



The National Influenza Vaccination Disparities Partnership (NIVDP)

CDC Grassroots Health Marketing Campaign to Eliminate Flu Vaccination Coverage Disparities

THE PROBLEM

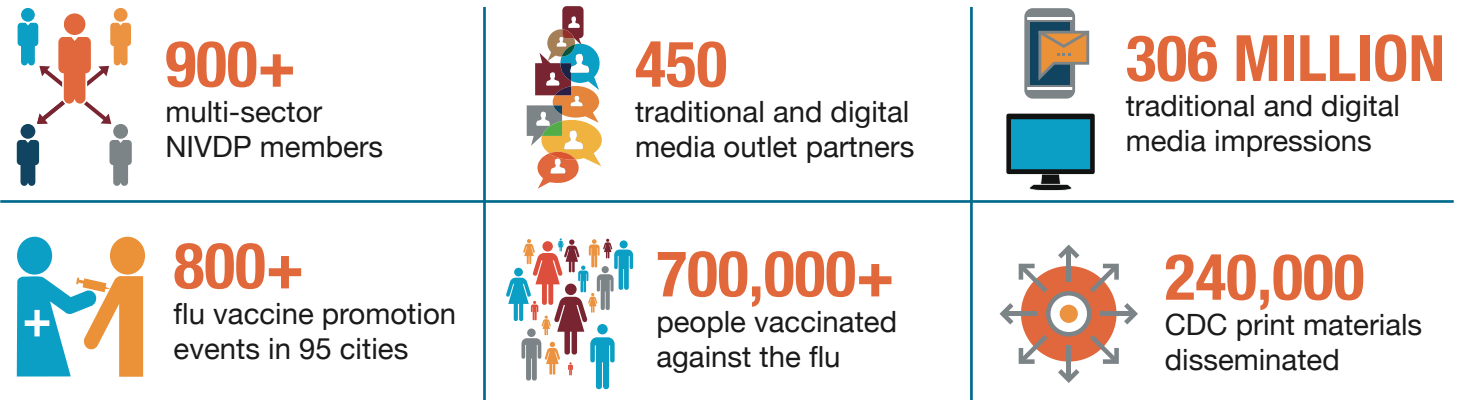
Flu vaccination coverage is lower among African American, Hispanic, and American Indian/Alaska Native adult populations. These groups are also more impacted by chronic health conditions such as asthma, diabetes, heart disease and obesity, which puts them at higher risk for serious flu-related health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

THE KEY STRATEGY

The National Influenza Vaccination Disparities Partnership (NIVDP) was launched in 2011 by the Centers for Disease Control and Prevention (CDC) to promote flu vaccination through grassroots leaders, organizations, health departments and health professionals.

As a key strategy, the NIVDP engages trusted local messengers to promote the importance of flu vaccination. The NIVDP implements several other strategies, including social media and vaccination promotion events in the community, such as at work places, to inform and encourage flu vaccination.

THE SUCCESSES FROM 2011 TO 2016



LESSONS LEARNED

Engagement is critical • Tailor your messages for your audience • Leverage local capacity • Power of partnerships to increase flu vaccination rates

FOR MORE INFORMATION

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



American Indians/
Alaska Natives



African Americans



Hispanics

NIVDP Campaign Themes