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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).

The NIVDP Engages American Indians/Alaska Natives with Tailored Outreach

In this issue, we recognize NIVDP partners whose efforts have reached thousands of American Indian and Alaska Native (AI/AN) people. These efforts include:

- The St. Regis Mohawk Tribe, which held its first flu vaccination promotion event at the Akwesasne Mohawk Casino Resort in Hogansburg, New York;
- The promotion of a web page featuring the *Protect the Circle of Life* Flu IQ Widget that increased the visibility of the CDC online tool;
- Tribal stations KCAW Raven Radio in Sitka, Alaska, and K.E.Y.A. FM Radio in Belcourt, North Dakota, that aired CDC's *Protect the Circle of Life* native language Public Service Announcements (PSAs); and
- Oklahoma Cherokee Nation Health Services that vaccinated about 33,000 people against the flu during the 2014-2015 flu season.

SPOTLIGHT ON PARTNERS

ST. REGIS MOHAWK TRIBE HOLDS ITS FIRST FLU VACCINE EVENT AT LOCAL CASINO

On November 28, 2014, the St. Regis Mohawk Tribe held its very first flu vaccination promotion event at the Akwesasne Mohawk Casino Resort in Hogansburg, NY, where 30 people were vaccinated.

Rebecca Martin, RN, and Immunization Coordinator at St. Regis Mohawk Health Services, believes that "influenza vaccination for our community is very important. Influenza is a very serious disease that can lead to hospitalization and even death. When people become immunized they are not only protecting themselves, they are protecting the whole community, especially the people at greater risk of complications from the flu, like older adults, people with chronic conditions and young children."

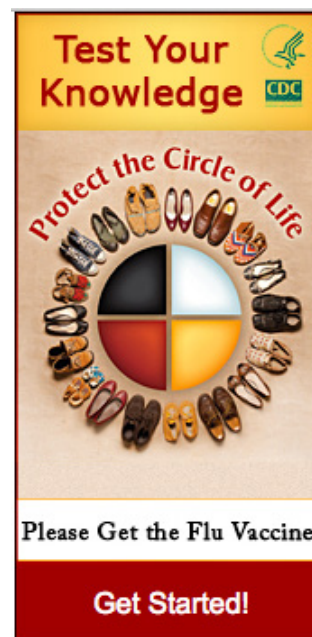
The Mohawks of Awkwesasne reside on over 30,000 acres of beautiful tribal land extending from New York into Quebec and Ontario. Nestled between several small rivers, as well as the St. Lawrence River, the casino is one of the largest employers not only of the local community but of the Northern New York region. The flu vaccination promotion event is one way that the casino gives back to their community in addition to making charitable donations from their profits.



Akwesasne Mohawk Casino Resort employee receives her flu vaccination.

FLU IQ WIDGET RANKS AMONG THE TOP 3 CDC FREE FLU RESOURCES

In February 2015, a web page was developed to highlight the *Protect the Circle of Life* (PCL) Flu IQ Widget to educate AI/AN communities on the benefits of receiving a flu vaccination. The Flu IQ Widget is embedded onto the web page with full functionality, along with information about how to share the PCL widget on social media and where to find additional CDC flu vaccination information. Since the launch of the web page as a new promotional strategy, the PCL widget has ranked among CDC's top 3 free flu resources with over 8,000 views in just four months. In addition, the PCL widget has been shared by NIVDP partners 31 times on Facebook, 4 times on Twitter, and 17 times on Google+.



TRIBAL STATIONS AIR CDC NATIVE LANGUAGE PSAs TO PROMOTE FLU VACCINATION

Native language PSAs in Navajo, Lakota, and Yupik have been aired on tribal stations from Alaska to the Midwest. This effort has generated approximately 2.5 million impressions nationwide and was broadcasted in over 400 tribal radio stations nationwide.

KCAW Raven is a community station in Sitka, Alaska that reaches 11,748 residents. The radio station broadcasts to the Southeast Alaskan communities of Sitka, Angoon, Elfin Cove, Kake, Pelican, Port Alexander, Tenakee Springs, and Yakutat. "Any messaging from CDC that includes our native language is typically well received with our listeners," said Amy Kramer-Johnson, Development Director, KCAW Raven Radio. In addition, the station personalized the PSAs by recording a special greeting in Tlingit, a language spoken by the Tlingit people of Southeast Alaska.



Jarle Kvale, Program Director,
K.E.Y.A. FM Radio



KCAW Raven
Radio Logo

K.E.Y.A. FM Radio is the second oldest American Indian owned and operated public radio station in the nation reaching 20,000 people. The radio station is located on the Turtle Mountain Chippewa Reservation in Belcourt, North Dakota. K.E.Y.A. FM Radio worked with Anton Treuer, Executive Director for the American Indian Resource Center at Bemidji State University, to regionalize the PSAs in the Ojibwe language. "Even though there are few fluent Ojibwe speakers on our reservation, the use of language does personalize the message for our area. I believe it also attracts our listeners' attention and makes the message more interesting to them," said Jarle Kvale, Program Director, of K.E.Y.A. FM Radio.

Tribal radio stations KCAW Raven and K.E.Y.A. FM aired CDC's native language PSAs during the 2014-15 flu season to promote flu vaccination among its listeners. Since December 2014, CDC's

CHEROKEE NATION HEALTH SERVICES VACCINATES OVER 30,000 AGAINST THE FLU DURING 2014-15 FLU SEASON

This flu season, the Cherokee Nation Health Services in Oklahoma administered approximately 33,000 flu vaccines, which is a dramatic increase from the 17,000 administered during their initial promotion efforts for the 2012-2013 flu season. Cherokee Nation's eight health centers and its hospital, W.W. Hastings, organized more than 50 flu vaccination events in health centers and schools that provided tribal members and their families easier access to flu vaccines.

"By establishing flu clinics in our health care facilities and communities, having vaccines available at scheduled patient visits, and providing this service for a longer period of time, we hope to be even more successful at getting our citizens and their families vaccinated," said Cherokee Nation Infection Prevention Specialist, Jennifer Beldon.

The collaboration between the Cherokee Nation and the NIVDP continues to flourish in its efforts to promote flu vaccination in American Indian and Alaska Native Communities.

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W.W. Hastings Hospital patient, Stewart Arnold, age 6, of Pryor, Oklahoma, receives his flu vaccine.

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

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