



JULY 2014

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).

Hispanic Partners Reach Diverse Communities

In this edition, we recognize NIVDP partners' efforts to raise awareness among Hispanics about the benefits of the flu vaccine:

- The Hispanic Institute for Blindness Prevention (HIBP) of Falls Church, Virginia received the Immunization Neighborhood Award at the 2014 National Adult and Influenza Immunization Summit;
- The Ecuadorian Consulate in Washington, DC vaccinated hundreds of Ecuadorians during the 2013-2014 flu season;
- *Alianza Ciudadana en Pro de la Salud LGBTTA de Puerto Rico* (Lesbian, Gay, Bisexual, Transgender, Transsexual and Allied LGBTTA Citizens Health Alliance of Puerto Rico) organized a social media campaign and local flu vaccination events in San Juan to highlight the importance of flu vaccination among people living with HIV/AIDS; and
- The DC Mayor's Office on Latino Affairs (OLA) hosted an NIVDP recognition event in Washington, DC; presented a proclamation from Mayor Vincent Gray; and awarded CDC certificates of appreciation to 37 partner organizations.

SPOTLIGHT ON PARTNERS

NATIONAL AWARD PRESENTED TO LONG-TERM NIVDP PARTNER

The Hispanic Institute for Blindness Prevention of Falls Church, Virginia received



German Valbuena,
Executive Director HIBP

the Immunization Neighborhood Award at the 2014 National Adult and Influenza Immunization Summit in Atlanta. The annual award recognizes contributions of individuals and organizations committed to improving the health of their communities, such as the promotion of flu vaccination.

HIBP is the fiscal agent of the *Ventanillas de Salud* (health stations) program of the Mexican Consulate in Washington, DC. HIBP serves as an entry point for health services and provides vision care, mammograms, HIV testing, and flu vaccinations for the Latino community. HIBP reaches across sectors and populations, working closely with African American, Muslim, and homeless communities.

Since 2011, HIBP has been a strong leader of the NIVDP and has provided vaccinations to thousands of residents in the DC metro area. HIBP has organized over 500 flu vaccination events with local health departments, non-profits, faith-based organizations, Walgreens, and the consulates of El Salvador, Honduras, Guatemala, Bolivia, Mexico, Colombia, and Peru.

HIBP's innovative strategies have included mobile health stations, text messaging campaigns, and educational sessions for patients.

ECUADORIAN CONSULATE REACHES VULNERABLE POPULATIONS

The Consulate of Ecuador in Washington, DC works to protect the rights of Ecuadorian citizens and prioritizes those who are most

vulnerable. This includes people who are victims of domestic violence, deportees, homeless populations, and those within the criminal justice system.

As a partner of NIVDP, the consulate organized several flu vaccination clinics during the 2013-2014 season, of which about 200 Ecuadorians received their flu vaccine. Janina Smith, General Consul of Ecuador, enthusiastically expressed, "We consider the CDC campaign an important part of our work. We strongly believe that it is critical for entire families to get vaccinated every year against the flu." The consulate staff is already engaged in organizing flu vaccination promotion events for Binational Health Week, occurring in September 2014.



Janina Smith,
General Consul of Ecuador
in Washington, DC

PARTNERS PROMOTE FLU VACCINATION IN PUERTO RICO

Alianza Ciudadana en Pro de la Salud LGBTTA de Puerto Rico (Pro Salud), a two-year NIVDP partner, is dedicated to eliminating health disparities within the lesbian, gay, bisexual, transgender,

transsexual, and allied communities (LGBTTA) of Puerto Rico. *Pro Salud* works closely with the Immunization Coalition of Puerto Rico (VOCES) to organize flu vaccinations in the San Juan metro area.



Nurses staffing flu vaccination event hosted by the University of Puerto Rico

The organization coordinated a flu vaccination event in April, 2014 during a summit hosted by the University of Puerto Rico in San Juan. Over 50 people were vaccinated during the health summit. Lillian Rodriguez, founder of VOCES, delivered a motivating speech to over 200 nursing students, community leaders and health officials about the importance of annual flu vaccination for people living with HIV/AIDS. The University's Dean of the Medical Science Campus, Dr. Edgar Colón spoke passionately about the need to promote access to medical services for all.

In March, *Pro Salud* launched a Facebook campaign that resulted in nearly 500 shares and likes, combined, and circulated the NIVDP March newsletter and the *Un Amor Perdido* (A Lost Love) motion comic book as part of their campaign's activities <http://bit.ly/SQtd0C>. Members of *Pro Salud* plan to continue the social media campaign by blogging about the importance of flu vaccinations.

DC MAYOR'S OFFICE OF LATINO AFFAIRS SALUTES NIVDP PARTNERS

On June 11, 2014, the DC Mayor's Office on Latino Affairs (OLA) in Washington, DC hosted a partner recognition event

that acknowledged the contributions of 37 NIVDP organizations for promoting flu vaccination. NIVDP partner OLA has been a leader in helping to organize local flu vaccination events for day laborers, homeless populations, and parents of young children.

Mayor Vincent Gray issued a proclamation encouraging all residents to get an influenza vaccination to help prevent flu and its potentially severe complications. The event featured master of ceremonies, Pedro Biaggi, a DJ of El Zol (WLZL, 99.1 FM) – the area's largest Hispanic radio station. Other speakers included Dara Koppelman, Nursing Officer for Mary's Center and Ivan Torres, Language Access Coordinator for the DC Department of Health.

All partners were recognized with CDC certificates of appreciation. Roxanna Olivas, the Executive Director of OLA commented, "It is an honor to host a special event that celebrates the diversity and collaboration of our partners. The fact that all of the major media outlets were present to cover the celebration speaks volumes as to the value of this health promotion campaign."



MC, Pedro Biaggi (back row, center) with attendees at OLA recognition event

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