The National Influenza Vaccination Disparities Partnership (NIVDP) was launched in 2011 by the Centers for Disease Control and Prevention (CDC) to promote flu vaccination. The NIVDP engages trusted local messengers, and employs several other strategies, including media and vaccination promotion events in the community, such as at work places, to promote the benefits of flu vaccination.

The Successes from 2011 to 2016:

- **900+** multi-sector NIVDP members
- **800+** flu vaccine promotion events in 95 cities
- **700,000+** people vaccinated against the flu

The Key Strategy:
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.
RESOURCES

African American; American Indian/Alaska Native; Hispanic
www.cdc.gov/flu/partners/index.htm

WEBINARS

NIVDP Webinars
www.cdc.gov/flu/partners/disparities.htm

DIGITAL MEDIA

Animated Graphic for Young Adults
www.cdc.gov/flu/freeresources/animated-young-adult.htm

GET INVOLVED

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