



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

1st National Immunization Conference Online

March 26-28, 2012

Cultural Marketing





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



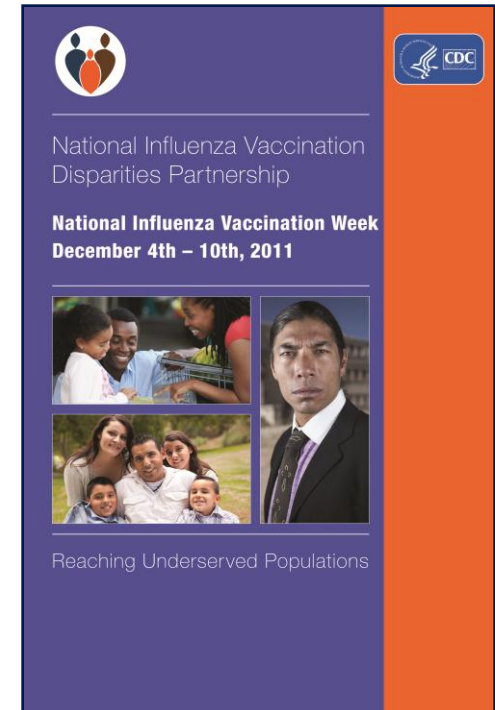
Campaign Purpose

- **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

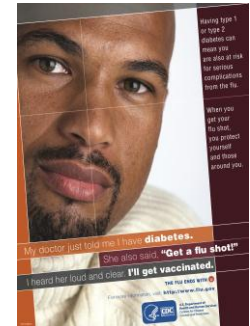
- **Outreach Strategies**

- 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



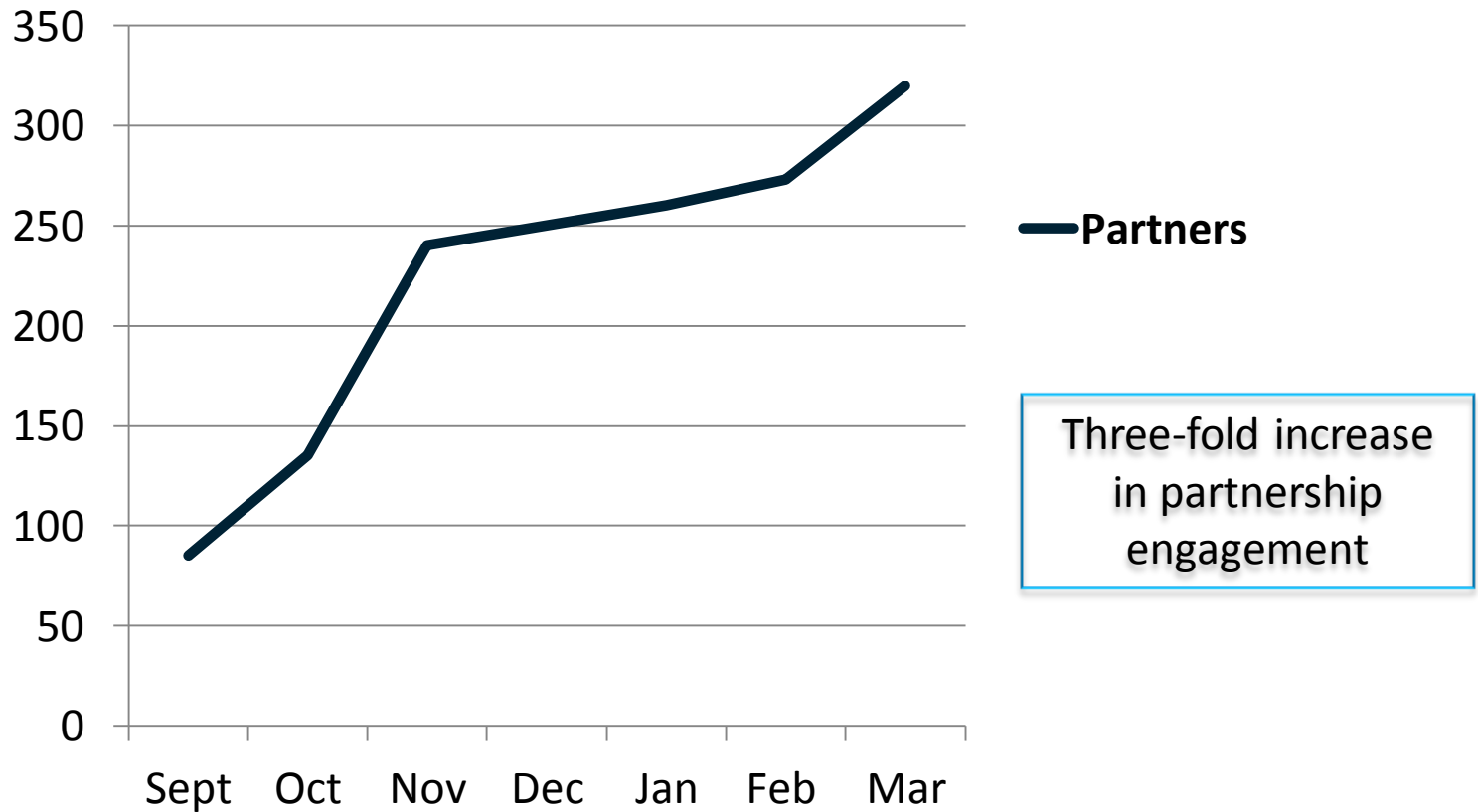
Promotional Materials

- **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



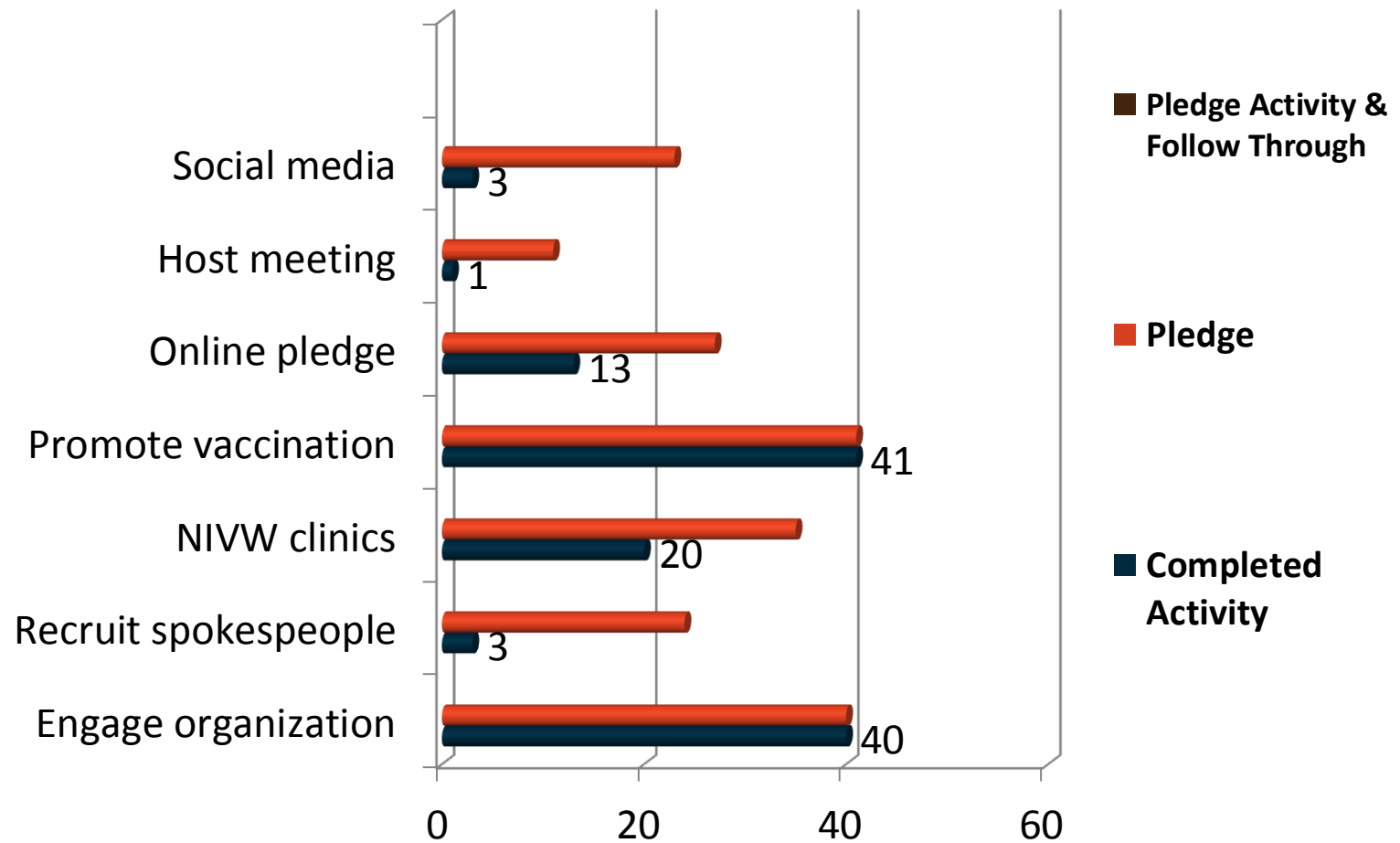


Partner Recruitment



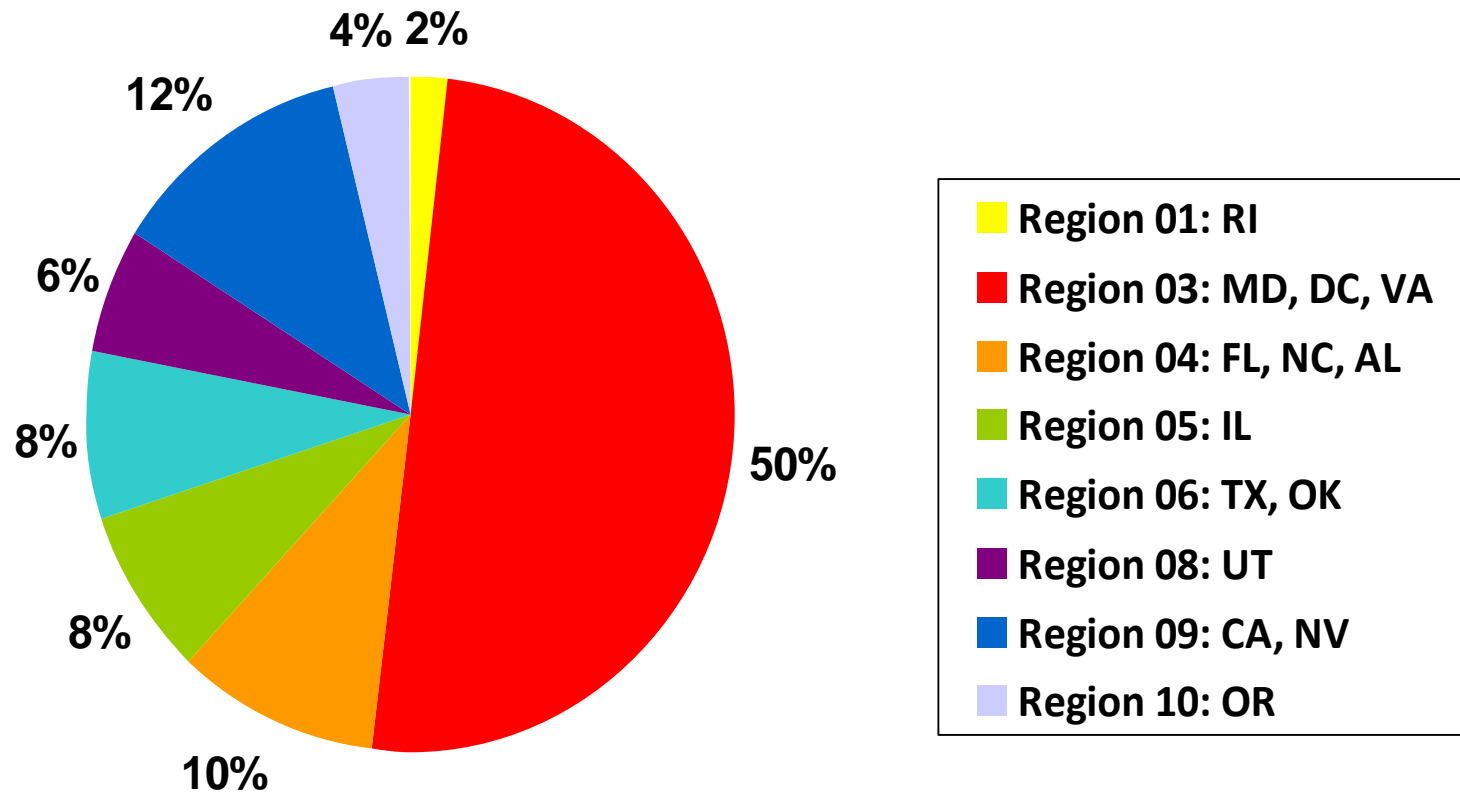


Partner Pledges





Partner Events by HHS Region*

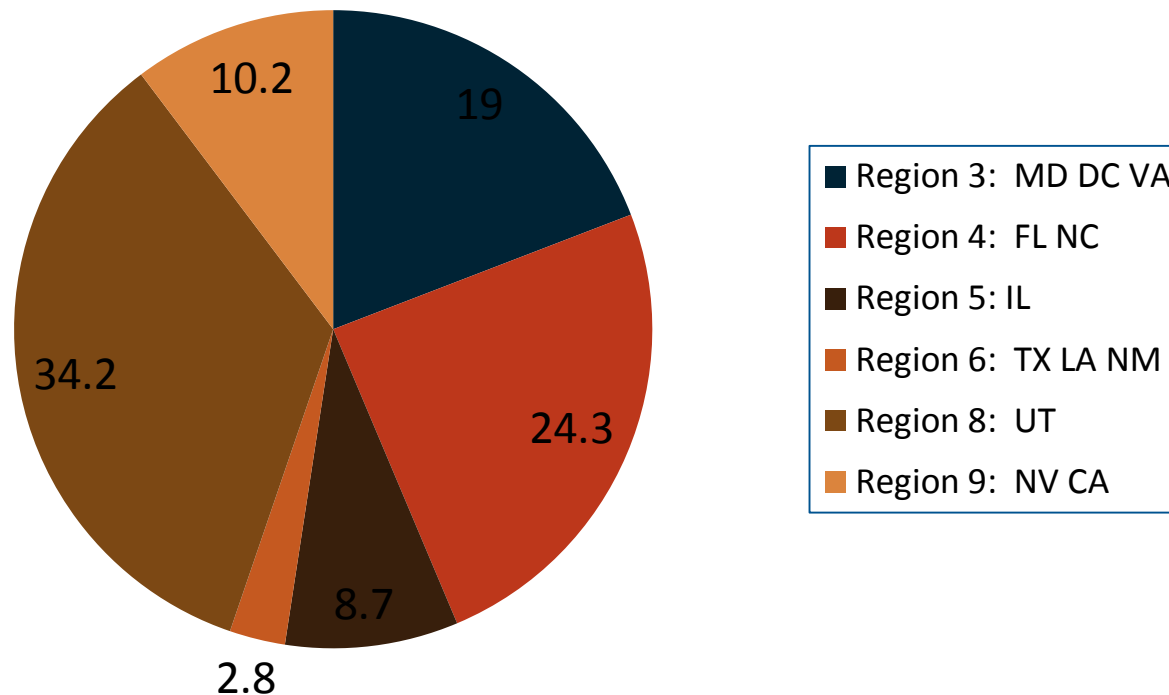


*Based on preliminary data



Influenza Vaccinations by HHS Region*

Vaccinations Administered

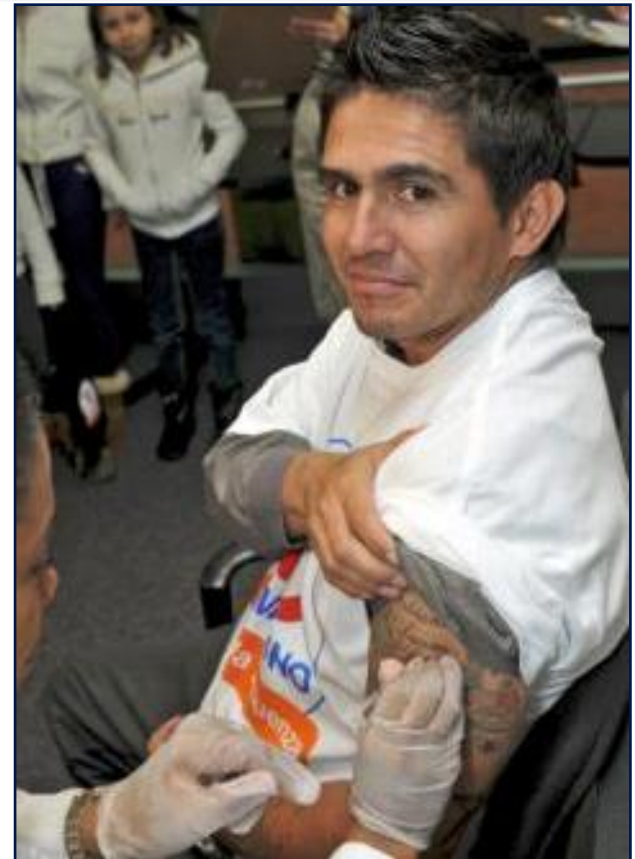


