



**10th National Conference on Immunization and
Health Coalitions**

Developing a National Influenza Disparities Vaccination Partnership to Reach Underserved Populations

**New Orleans, LA
May 23-25, 2012**

Cultural Marketing





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

Cultural Marketing





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

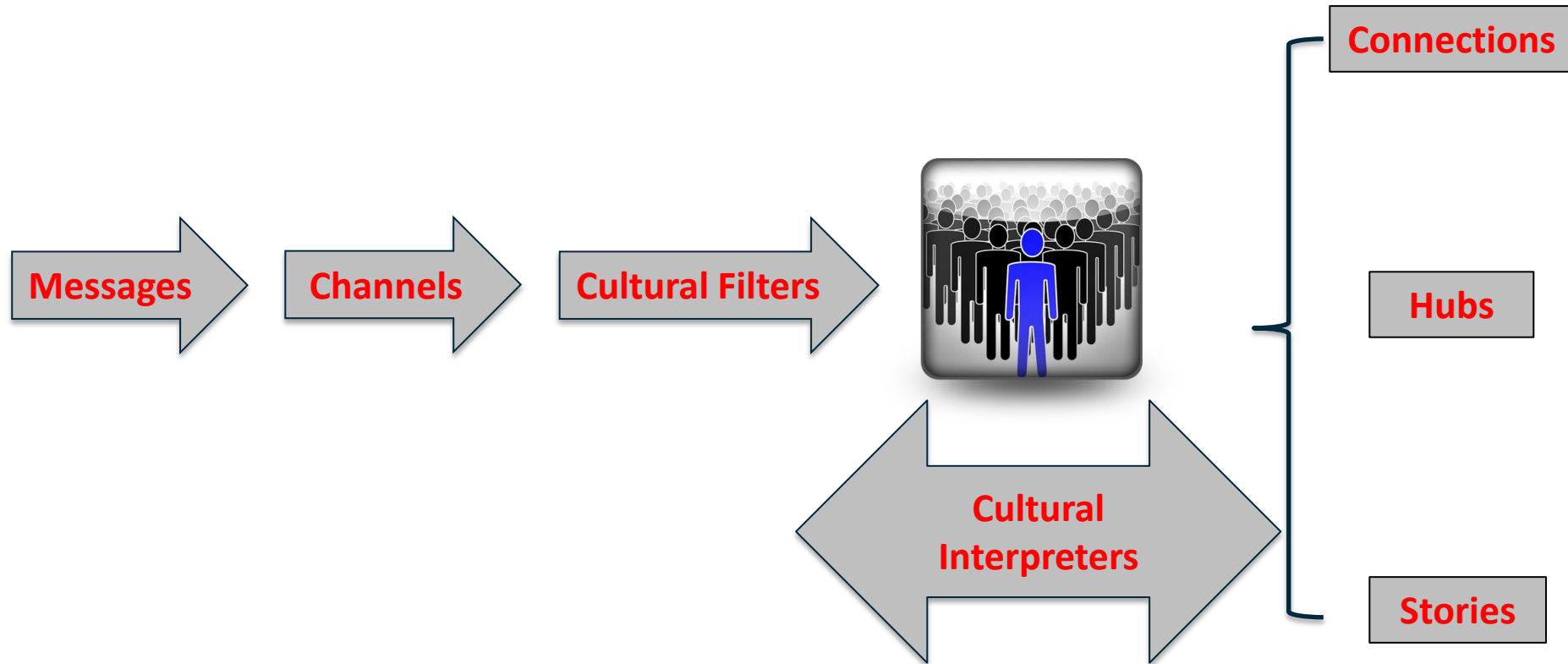


Determinants for Partnership

- **Implementation**
 - Community outreach
 - Media engagement
 - Networking
 - Partner recognition
 - Accountability and monitoring
- **Outcomes**
 - Partner capacity
 - Benefits of annual influenza vaccination uptake
 - Partnership engagement



Partnership Model





Real Stories

- **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.





Real Stories

- **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.





Real Stories

- **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.

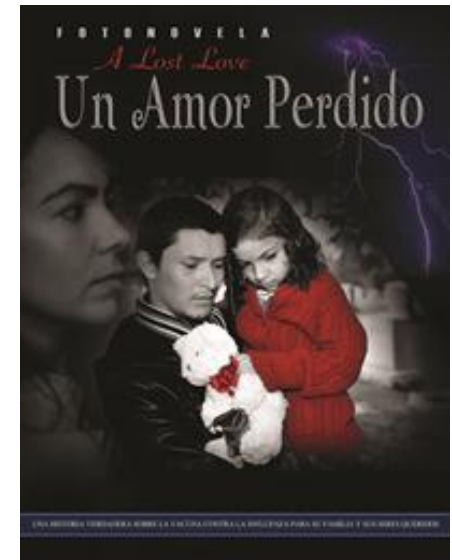




Real Stories

- **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.

