



The National Influenza Vaccination Disparities Partnership (NIVDP) Resource Kit — The message throughout is one of partnership building — people of shared vision and purpose who are committed to keeping communities healthy.

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The National Influenza Vaccination Disparities Partnership (NIVDP)

Resource Kit

Welcome

The NIVDP kit is an online resource from the Centers for Disease Control and Prevention (CDC) and NIVDP. The message throughout is one of partnership building – people with shared vision and purpose who are committed to keeping communities healthy. It is designed to help you reach individuals with the facts about influenza and how it impacts the quality of life in critical areas, from lost wages and school days, to prolonged illness and even death. The kit is also intended to help you increase awareness about the importance of flu vaccination, specifically for high risk groups such as children, pregnant women, the elderly, and individuals with chronic health conditions.

Why are leaders across many groups and sectors taking influenza vaccination messages to their communities?

Influenza (flu) is a contagious yet preventable illness that can cause severe complications, hospitalization and even death. Yet far too few people are getting vaccinated, according to U.S. vaccination coverage reports. Certain groups are at increased risk for developing serious flu-related complications because of lower vaccination rates and health disparities related to chronic diseases and conditions. These populations include African Americans, Hispanics/Latinos, and American Indians/Alaska Natives (AI/AN).

Disparate Populations:

- Coverage for non-Hispanic black adults (35.6%) had higher coverage than Hispanic (33.1%) adults and AI/AN (44.1%) adults. (CDC 2014).
- The influenza vaccination coverage rate among African Americans is at 35.6%, which is significantly lower than the Healthy People 2020 of 90% (CDC 2014: National Immunization Survey, Behavioral Risk Factor Surveillance System).
 - Coverage for non-Hispanic blacks (41.5%) was lower than that of Hispanics (44.3%), and AI/ANs (48.0%). (All ages).
- 48% of adult AI/AN got the influenza vaccine during the 2013-2014 flu season (CDC 2014: National Immunization Survey, Behavioral Risk Factor Surveillance System).
- AI/AN die from pneumonia and influenza-related causes at a rate 2 times higher compared to rates in Whites (Groom, 2014).
- Pneumonia and flu are among the 10 leading causes of death among AI/AN people who are 65 years of age and older (Groom, 2014).
- Percent of Hispanics under 65 without health insurance coverage is 30.4%. Percent of African Americans under 65 years old without health insurance is 17.8% (National Center for Health Statistics, 2012).
- Many African Americans have chronic health conditions, like asthma, diabetes and heart disease. These conditions increase the risk for other problems caused by flu, like pneumonia and bronchitis, which can lead to a hospital stay and even death.



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ABOUT THE KIT

The NIVDP Kit has all the information you need to become better informed about influenza and the influenza vaccine. It will help you rally trusted leaders and community groups from various sectors in support of effective, annual influenza vaccination campaigns.



One of the most visible national events to promote seasonal influenza immunization is the annual observance of National Influenza Vaccination Week (NIVW).

The NIVDP KIT is your guide to:

Mobilize communities to promote influenza vaccination during National Influenza Vaccination Week (NIVW) and beyond

The purpose of NIVW is to boost influenza vaccination in December, January, and beyond — when demand for flu vaccination traditionally begins to wane.

Since seasonal influenza usually peaks in January or February, NIVW messages promoting vaccination throughout the season are targeted to health care providers, health care workers, parents, people with chronic health conditions, and the general public. Promotional tools include press events and media interviews; placements of television, radio, and print ads; partner and provider communications; social media; and the web. A number of national, state, and local partners have joined the CDC to help publicize NIVW and promote its key messages.

National Influenza Vaccination Week

Discover cultural nuances and grassroots strategies that build trust and motivate people to take action. For example, you will find:

- Facts about why misconceptions or strong cultural beliefs among minority populations may affect whether or not they get vaccinated against the flu
- Ideas for planning, mobilizing, and engaging trusted messengers in the community
- Existing communications channels that work effectively to deliver and disseminate influenza information
- Ways to sustain your campaign throughout the influenza season and beyond
- Culturally crafted materials with key messages and timely influenza information
- Samples of media materials easily adaptable for your local campaign



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HOW TO USE THE KIT



Here is how you can make the kit work for you:

1. Find out what you need to know about influenza.

- What is the flu?
- Who is at high risk?
- What are the benefits of vaccination?
- Why is it important to get an annual flu vaccination?
- What data are available on flu activity and vaccination coverage?

Visit www.cdc.gov/flu for more information and access to free print materials and web-based tools.

2. **Become informed about health disparities among ethnic and racial minority groups.** How are “health disparities” defined? How might misconceptions among minority populations affect decisions to get vaccinated against the flu?
3. **Join the NIVDP.** Once onboard, share your success stories on the website. <http://www.cdc.gov/flu/partners/index.htm>
4. Learn how to participate during **National Influenza Vaccination Week (NIVW)**, an awareness week sponsored by the Centers for Disease Control and Prevention (CDC), to spotlight the importance of getting the flu vaccine, even if later in the flu season. <http://www.cdc.gov/flu/nivw>
5. See examples of **community engagement activities** implemented by local leaders and stakeholders like you.
6. Learn ways to involve **minority or local media** to promote influenza vaccination in your community. Find helpful tips to generate earned and donated media.
7. Subscribe to timely influenza news from the CDC. <http://www.cdc.gov/other/emailupdates/>



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IMPORTANT FACTS ABOUT THE FLU

What is seasonal influenza?

Seasonal influenza, commonly called “the flu,” is a contagious respiratory illness caused by influenza viruses that infect the respiratory tract, such as the nose, throat, and lungs. Unlike many other viral respiratory infections (such as the common cold), the flu can cause severe illness and life-threatening complications.

Each year in the United States, an average 5% to 20% of the population gets the flu, and more than 200,000 people are hospitalized from seasonal flu-related complications. Flu seasons are unpredictable and can be severe. Between 1976 and 2006, estimates of flu-associated deaths in the United States ranged from a low of about 3,000 to a high of about 49,000. Some people, such as the elderly, young children, pregnant women, and people with certain health conditions (asthma, diabetes, heart disease, and more) are at high risk for serious flu complications. Pneumonia and bronchitis are examples of flu-related complications.

The best prevention is a seasonal flu vaccination each year. Everyone aged six months and older should be vaccinated against the flu. It takes about two weeks after vaccination to be fully protected. The Centers for Disease Control and Prevention (CDC) recommends that flu vaccination efforts begin soon after vaccine becomes available and should continue throughout the season.

What are flu symptoms?

The flu is different from a cold and usually comes on suddenly. Common symptoms can include the following:

- Fever or feeling feverish/chills (not everyone will have a fever)
- Cough
- Sore throat
- Runny or stuffy nose
- Muscle or body aches
- Headaches
- Fatigue (tiredness)
- Some people may have vomiting and diarrhea, though this is more common in children





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HEALTH DISPARITIES IN THE U.S.

Strong partnerships and alliances at the local level are essential to reducing health disparities in the U.S. Health disparities are defined as “differences in health outcomes and their determinants between segments of the population, as defined by social, demographic, environmental, and geographic attributes” (Carter-Pokras O, Baquet C., 2002). Research suggests that 83,000 deaths each year are attributable to racial and ethnic health disparities (Satcher, D., 2005).

According to the Centers for Disease Control and Prevention (CDC), African Americans, Hispanics/Latinos, and American Indians/Alaska Natives are disparate populations, are low income, and are disproportionately uninsured or underinsured. They experience disproportionately higher rates of chronic health conditions, such as asthma, diabetes, and heart diseases, as well as extreme obesity which are all conditions that place them at higher risk for severe influenza complications. These groups are more often under-vaccinated (National Center for Chronic Disease Prevention and Health Promotion, 2000).

Barriers within Disparate Populations

Underserved communities have barriers that require direct communication through targeted community outreach in order to run an effective awareness and education campaign.

Listening sessions and community workshops organized for members and stakeholders of the National Influenza Vaccination Disparities Partnership (NIVDP) identified barriers such as:

- Limited access to health care, either based on income or immigration status, as well as cultural issues (i.e. mistrust of government)
- Resistance from health care providers to set an example by getting vaccinated or recommending vaccination
- For pregnant women in general, lack of education on the risks posed by influenza and the benefits of vaccination to both mother and baby
- For people constantly relocating (due to immigration status or poverty), the difficulty of medical follow-ups and accurate record-keeping
- Delayed treatment of serious medical conditions (such as heart disease or diabetes) among patients, either for cultural reasons or due to lack of access to health screenings
- Lack of confidence in government messages
- Regional differences in language and literacy levels

These findings are supported by the literature and research from the National Center for Health Statistics, the National Center for Chronic Disease Prevention and Health Promotion, and the American Diabetes Association.