*Based on preliminary data



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



Richmond 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



Dr. Gracia and elected and health official in Richmond, VA



In Community





In Community





In Community





Media Engagement





monthly publication

February 2012

Influential News

Forward to a **Prevent**

The National Influenza Vaccination Dispatched Partnership is a national multi-center campaign, spearheaded by Intel Corporation, to increase influenza vaccination rates among U.S. adults. The partnership and this newsletter are supported by the Centers for Disease Control and Prevention (CDC).

Affordable Care Act

Some vaccinees and not just the government have to get ready to take health, avoid or delay the onset of disease, find product for loss, and reduce health care costs. Health equity concerns that consumers of oral live immunizations have an even less than the immunized have. (HHS, 2011). The Affordable Care Act allows for individuals who have enrolled into a health plan on or after September 22, 2010 to receive vaccinations services without any cost sharing requirements. The patients should find about the benefits available in their health care organizations. To learn more about the Affordable Care Act visit: <http://www.healthcare.gov/affordable-care-act.html>

Healthcare on the Move

Healthcare on the Move, Florida.
On Saturday, January 28th the General Colombian Consulate in Miami, Florida had an influenza vaccine event for the "National Influenza Vaccination Campaign" by local means. The Colombian consulate, one of the largest Hispanic organizations in South Florida, had the vaccine event for the purpose of the Colombian consulate to serve some Florida residents. In the vicinity, Amalia Echeverri, Director and Vice