



NOVEMBER 2015

# Influenza News



The National Influenza Vaccination Disparities Partnership (NIVDP) is comprised of multi-sector partners who work to promote flu vaccination among underserved populations including African Americans, Hispanics, and American Indians/Alaska Natives. The partnership and this newsletter are supported by the Centers for Disease Control and Prevention (CDC).

## NIVDP Partners Collaborate to Promote Flu Vaccination

In this issue, we highlight National Influenza Vaccination Disparities Partnership (NIVDP) activities and partners working with health departments and local agencies to promote influenza vaccination.

NIVDP activities include:

- The Genesee County Health Department in Flint, Michigan, whose collaboration with community partners helped launch the *Be Wise Immunize!* campaign;
- The DC Mayor's Office on Latino Affairs (OLA), which kicked off the flu vaccination promotion campaign for 2015-2016 by hosting the NIVDP press conference in Washington, DC;
- Recognition awards to NIVDP partners in Decatur County, Georgia for their sustained efforts to promote flu vaccination; and
- Centers for Disease Control and Prevention (CDC) resources that promote National Influenza Vaccination Week (NIVW), an annual observance (December 6–12, 2015) that highlights the importance of annual flu vaccination.

### SPOTLIGHTING PARTNERS

## GENESEE COUNTY HEALTH DEPARTMENT AND GENESEE HEALTH PLAN PARTICIPATE IN THE *BE WISE IMMUNIZE!* CAMPAIGN

The Genesee County Health Department located in Flint, Michigan, has been a NIVDP partner since 2012. Mark Valack, Genesee County Health Officer explains, "We have always had a focus on community-based public health. So much more can be accomplished when we work collaboratively with our community partners and take our programming into the community. That is something our involvement with the NIVDP has done."

Last year, the *Be Wise Immunize!* partner-driven campaign was developed to increase awareness about the importance of getting an annual flu vaccination and addressed common misconceptions about the flu vaccine. The campaign primarily focuses on people who are underinsured or uninsured, and

includes print and billboard ads; radio and TV PSAs; and the development of the website <http://fluiq.org> that features a Flu IQ Quiz. *Be Wise Immunize!* consists of than 80 partners, including non-profit organizations, community and faith-based groups, hospitals, and the Genesee Health Plan. The Genesee Health Plan provides essential health services and coverage to the uninsured of Genesee County, and has assisted more than 70,000 adults since 2001.

Other events that have occurred this season as a result of these collaborations include:

- Fox66 television station's seventh annual Fall Fest at the Perani Arena and Event Center, which was held on September 19. The health department and Walgreens administered approximately 125 flu vaccinations.
- Genesee Health Plan's second annual drive-thru flu vaccination event, which was held on October 16. Partnered with Walgreens, the health department provided approximately 150 vaccines to individuals and families from within their cars, as well as inside the health clinic.
- The Hispanic Technology Center community health fair, which was held on October 17. Walgreens administered approximately 20 flu vaccinations.
- Genesee Health Plan sponsored a Health Expo hosted by the International Academy of Flint on November 7, and administered approximately 100 flu vaccinations.
- The Hurley Medical Center, which hosted a flu vaccination promotion event on November 21 at the Flint Farmers Market.



Walgreens pharmacist administering a flu vaccination at Genesee Health Plan's second annual drive-thru flu vaccination event



Family attending the Genesee Health Plan's second annual drive-thru flu vaccination event

## THE DC MAYOR'S OFFICE ON LATINO AFFAIRS (OLA) ORGANIZES NIVDP KICKOFF WITH LOCAL PARTNERS

NIVDP partner, OLA, in Washington, DC, launched a regional kickoff to inform and educate the community about the importance of flu vaccination. Popular radio personality Pedro Biaggi of the radio station EL ZOL 107.9 FM hosted the media event on Tuesday, September 29, at the OLA headquarters. The event included several NIVDP partners who spoke about the value of partnerships, preventative health services, and annual flu vaccination.

During this program, OLA Director Jackie Reyes said, "This partnership helps vaccinate the Hispanic and African American communities whose flu vaccination rates are currently low at 23% and 39.3%, respectively." A Walgreens pharmacist vaccinated 29 people at the event. Many seniors who have a higher risk for flu complications took advantage of the free vaccinations.

This season, OLA has organized several flu vaccination events in Washington, DC in Wards 4, 5, and 6 where the majority of the Hispanic population resides. Approximately 175 people have been vaccinated against the flu at the events three months.

OLA disseminated CDC materials in English and Spanish to NIVDP partners and community members. "Getting vaccinated against the flu is the best way to be protected against the flu," explained Walgreens pharmacist Gregorina Campusano. "Not only do you want to take care of yourself, but also protect your



NIVDP Partners celebrating the regional kickoff event at OLA

loved ones." After the media event, attendees participated in a Twitter chat that was co-hosted by CDC, National Foundation for Infectious Diseases and ABC News. In addition to posting tweets during the chat, some attendees also participated in CDC's ongoing selfie campaign by getting their flu vaccination and posting a "selfie" to various platforms such as Twitter, Facebook, Instagram, and YouTube by using the hashtag #VaxWithMe.

