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**

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<tr>
<th>900+ multi-sector NIVDP members</th>
<th>450 traditional and digital media outlet partners</th>
<th>306 MILLION traditional and digital media impressions</th>
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<td>800+ flu vaccine promotion events in 95 cities</td>
<td>700,000+ people vaccinated against the flu</td>
<td>240,000 CDC print materials disseminated</td>
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**LESSONS LEARNED**
Engagement is critical • Tailor your messages for your audience • Leverage local capacity • Power of partnerships to increase flu vaccination rates

NIVDP Campaign Themes

FOR MORE INFORMATION
Visit [http://www.cdc.gov/flu/partners/disparities.htm](http://www.cdc.gov/flu/partners/disparities.htm)
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