Developing a National Influenza Disparities Vaccination Partnership to Reach Underserved Populations

New Orleans, LA
May 23-25, 2012
National Influenza Vaccination Disparities Partnership (NIVDP)
Summary of Success

- **Stakeholders were instrumental in executing**
  - Recruitment of **343** community partners from all HHS regions
  - Community outreach in **30** target markets
  - Coordination of **80** promotional events
  - Distribution of **48,882** promotional materials including posters, flyers, reminder cards, stickers, and fotonovelas
  - Influenza webinar for **49** Consulate staff of four Latin American countries presented by CDC subject matter expert, Dr. Aaron Storms
  - Vaccination of **4,577** consumers at **49** flu clinics in **30** target markets
  - Engagement of **43** media partners within Hispanic and African American communities
  - A total of **16,241,955** impressions for radio, print, television and online outlets during National Influenza Vaccination Week (December 4-11, 2011)

*Based on preliminary data*
Campaign Purpose

- Assist CDC to identify and develop action-oriented partnerships to support promotional activities
  - Support influenza vaccination uptake marketing strategies
  - Broaden community involvement
  - Engage multi-sector alliances
  - Coordinate activities with grassroots organizations, community clinics, pharmacies, and health departments
Campaign Partnerships

• **Multi-sector partnerships function as connection points to**
  • Provide awareness of the importance and benefits of influenza vaccination
  • Distribute culturally and linguistically competent health communication materials
  • Maximize available partner resources
  • Coordinate promotional activities
  • Conduct media outreach for National Influenza Vaccination Week (NIVW) events
Community Engagement

- **Outreach Strategies**
  - Establish and broaden base for Partnership
  - Capture real stories from health champions for local media placement
  - Coordinate with partners’ local flu vaccination clinics
  - Distribute free flu vaccination vouchers
  - Mobilize key partners in 30 target markets for outreach activities including distribution of promotional materials
Partnership Elements

• What makes partnerships work?
  • What are the necessary determinants?
  • What are the challenges?
  • How are partnerships sustained?
  • How is success measured?
Determinants for Partnership

- **Context for Partnership**
  - Low vaccination rate coverage
  - Distrust of government authorities within disparate populations
  - Misinformation about influenza vaccination and side effects

- **Initiation**
  - Partner selection criteria
  - Environmental scan
  - Readiness assessment
Determinants for Partnership

- **Partnership structure**
  - High autonomy of members
  - Sustainability planning
  - Resource sharing

- **Capacity building**
  - Flu 101
  - Social media strategies
  - Communications tools and resources
Determinants for Partnership

• **Implementation**
  - Community outreach
  - Media engagement
  - Networking
  - Partner recognition
  - Accountability and monitoring

• **Outcomes**
  - Partner capacity
  - Benefits of annual influenza vaccination uptake
  - Partnership engagement
Partnership Model

Messages → Channels → Cultural Filters → Cultural Interpreters → Connections

- Stories
- Hubs
• African American community organizer in Washington, DC

This is the first year I was vaccinated. I used to believe that the flu shot gave me the flu. I know better now and I am spreading the word.
• Hispanic father hospitalized from acute flu complications in Reno, NV

My daughter was afraid to hug me. She said ‘You are not my daddy,’ as she saw me in the hospital bed attached to so many tubes.
• African American community leader in Birmingham, Alabama

The flu threatens the entire family. A Birmingham man learned this when he contracted the flu from his mother. She died. He lived and distributes CDC materials Sheila Tyson provides him.
Hispanic couple in Los Angeles, CA

We should have followed the doctor’s orders. I lost my wife and unborn child and now Nadia and I feel so alone.
Promotional Materials

• **Materials disseminated to partners**
  • Community leader and media kit
  • Radionovela
  • Matte articles
  • Fact sheets
  • Posters and flyers
  • T-shirts and lunch bags
  • Stickers
  • Fotonovela
  • Reminder cards
Partner Recruitment

Three-fold increase in partnership engagement

- 85 partners
- 343 partners

Graph showing the increase in partner engagement from Sept to April.
Partner Pledges

- Social media: 3 Pledge, 13 Completed
- Host meeting: 1 Pledge, 1 Completed
- Online pledge: 13 Pledge, 20 Completed
- Promote vaccination: 41 Pledge, 41 Completed
- NIVW clinics: 20 Pledge, 20 Completed
- Recruit spokespeople: 3 Pledge, 3 Completed
- Engage organization: 40 Pledge, 40 Completed
Partner Events by HHS Region*

*Based on preliminary data
Influenza Vaccinations by HHS Region*

Vaccinations Administered

- Region 3: MD DC VA (19%)
- Region 4: FL NC (24.3%)
- Region 5: IL (8.7%)
- Region 6: TX LA NM (10.2%)
- Region 8: UT (34.2%)
- Region 9: NV CA (2.8%)

*Based on preliminary data
In Community

Vaccination clinic in Washington, DC
Health Expo in Mims, FL

Community organizer, Salandra Benton with Vivica Fox
Miami, FL and Salt Lake City, UT Events

