 310 vaccinations and engage dozens more in conversations about the benefits of the flu vaccine.

Organized under the auspices of Latinos Living Healthy, LULAC's signature initiative to increase access to and use of health care services among Latinos, the *Feria de Salud* was a heavily attended, day-long extravaganza. The event featured a variety of activities designed to promote healthy and active living, including Zumba and yoga classes, demonstrations by celebrity chefs, and live music performances.



Attendees at LULAC *Feria de Salud* get vaccinated against the flu

BINATIONAL PARTNERS SPOTLIGHT FLU VACCINATION

In recognition of Binational Health Week (BHW) in October, community and government agencies from the U.S. and Latin America joined forces to organize a series of health promotion and education activities targeting underserved Latino populations. In keeping with BHW's 2013 programmatic focus on health care and health care reform in the U.S., NIVDP consulate partners in cities across the country—including Washington, D.C., Chicago, New York City, Salt Lake City, and Brownsville, Texas—held outreach and education workshops and provided free preventive services such as flu vaccination and medical screenings. During the health observance, these partners organized more than 2,000 activities that provided services to more than 100,000 people.

Other supporters of BHW 2013 included the Secretariats of Health and Foreign Affairs of Mexico, the Institute for Mexicans Abroad, the Centers for Disease Control and Prevention, and the Ministries of Foreign Affairs of Guatemala, Honduras, Colombia, Ecuador, Peru, and Bolivia.



NIVDP consulate partners at Binational Health Week in Washington, D.C.

DIABETES COORDINATOR PROMOTES FLU VACCINATION AMONG AMERICAN INDIANS

Helen Bradbury is the Diabetes Coordinator at the Urban Inter-Tribal Center of Texas (UITCT), a non-profit that serves over 2,500 American Indians throughout the Dallas-Fort Worth area. UITCT has developed a successful partnership with Walgreens and the American Indian Chamber of Commerce of Texas to promote flu vaccination. Since joining NIVDP in 2011, UITCT has administered over 1,200 flu vaccinations at six health promotion events. Their outreach has targeted people with chronic conditions such as diabetes and hypertension that increase the risk of flu-related complications.

“I make sure to take time to listen to my patients’ stories,” said Bradbury, a registered nurse. Her approach is simple but effective. “When my diabetes patients express concerns about the flu vaccine, I listen, then educate. Build trust and they will take your advice.”

Hallmarks of UITCT’s approach to flu vaccination include reaching patients early in the flu season, reminding community members throughout the year about the importance and availability of the flu vaccine, and providing culturally appropriate educational materials. “This year we will engage new partners and work even harder with our established partners to meet the flu-related health challenges that urban American Indians face,” said Bradbury.



Urban Inter-Tribal Center of Texas raises awareness about risks of diabetes and the flu

UNIVERSAL KIDNEY FOUNDATION HOLDS FLU VACCINATION FORUMS

Since joining NIVDP in 2012, Yvonne Lewis and her colleagues at the Burton, Michigan-based Universal Kidney Foundation (UKF) have witnessed a sea change in their clients’ understanding of the importance and benefits of flu vaccination. Their grassroots approach has struck a chord. After Lewis organized a series of public forums to spotlight the benefits of the vaccine, UKF started receiving a steady stream of inquiries about flu vaccination events. Another sign of the campaign’s growing reach is they have organized events with new faith and community-based partners in the Flint and Detroit metropolitan areas.

Given the organization’s track record as a provider of treatment and wellness education services for people with chronic conditions, Lewis feels that the campaign is a natural fit. “Many of our clients are uninsured or underinsured and have health problems such as chronic kidney disease that put them at high risk of flu-related complications,” she said. “We feel blessed to have the opportunity to make the flu vaccine more accessible to them.”



Yvonne Lewis, Executive Director, Universal Kidney Foundation, Burton, Michigan

DISTRICT OF COLUMBIA HEALTH OFFICIAL BUILDS BRIDGES TO CURB INFLUENZA

Local health champions such as Margaret Worthy, nurse and District of Columbia Department of Health Adult Immunization Coordinator, are leading the fight against influenza from the front lines. She is on a mission to increase access to the flu vaccine among medically underserved populations.

Since 2011, Worthy has worked closely with NIVDP partner organizations to expand the reach of influenza immunization initiatives across the nation’s capital. In this capacity, her responsibilities have included working vaccination events and developing outreach strategies in tandem with officials at hospital and physician associations, nursing homes, and community-based organizations.

A skilled bridge-builder, Worthy nurtures collaboration at the neighborhood level in an effort to support public dialogue about influenza. “Action steps planned with community members, and not just *for* them, are crucial for raising awareness about the benefits of the flu vaccine and, in turn, lessening the impact of a flu outbreak or pandemic on families and the community,” she said.



Margaret Worthy, District of Columbia Department of Health Adult Immunization Coordinator, Washington, D.C.

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