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Special Edition

# Influential News

The National Influenza Vaccination Disparities Partnership (NIVDP) is a national multi-sector campaign, spearheaded by local influential partners who work to increase flu vaccination among underserved populations. The partnership and this newsletter are supported by the Centers for Disease Control and Prevention (CDC).

## Shared Vision Inspires African American Flu Vaccination Campaign

This special issue of *Influential News* is dedicated to our NIVDP partners whose efforts to increase flu vaccination within the African American population continue to make a difference. Their steadfast commitment during the 2012-2013 flu season improved the lives of so many in their local communities. Learn why one partner, best described as a “servant to the people,” was honored at the 2013 National Adult and Influenza Immunization Summit. Find out how Georgia’s African American mayors joined CDC’s flu vaccination campaign through the efforts of an NIVDP partner. Read about how social media engagement resulted in 900,000 online impressions during National Influenza Vaccination Week (NIVW). We are grateful for the important work of the partners as we all benefit from their contributions.

**61%**  
of African Americans  
do not get vaccinated  
against influenza  
(CDC, 2012).

### SPOTLIGHT ON PARTNERS

#### Ray Michael Bridgewater Receives Honorable Mention at Influenza Immunization Summit

Ray Michael Bridgewater, President for the Assembly of Petworth, Washington, DC, received an Honorable Mention Award in the Immunization Coalitions/Public Health/Community Campaign category during the 2013 National Adult and Influenza Immunization Summit in Atlanta, Georgia. Mr. Bridgewater was recognized for his extraordinary contributions toward increasing vaccination uptake in Washington, DC. The Assembly of Petworth is an umbrella organization of diverse and multi-sector organizations that address the needs of individuals in the District and bordering neighborhoods in Virginia and Maryland.



Ray Michael Bridgewater  
President  
Assembly of Petworth  
Washington, DC

Under Mr. Bridgewater’s leadership, several flu promotional events were supported with partners such as Walgreens and the DC Department of Health Immunization Division. Events were also organized through faith-based organizations, as well as at public housing complexes, recreation centers, and other facilities where target populations congregate.

The Immunization Excellence Awards are given in recognition of the value and extraordinary contributions of individuals and organizations towards improved adult and/or childhood influenza vaccination rates within communities nationwide. Nominees were evaluated based on the areas of impact, collaboration, originality, overcoming challenges, and opportunities. Thank you and congratulations, Mr. Bridgewater!

#### Georgia’s African American Mayors Join in Support of the CDC Flu Vaccination Campaign

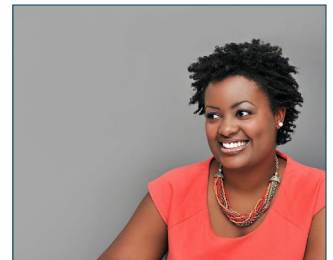
There is strength in numbers, and the Georgia Conference of Black Mayors, Inc. (GCBM) showed their collective power when 70 mayors recently signed a resolution pledging their support to promote CDC’s flu vaccination campaign. The support of this group of mayors will enable communities throughout Georgia to become more aware of the benefits of annual flu vaccination. The catalyst for this action was Helen Butler, Executive Director of the Georgia Coalition for the Peoples’ Agenda, who engaged Mayor Kenneth Smith, President of GCBM. Mayor Smith is the author on record for the resolution.



Mayor Kenneth Smith  
President  
Georgia Conference of  
Black Mayors, Inc.

#### Social Media Expert Engages African American Bloggers

Leveraging messages in a crowded media marketplace takes thinking outside of the box. Amanda Littlejohn, award-winning founder of Mopwater Social PR, is far beyond the box. Ms. Littlejohn is in the stratosphere, generating buzz by engaging high profile African American bloggers and disseminating flu vaccination messages through media partner websites. Whether blogs, Twitter, Facebook, digital journalism, or other forms of e-publicity, she knows which tools work best in support of communication goals.



Amanda Littlejohn  
Founder of Mopwater Social PR

Her efforts during the 2012 NIVW resulted in close to 900,000 online impressions. Sources carrying campaign stories included The Root, The Grio, Black Health Matters, DivasMPH, and Huffington Post. She also conducted social media training sessions for campaign partners, one during a stakeholder meeting and the other via a webinar. “I have built a strong reputation on written communications, social media strategy and online marketing and communications,” says Ms. Littlejohn. “I use my skills to draw attention to important health issues such as flu vaccination.”

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

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