



The National Influenza Vaccination Disparities Partnership (NIVDP)

CDC Grassroots Health Marketing Campaign to Eliminate Flu Vaccination Coverage Disparities

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.

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



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