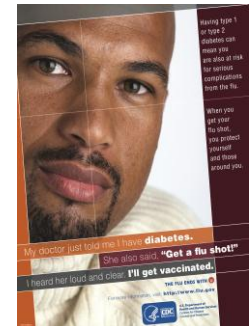


**2011 MarCom Award Winner
Design Industry**



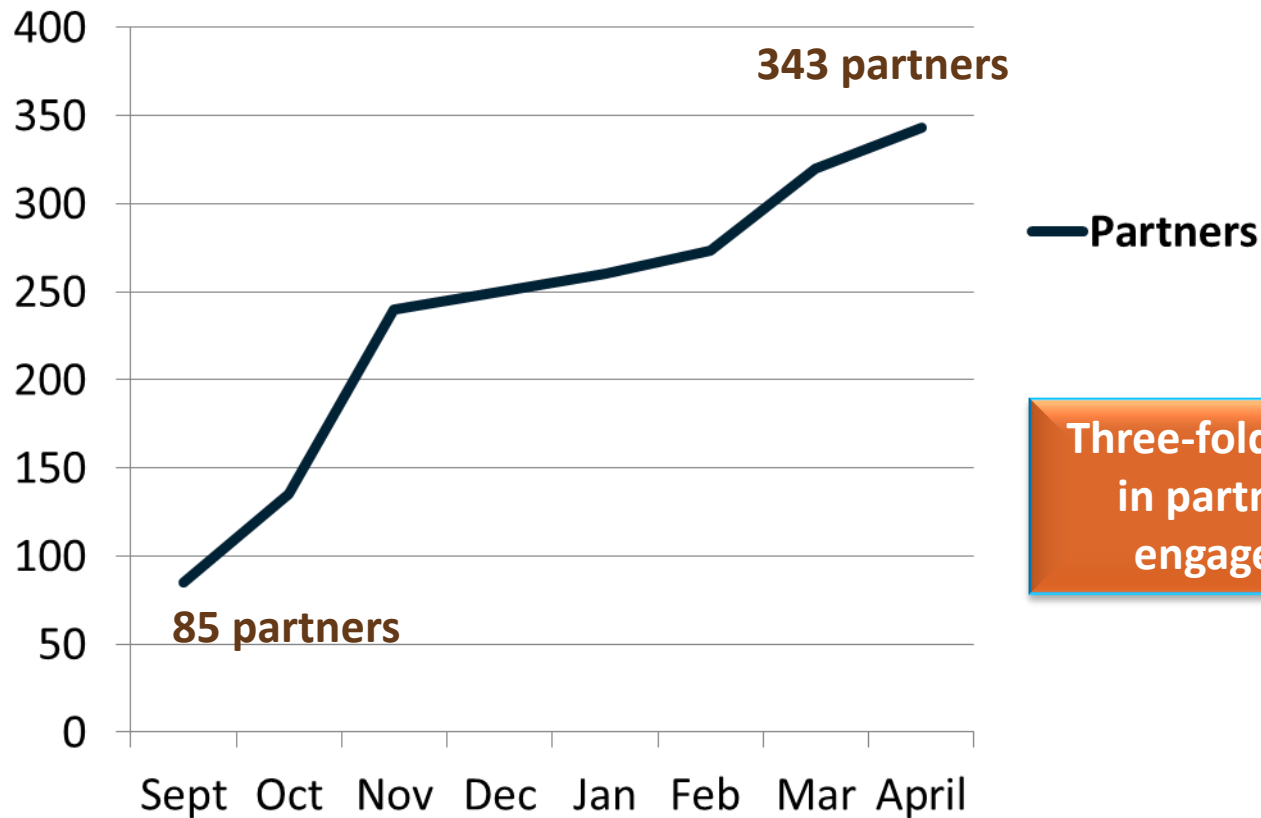
Promotional Materials

- **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



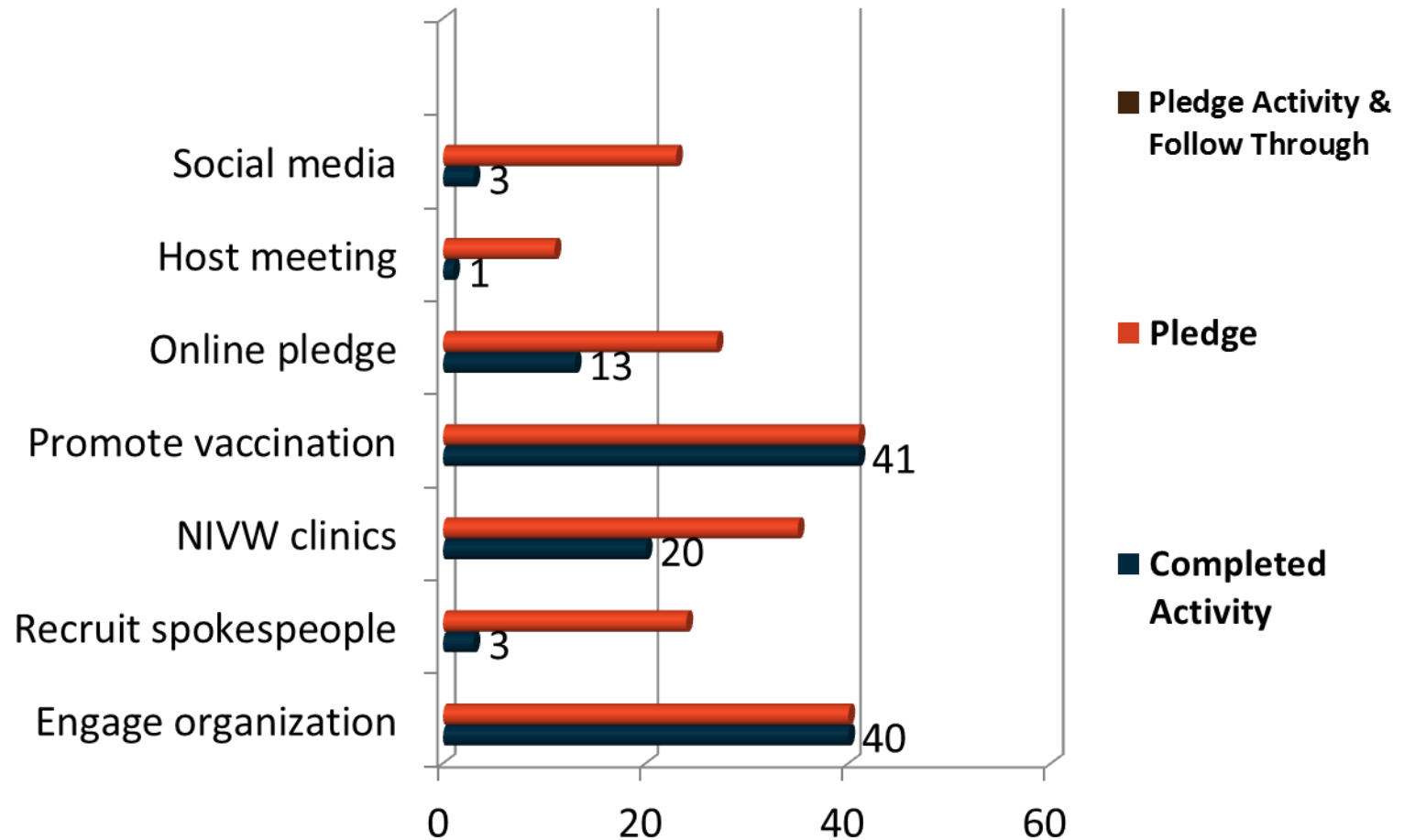


Partner Recruitment



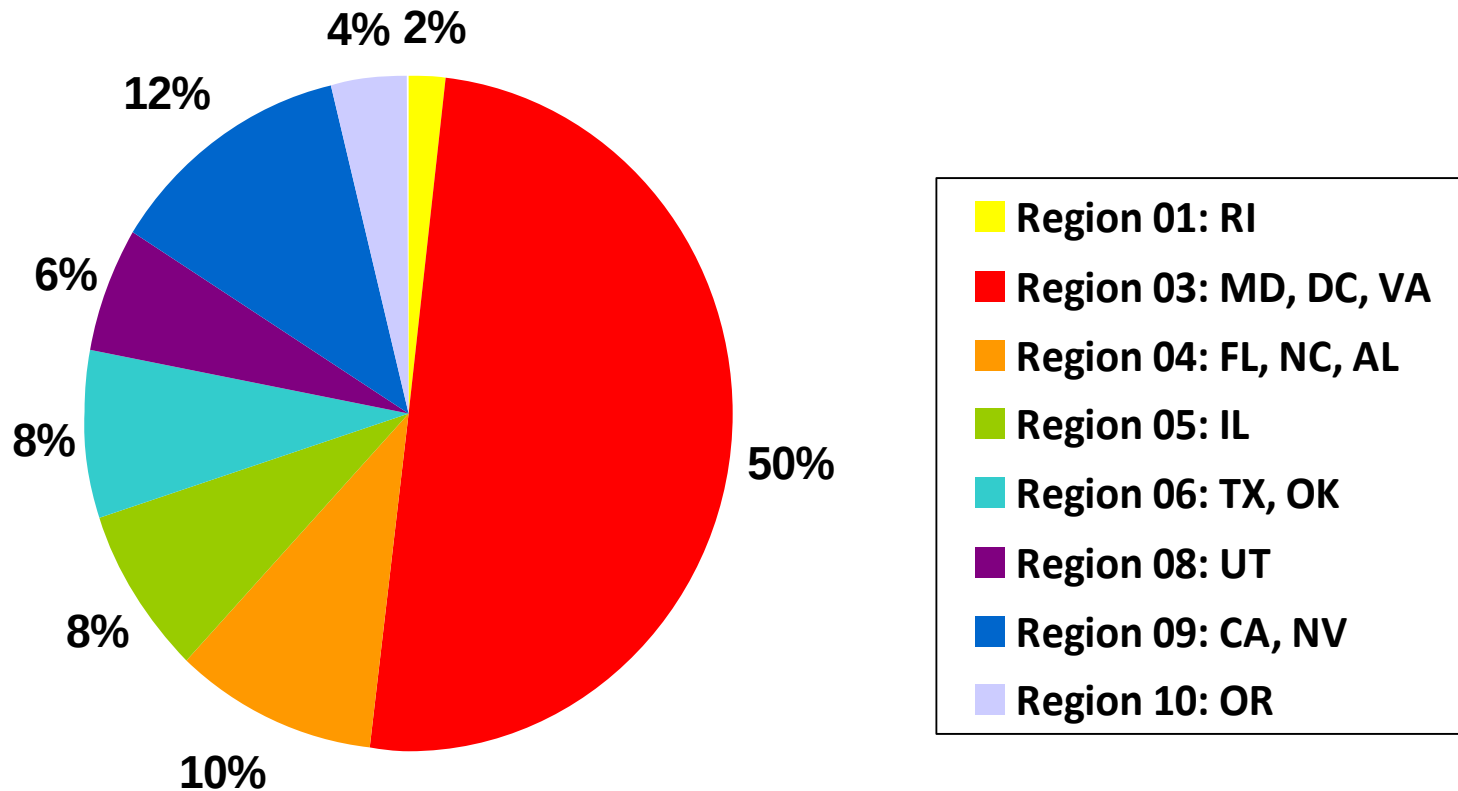


Partner Pledges





Partner Events by HHS Region*

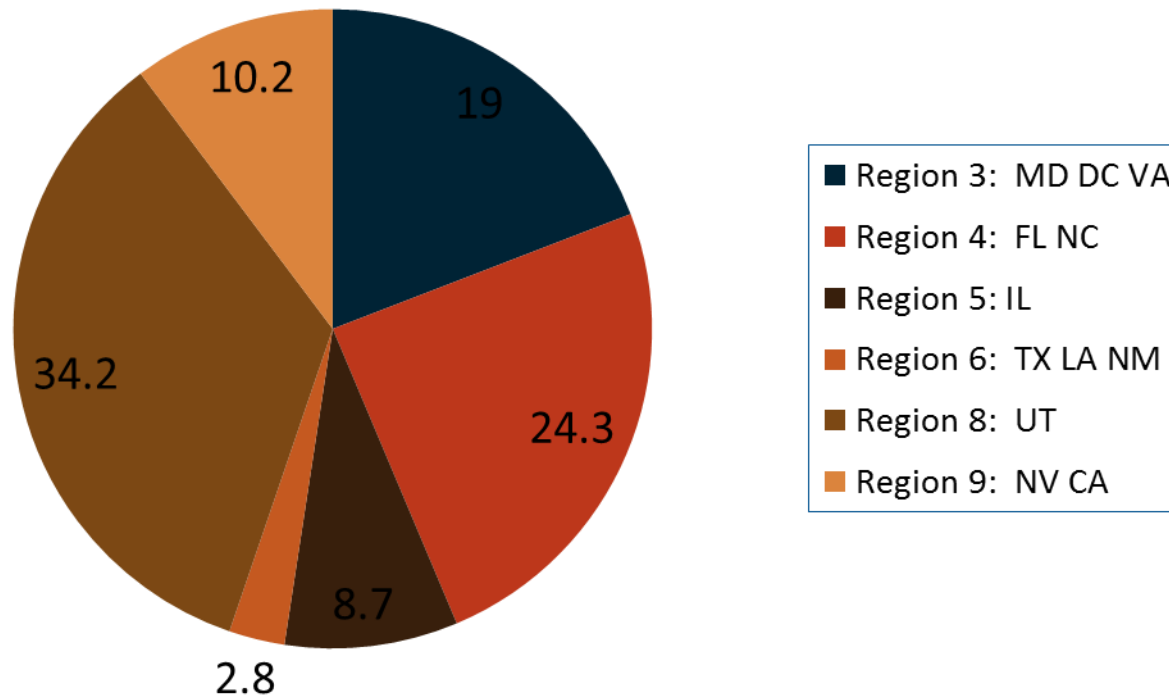


*Based on preliminary data



Influenza Vaccinations by HHS Region*

Vaccinations Administered



*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

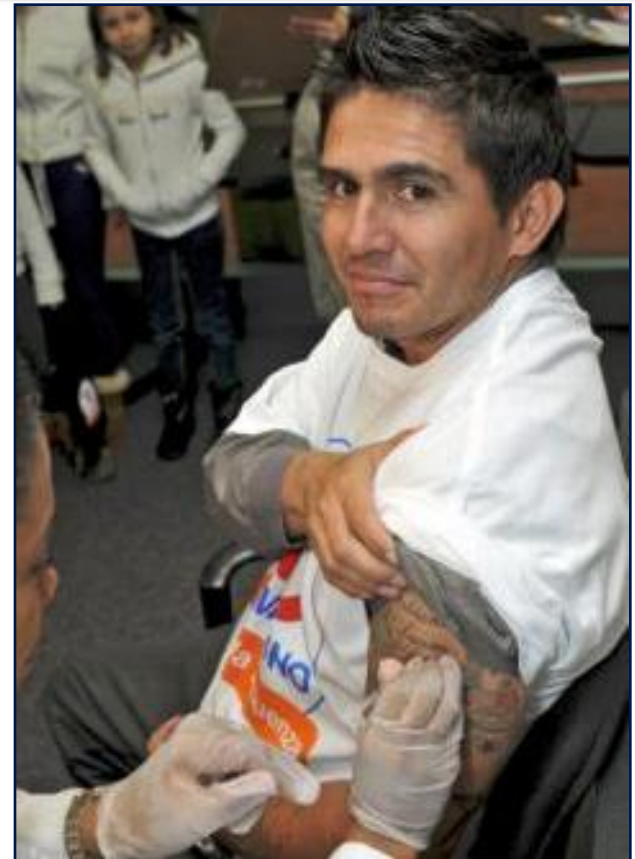
- **Outreach Strategies**

- 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



DC Media Event

- **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