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At NIVDP workshops and listening sessions, stakeholders shared effective strategies for message dissemination, including the following:

- Engage trusted messengers, like faith-based leaders, to talk about the importance of vaccination
- Use back-to-school events to promote influenza vaccination
- Incorporate Spanglish* when developing messages to reach the younger Hispanic generation
- Provide a guide on how to access flu vaccinations through government-sponsored programs
- Develop a mobile text messaging program that sends reminders for influenza vaccination
- Identify local health champions to share their personal stories on the impact of the flu in their families

*A form of Spanish, marked by numerous borrowings from English, that emerged in 1965. Spanglish has gained popularity with second-generation and third-generation Latinos.

Disparities and influenza vaccination for African Americans, Hispanics/Latinos, and American Indians/Alaska Natives. Please visit these Web resources:

<http://www.cdc.gov/flu/fluview/index.htm>

<http://www.cdc.gov/Features/DisparitiesInstitute/>

<http://www.cdc.gov/MinorityHealth/index.html>

<http://www.cdc.gov/DisparitiesAnalytics/>

<http://www.cdc.gov/HealthyYouth/Disparities/>

<http://www.facebook.com/NIVDP>

And “like” the NIVDP Facebook page

Join the NIVDP



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LEARN THE FACTS

HOW TO PROMOTE INFLUENZA VACCINATION IN THE COMMUNITY

The Centers for Disease Control and Prevention (CDC) periodically promotes “key points” on influenza through its release of noteworthy news and featured stories (<http://www.cdc.gov/flu/news.htm>). Use these resources to update local news outlets on flu activity or to prepare talking points for media events during National Influenza Vaccination Week.

LEARN THE FACTS:

The CDC recommends flu vaccination for everyone six months of age and older. While everyone should get a flu vaccine each flu season, it is critical that the following groups get vaccinated — either because they are at high risk of serious flu-related complications, or because they live with or care for people at high risk:

- ✓ Pregnant women
- ✓ Children younger than five years of age, but especially children younger than two years old
- ✓ People 65 years of age and older
- ✓ People of any age with certain chronic medical conditions (such as asthma, diabetes, and hypertension)
- ✓ People who live in nursing homes and other long-term facilities
- ✓ People who live with or care for those at high risk for complications from flu, including:
 - Health care workers
 - Household contacts of persons at high risk for complications from the flu
 - Household contacts and out-of-home caregivers of children less than six months of age (these children are too young to be vaccinated)

Key Points on Health Disparities:

- Only 35.6% of non-Hispanic blacks, 33.8% of Hispanic adults, and 41.1% of American Indian/Alaska Natives (AI/AN) have had the influenza vaccine (CDC, 2014)
- AI/AN die from pneumonia and influenza-related causes at a rate 2 times higher compared to rates in Whites (Groom, 2014)
- Pneumonia and flu are among the 10 leading causes of death among AI/AN people who are 65 years of age and older (Groom, 2014)
- The higher rates of hospitalizations among African Americans and Hispanics compared to non-Hispanic whites may be due to the fact that these groups have higher rates of asthma, obesity, coronary heart disease, and diabetes, diseases known to increase the risk of flu complications. (CDC, 2013)
- African Americans make up approximately 22.2% of those enrolled in Medicaid. About 14% of African Americans lack health insurance coverage for more than a year and more than one quarter of Hispanics lack insurance coverage (Cohen, R.A., Martinez, M.E., CDC, Division of Health Interview Statistics, 2011)

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The Centers for Disease Control and Prevention (CDC) recommends a three-step approach to fighting the flu: Get the flu vaccine, take everyday preventive actions, and use antiviral drugs if your doctor prescribes them.

KNOW THE MESSAGE:

1. Take time to get a flu vaccine
 - ✓ The CDC recommends a yearly flu vaccine as the first and most important step in protecting against flu
 - ✓ While there are many different flu viruses, the flu vaccine protects against the viruses that research suggests will be most common for the season
 - ✓ Everyone six months of age and older should get a flu vaccine soon after flu vaccines become available in their communities
 - ✓ Vaccination of high-risk people is critical to decrease their risk of severe flu illness and related complications. People at high risk include young children, pregnant women, people with chronic health conditions like asthma, diabetes, or heart and lung disease, and people 65 years and older
 - The full list of high-risk conditions is available on the CDC website at http://www.cdc.gov/flu/about/disease/high_risk.htm
 - ✓ Health care workers and others who live with or care for high-risk people should get vaccinated
 - ✓ Children younger than six months old are at high risk of severe flu illness and related complications, but are too young to get a flu vaccine. People who care for them should be vaccinated to protect these children from getting the flu. <http://www.cdc.gov/flu/protect/infantcare.htm>





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KNOW THE MESSAGE:

2. Take everyday preventive actions to stop the spread of germs that can cause respiratory illnesses like the flu. While these actions are helpful, remember that vaccination is the most important step in preventing the flu.
 - ✓ Cover your nose and mouth with a tissue when you cough or sneeze. After using a tissue, throw it in the trash and wash your hands
 - ✓ Avoid touching your eyes, nose or mouth. Germs spread this way
 - ✓ Try to avoid close contact with sick people
 - ✓ If you are sick with flu-like illness, the CDC recommends that you stay home for at least 24 hours after your fever is gone, except to get medical care or other necessities. (Your fever should be gone without the use of a fever-reducing medicine)
 - ✓ While sick, limit contact with others as much as possible to keep from infecting them
 - ✓ Wash your hands often with soap and water. If soap and water are not available, use an alcohol-based hand rub
 - ✓ For more information, visit <http://www.cdc.gov/flu/protect/habits/>





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KNOW THE MESSAGE:

3. Take flu antiviral drugs if your doctor prescribes them, as a second line of defense.

- ✓ If you get the flu, antiviral drugs can treat your illness
- ✓ Antiviral drugs are prescription medicines (pills, liquid or an inhaled powder) and are not available over the counter
- ✓ Antiviral drugs differ from antibiotics. Antiviral drugs fight viruses in your body, while antibiotics fight bacterial infections
- ✓ Antiviral drugs can make illness milder and shorten the time you are sick
- ✓ Some data show that antiviral drugs may prevent serious flu complications. For someone with a high-risk medical condition, treatment with an antiviral drug can mean the difference between having a mild illness and a grave illness that could result in a hospital stay or worse <http://www.cdc.gov/flu/antivirals/index.htm>

For more information about the flu or the flu vaccine, call 1-800-CDC-INFO, submit an inquiry at <http://wwwn.cdc.gov/dcs/RequestForm.aspx>, or visit www.cdc.gov/flu.



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PARTICIPATE IN NATIONAL INFLUENZA VACCINATION WEEK (NIVW)

One of the most visible events to promote seasonal influenza immunization is National Influenza Vaccination Week (NIVW), a national observance that was established by CDC to highlight the importance of continuing influenza vaccination.

The purpose of NIVW is to highlight the importance of continuing seasonal influenza vaccination into December, January, and beyond — when demand for flu vaccine traditionally begins to wane.

Since seasonal influenza usually peaks in January or February, NIVW messages promote flu vaccination throughout the season and are targeted to immunization providers, health care workers, parents, people with chronic health conditions, and the general public. Promotional tools include press events and media interviews; placements of television, radio, and print ads; partner and provider communications; social media; and the Web.

A number of national, state, and local partners have joined the Centers for Disease Control and Prevention to help publicize NIVW and promote its key messages.

<http://www.cdc.gov/flu/nivw>

NIVDP Goal

Support and strengthen partnerships through resource sharing, coordination, and promotion of immunization activities and events leading up to NIVW.



Navajo students got the flu vaccine for the first time during 2013 NIVW. Albuquerque, NM



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Let your community's most respected leaders help spread the word that flu vaccination is critical for our children, pregnant women, older adults, and individuals with chronic health conditions. With the right voices, we can educate and protect the most vulnerable communities against the flu.

