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Influential News

The National Influenza Vaccination Disparities Partnership (NIVDP) is a national multi-sector campaign, spearheaded by local influential partners who work to increase flu vaccination among underserved populations. The partnership and this newsletter are supported by the Centers for Disease Control and Prevention (CDC).

Flu vaccination clinics double for NIVW

A SWELL OF PARTNER OUTREACH DURING NATIONAL INFLUENZA VACCINATION WEEK (NIVW)

Thanks to the outreach efforts of The National Influenza Vaccination Disparities Partnership (NIVDP), over 7,000 uninsured and underinsured people were vaccinated during NIVW, December 2-8, 2012. Growth in member participation resulted in 40 community vaccination clinics held across the country. Efforts were diverse, reflecting the demographics and lifestyles of each community.

SPOTLIGHT ON PARTNERS

CHICAGO PARTNERS LIGHT UP THE SKYLINE

Vaccinate Chicago, a strategic partnership between Walgreens and the Chicago Department of Public Health, was launched during NIVW. A prominently displayed LED ad on the Blue Cross Blue Shield building and an NIVW proclamation by Mayor Rahm Emanuel set the stage for a citywide effort to promote flu vaccination.

Walgreens co-sponsored flu clinics with several groups including Access Living, the Chicago Urban League, and Casa Central. The partners made possible the administration of 1,410 flu vaccinations during the week. "Local events create excitement around flu clinics and let consumers immediately redeem flu vouchers and receive information from trained health professionals," said Rafael Malpica, Walgreens' Manager for Community Affairs. "One key learning of our program has been the effectiveness of holding events," Malpica concluded.

HOUSTON BUSINESS OWNER MAKES HEALTH HER BUSINESS

Ethel Easter is no stranger to her Houston, Texas community. As a small business owner, she is known for her commitment to making a difference for those most in need. Easter's business, Resurrection Aerobics, provides low-cost exercise programs that promote health and wellness.

During NIVW, Easter held a flu vaccination clinic in her own aerobics studio. Organizing this event for the first time, she enlisted other small business owners who donated raffle prizes and served a hot meal to a diverse crowd of over 100 area residents who came for their flu vaccinations. Setting a festive mood, local musicians volunteered their time to entertain participants, who took advantage of the giveaways and a roomful of health-related resources.

MINORITY BLOGGERS AND MEDIA PROMOTE FLU VACCINATIONS

NIVW had the support of nationally known bloggers with sites such as The Root and the Grio. CDC experts provided medical and surveillance updates on influenza to television, print and online journalists. NIVDP health professionals were also interviewed on why it is important to participate in NIVW. "As an NIVW partner and health care provider I felt compelled to share some motivating thoughts with the journalists who interviewed me," commented Dr. Beulah Nash-Teachey from Augusta, Georgia.

To top it off, an aggressive media outreach plan secured over 67 minority media partners and generated more than 34 million impressions. Many of the media outlets have become active members of NIVDP.

NEW RADIO SPOTS BUILD ON TRIBAL TRADITIONS

Two new radio public service announcements (PSAs) reminding American Indian/Alaska Native communities to get vaccinated against the flu are set for mass distribution. The 30 second PSAs feature the talents of Harlan McKosato, a well-known radio host and producer for Indian Public Radio. A considerable amount of research was done in developing the PSAs' theme: Protect the Circle of Life. Creating the final products involved testing the key messages with various tribes, including the Washoe, Muskogee Creek, Navajo, Cherokee, and Choctaw. McKosato voices pride in the PSAs, as he fully supports the CDC's influenza vaccination campaign. "It is important for all our tribal families to get vaccinated and motivate others to protect the circle of life," McKosato said.



Vaccinate Chicago encourages thousands to get protected.



Ethel Easter organizes her first NIVW event in Houston, Texas.



Harlan McKosato, producer and radio host, lends his voice to a new PSA.

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

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