Jaime Moreno, DC United soccer star



CDC Subject Matter Expert



Dr. Azziz (CDC) at DC media event



Media Event Richmond, VA

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



Dr. Gracia with elected and health officials in Richmond, VA



Partners Communication

Influenza E-newsletter

monthly publication



National Influenza Vaccination Week (NIVW) – Keeping Our Communities Healthy
NIVW, December 4-10, is a national observance that highlights the importance of continuing influenza vaccination as well as fostering greater use of flu vaccines after the holiday season into January and beyond. To learn more, click here.

UNIVERSITY OF MINNESOTA
Assessing the growing importance of the flu vaccination. Collaborations are building at a fast rate. 100+ partners have committed to the cause and are spreading the word about flu vaccination.

National Coalition on Black Circle Participation – Influenza “Star” Topic
Healthy, Vitality, and Work, a nationwide Black empowerment blog, led by NACBP studies the vaccination as a priority. Health events were held in Greenville, MS, Biloxi, MS, and Atlanta, GA. Walgreens administered live vaccinations in Atlanta, University of Birmingham, AL; Chicago, IL; Cleveland, OH; Dallas, TX; and New Orleans, LA.

City of Richmond Health Department – Leading Working Group Activities
Following up on NIVW, the Department will hold a December 29th press conference. From city council members to local sports celebrities, WHP will be getting their flu shots and live vaccination will be available for all in attendance. The City Office on Aging will host a vaccination event.

Assembly of Bishops – Empowering Local Residents
The Assembly, a culturally diverse and multi-ethnic empowerment organization concerned about the quality of life in underserved communities in the Washington, DC, metropolitan area, is holding a press conference on December 2nd to address the prevalence of the flu among African Americans. Free flu vaccinations will be available.

Office on Latino Affairs, District of Columbia – Leading by Example
Creating up for greater confidence and flu vaccination on December 30th city officials and celebrities from the DC United soccer team alongside Hispanic families will be on hand for flu vaccination and prevention education. The vaccination will be made available in Spanish where the Hispanic community is high.