Comunidades Unidas Health Station

Colombian Consulate in Miami
Media Engagement

• Outreach Strategies
  • Disseminate and place matte articles and PSAs
  • Organize media events with partners in target markets
  • Provide content for Latina mommy bloggers
  • Coordinate interviews with CDC subject matter experts
  • Collect stories from partners to localize media pitch
  • Produce e-newsletter to acknowledge partner successes
• **2011 NIVW Launch Event**
  - Event hosted by the DC Office on Latino Affairs
  - Media event with Jaime Moreno, premier professional soccer star and coach from DC United
  - Public vaccination with dignitaries from Consulates of Mexico, Peru, Bolivia, El Salvador, and Uruguay
CDC Subject Matter Expert

Dr. Azziz (CDC) at DC media event
2011 NIVW Launch Event:

- Event hosted by the Office of Mayor Dwight C. Jones, Richmond Department of Health, and Office of Aging
- Press conference with Dr. Nadine Gracia (OMH/HHS)
- Hosted by faith leaders within underserved community
Ahorros para Mamá
(Savings for Mom)

• Engagement Level
  • Total page visits 719
  • Impressions 7,843
  • Total page likes 6
Blogging Results

Máma XXI
(21st Century Mom)

• Engagement Level
  • Total page visits 2,371
  • Impressions 6,291
  • Total page likes 5
  • Blog comments 8
  • Facebook likes 3
  • Twitter tweets 2
  • Featured Dr. Storms (CDC) interview
Blogging Results

Mejorando mi Hogar (Home Improvement)

• Engagement Level
  • Total page visits 9,256
  • Impressions 12,943
  • Facebook 1 post; 4 shares
  • Twitter 1 tweet; 6 re-tweets
Blogging Results

Mundo de Mamá
(Mom’s World)

• Engagement Level
  • Total page visits 22
  • Impressions 10,576
  • Total page likes 7; shares 7
  • Tweets 3
  • Featured interview with premier soccer player and coach Jaime Moreno
    (DC United)
Dr. Danny Avula, Richmond Department of Health, interview at 2011 NIVW media event
Media Outreach

Flu vaccination clinic participant at Office on Latino Affairs, Washington, DC
Jaime Moreno to appear at Mayor’s Office on Latino Affairs

United legend will promote immunization awareness in the Hispanic community

December 2, 2011

D.C. United continues with its community outreach efforts next week, as U-23 Head Coach and Academy Technical Training Coach Jaime Moreno makes an appearance at the Mayor’s Office on Latino Affairs. The United legend will participate in a press conference to promote immunization awareness in the Hispanic community on Monday, December 5 at 10:00 a.m. As part of the “Yo Me Vacuno” 2011-2012 campaign for National Influenza Vaccination Week (December 4-10), the conference will be held at the Reed Conference Room, located in the second floor.

Who: Jaime Moreno

What: Press conference promoting immunization awareness in the Hispanic community

When: Monday, December 5, 10:00 a.m.

Where: Mayor’s Office on Latino Affairs, Reed Conference Room

Address: 2000 12th St. NW, 2nd Floor – Washington, DC 20009

Comments
Univision coverage in Washington DC and Salinas, CA
Media Outreach

The Richmond Voice

It’s not too late to vaccinate, the flu ends with you

National Influenza Vaccination Week

When you see “Get Your Flu Vaccine Here” signs in December at pharmacies and in doctor’s offices, you might think, “Isn’t it too late?” The answer is “no!”

Dec. 4 - 10 marks National Influenza Vaccination Week, a national effort to remind everyone that it’s not too late to get your flu shot. Flu season often doesn’t peak until January and can extend through May, so there is plenty of time to protect yourself and your family.

Each year, millions of people who get the flu can have a fever, cough, sore throat, runny or stuffy nose and fatigue, and spend days in bed instead of at work or school. More than 200,000 people are hospitalized from flu complications in the United States each year.

African American communities are especially hard hit by the flu. During 2009, when H1N1 flu was widespread, African Americans were hospitalized from flu complications twice as often as non-Hispanic whites. Chronic health conditions, like asthma, diabetes and heart or lung disease, also put you at risk of serious complications if you get the flu. And since African Americans are more likely to have these chronic health conditions, getting a yearly flu vaccination is very important. Young children, pregnant women and adults older than 50 are also at higher risk for serious complications from the flu. Everyone six months of age and older is recommended to get a flu shot, but sadly, rates of vaccination are lower among African Americans than other populations. You can be a champion in your community by protecting your health and your family’s health through flu vaccination this year.

As a pediatrician, I urge you to follow your doctor’s orders this month and “Take 2,” the three steps to keep healthy this winter.

CDC: As many as 1 in 4 with HIV not taking medication

Health Day - Some 12 million Americans are living with HIV, yet only fully see the beneficial effect of treatment, Frieden said, estimating that about 850,000 linked to care and 51 percent were getting continuing treatment.

Op Ed
Dr. J. Nadine Gracia
Deputy Assistant Secretary for Minority Health
US Department of Health and Human Services
Promising Practices

Culture

Language

Community
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