ENGAGE TRUSTED MESSENGERS IN YOUR COMMUNITY:

- Start by becoming familiar with and introducing yourself to trusted messengers in your community. Find out who are they affiliated with – community centers, civic/social groups, the media, sports/entertainment, churches or educational institutions
- Ask messengers what community events or venues exist where flu vaccination promotion events can be held and/or influenza vaccination information can be widely disseminated, such as cultural events, holiday celebrations, sporting events, college campuses, health fairs, church bazaars, and meetings or conferences
- Support messengers by providing them with information on how to participate during National Influenza Vaccination Week (NIVW)
- Share culturally relevant influenza vaccination materials available from Centers for Disease Control and Prevention (CDC). Order the free NIVW materials at <http://www.cdc.gov/flu/nivw>
- Get partners together to plan, mobilize and implement activities during NIVW. Find a convenient location and make it time accessible for partners to participate
- Find a way to recognize contributions of each partner, such as testimonials, certificates of appreciation, and/or mention in print and online news releases and newsletters
- Ask partners for feedback to sustain interest, evaluate and refine activities for the following year



Join the **National Influenza Vaccination Disparities Partnership**, share your success story with us, and find out how other communities are spreading the word about flu vaccination. To enroll visit <http://svy.mk/1oBZGSk>



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BUILD ON SUCCESSES

Through diverse activities, thousands of people from disparate populations have been educated about getting vaccinated against the flu — many for the first time. The National Influenza Vaccination Disparities Partnership (NIVDP), which promotes influenza vaccination in disparate communities, can point to success stories such as the following:

Thanksgiving Dinner in Nation's Capital



In the spirit of Thanksgiving, the Assembly of Petworth, a community-based organization in the District of Columbia (D.C.), joined with several other local groups and Walgreens pharmacies to vaccinate homeless residents against the flu. The flu vaccination promotion event took place during the annual Thanksgiving Dinner Event at the Walter E. Washington Convention Center. A local grocery

store donated free bags of food. Organizers provided lunch bags, along with educational materials on influenza vaccination. A press conference and panel discussion to address the prevalence of the flu among African Americans followed the event. Participants included the Centers for Disease Control and Prevention (CDC), the U.S. Department of Health and Human Services (HHS), and the D.C. Department of Health. More than 100 people were vaccinated against the flu.

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. (December, 2011)

New Radio Spots Build On Tribal Traditions



Two new radio public service announcements (PSAs) reminding American Indians/Alaska Natives communities to get vaccinated against the flu are set for mass distribution. The 30 second PSAs feature the talents of Harlan McKosato, a well-known radio host and producer for Indian Public Radio. A considerable amount of research was done in developing the PSAs' theme: Protect the Circle of Life. Creating the final products involved testing the key messages with various tribes, including the Washoe, Muskogee Creek, Navajo, Cherokee, and Choctaw. McKosato voices pride in the PSAs, as he fully supports the CDC's influenza vaccination campaign. "It is important for all our tribal families to get vaccinated and motivate others to protect the circle of life," McKosato said. (January, 2013)



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BUILD ON SUCCESES

City Officials Team with Soccer Players to Kick Off NIVW



The Washington, D.C. Mayor's Office on Latino Affairs kicked off NIVW with great fanfare and enthusiastic crowds at a press conference to promote influenza vaccination. To ensure media attendance and news coverage, trusted and influential leaders in the Hispanic community received the flu vaccine. This included popular team members from the D.C. United Soccer team, the vice mayor of the District of Columbia, and representatives from the consulates of Mexico, Uruguay, Bolivia, and El Salvador. (December, 2011)

New Partners Launch Campaign Tailored To American Indians



Barely a month after joining the partnership, a coalition of Oklahoma organizations joined forces to bring influenza vaccinations to American Indians. The Oklahoma City Indian Clinic—serving more than 220 tribes—teamed up with the Oklahoma County Health Department, Indian Health Services, and Oklahoma City Public Schools to host a flu vaccination clinic on December 5, 2012. The vaccination event was well attended by the public and local officials, including a special appearance by Rumble, the mascot for the local NBA team, The Thunder. Outreach focused on American Indians but the benefits were community wide. The event advanced the clinic's mission to provide access to health services for American Indians in this urban area. Over 10 media outlets covered the event including the local newspaper, The Oklahoman, and several TV stations. (December 2012)

D.C. Ethiopian Church Joins Flu Vaccination Movement



D.S.K. Mariam Ethiopian Orthodox Church joined National Influenza Vaccination Disparities Partnership through the efforts of Ray Michael Bridgewater, an active campaign partner. Family Support Specialist Haregewoin Kefyalew helped organize a health fair for free health screening and services. More than 400 members streamed through the rooms where flu vaccinations, blood pressure checks, and dental checkups were occurring.

Shemeles Arega, Vice Chair of the church's board of trustees, was filled with pride at the turnout. "Health screenings are important to preventive care. We are happy these services are available to our members and convenient to them through our church," he said.

Ligue Seyuman Getahun, who directs the church's education department, added, "America opened her arms to us. Providing this service for our people is a comfortable feeling that opens doors for a healthier and productive membership." (March, 2013)



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Latin America Consulates Screen Thousands for Influenza



Through their health programs, Latin American consulates actively support raising awareness of flu vaccination. One member of the National Influenza Vaccination Disparities Partnership, the Colombian Consulate in Miami, exemplifies these efforts. The consulate helped spread the word by hosting a flu vaccination promotion event sponsored by Walgreens in late January at the monthly *Sábado Consular* (Consulate Saturday) activity, which attracts hundreds of Colombians from the tri-county area. Media partner and local radio station, *Caracol*, reminded listeners that the flu season is not over. Thousands received the flu vaccine at consulate events held in New York, San Francisco, and Miami. (February, 2012)

Housing Projects and Churches Host Flu Vaccination Clinics



The Richmond City Health District in Richmond, Virginia, assembled a consortium of leaders with ties to the African American community to launch the health department's NIVW campaign. Housing projects and churches in the city's poorest areas hosted on-site flu vaccination clinics, inoculating 85 residents. (February, 2012)

Charter Schools Tout Better Health



Mariposa Academy of Language and Learning, a charter elementary school in Reno, Nevada, and Washington, D.C., charter schools are promoting influenza vaccination among youth and families. In both cities, these schools hosted community events and organized flu clinics for parents and children. The clinics provided flu vaccinations after school hours to encourage parents as well as students to get ready for flu season, which resulted in hundreds of families receiving flu vaccinations. (August, 2012)

HBCU Makes Games Count



Virginia Union University (VUU), an Historically Black College and University (HBCU), recently joined the NIVDP. The university has plans underway to reach African American young adults and their families with flu vaccine. "HBCUs have a captive audience of people resources," says Marilyn Fleming, VUU's executive assistant to the vice president for enrollment management and student affairs. "We can get flu vaccination information to students and the community at large." VUU will use existing events to spread the word, starting with a vaccination clinic when the football team plays rival, Virginia State University. Thousands of community residents are expected to attend the event. (August, 2012)



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Georgia Fire Chief Fights Flu, Too



Chief Rosemary R. Cloud of the City of East Point Fire Department in East Point, Georgia, backs the CDC's Influenza Immunization Campaign. "Preparedness and prevention are the best lines of defense against influenza," says Cloud, an NIVDP partner whose quote appeared in a public service announcement for the National Baptist Convention in Atlanta, an event which draws 10,000 delegates. The Kroger Company offered flu vaccinations and disseminated educational materials about flu vaccination. (September, 2012)

Employment Training Centers and CDC Unite Against Flu



To promote influenza vaccination among Hispanic residents in Chicago, the Central States Service Employment Redevelopment (SER) joined the CDC Influenza Campaign. "It is a win-win for SER," says Ana Maria Montes de Oca-Rojas, community outreach specialist. "Good health aids our customers' ability to look for employment and to keep a job once it is secured; that helps our whole community." Across the country in Virginia, another NIVDP member, the Shirlington Employment and Education

Center, hosted a Thanksgiving dinner for over 200 families. At the festive event, Walgreens provided free flu vaccinations to 70 unemployed residents and their families. (August, 2012)

South Dakota Grassroots Leaders Enlist Tribal Partners



The Health Education and Wellness Council in South Dakota engaged members of the Cheyenne River Sioux and the Crow Creek Sioux to promote influenza vaccinations. They made a special effort to reach older adults and parents with children. "We had to quickly develop community partnerships that would allow us to disseminate information regarding flu vaccination promotion events for National

Influenza Vaccination Week," said Favian Kennedy, executive director of the Wellness Council. "We emphasized the safety of flu vaccines, as many of our clients had questions. Our community needs to be informed through trusted channels." (July, 2012)



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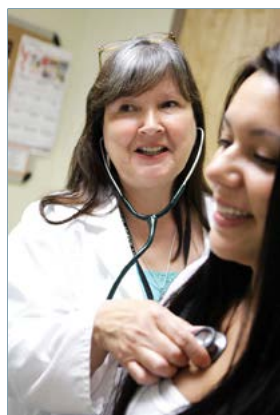
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Houston Business Owner Makes Health Her Business



Ethel Easter is no stranger to her Houston, Texas community. As a small business owner, she is known for her commitment to making a difference for those most in need. Easter's business, Resurrection Aerobics, provides low-cost exercise programs that promote health and wellness. During NIVW, Easter held a flu vaccination clinic in her own aerobics studio. Organizing this event for the first time, she enlisted other small business owners who donated raffle prizes and served a hot meal to a diverse crowd of over 100 area residents who came for their flu vaccinations. Setting a festive mood, local musicians volunteered their time to entertain participants, who took advantage of the giveaways and a roomful of health-related resources. (January, 2013)

