March 2012

Influential News

Forward to a Friend

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

It's Not Too Late to Get Vaccinated

Protect yourself and your loved ones. According to the CDC, influenza activity in the United States increased the first week in February, 2012. The national percentage of influenza cases rose to 10.5 percent – a marker that the flu season is beginning. Partners are encouraged to continue to get the word out to their clients and constituents about the importance and protective role of the influenza vaccination.

SPOTLIGHT ON PARTNERS

Commitments Continue Through New Partnerships

Three major stakeholders have pledged to galvanize the African American community on the importance of getting vaccinated. Among them is the Church of God in Christ (COGIC), the Pentecostal holiness denomination that has over 5 million members and 12,000 congregations making it the largest Pentecostal church and the fifth largest Christian church in the US. Another new partner, also a large church denomination, is the Baptist General Assembly of Virginia, an umbrella organization that supports Baptist churches throughout the Commonwealth with a membership of over 1,000 black churches. The third new partner is the Immunization Coalition of Washington, DC, representing the combined forces of former childhood and adult immunization coalitions of the District.

Influential Stakeholders Meet in San Francisco, California

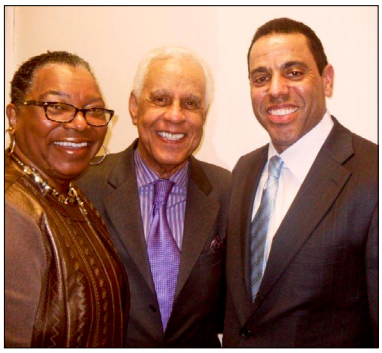
On March 4-5, 2012 a group of influential Hispanic stakeholders gathered in San Francisco, California to identify effective outreach and sustainability strategies to increase influenza uptake in the Latino community. We heard from experts in the field about successful strategies, temporary set backs, challenges, and opportunities. The broad based representation included Latin American consulates, faith-based organizations, employment training groups, and promotoras' programs.

Research Planned during Gathering of Nations event in Albuquerque, New Mexico

The upcoming Gathering of Nations (GON) in Albuquerque, New Mexico, April 26-28, 2012, will be the site for the first of three NIVDP focus groups to be held with American Indian and Alaskan Native populations. GON is North America's Biggest PowWow with more than 500 tribes in attendance. This prestigious venue will provide our Partnership with the opportunity to identify key cultural messages for increasing influenza vaccination among a community hard hit by mortality rates related to flu complications; and an excellent opportunity to identify a diverse level of participants to join the Partnership.

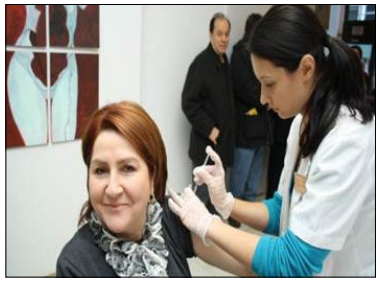
4000+ Get Flu Shots Through The Partnership - Thanks To Walgreens

Walgreens continues to support NIVDP by providing flu shots at local vaccination clinics across the country, most recently to hundreds of construction workers at a union shop in Alexandria, Virginia; through the Ventanillas de Salud program at a local grocery store in Albuquerque, New Mexico; and vaccination clinics hosted by the Colombian Consulate in New York City, San Francisco, California and Miami, Florida. So far more than 4000 individuals have been vaccinated through collaborative efforts of Walgreens and other NIVDP Partners.



LD Bennett (left), at the COGIC meeting, helped promote the flu vaccine. Also present Former Governor Douglas Wilder, and Tony Miller, Deputy Secretary US Dept of Education.

Gathering of Nations event is the focus group site for American Indian Tribes.



Elsa Gladys Cifuentes, Colombian General Consul in New York, receives her flu vaccination.

Award-winning "Un Amor Perdido" Featured at Health Fair in Harlingen, Texas

The fotonovela "Un Amor Perdido" won the 2011 MARCOM Gold Award for creativity and excellence. The Department of State Health Services Region XI with the Office of Border Health disseminated thousands of the fotonovela at their health fair in Harlingen, Texas. Enthusiastic appreciation and thank you's from those in attendance led Lupita Mata, one of the organizers, to comment "I hope it [Un Amor Perdido] stays in circulation for a long time." To order copies of this novela visit http://www.cdc.gov/flu/.

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

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