President of Intel, Inc. is important to keep in mind that the vaccine is not just for you, and that getting vaccinated will protect everyone for an entire year.

Amalia Echeverri, Director and Vice President of Intel, Inc. is important to keep in mind that the vaccine is not just for you, and that getting vaccinated will protect everyone for an entire year.

Health Shift in Mexico

The Venezuelan shift in Mexico in the 30 Mexican Consulate throughout the US have been receiving vaccine on weekends of 2012. According to recent data from the Mexican Ministry of Health, influenza activity in that country is on the rise at this time. About of the US states directed to receiving vaccine on weekends of 2012. According to recent data from the Mexican Ministry of Health, influenza activity in that country is on the rise at this time. About of the US states directed to receiving vaccine on weekends of 2012. According to recent data from the Mexican Ministry of Health, influenza activity in that country is on the rise at this time. About of the US states directed to receiving vaccine on weekends of 2012.

Enhanced Response to Vaccination Update Challenges

The Richmond City Health District, recognizing the many challenges with respect to Influenza season vaccination uptake, has assembled a consortium of leading sources with a public on consultation to introduce the Flu Shot to the City of Austin. Assistant Director of the Department of Health, plans to offer vaccination in multiple sites during the remainder of the flu season. Locations are based on several variables, including the local convenience, event locations, and providing the users value in trying the vaccine even over other options. This model has proven effective in other community markets where the vaccine had been converted to give you vaccine.