Native Health Clinic Encourages Patients To Get Vaccinated



American Indians/Alaska Natives (AI/AN) are at high risk of flu complications, reports CDC. "This is cause for concern for our community," shares Vinetta MacPherson, Medical Director of NATIVE Health, a partner in Spokane, Washington. NATIVE Health sponsored a flu vaccination clinic and luncheon for patients during NIVW. "AI/AN populations experience disproportionately higher rates of asthma, diabetes, heart diseases, cancer and renal disease. I really encourage patients with chronic diseases to get vaccinated against the flu," says Ms. MacPherson. One of MacPherson's patients, an unvaccinated child with asthma, recently caught the flu and suffered significant respiratory distress. "I tell them, 'You're not just protecting yourself. You're protecting family. You're protecting elders. You're protecting your community.'" (February, 2013)

Sisters United Reaches Out To Pregnant Women In Arkansas



Sisters United joins NIVDP to promote flu vaccinations among pregnant women. Sisters United is a Little Rock community-based initiative driven by graduate chapters of sororities, including Alpha Kappa Alpha, Delta Sigma Theta, Zeta Phi Beta and Sigma Gamma Rho. According to Michelle R. Smith, PhD, Director of the Office of Minority Health, Arkansas Department of Health (DOH), "We tend to trust people we know in our communities. When Sisters United members go out to talk to young women in their communities, the influenza vaccination message will spread." Sisters United can potentially mobilize 31 chapters and more than 60 sorority members throughout the state of Arkansas for the 2013-2014 flu season. (February, 2013)



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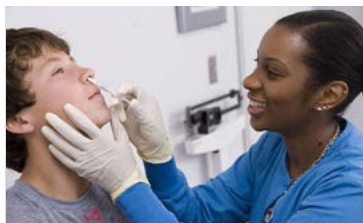
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Quadrivalent Flu Vaccine Ready For Next Flu Season



In December 2012, the Food and Drug Administration (FDA) approved two quadrivalent flu vaccines, one shot and one nasal spray. These flu vaccines will protect against two strains of Influenza A, and two strains of Influenza B, and are entering the market for the 2013-2014 flu season (FDA, 2012). FluMist® Quadrivalent is a four component nasal spray

containing weakened live flu virus developed to prevent seasonal influenza in people ages two years through 49 years (find FDA related press release here). Fluarix® Quadrivalent is a four component shot containing killed (or inactivated flu virus) developed to prevent seasonal influenza in persons three years of age and older. The CDC is in the process of developing key messages and educational materials for the public about these vaccine options.

Notice: Keep an eye out for a CDC survey developed to learn more about NIVDP partners' perceptions and level of awareness regarding the new quadrivalent flu vaccines. The survey will be e-mailed to members of the NIVDP. (April, 2013)

State Leader Recruits Labor, Religious, And Community-Based Partners Throughout Florida



Salandra Benton understands the needs of the African American community in Florida. She is the Field Director for the state's American Federation of Labor and Congress of Industrial Organizations (AFL-CIO) and a leader for the Florida Coalition on Black Civic Participation. Benton's roles give her a view of social conditions that plague Florida's most underserved African Americans. That's why CDC's flu vaccination campaign is important to her. "I am concerned about health issues that impact African American women and their families," she said. "I do what

I do because it needs to get done. Leading by example is the best way to engage others," Benton concluded. Due to her tireless leadership, hundreds of the neediest citizens were vaccinated against the flu, many for the first time. (May, 2013)

Community Activist is a Voice For Birmingham's Homeless and Senior Citizens



Sheila Tyson is doing all she can to improve the well-being of African Americans in Birmingham, Alabama. This includes flu vaccination. As the lead for the Alabama Coalition on Black Civic Participation, Tyson is a trusted voice for flu vaccination among many African Americans in Alabama. Tyson uses her knowledge of the community's health challenges and her awareness of the community's perceptions about immunization to motivate African Americans to get vaccinated against the flu. More than 1,000 homeless and senior citizens in her community

were vaccinated during the 2012-2013 flu season. (May, 2013)



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Ventanillas de Salud (VDS) Leader Succeeds in Vaccinating Thousands



Josana Tonda is the National Coordinator for the *Ventanillas de Salud* (health stations) program which is housed within 50 Mexican Consulates throughout the United States. The program has been a critical partner for flu prevention outreach to low-income, immigrant Hispanic families unfamiliar with the United States health system. This flu season, VDS administered over 29,000 flu vaccinations. The partnership has been a strong collaboration with the CDC; the Department of Health and Human Services' Office of Minority Health and National Vaccine Program Office; and the Mexican Embassy and Ministry of Health. Tonda credits the extraordinary success to a dedicated network of consulate staff who care about the people they serve.

Next year, Tonda says, "our VDS program will again join with allies and supporters, working closely with the community to expand outreach efforts, services, and educational materials." VDS staff adapts the program's outreach strategies to address the unique challenges immigrants face. For example, hours are adjusted to fit the early morning schedules of those who work in the food or cleaning industries. This simple program change allows thousands of workers to access health screening services and flu vaccination. (May, 2013)

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.

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! (June, 2013)



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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.

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." (June, 2013)

Partners Raise the Bar for Vaccinating Underserved Populations Against the Flu



On July 18, 2013, Mexican Consul Aníbal Gómez Toledo and the Hispanic Institute for Blindness Prevention (HIBP) convened over 20 government and non-profit organizations to launch planning efforts for events to be held this October in Washington, DC in support of Binational Health Week (BHW). Consul Gómez Toledo drew an enthusiastic round of applause when he announced that organizers plan to surpass the 4,500 flu vaccinations given to DC area residents last year.

BHW is the largest annual mobilization effort to improve the health and well-being of the underserved Latino population living in the United States and Canada. An estimated 4,216 BHW-related activities were held during 2012, benefiting 466,770 people in these countries. This included the administration of 41,612 vaccinations. "BHW has become an important catalyst for improving access to health services in immigrant communities. We're thrilled to join other NIVDP partners in support of the 2013-2014 flu season effort," said Germán Valbuena, Executive Director of HIBP. (August, 2013)



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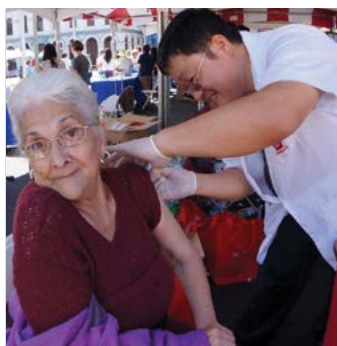
Hispanic Mommy Bloggers Speak Out During National Immunization Awareness Month



In recognition of National Immunization Awareness Month (NIAM) in August 2013, Hispanic mommy bloggers teamed up with a medical expert to address common misconceptions about flu vaccines. Popular Latino oriented health websites featured mommy bloggers' personal stories about flu vaccination and excerpts from an interview session conducted by mommy bloggers with Dr. Carlos Rodríguez-Fierro, a New Orleans-based cardiologist and NIVDP spokesperson.

Hispanic mommy bloggers took aim at popular myths that often discourage people from getting vaccinated against the flu. For example, writing for the website *Growing Up Bilingual*, Paula Bendfeldt-Díaz emphasized the safety of the flu vaccine, citing the rigorous process by which vaccines are developed, manufactured, approved, and monitored in the U.S. In a piece for *Mama Noticias*, a Spanish-language site, Sandra Pérez Ramírez singled out benefits of the flu vaccine for children who are returning to school, including lowered risk of getting sick with the flu and passing it on to their classmates, or even catching the flu from others. (September, 2013)

Partners Vaccinate Over 300 Angelinos at Latino Health Fair



On September 22nd 2013, NIVDP partner the League of United Latin American Citizens (LULAC), a national civil rights organization, held a day-long *Feria de Salud* (health fair) at Placita Olvera, a lively, Mexican-style street market known as "the birthplace of Los Angeles." Two other partner organizations, Walgreens and Children's Hospital Los Angeles, teamed up on-site to administer a total of 310 vaccinations and engage dozens more in conversations about the benefits of the flu vaccine.

Organized under the auspices of Latinos Living Healthy, LULAC's signature initiative to increase access to and use of health care services among Latinos, the *Feria de Salud* was a heavily attended, day-long extravaganza. The event featured a variety of activities designed to promote healthy and active living, including Zumba and yoga classes, demonstrations by celebrity chefs, and live music performances. (October-November, 2013)



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Binational Partners Spotlight Flu Vaccination



In recognition of Binational Health Week (BHW) in October 2013, community and government agencies from the U.S. and Latin America joined forces to organize a series of health promotion and education activities targeting underserved Latino populations. In keeping with BHW's 2013 programmatic focus on health care and health care reform in the U.S., NIVDP consulate partners in cities across the country—including Washington, D.C., Chicago, New York City, Salt Lake City, and Brownsville, Texas—held outreach

and education workshops and provided free preventive services such as flu vaccination and medical screenings. During the health observance, these partners organized more than 2,000 activities that provided services to more than 100,000 people.