Boulder Biomedical Health Week – National Vaccine Plan
Solutions center in Boulder, CO, during the Boulder Biomedical Health Week, October 4-5, to provide feedback on the National Vaccine Plan. For information, visit <http://boulderbiomedical.org>. It was sponsored by the National Vaccine Program Office of the US Department of Health and Human Services Region IV and the Boulder Health Commission.

Issue: Public Health Law
A gripping interview about the impact of influenza based on a true story. The News Visit <http://www.cdc.gov/flu/>

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

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Beyond Expectations. Partners Reach Thousands during National Influenza Vaccination Week (NIVW)
December 4-10, 2011 marked National Influenza Vaccination Week and the National Influenza Vaccination Partnership was busy organizing various promotional activities throughout the country including screenings, CDC-approved NIVW campaigns, and NIVW activities. Influenza News, the national e-newsletter, was also featured in the NIVW campaign. Media went on tour with NIVW and the flu shot. Influenza News, the national e-newsletter, was also featured in the NIVW campaign. Media went on tour with NIVW and the flu shot. Influenza News, the national e-newsletter, was also featured in the NIVW campaign. Media went on tour with NIVW and the flu shot.

CONGRATULATIONS TO THE COMMUNITIES – A New Partner Steps Up
Salt Lake City was well represented by Community Outreach, one of the newest partners. They took the lead in organizing the vaccine clinic for immigrant populations in Salt Lake City.

Senior Citizens Vaccination Clinic – Birmingham, Alabama
The flu vaccination campaign is in high gear under the leadership of Sheila Breen Tyson who leads the Alabama Coalition on Black Circle Participation. In November, Carolyn of Hope Senior Center invited a series to a mini vaccination clinic where CVS provided vaccinations. On December 18th, over 1,000 individuals are expected at Roundtable Audubon for a city-wide event, hosted by the mayor, and that includes flu vaccinations, other health resources, food and other prizes. Dubbed “No All Together Christmas.”

Marijuana Academy (Charlie Schuch) – Robust Support to Foster Healthy Families
Nine two-hour training, the Academy teaches school content to reduce support of the “No All Together” campaign, including hosting a community event and organizing the clinic for parents and children. Its mission – work with the whole child to achieve academic success within a healthy family.

Vaccination for the homeless – DC Thanksgiving event
The Assembly of Bishops, a multi-ethnic partner in the DC campaign, is undertaking aggressive outreach efforts to ensure that the vaccination is available for the homeless DC residents. In the spirit of the Thanksgiving season, the Assembly was joined, with organizations and agencies donating to a DC Community Center event for Thanksgiving, food, information, and clothing. Walgreens vaccinated over 100 people.

Free Web Tools – “Where make a difference faster?”
You can help in promoting the ongoing flu vaccine efforts by placing these graphics on your website. To download click here. The News Visit <http://www.cdc.gov/flu/>

MEASLES
Free Web Tools – “Where make a difference faster?” You can help in promoting the ongoing flu vaccine efforts by placing these graphics on your website. To download click here. The News Visit <http://www.cdc.gov/flu/>

MEDIA AND BUDGETS SUPPORTING NEWS
Share your ideas, pictures and events with us. We will feature them in upcoming issues of Influenza News.

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Minority Media are the Messengers
The powerful Black media, a trusted source among African Americans, is going to be the word that it is important for African Americans to get their influenza vaccination. A National Influenza Vaccination Week special with Dr. Nadine Garcia-King, Director, Office of Minority Health, HHS, recently in an African American publication (see <http://www.hhs.gov/press/2011/january/011121a.html>). The flu shot was widespread. African Americans were vaccinated. Visit <http://www.hhs.gov/press/2011/january/011121a.html> for more information.

URGENT ON PARTNERS
Virginia and Maryland Rural Areas Hold Diabetes Screenings and Vaccine Clinics
Hispanic Institute for Diabetes Prevention (HIDP), the lead agency for the Institute of Salud (Public Health) in the Washington DC Metro area, works collaboratively with the Consulate of Mexico, Ecuador, and El Salvador and faith-based organizations by providing both health and vaccine care screenings and flu vaccine clinics in rural areas in Virginia and Maryland. The organization coordinated several flu vaccination clinics in Falls Church and the surrounding areas for National Influenza Vaccination Week.

Birmingham Citizens Group Hosts Flu Vaccination Event
Birmingham, Alabama was the site of a December 10th holiday event, hosted by the Citizens Advisory Board of which campaign stakeholders, Sheila Tyson, to promote. The board includes leaders of the city 21 community centers and African in the mayor and city council on issues of chronic illness. The event drew more than 600 individuals, and 100 received flu vaccinations. There is a need to consistently remind the African American community about the health safety of the flu vaccine.