The NIVDP partners in attendance included Paulina Salomon Fuentes, Community Affairs Coordinator with the Embassy of Mexico; Madison Asher, Coordinator for the *Ventanilla de Salud* program; Charley John, District Manager at Walgreens; Jenna Cavasco, Senior Policy Advisor for the Washington, DC, Deputy Mayor of Health and Human Services; Sheila Alexander-Reid, Director of Lesbian, Gay, Bisexual, Transgender, and Questioning Affairs; Gregorina Campusano, Walgreens pharmacist; and media partners *Washington Hispanic*, *El Tiempo Latino*; *Metro Latino USA*; and the *Washington Informer*. Read more about the media kickoff by visiting <http://bit.ly/NIVDP-OLA-2015>.

## HEALTH PROFESSIONALS RECOGNIZED AS COMMUNITY CHAMPIONS FOR PROMOTING FLU VACCINATION

The NIVDP institutes community initiatives, such as partner recognition awards, for those whose leadership has increased flu vaccination awareness among medically underserved populations.

- On September 2, 2015, NIVDP partner, the Cobb Institute, awarded Shonda Kimble, LPN, at Memorial Pediatrics, with the 2015 Influenza Advocacy Award. This award recognizes Ms. Kimble's leadership for advocating flu vaccination and reaching underserved populations in Decatur County, Georgia. Dr. Winston Price with the Cobb Institute and Billy Walker, CEO of Memorial Hospital Manor, presented the award. At the event, Dr. Price said, "We are proud of Shonda Kimble and local efforts to identify health disparities and promote flu vaccination." Shonda Kimble was recognized among her peers with the NIVDP 2015 Influenza Advocacy Award and a gift certificate.



Left to Right: Alison Greener, Office Manager; Billy Walker, CEO Memorial Hospital and Manor; Shonda Kimble, L.P.N.; Winston Price, MD, Director of Information Technology, Cobb Institute

## HEALTH PROFESSIONALS RECOGNIZED AS COMMUNITY CHAMPIONS FOR PROMOTING FLU VACCINATION (CON'T)

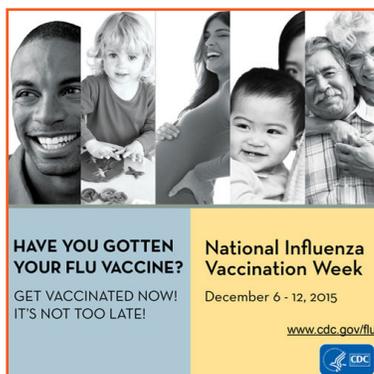
- On October 10, 2015, Dr. Price received the Patcha Foundation's Power of One Award for 2016. The award recognized Dr. Price's career, leadership, and commitment for exemplary work in improving the health of all people of African descent, including promoting awareness about the benefits of getting vaccinated against the flu. The recognition event was part of the foundation's fundraising gala at the Patuxent Green Country Club in Laurel, Maryland. Dr. Price is the Director of Information Technology at the Cobb Institute, a national organization and NIVDP partner through its outreach project, "Protecting All From Flu." In addition, Dr. Price recently published an op-ed titled, "Don't Let the Flu Get You Down," in Memorial Hospital and Manor's newsletter.



Winston Price, MD,  
Director of Information Technology,  
Cobb Institute

Read more by visiting:  
<http://bit.ly/NIVDP-WinstonPrice-MHM>

## PREPARING FOR NATIONAL INFLUENZA VACCINATION WEEK (NIVW)



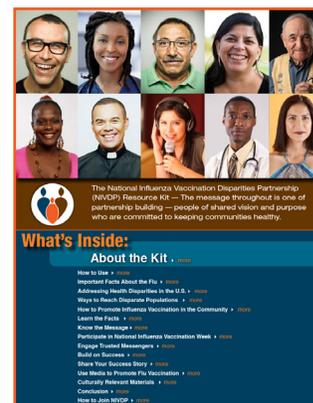
This year, NIVW will be observed December 6 – 12. NIVW is a national observance that highlights the importance of annual flu vaccination and encourages vaccination in December and beyond. Every year, millions of people get sick with the flu, hundreds of thousands are hospitalized, and thousands or tens of thousands of people die from flu.

The NIVDP appreciates its partner's participation during NIVW.

- Thunderclap**, a social media platform which increases a specific message's impact. The campaign will be disseminated on December 7.
- CDC-hosted Twitter Chat on December 8 at 1 p.m. (EST) Follow the chat: @CDCFlu and #NIVW2015
- Radio Media Tour with CDC subject matter experts on December 10 and December 11
- Various media events hosted by CDC's NIVDP to recognize grassroots partners' flu vaccination promotion activities

Also, the NIVDP encourages partners to learn about additional resources that will help make this year's NIVW a success.

- CDC Online Resources:** The CDC provides NIVW specific materials to help support your events and activities. Materials include customizable flyers and posters; brochures; fact sheets; a media toolkit; and web tools, such as e-cards, buttons, an animated image, banners, and badges: <http://www.cdc.gov/flu/nivw>
- CDC Flu Vaccination Pledge:** Take the pledge and encourage others in your community to do so. Everyone 6 months and older should get vaccinated: <http://www.cdc.gov/flu/nivw/pledge/index.html>
- The NIVDP Resource Kit:** This online resource helps you promote flu vaccination in your community, engage trusted messengers and media outlets, and participate in NIVW activities. Download the pdf here: <http://www.cdc.gov/flu/pdf/nivw/nivdp-resource-kit-2015.pdf>
- Free Print Materials from CDC:** Order materials, such as posters and reminder cards, for your event and the CDC will ship your order. Delivery typically takes two to three weeks. View the materials and order by visiting <http://www.cdc.gov/pubs/CDCInfoOnDemand.aspx>



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