Other supporters of BHW 2013 included the Secretariats of Health and Foreign Affairs of Mexico, the Institute for Mexicans Abroad, the Centers for Disease Control and Prevention, and the Ministries of Foreign Affairs of Guatemala, Honduras, Colombia, Ecuador, Peru, and Bolivia. (October-November, 2013)

Mount Nebo Baptist Church Kicks Off Rural Flu Vaccination Drive



Residents of Surry County in Virginia braved cold rain and ice to kick off National Influenza Vaccination Week at Mount Nebo Baptist Church on Sunday, December 8th 2013. The planning and outreach efforts of organizers—who included representatives of the church's health ministry and the Surry County Health Department—helped draw a diverse cross-section of the African American congregation and the community, including children, parents, and the elderly. In total, more than 100 people attended.

During the worship service, Judy Lyttle, a member of the Surry County Board of Supervisors, read a proclamation from the Board in support of NIVW. Following the service, Walgreens administered 42 flu vaccinations. At the vaccination event, Pastor Daniel Baltimore spoke of the value of initiatives such as NIVW to county residents, including vulnerable populations such as people with limited access to health care services and people with chronic health conditions. (December, 2013)



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Community-Driven Approaches Boost Media Coverage During NIVW



NIVDP partners began laying the groundwork months in advance to secure media placements during NIVW. Through innovative, community-driven approaches, they generated coverage in 148 media outlets—an all-time high for the partnership. Highlights include interviews with CDC and NIVDP subject matter experts, online postings by African American and Latina mommy bloggers, and feature stories in Indian Country Today, Black Health Matters, and CNN en Español.

Several new partners tapped into their networks to organize press conferences and vaccination events. The Center for Native American Health at the University of New Mexico joined forces with a Native American charter high school and a national tribal community college to host vaccination events on December 10th in Albuquerque that were covered by KASA-TV, the local Fox affiliate, and Native America Calling, a national call-in radio show. White Memorial Medical Center (WMMC) teamed up with South Los Angeles Health Projects and the Los Angeles County Department of Public Health to organize a press conference and a vaccination event on December 12th in East Los Angeles. The activities at WMMC were covered by several local Spanish-language television outlets—including Univision's KMEXTV, Estrella TV's KRCA-TV, and Azteca America's KAZA-TV—and by La Opinión, the nation's largest Spanish-language newspaper by circulation.

In Flint, Michigan, the Universal Kidney Foundation co-sponsored a series of forums to raise awareness about the benefits of the flu vaccine. These events were covered by local African American radio stations such as WDZZ 92.7 FM and WFLT 1420 AM. In Virginia, the Richmond City Health District co-sponsored two vaccination events on December 9th and garnered coverage that same week in media outlets such as R&B radio station Kiss 105.7 FM and the Richmond Times-Dispatch. (January, 2014)

Parishoners Get the Flu Vaccine During Virgin of Guadalupe Celebrations



Beginning in the pre-dawn hours on Thursday, December 12th 2013, crowds of parishioners lined up in front of Resurrection Church in East Los Angeles to honor the Virgin of Guadalupe, the Patron Saint of the Americas, and take part in one of their community's most important annual festivities. Young and old alike, decked out in traditional Mexican costumes, danced their way into the church at the early morning and evening Masses. At the conclusion of both Masses, Monsignor John Moretta urged parishioners to get the flu vaccine at a nearby covered tent which was staffed by representatives of NIVDP partner Walgreens. During the course of the day, a total of 150 people were vaccinated against the flu at the church. (December, 2013)



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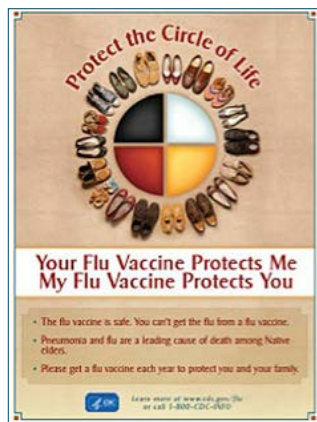
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Protect the Circle of Life Using Tribal Flu Vaccination PSAs, Customized with Native Greetings



The Centers for Disease Control and Prevention (CDC) is raising awareness about the importance of flu vaccination among American Indians and Alaska Native (AI/AN) communities with the Protect the Circle of Life radio public service announcements (PSAs), released in December of 2014. Given that many AI/ANs are at high risk for developing flu-related complications that can lead to hospitalization and death, CDC plans to help educate and protect the health of Native people by running these PSAs on tribal radio stations throughout the country. These PSAs were circulated in over 400 radio stations throughout the country with over 2.5 million impressions.

Each 30-second PSA incorporated a Native greeting in Navajo, Yupik, or Lakota languages. The main message of these PSAs explains that getting a flu vaccine doesn't just protect you, but protects those around you too. This central theme is important, as those around you who are at higher risk need to be protected, such as pregnant women, young children, elders, and anyone with chronic health conditions. Help protect your community by listening to and sharing the tribal flu PSAs on CDC's website. (December, 2014)

A Colorado Partnership Comes Together To Reach Urban American Indians During NIVW



A broad and diverse group of local, city and state partners worked collaboratively to provide over 70 flu vaccines to the underserved urban American Indian population in Denver. The group included NIVDP partners, the Denver Indian Center, Inc. (DICI), the Denver Indian Health and Family Services (DIHFS), the Native American Cancer Research Corporation (NACRC) and the Denver Indian Family Resource Center (DIFRC). These organizations coordinated an event on December 13, 2014, with Colorado's Department of Public Health and Environment (CDPHE), Mayor Michael Hancock, Councilman Paul Lopez, the Denver American Indian Commission, Walgreens, and other local American Indian/Alaska Native organizations to bridge efforts for the 2014 NIVW event. Bellerena Billie Begaii, Project Manager at DICI, highlighted the importance of multi-sector partnerships and the CDC National Influenza Vaccination Disparities Partnership, saying "we are the keepers of the circle of life, and good health means good life. We, as partners, have a responsibility to honor ourselves and our people by walking in good health." (November, 2014)



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The Office on Asian and Pacific Islander Affairs of Washington, DC Hosts Flu Vaccination Event in the Heart of Chinatown



The Mayor's Office on Asian and Pacific Islander Affairs (OAPIA) in Washington, DC is a District agency that connects local government with the Asian and Pacific Islander community. The agency's interest in joining the NIVDP stems from the prevalence of chronic conditions that impact the API community – hepatitis B, cardiovascular disease, cancer, and diabetes. On December 7, 2014, OAPIA collaborated with the Chinese Community Church to host an event after

Sunday's worship service to raise awareness about the benefits of flu vaccination. About 200 church and community members helped themselves to hot tea and lunch and 20 people received their flu vaccinations, many for the first time. Ngoc Trinh, Outreach Coordinator for OAPIA stated, "I am thankful that uninsured and high-risk Chinese community members were able to protect themselves against the flu. We distributed educational material in Chinese and we worked with on-site translators so everyone could make an informed decision about getting vaccinated." (December, 2014)

Flupalooza in Puerto Rico Protects Over 8,000 Against the Flu



VOCES, the Puerto Rican Immunization Coalition, coordinated an eight-hour long flu vaccination event known as Flupalooza at the Roberto Clemente Coliseum in Hato Rey. This event was held in partnership with the Department of

Health in Puerto Rico, the Autonomous Municipality of San Juan, and other private sector entities. "We are pleased that 8,235 were vaccinated against the flu. It is a great achievement towards avoiding an outbreak and we are seeing a shift in the awareness people have about the threat of the flu," announced Lilliam Rodriguez, President of the Board of Directors for VOCES. Given the current outbreak of chikungunya in Puerto Rico, health experts have been urging residents to get their flu vaccinations early in the season. Chikungunya is an illness with an acute febrile phase followed by a longer period of joint pains. "The co-existence of these two viruses could have fatal outcomes," warned Dr. Marina Román, the Medical Director of the Autonomous Municipality of San Juan. Flupalooza provided free educational health workshops from private health plans and plenty of entertainment for families. Some of the entertainment included an artist marathon where well-known illustrators and cartoonists offered their talents during the event. Also, several popular singers and dancers kept the families entertained while they received their flu vaccine. (October, 2014)



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Farrell Howell Gymnasium in Denver, Colorado Hosts Health Fair and Flu Vaccination Event