Rapid City, South Dakota Promotes Influenza Vaccination
In recognition of National Influenza Vaccination Week the Health Education and Promotion Council in Rapid City, South Dakota hosted the Black Flu Free the Star Clinic at the Midwestern Senior Center. T-shirts, lunch bags, and educational materials were provided to the 75 participants who received their flu vaccination. “We encourage all Black 55+ residents to protect themselves against the flu this season,” commented Elaine Kennedy, the Executive Director of the Health Education and Promotion Council.

RECOGNITION
The Vaccine for Everyone – A guide developed by the Massachusetts Department of Public Health intended to reach and engage diverse communities. Visit <http://dph.state.ma.us/flu> for more information.

BLOGGERS SUPPORTING NEWS
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Affordable Care Act
So many Americans don't get the preventive health care they need to stay healthy, avoid or delay the onset of disease, lead productive lives, and make health care costs. Health experts estimate that construction of a new preventive services or low-cost health care would save \$100 billion in 2013. The Affordable Care Act allows for individuals who have enrolled in a health plan on or after September 23, 2010 to access preventive services without any cost sharing requirements. The patients should have about 60 benefits available to them. Health care costs, to learn more about the Affordable Care Act visit <http://www.healthcare.gov/basics.html>

URGENT ON PARTNERS
The Vaccination Clinic in Miami, Florida
On January 10th, 2012 the General Consulate in Miami, Florida had an influenza vaccination clinic as part of the “Saludo Seguro” (Healthy and Safe) event. The event was covered by local media. The Consulate community, one of the largest Hispanic populations in north Florida, had the opportunity to attend the event as part of the Consulate's continuous effort to serve their clients in the tri-county Miami-Dade, Broward and West Palm Beach areas. It is important to keep in mind that the flu season is not over yet, and that getting vaccinated will protect everyone for an entire year.

Health Alert in Mexico
The Secretaría de Salud program in the 50 Mexican Consulates throughout the US have been receiving updates on outbreaks of H1N1. According to recent news from the Mexican Ministry of Health, influenza activity in that country is increasing at the time. Alert of the viruses detected in Mexico have been 2009 H1N1 pandemic strains. While influenza activity in the United States remains relatively low, influenza strains are circulating, including 2009 H1N1 pandemic strains, and because the flu season is not over yet, and that getting vaccinated will protect everyone for an entire year.

Richmond Responding to Vaccination Update Challenges
The Richmond City Health District, recognizing the unique challenges with respect to African American vaccination rates, has assembled a consortium of leading entities with a public eye community to launch the Flu Shot with U Campaign. Dr. Anita, Assistant Director of the Department of Health, is offering vaccination in multiple sites during the remainder of the flu season. Locations are based on several variables, including location convenience, event logistics, and managing. The event will be in high flu vaccination events to offer more. The model has proven effective in other campaigns where the stakeholders are connected to get vaccinated.

RECOGNITION
The Vaccine for Everyone – A guide developed by the Massachusetts Department of Public Health intended to reach and engage diverse communities. Visit <http://dph.state.ma.us/flu> for more information.

BLOGGERS SUPPORTING NEWS
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November, 2011

December, 2011

January, 2012

February, 2012



Blogging Results

Ahorros para Mamá (Savings for Mom)

- **Engagement Level**

- Total page visits 719
- Impressions 7,843
- Total page likes 6



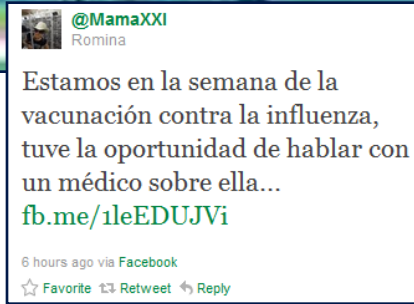


Blogging Results

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)

mundodemamá

***Mi Zona
Deportiva***



Media Outreach



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



Media Outreach

DC United Website

The screenshot shows the DC United website with a header banner for a youth outreach program. The main navigation bar includes links for News & Stats, Videos & Photos, Schedule, Tickets, Roster, Academy, Camps, In the Community, Matchday, Shop, and En Español. The featured article is titled "Jaime Moreno to appear at Mayor's Office on Latino Affairs" and is dated December 2, 2011. It includes a photo of Jaime Moreno and a detailed description of his role in promoting immunization awareness. The right sidebar contains a Facebook widget, a "FREE STANDARD SHIPPING" promotion from MLS Gear, and a "CLUB NEWS" section with various headlines. At the bottom, there is a "MUCHO CASH FIESTA" scratch-off lottery advertisement.

