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Influential News



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).

NIVDP Launches Online Flu Vaccination Promotion Products

This issue of **Influential News** highlights new online flu vaccination promotion products that were developed to help partners expand the reach of their campaigns. Each product educates, informs, and can be easily shared with clients, constituents, and staff. They include:

- The NIVDP Community Resource Kit is a tool that enables partners to execute flu vaccination activities and campaigns within their communities
- *FluTalk: Get the Facts* is a series of new fact sheets that encourage younger and older African American adults to get vaccinated
- The *Protect the Circle of Life* widget makes it easier for American Indians and Alaska Natives to connect with flu vaccine providers in their communities
- The NIVDP Facebook fan page provides a new platform for direct interaction between partners

SPOTLIGHT ON PARTNERS

NIVDP COMMUNITY RESOURCE KIT OFFERS ROADMAP FOR LOCAL FLU VACCINATION CAMPAIGNS

If you're interested in leading a flu vaccination promotion campaign or implementing select activities/events in your community, then the NIVDP Resource Kit is for you! The kit features:

- Suggestions for tailoring messages on social and traditional media platforms;
- Tips for developing media contact lists and preparing media spokespeople for interviews;
- Ready-to-use templates for press releases;
- Data highlighting influenza's burden among medically underserved groups including African Americans, Hispanics, and American Indians/Alaska Natives and people who have limited access to health care; and
- Local and national NIVDP success stories, including vaccination drives held during National Influenza Vaccination Week (NIVW), an annual observance established by the CDC.



The kit is your one-stop guide to executing local flu vaccination promotion campaigns

FLUTALK SHEETS DELIVER THE FACTS ABOUT THE FLU VACCINE

For the 2014-2015 flu season, NIVDP will launch *FluTalk: Get the Facts*, a series of new fact sheets to encourage younger and

older African American adults to get vaccinated against influenza. The series will spotlight the benefits of flu vaccination and debunk common misconceptions about the vaccine's safety. Partners can use the fact sheets to bolster their outreach and educational initiatives during NIVW and throughout the year.

The fact sheets complement the *FluTalk* campaign posters for younger and older African American adults which are currently available for download on the CDC website. To date, nearly 6,000 *FluTalk* posters have been distributed to NIVDP partners.



New FluTalk fact sheets will support flu vaccination promotion initiatives targeting African Americans

The kit will be available soon for download on the CDC website.



CDC INTRODUCES ONLINE WIDGET TO PROMOTE FLU VACCINATION IN INDIAN COUNTRY

Last December, the CDC introduced an online widget designed to raise awareness among Native Americans about the benefits of flu vaccination and to make it easier for them to get the

vaccine. The CDC's [Protect the Circle of Life widget](#) features a user-friendly "Flu I.Q." test and a link to HealthMap Vaccine Finder, a free, online service for locating flu vaccine providers across the U.S.

NIVDP partner organizations have promoted the widget at the local and national levels through online and social media channels. For example, the National Council on Urban Indian Health and the American Indian Higher Education Consortium included articles about the widget in their newsletters, and the National Indian Health Board, the American Indian College Fund, and the Urban Inter-Tribal Center of Texas posted the widget on their websites.

"Thanks to the ability of our students to access information online about the flu vaccine, this widget helps us promote student health, one of many components that is needed to ensure our students' success in school," said Dina Horwedel, Director of Public Education and Communications, the American Indian College Fund.



The screenshot shows three stages of the widget: 1. A landing page with the title 'Protect the Circle of Life' and a circular graphic of shoes, with a 'Get Started!' button. 2. A 'Test Your Knowledge' screen with a question: '1. The flu is not a serious illness.' with radio buttons for 'True' and 'False'. 3. A 'Test Your Knowledge' screen showing the correct answer: 'That's right! The flu is serious. In fact, pneumonia and flu are a leading cause of death among Native elders.' with a 'Next' button.

NIVDP partners are using the online widget to improve access to information about the flu vaccine

NIVDP FACEBOOK FAN PAGE SPOTLIGHTS FLU VACCINATION COVERAGE DISPARITIES



The NIVDP Facebook fan page aims to foster networking and information-sharing among partners

Flu prevention champions have a new home on the web: the NIVDP Facebook fan page. We invite partners to join the conversation by posting questions, sharing news about their activities, and requesting and offering feedback. "Like" the [NIVDP Facebook fan page](#) today and you could be selected as the featured fan for next month!

The fan page aims to make it easier for partners to find accurate and timely information about influenza and to network with advocates who share their commitment to reduce flu-related health disparities.

Each month, the fan page will:

- Feature a new fan who is helping to spread the word about the benefits of the flu vaccine in his or her community;
- Serve as a forum for partners to share their success stories, event photos, and develop new collaborations; and
- Feature information about influenza surveillance data and influenza vaccination coverage disparities.

Share your ideas, photos, and events with us. We will feature them in upcoming issues of InFLUential News.

CLICK TO JOIN

BECOME A PARTNER. JOIN YOUR COLLEAGUES AND SPREAD THE WORD.