On December 13, 2014, over 100 people attended the health fair held at the Farrell Howell Gymnasium in Denver, Colorado. The fair hosted by NIVDP partners included: the Denver Indian Center; City of Denver, American Indian Commission; Denver Indian Health and Family

Services; Native American Cancer Research Corporation; National Native American AIDS Prevention Center; and the Denver Indian Family Resource Center. Walgreens pharmacists administered 78 flu vaccinations. Spurred by the day's success, all of the NIVDP partners have committed to planning next year's NIVW event. Richard Martel, a member of the American Indian Commission and representing Denver Mayor Michael Hancock, presented the Mayoral proclamation recognizing the achievements of the NIVDP partners in promoting and increasing awareness of flu vaccination. The proclamation, a formally written document, helped elevate the significance of the event and the importance of annual flu vaccination. A major attraction for attendees was the performances by the Mile High UNITY youth dance group, a mix of fancy shawl, jingle dress and men's traditional dancing; and a Toltec Aztec dance group from Mexico. (January, 2015)

Wisconsin American Indian Elders Get Vaccinated



The Gerald L. Ignace Indian Health Center (GLIHC), located in the heart of Milwaukee, is an urban Indian health clinic that serves nearly 15,000 American Indians throughout Southeastern Wisconsin. For the past 8 years, GLIHC has partnered with the Indian Council of the Elderly (ICE), a Milwaukee-based tribal senior center, to provide monthly health screenings and flu vaccines to American Indian/Alaska Native elders. "Because Native elders are at greater risk of complications from the flu, resulting in hospitalizations and death, GLIHC makes vaccination of our elders a top priority," said GLIHC diabetes nurse, Desiree Schocko. "Every flu season we

collaborate with ICE to raise awareness about the importance of flu vaccination among elders. We also hold a flu clinic at ICE during their weekly luncheon for elders." This season, GLIHC has successfully vaccinated 28 elders at the ICE luncheons. Additionally, GLIHC offered flu vaccinations at the 2nd Annual Native Community Wellness Event at Marquette University in Milwaukee on November 9, 2014, and continues to offer flu vaccinations at their clinic. (October, 2014)



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Alaska Tribal Health System Helps Vaccinate Thousands Against the Flu



The Alaska Tribal Health System (ATHS) is a statewide voluntary affiliation of more than 30 tribal organizations providing health services to Alaska Natives. During the 2013-2014 season, the Alaska Native Medical Center (ANMC), an ATHS affiliate in Anchorage, administered more than 19,000 flu vaccinations. For the first time, ANMC organized walk-in clinics that were staffed by hospital pharmacists. ANMC also provided 450 flu vaccinations at the annual convention of the Alaska Federation of Natives, which was held in Fairbanks in October 2013. Another ATHS affiliate, the Chief Andrew Isaac Health Center in Fairbanks, vaccinated 573 of its

822 elder patients against the flu. In Kotzebue, 33 miles north of the Arctic Circle on Alaska's western coast, Maniilaq Health Center administered the flu vaccine to 428 of their 476 employees and 3,025 of the area's 6,700 residents. In the Bering Strait region, Norton Sound Health Corporation sponsored a total of more than 20 flu vaccination events in 15 villages—including in Nome, the last stop of the world-famous Iditarod Trail Dog Sled Race. In total, 2,991 people were vaccinated against the flu at these events. (May, 2014)

Native Health Receives Award for Flu Vaccination Campaign



NIVDP partner Native Health, a large urban health center serving American Indians in Phoenix, Arizona earned statewide recognition for their flu immunization outreach efforts during the 2013-2014 season. In total, these efforts yielded more than 1,400 vaccinations. In recognition of this success, The Arizona Partnership for Immunization (TAPI) honored Native Health with the "Big Shot for Arizona" award in April 2014. TAPI's 400-

plus members include state agencies, county health departments, professional associations, and insurance companies. "Native Health knows how to get flu vaccine supply out to the community, and they have the results to prove it," said Jennifer Tinney, Program Manager at TAPI. Native Health administers flu vaccinations during powwows, health fairs, open houses, sports physicals, back-to-school check-ups, and prenatal care visits. As long as refrigerators are available to protect the supply from the Phoenix heat, staff members will provide vaccinations at almost any venue. "If people want us, and we can do it, we will go," said Rita Triana, LPN supervisor at Native Health. (May, 2014)



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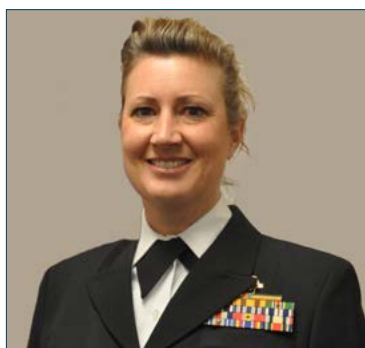
Philadelphia Advocates Promote Flu Vaccination as Part of Martin Luther King Day Celebration



Three new NIVDP partners joined forces to organize a Philadelphia-based health event for young adults on January 20, 2014, Martin Luther King Day. This event offered free flu vaccinations and assistance in registering for the Affordable Health Care Act (ACA). Bright Hope Baptist Church, a historic African American congregation, hosted the event, in partnership with NExT Philadelphia (The Network of Extraordinary Talent)—a young professional affinity group of the Urban League of Philadelphia—and Alpha Kappa Alpha, the oldest African American sorority in the U.S. The organizers

publicized the event online via Facebook and email and in the local community via flyers and church events. Walgreens representatives administered flu vaccinations at the event, and navigators helped attendees learn about health care insurance options under the ACA. Media coverage of the event included KYW News Radio 1060 and the CBS Philly website. “African Americans, especially young adults and the uninsured, often do not receive flu shots,” said Monica Burch, member of the Board of Directors of the Urban League of Philadelphia. “We were excited to partner with the NIVDP to provide free flu shots to the community.” (April, 2014)

Cherokee Nation Walk-In and Drive-Thru Initiatives Boost Flu Vaccination in Oklahoma



The Cherokee Nation is achieving record numbers of flu vaccinations by making it easier than ever for the tribe’s 323,000 citizens to get the vaccine. With possibly several months left in the current season, Cherokee Nation Health Services, the largest tribal health system in the U.S. and an NIVDP partner, reports that the total number of flu vaccinations administered (34,800) is already higher than in any previous season. Since September 2013, Cherokee Nation health officials have held walk-in and drive-thru

vaccination events at schools, clinics, tribal facilities, and senior centers. Vaccinations have also been provided at nine tribal health care facilities situated across 14 counties in Oklahoma. “Our priority is to reach each and every one of the Cherokee Nation’s citizens and employees. If anyone was unable to get the vaccine at our clinics, we brought the vaccine to them,” said Jennifer Tredway-Belden, Cherokee Nation Health Services Infection Preventionist. The Oklahoma State Department of Health reported that since September 29, 2013 there have been 1,202 cumulative hospitalizations and/or deaths in the state. “We’ve taken this year’s outbreak very seriously and extended our flu clinic hours and implemented a multimedia education campaign using social media, radio, and print to raise awareness about flu prevention and promote availability of the vaccine for tribal members and employees,” said Tredway-Belden. (February, 2014)



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[Tuba City Regional Health Care Corporation Flu Vaccination Efforts Reach American Indians in Arizona](#)

Tuba City Regional Health Care Corporation (TCRHCC), an NIVDP partner since 2011, is a Joint Commission accredited health care center that serves Navajo, Hopi, and Paiute communities in northern Arizona. TCRHCC's flu vaccination efforts are broad and reach all age groups in the American Indian community. During the fall of 2013, TCRHCC launched a new mobile van program to reach rural patients who lack access to preventative health care services. Through this program TCRHCC provided free flu vaccinations at eight community locations, including Eagles Nest School; Moenkopi Day School; Tonela School; and Tuba City Boarding School, among others. The organization administered a total of 2,191 vaccinations at elementary and high schools. TCRHCC used a range of online and traditional strategies to publicize their vaccination events and disseminate information about the benefits of the flu vaccine. These strategies included publishing articles in their monthly newsletter, hanging flyers and posters in high-traffic areas, customizing Protect the Circle of Life campaign materials with vaccination event times and locations, and posting information on their website and Facebook page. "Given the high morbidity and mortality of Native Americans who contract the flu, it is extremely gratifying to participate in these flu clinics," said Dr. Miran Song, a pediatrician at TCRHCC who is involved in planning their vaccination events. (April, 2014)

[American Indian Community House of New York City Encourages Urban Indians to Get Vaccinated](#)



The American Indian Community House (AICH) of New York City joined the NIVDP in the fall of 2013 to promote influenza vaccination among the country's largest urban American Indian population. Soon thereafter, AICH helped administer flu vaccinations at a luncheon for community elders and at the organization's annual Indian Market, which was held during National Influenza Vaccination Week, December 2013. AICH is a non-profit organization that was founded in 1969 to improve and promote the well-being of the American Indian community and foster intercultural understanding. Today, AICH is a multi-faceted social support center that serves the health, social, and cultural needs of the estimated 112,000 American Indians representing 72 tribes throughout the New York City tri-state area.