Help bring opportunities to inner-city youth! [DONATE NOW](#)

Purchase a fan brimmed hat and show your support [MLS GEAR.COM](#)

The all-new Volkswagen Passat. 2012 Motor Trend Car of the Year. [See special offers](#)

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Jaime Moreno to appear at Mayor's Office on Latino Affairs

United legend will promote immunization awareness in the Hispanic community

December 2, 2011

United U-23 Head Coach Jaime Moreno

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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 14th St. NW, 2nd Floor – Washington, DC 20009

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MLS' Garber climbs on Sports...
Follow Re-Entry Stage 2 draft LIVE...
Dave Kasper on his scouting trip to...
Olson: 'I had to make some tough...
Quaranta prepares for life after...

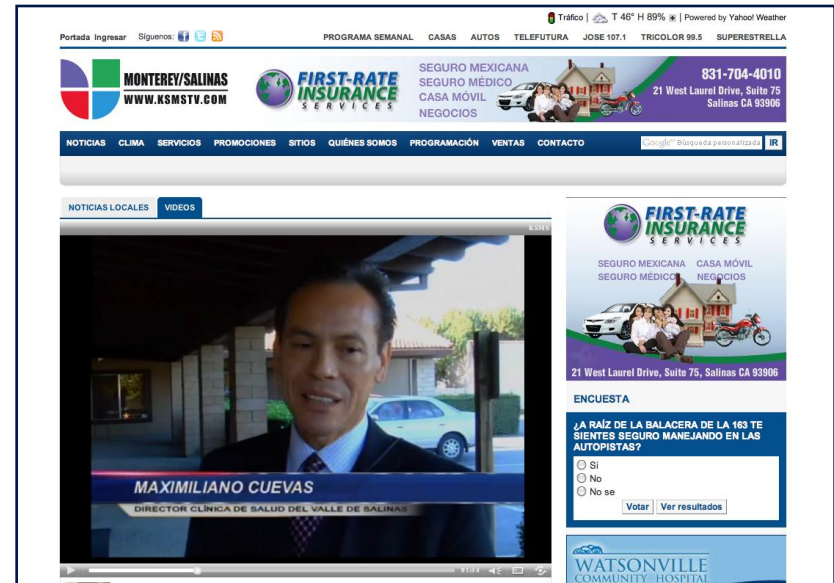
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THE FIRST D.C. SCRATCHER WITH INSTRUCTIONS IN SPANISH
PLAY AND YOU COULD WIN UP TO \$50,000



Media Outreach

*Univision coverage in
Washington DC and
Salinas, CA*





Media Outreach

The Richmond Voice

Dec. 7 - 13, 2011 • 15

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 doctors' offices, you might think, "Isn't it too late?"

The answer is "no!"

Commentary by Dr. J. Nadine Gracia

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 can 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 doctor's orders this month and "Take 3," the three steps to keep healthy this winter.

FYI...

The Richmond City Health District is partnering with the CDC influenza Vaccination Campaign to encourage increased flu vaccination within the African American population.

Each individual who gets the protection of flu vaccine helps to prevent the spread of flu within the community.

Free flu vaccination is available at local public health departments. The Richmond City Health District at 400 E. Cary Street, offers free flu vaccination by appointment on Tuesdays and Fridays.

Call 804-482-5500 for an appointment or information.

Take time to get a flu vaccination. This is the most important step. The flu vaccine is safe, is the best way to protect against flu, and it's available at many places in your community, including doctors' offices, grocery stores, pharmacies and public health clinics.

Take everyday steps to stop the spread of germs.

Cover your nose and mouth when you cough or sneeze, and stay home from work and activities if you're getting sick.

Take flu antiviral drugs if your doctor prescribes them.

If you do get the flu, your doctor might prescribe antiviral medications to help you get better faster and limit your spread of the flu virus to others. It's important to take this medications directed, especially if you have a health condition like diabetes or heart disease.

Once vaccinated, you can enjoy this holiday season knowing that you have taken the single best step to protect yourself and your loved ones against the flu. Remember, the "Flu Ends With U".

The writer is acting director of the Office of Minority Health, U.S. Department of Health and Human Services.

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

HEALTH DAY - Some 1.2 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.

director of the University of Miami Developmental Center for AIDS Research,

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



Media Outreach



THE VOICE
The Voice Newspaper



RADIO
ONE
THE URBAN RADIO SPECIALIST

THE WASHINGTON
Informant



Promising Practices



Culture.



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Community.

Cultural Marketing



hma



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Cultural Marketing

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