The National Influenza Vaccination Disparities Partnership: Lessons Learned for Effective Community Engagement

1st National Immunization Conference Online
March 26-28, 2012
Summary of Success

The Hispanic stakeholders of the National Influenza Vaccination Disparities Partnership were instrumental in executing*

- Recruitment of 320 community partners from all HHS regions
- Focused community outreach in 30 target markets
- Coordination of 72 promotional events
- Distribution of 28,703 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 4,527 Hispanics at 42 flu clinics in seven 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 NIVW events
Community Engagement

• Outreach Strategies
  • Broaden base for Partnership and secure campaign pledges
  • Capture real stories from health champions for story bank and for local story placement
  • Coordinate with partners local flu vaccination clinics
  • Distribute free flu vaccination vouchers
  • Mobilize key partners in 30 target markets for aggressive outreach activities including distribution of promotional materials
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
Partner Pledges

- Social media: 3 pledges, 13 completed activity
- Host meeting: 1 pledge
- Online pledge: 13 pledges, 20 completed activity
- Promote vaccination: 41 pledges, 41 completed activity
- NIVW clinics: 20 pledges, 20 completed activity
- Recruit spokespeople: 3 pledges, 3 completed activity
- Engage organization: 40 pledges, 40 completed activity

Legend:
- Red: Pledge
- Black: Completed Activity & Follow Through
Partner Events by HHS Region

*Based on preliminary data*
Influenza Vaccinations by HHS Region*

Vaccinations Administered

- Region 3: MD DC VA
- Region 4: FL NC
- Region 5: IL
- Region 6: TX LA NM
- Region 8: UT
- Region 9: NV CA

*Based on preliminary data
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
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
In Community
In Community
In Community
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<tr>
<th>Hispanic Media Outlets</th>
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<td>Univision Washington DC</td>
<td>Univision, KLDO TV 27 (Laredo, TX)</td>
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<td>Telefutura, KETF TV 31</td>
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<td>Univision KSMS TV 67 (Salinas, CA)</td>
<td>Univision KLUZ TV 41 (Albuquerque, NM)</td>
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<td>Telefutura, KTFQ TV 14</td>
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<td>El Zol 107.9 FM (Washington, DC)</td>
<td>Univision KINC TV 15 (Las Vegas, NV)</td>
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<td>WOCN ESPN 1 Partners Communication</td>
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<td>450 AM (Miami, FL)</td>
<td>Univision KREN TV 27 (Reno, NV)</td>
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<td>WMGE “La Mega” 94.9 FM</td>
<td>Telefutura KNVV TV 41</td>
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<td>DC United web site posting</td>
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<td>Univision KVYE TV 7 (Yuma, CA)</td>
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<td>Tricolor KRZY FM (Albuquerque, NM)</td>
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<td>Telefutura KLUZ, Channel 41</td>
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<td>Jose KRZY 1450 AM</td>
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<td>KGRE 1450 AM (Greenley, CO)</td>
<td>WUSA Radio Caracol 1260 (Miami, FL)</td>
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<td>KRYE 104.9 FM (Pueblo, CO)</td>
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<td>KRKY 102.1 FM (Estes Park, CO)</td>
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# Earned Media

## African American Media Outlets

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<th>Outlet</th>
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<tr>
<td>Washington Informer</td>
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<td>Hicks Picks Blogger Site (Richmond)</td>
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<td>Richmond Times Dispatch</td>
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<td>Jackson Advocate</td>
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<td>Richmond Examiner</td>
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<td>Richmond Voice</td>
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<td>WRIC Channel 8 News (Richmond)</td>
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<td>KISS Radio 105.7 FM (Richmond)</td>
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Blogging Results

Ahorros para Mamá
(Savings for Mom)

- Engagement Level
  - Total page visits 719
  - Impressions 7,843
  - Total page likes 6
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
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)
Media Outreach

Dr. Azziz (CDC) at NIVW media event at Washington, DC
Flu vaccination clinic participant at Office on Latino Affairs, Washington, DC
Media Outreach

DC United Website

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 12:00 p.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
Where: Monday, December 5; 12:00 p.m.
Where: Mayor’s Office on Latino Affairs, Reed Conference Room
Address: 2000 14th St. NW, 2nd Floor – Washington, DC 20009

Comments
Univision coverage in Washington DC and Salinas, CA
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.

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.

Take the flu shot now. Your local health department offers the flu vaccine free to residents 6 months and older. Call 804-428-5500 to make an appointment.

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 61 percent of people living with HIV are linked to care and 51 percent were getting continuing treatment, Frieden said, estimating that about 850,000
Lessons Learned

Culture.
Language.
Community.
For Additional Information Contact

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