"We recognize that Native people can be hit hard by flu complications, particularly elders," said Shaylynn Raphaelito, AICH Health Department Director. "This year, we made it our responsibility to get the flu shots to our elders and community as early as possible. With the majority of Native people now living in urban areas, their access to health care can be limited. By working in partnership with the CDC and NIVDP, the AICH has the opportunity to improve awareness, make the flu vaccine more accessible, and increase the number of vaccinations among Natives in New York City." (January, 2014)



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Mayor of Atlanta Holds Special Ceremony in Honor of NIVDP Partners



The Office of Atlanta Mayor Kasim Reed held a special ceremony on May 13th at City Hall to recognize influential leaders and organizations in Georgia for promoting flu vaccination. The event was moderated by Senior Advisor to the Mayor, Michael T. Sterling, with special remarks by Dr. Walter W. Williams, a Medical Officer of CDC's National Center for Immunization and Respiratory Diseases. "NIVDP partners are

doing the hard work that is necessary to get out the message about flu vaccinations to communities in need," said Dr. Williams. Helen Butler, NIVDP partner and Executive Director of the Coalition for the Peoples' Agenda, received the Phoenix Award—the highest honor an individual can receive from the Mayor. This distinction resulted from Ms. Butler's efforts to organize flu vaccination initiatives targeting African American, Somali and Bangladesh Indian groups in the Atlanta metro area, Augusta, and Sparta. Also recognized at the event was Dr. Winston Price, a campaign partner and former president of the National Medical Association. Beyond Ms. Butler and Dr. Price, more than thirty other partners were honored. Recruited by Ms. Butler and Dr. Price, they represented community and faith groups as well as medical professions. The event was covered by local media outlets such as the Atlanta Voice and the Atlanta Journal-Constitution, NBC's WXIA-TV, and metroatlantablack.com, a popular African American blog. (June, 2014)



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SHARE YOUR SUCCESS STORY

The Centers for Disease Control and Prevention (CDC) has launched a partner website at www.cdc.gov/flu/partners in order to share information and resources as well as to highlight partner activities (including the National Influenza Vaccination Disparities Partnership *Influential* e-newsletter). Partners are encouraged to share stories that capture their local activity successes and lessons learned.

Submit the following information to fluinbox@cdc.gov to have your success story/lessons learned featured:

- ✓ Write a 250-word (maximum) description of your success story, including the name of your organization, any collaborating organizations, when the event took place (either last flu season or this flu season only), and any evaluation conducted for the activity.
- ✓ Include a minimum of one to two pictures of the event. Acceptable file formats include JPG, GIF, and PNG. Preferred size at least 500 by 300 pixels (or larger).
- ✓ Include contact information, in case CDC follow-up is needed. Please let us know if we can share your contact information in your success story, in the event other organizations would like to partner with you for future activities.
- ✓ Take the flu vaccination pledge, and encourage a friend or family member to take the pledge, too. The pledge can be found at <http://www.cdc.gov/flu/nivw/pledge/>



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To achieve the goals of this campaign, the Centers for Disease Control and Prevention (CDC) relies heavily on its network of partner organizations to promote its messages and prompt communities to get the flu vaccination. One way in which partners can help support this effort is by working with their local media.

We encourage members of the National Influenza Vaccination Disparities Partnership (NIVDP) to reach out to local traditional and social media with influenza information. Ask the media to cover seasonal influenza in newspapers, television and radio programs, websites, magazines, blogs, social media platforms, and other outlets. Let the media know the importance and benefits of influenza vaccination for individuals, the family, and the community. To assist you, the NIVDP kit offers a variety of tools, resources, models, and templates to help you reach out to your local media: <http://www.cdc.gov/media>.

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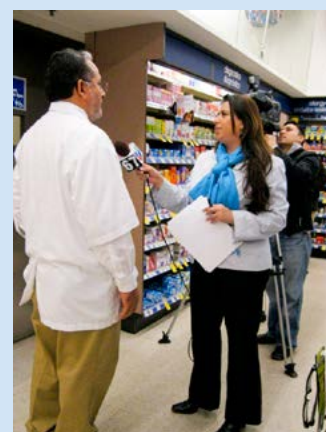
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The following five steps are key to your media strategy and “pitch” to the media:

Step 1: Developing Messages and Materials



Each season, CDC updates and shares key points with partners as part of its annual National Influenza Vaccination Communication Campaign. To ensure consistency and maintain the accuracy of messages nationwide, we encourage NIVDP partners to use the CDC’s key messages to inform their materials (such as press releases, public service announcements, speeches,

articles, and interviews with reporters). Community health workers, health care providers, and organizers can all use these messages, like the following sample that follows on risk populations. Information can be posted on Twitter and Facebook using links from the CDC key messages

(Please contact fluinbox@cdc.gov to request the CDC’s Seasonal Influenza Key Points document in English or Spanish.)

Sample of the CDC’s key messages:

- Influenza (the flu) is a serious disease that can lead to hospitalization and sometimes even death. Anyone can get sick from the flu.
- Flu can make anyone sick, but certain people are at greater risk for serious complications causing hospitalization or death: older people, young children, pregnant women, and people with chronic medical conditions such as asthma, diabetes (types 1 and 2), heart disease, and neurological illnesses. For a full list, visit: http://www.cdc.gov/flu/about/disease/high_risk.htm.
- Flu seasons are unpredictable and can be severe. Studies going back 30 years from 1976-2006 show that seasonal flu-related deaths in the United States have ranged from about 3,000 people to 49,000 people.
- Protect your family from the flu by getting yourself vaccinated. A flu vaccine reduces your risk of illness, hospitalization, or even death, and can prevent you from spreading the virus to your loved ones.
- Over the years, hundreds of millions of people in the U.S. have safely received seasonal flu vaccines.



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Step 2. Developing Press Materials

When you are conducting media outreach, it is important that you have materials to provide reporters as a resource to help them write their articles. The Centers for Disease Control and Prevention (CDC) has many effective materials to work with media for influenza vaccination promotion.

To access the CDC press materials, please visit <http://www.cdc.gov/media>, call 1-800-CDC-INFO (800-232-4636) or submit an inquiry at <http://wwwn.cdc.gov/dcs/RequestForm.aspx>. The following are samples of templates for press materials which include a press release, talking points and a media alert.

Media Advisory Template

Use the template below to create your media advisory. The advisory should answer “who,” “what,” “where,” “when,” “why,” and “how” of the event or activity. It also should include contact information for your organization. A media advisory should be sent out before an event and again the day of the event.

MEDIA ADVISORY FOR IMMEDIATE RELEASE

CONTACT: _____

Phone: _____
Fax: _____

Contact Information – Skip a line or two after the advisory statement and list the name, title, telephone, and fax numbers of the person with the most information. It is important to give your cell number since reporters often work on deadline and may not be available until after hours.

[Name of Your Department] Holds [Event] as
Part of National Influenza Vaccination Week

Headline – Skip two lines after your contact info and use a boldface type.

[City, State]—[name of your department] is hosting a [event], which is expected to involve more than [minimum number of expected participants] from [name(s) of area(s)].

Who: [list any vips and other attendees of note who may be of interest to the press. include titles whenever possible.]

What: [provide additional details about the event (i.e., what activities are scheduled, etc.)]

Where: [address of the event location]

When: [date and time of the event]

Why: National Influenza Vaccination Week provides an important opportunity for our community to tell people how important it is for people to get an annual flu vaccine. Getting vaccinated is the single best way for people to protect not only themselves against flu, but their loved ones as well.

Contact: [name, phone number(s), fax and email address of contact]

For more information about influenza and influenza vaccine visit www.cdc.gov/flu and [insert department of organization/website, if applicable].

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Step 3. Pitching the Media

National Influenza Vaccination Week (NIVW) is an important part of increasing public awareness about seasonal flu and the importance of vaccination. Remember that you have a compelling story to tell — one that affects the health and well-being of the entire community. If you develop a strong relationship with a reporter or blogger you will become a resource for influenza issues when that reporter does a related story in the future.

Press/News Release Template

Use the template below to draft your own press release, which should answer, who, what, where, when, why, and how of the event or activity. It also should include a quote from the appropriate person in your organization. The following sample press release includes further explanation of each section.

For Immediate Release

– These words should appear in the upper left-hand margin, just under your letterhead. You should capitalize every letter.

FOR IMMEDIATE RELEASE

CONTACT: _____

Phone: _____

Fax: _____

Contact Information – Skip a line or two after release statement and list the name, title, telephone, and fax numbers of the person with the most information. It is important to give your cell number since reporters often work on deadline and may not be available until after hours.

