



The National Influenza Vaccination Disparities Partnership (NIVDP)

CDC Grassroots Health Marketing Campaign to Eliminate Flu Vaccination Coverage Disparities

THE PROBLEM Flu vaccination coverage is lower among African American, Hispanic, and American Indian/Alaska Native adult populations. These groups are also more impacted by chronic health conditions such as asthma, diabetes, and obesity, which puts them at higher risk for serious flu-related health complications. Such conditions can lead to flu-related health complications or even death.

THE KEY STRATEGY The National Influenza Vaccination Disparities Partnership (NIVDP) was launched by the Centers for Disease Control and Prevention (CDC) to promote flu vaccination through grassroots leaders, organizations and health professionals.

As a key strategy, the NIVDP engages trusted local messengers to promote the benefits of flu vaccination. The NIVDP employs several other strategies--through social media platforms, health fairs, community events, and work places--to inform and encourage flu vaccination for those with the highest risk for flu-related complications.

THE SUCCESSES

From 2011 to 2015, commitments by the NIVDP resulted in:

800

multi-sector
community
partners



450

traditional and
digital media
partners



280

million traditional
and digital media
impressions



700

flu vaccine
promotion events
in 95 cities



600,000+

people
vaccinated
against
the flu



230,000+

CDC print
materials
disseminated



LESSONS LEARNED

- Relationships matter
- One message does not fit all
- Leverage local capacity
- Engage partners continuously
- Recognize partner contributions

FOR MORE INFORMATION

Visit <http://www.cdc.gov/flu/partners/disparities.htm>

Email fluinbox@cdc.gov.

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American Indians/
Alaska Natives

NIVDP Campaign Themes



African Americans



Hispanics