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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 Begin a New Season with Determination

In this issue, we highlight NIVDP efforts to gear up for the 2014-2015 flu season and we feature a special tribute held by local officials to praise partners' successes. This includes:

- A citywide collaboration between the District of Columbia Department of Health and NIVDP partners to encourage parents to vaccinate their families against the flu;
- A recognition event held by the Office of Baltimore Mayor Stephanie Rawlings-Blake and the Baltimore City Health Department that recognized NIVDP partners and local organizations for their accomplishments in increasing the number of vaccinations administered;
- The Urban Inter-Tribal Center for Texas' back-to-school flu vaccination promotion event at the iconic Gilly's restaurant in Dallas, Texas—the site where urban cowboys become legendary.

SPOTLIGHT ON PARTNERS

DISTRICT OF COLUMBIA DEPARTMENT OF HEALTH AND NIVDP PARTNERS HOLD FLU VACCINATION PROMOTION EVENTS

Dr. Joxel Garcia, Director of the District of Columbia Department of Health, is stepping up by working with NIVDP partners to promote flu vaccination with the goal of having as many people as protected as possible. Having spearheaded several private-and public-sector community partnerships for the US Department

of Health and Human Services and the Pan American Health Organization, he understands the power of partnerships like NIVDP to promote flu vaccination across all wards in DC. "Eliminating health disparities is a priority for the Department of Health, and I recognize that chronic conditions are intensified by exposure to a threat like influenza," Dr. Garcia notes.

For the 2014-2015 flu season, 30 flu vaccination events are being held in August and September at local schools, faith-based organizations, and community clinics to promote flu vaccination and encourage residents to maintain their children's immunization schedules through the DC Immunization Registry. "The Registry is an effective tool for recording and maintaining immunization records for schools, Head Start, and licensed child development centers," emphasizes Dr. Garcia.



Dr. Joxel Garcia,
Director of the District of Columbia
Department of Health



BALTIMORE PARTNERS PRAISED FOR THEIR COMMITMENT AND SUCCESSSES IN FLU VACCINATION EFFORTS

The Office of Baltimore Mayor Stephanie Rawlings-Blake and the Baltimore City Health Department hosted an NIVDP partner recognition event on August 8, 2014 at City Hall. Several high-profile health officials and dignitaries addressed

the 60 guests, commending the work of the partners for promoting flu vaccination. NIVDP partners in the Baltimore metro area saw a 75% increase from the previous year in the number of vaccinations administered for the 2013-2014 flu season.



Nurse Brown, New Psalmist Baptist Church,
Baltimore, MD

Nurse Rose Brown of New Psalmist Baptist Church in Baltimore, Maryland delivered an inspirational message about the merits of collaboration. "By supporting one another in prayer and action, we know we get things done. The NIVDP is a group that knows how to get things done."

The Office of Senator Mikulski recognized the efforts of NIVDP partners, who are dedicated to reaching underserved populations including the incarcerated, those living with addiction, and newly arrived immigrants. "The people of Baltimore and the whole state of Maryland are benefiting from the work of the NIVDP to reduce health disparities amongst those most in need," concluded long-term partner Catalina Rodriguez, Director of the Mayor's Office on Immigrant and Multicultural Affairs. By partners being recognized, they were left with a sense of empowerment and renewed inspiration for working together to protect their community against influenza.

URBAN INTER-TRIBAL CENTER OF TEXAS PROMOTES FLU VACCINATIONS DURING HEALTH FAIR

To educate parents about the importance and timeliness of flu vaccination, the Urban Inter-Tribal Center of Texas (UITC) handed out Flu Facts coloring

books to 250 children at a *Back-to-School Health Fair* held August 8, 2014 at Gilley's, the famous honky-tonk restaurant and bar in Dallas.

The Center wants to head off a repeat of the 2013-2014 flu season when flu activity occurred much later in the season than anticipated. UITC wants to ensure more people are protected before flu activity begins in the area.

The Center's services include walk-in urban Indian health clinics that serve 5,000 Dallas-area American Indians representing 247 tribes. During the 2013-2014 flu season, the Center increased the number of flu vaccinations administered to 730, up from 650 the previous year.

The staff plans to ensure even greater success for the upcoming flu season. They intend to send promotional mailings to elderly patients and those with chronic diseases at the end of August. Also, UITC plans to promote flu vaccination at American Indian Heritage Day in September.

"We always promote immunizations for back-to-school, but this year we're putting a particular focus on the flu vaccination," said the Center's Helen Bradbury, RN. "This season, we're encouraging people to get their flu vaccine in the fall, so that more will be protected before flu season begins."



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