[Name of Your Department] Holds Flu Vaccination Promotion Event as Part of National Influenza Vaccination Week Local Pharmacy Hosts Fall Festival

Headline – Skip two lines after your contact info and use a boldface type.

[City, State]—Today, [Name of Your Department] is hosting a [Event], which is expected to involve more than [Minimum Number of Expected Participants] from [Name(s) of Area(s)]. Some of the activities planned for today include [local activities].

Subhead – Fleshes out the headline to further entice the editor.

[Include any other pertinent information regarding your event here.]

“National Influenza Vaccination Week provides an important opportunity for our community to tell people how important it is for people to get an annual flu shot,” said [Name and Title of Spokesperson]. “Getting vaccinated is the single best way for people to protect not only themselves against flu, but their loved ones as well.” For more information about influenza and influenza vaccine visit www.cdc.gov/flu and [insert department/organization website, if applicable].

Body – Double check your release for accuracy and keep it to one page if possible.

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Step 4. Preparing for Outreach



Preparing for outreach begins with developing media lists. Media lists help you organize the names of local editors, reporters, bloggers, and producers, as well as their outlets (such as social media, TV, radio, website, and print). Media lists should be detailed and include journalists' beats, submission deadlines, contact information, and best times to call.

Use media lists to keep track of public service directors, program producers, and the names of health reporters in your area.

Developing media lists requires research. You can compile information by calling local newsrooms, keeping track of journalists that have contacted your organization in the past, or by tracking the media that cover health-related stories. Some news sources offer (for a fee) access to databases of specific media contacts. Minority-owned newspapers and radio stations can also be powerful partners.



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Step 5. Training Spokespeople



Help prepare your media spokesperson. Before an interview or press event, meet with your spokesperson to practice questions and answers, review key messages, and provide background on the journalists conducting the interview. You can also create a list of potential questions along with sample responses. For example, fielding a common question may require debunking misconceptions about influenza and the flu vaccine.

Misconceptions include the ideas that the flu vaccine can give you the flu; that you must get a flu vaccine before November for it to be effective; and that the flu is only a danger for older people and children.

The following tips can help guide your spokesperson:

- Speak in plain language and avoid jargon so that all audiences can understand you
- Be courteous and patient when answering (or re-answering) questions
- Never be too casual in your conversation. There is no such thing as “off the record”
- Discuss what you know, not what you think
- If you tell a reporter you will get back to him or her with information, remember to do so, and provide it as soon as possible
- Do not express personal opinions
- If you are confused by a question, let the reporter know. If you say something that is wrong, or misstate a fact, just admit your error and correct the information



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Step 6. Public Service Announcements

Public service announcements (PSAs) offer you the opportunity to promote flu vaccination and NIVW activities and program to your community for free. Most radio stations have public service directors who decide which PSAs will air. Public service directors are busy people who receive many PSAs every day. They are more likely to use PSAs that they believe are of local interest to their communities, and they often favor issues and causes related to health. Because influenza vaccination is an important issue that affects many families in your community, public service directors will likely find NIVW or flu vaccination PSAs highly appealing.

Tips to Get Your PSAs Placed on Radio Stations.

- Know who is in charge
- Write a letter of introduction
- Meet face to face
- Say "thank you"
- Use your connections
- Approach radio stations that use PSAs
- Seek a media partnership
- Know who your audience is

Learn more ways to engage local media to promote influenza vaccination in your community at <http://www.cdc.gov/media>





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Step 7. Digital Media

In the last several years, the use of Facebook, YouTube, Twitter and other social media tools to disseminate health messages has grown significantly, and it shows no signs of letting up. In keeping with this trend, social media tools are increasingly front-and-center in influenza campaigns targeting areas affected by low flu vaccination rates and other health risk factors such as high rates of chronic illnesses and conditions. According to experts, potential benefits of using social media tools to deliver credible, science-based health information to disparate populations include:

- Increasing the timely dissemination and potential impact of health and safety information
- Leveraging audience networks to facilitate information sharing
- Expanding reach to include broader, more diverse audiences
- Personalizing and reinforcing health messages that can be more easily tailored or targeted to particular audiences, including culturally and linguistically appropriate health information
- Facilitating interactive communication, connection and public engagement
- Empowering people to make safer and healthier decisions

Integrating social media into health communication campaigns and activities allows partners to leverage social networks to encourage participation, conversation and community – all of which can help spread key messages and influence health decision making. Social media also helps to reach people when, where and how they want to receive health messages; it improves the availability of content and may influence satisfaction and trust in the health messages delivered. Likewise, tapping into personal networks of partners and presenting information in multiple formats, spaces, and sources helps to make messages more credible and effective.

For all free CDC social media resources visit <http://www.cdc.gov/flu/freeresources> and make sure you follow *NIVDP on Facebook*, *@CDCflu on Twitter*, *CDC on Facebook* and the *CDC YouTube Channel*.



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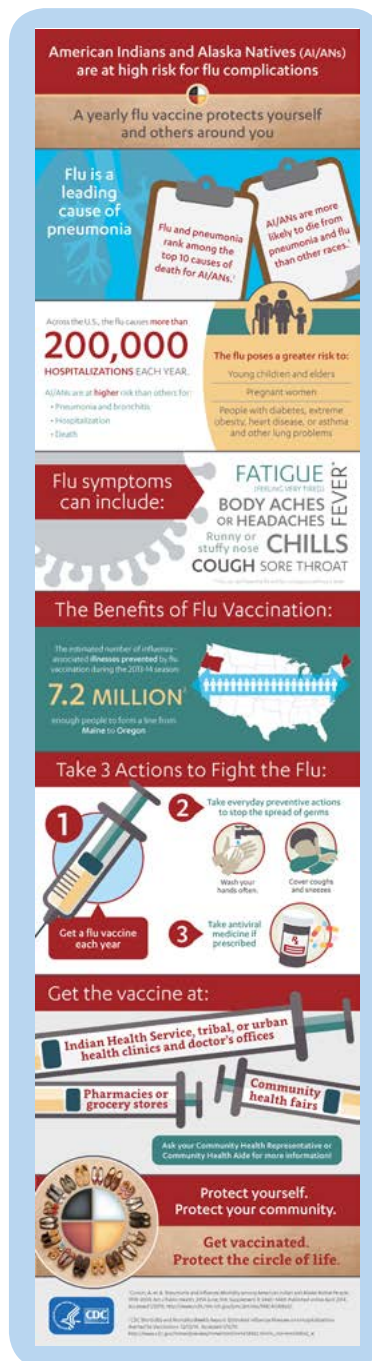
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USE CULTURALLY RELEVANT MATERIALS

Use CDC's AI/AN infographic to explain the importance and benefits of flu vaccination. This resource can be used to inform the community on why and how to protect against the flu. Please share this post to keep your community and loved ones informed and protected against the flu! http://www.cdc.gov/flu/freeresources/web_tools.htm

Protect yourself.
Protect your community.
Get vaccinated.
Protect the circle of life.



To see an enlarged view, please go to:

<http://www.cdc.gov/flu/pdf/freeresources/native/aian-flu-protection-infographic.pdf>



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USE CULTURALLY RELEVANT MATERIALS

Flu materials from the Centers for Disease Control and Prevention (CDC) include messaging on recommendations for each flu season. All materials are free for download at <http://www.cdc.gov/flu/freeresources>

Materials may be printed on a standard office printer, or you may use a commercial printer. Click on each image to see the different sizes and languages available.

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Select materials are also free to order at <http://wwwn.cdc.gov/pubs/CDCInfoOnDemand.aspx>



Together,
we can make a difference
nationwide. It takes a
partnership — the National
Influenza Vaccination
Disparities Partnership.

**Register here
to partner with
the NIVDP**

CONCLUSION

Like a real toolbox, this online resource kit puts power in your hands. With it, you have the potential to save lives. Armed with the resources here, you can start closing the gap in health disparities for African Americans, Hispanics/Latinos, and American Indians/Alaska Natives.



Good health begins with prevention, and your efforts to spread the word about the influenza vaccine offer an effective way to help make it happen. In fact, your work to promote the influenza vaccination can improve overall health in your community, especially for vulnerable groups such as the elderly, children, pregnant women, and people with chronic medical conditions. Vaccination gains can also have larger social benefits, as they cut lost time from work for struggling families and raise attendance in neighborhood schools.

Making a dent in health disparities all comes down to information. This resource kit will help you learn the facts about flu vaccination which will enable you to design culturally targeted messages, enlist the right messengers, reach out to media outlets, and document your achievements for others to learn from. If the press interview you gave or the public service announcement you wrote persuades 10, 100, or even more people to get the flu vaccination, you have made a difference in your community.