GOVERNANCE

Free resources

All partners have access to free resources available online. Click on one of the images below to download.

ONLINE MATERIALS

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

Click to Join

Become a partner. Join your colleagues and spread the word.

<http://prevention.cdc.gov/flu/vaccine/> | SUBSCRIBE@INFLUENTNEWS.COM

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



Earned Media

Hispanic Media Outlets

Univision Washington DC	Univision, KLDO TV 27 (Laredo, TX) Telefutura, KETF TV 31
Univision KSMS TV 67 (Salinas, CA)	Univision KLUZ TV 41 (Albuquerque, NM) Telefutura, KTFQ TV 14
El Zol 107.9 FM (Washington, DC)	Univision KINC TV 15 (Las Vegas, NV)
WOCN ESPN 1Partners Communication 450 AM (Miami, FL) WMGE "La Mega" 94.9 FM	Univision KREN TV 27 (Reno, NV) Telefutura KNVV TV 41
DC United web site posting	Univision KVEY TV 7 (Yuma, CA)
Tricolor KRZY FM (Albuquerque, NM) Telefutura KLUZ, Channel 41 Jose KRZY 1450 AM	Telefutura KAIB TV 54 (El Centro, CA)
KGRE 1450 AM (Greenley, CO) KRYE 104.9 FM (Pueblo, CO) KRKY 102.1 FM (Estes Park, CO)	WUSA Radio Caracol 1260 (Miami, FL)



Earned Media

African American Media Outlets
Washington Informer
Hicks Picks Blogger Site (Richmond)
Richmond Times Dispatch
Jackson Advocate
Richmond Examiner
Richmond Voice
WRIC Channel 8 News (Richmond)
KISS Radio 105.7 FM (Richmond)



Blogging Results

Ahorros para Mamá (Savings for Mom)

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

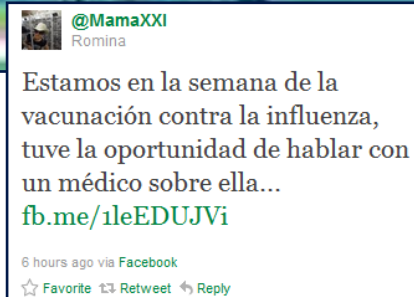




Blogging Results

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. Azziz (CDC) at NIVW media event at Washington, DC



Media Outreach



Flu vaccination clinic participant at Office on Latino Affairs, Washington, DC



Media Outreach

DC United Website



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

PURCHASE a full brimmed hat and show your support [MLSGEAR.COM](#)

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

[NEWS & STATS](#) [VIDEOS & PHOTOS](#) [SCHEDULE](#) [TICKETS](#) [ROSTER](#) [ACADEMY](#) [CAMPS](#) [IN THE COMMUNITY](#) [MATCHDAY](#) [SHOP](#) [EN ESPAÑOL](#)

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

[Recommend](#) [Send](#) [Tweet](#) 2

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

[Comments](#)

Like 56k [facebook](#)

FREE STANDARD SHIPPING
ON ORDERS OF \$75 OR MORE THROUGH THE END OF 2011
[USE COUPON /MLS575\\$ AT CHECKOUT](#)
[MLSGEAR.COM](#) [SHOP NOW](#)

CLUB NEWS
Latest Recommended

De Rosario named Canada's Player...
Shanosky enjoying his time abroad
Stage 2 of Re-Entry Draft highlighted...
MLS' Garber climbs on Sports...
Follow Re-Entry Stage 2 draft LIVE...
Dave Kasper on his scouting trip to...
Olsen: 'I had to make some tough...
Quaranta prepares for life after...

[RSS](#) [MORE NEWS](#)


MUCHO CASH FIESTA
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

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.

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.

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,



Media Outreach





Lessons Learned



Culture.



Language.



Community.

Cultural Marketing

hma



For Additional Information Contact

J. Carlos Velázquez, MA

Vice President of Community Engagement

cvelazquez@hmaassociates.com

(202) 342-0676 ext. 107

Cultural Marketing

hma