

InFLUential News

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The National Influenza Vaccination Disparities Partnership (NIVDP) is comprised of multi-sector partners who work to promote vaccination among underserved populations including African Americans, Hispanics, and American Indians/Alaska Natives. The partnership and this newsletter are supported by the Centers for Disease Control and Prevention (CDC).



Partners Respond to Local Influenza Outbreaks

In response to recent influenza outbreaks, NIVDP partners across the country are working tirelessly to raise awareness about the benefits of the flu vaccine and facilitate access to flu vaccinations. During the 2013-2014 season the CDC reported widespread flu activity in several NIVDP key target markets. This includes:

- Oklahoma, where the Cherokee Nation Health Services is leading an unprecedented push to reach all of its citizens and employees statewide
- The Central Valley in Fresno, California where the Mexican Consulate in Fresno reached out to young adults to increase their protection against the outbreaks
- The metro Atlanta area where the Coalition for the Peoples' Agenda launched special efforts to reach underserved African immigrant communities

MEXICAN CONSULATE PROMOTES FLU VACCINATION AT CALIFORNIA EDUCATION FORUM

Flu vaccinations were among the free services offered at a higher education forum hosted by the Consulate of Mexico in Fresno, California on Saturday, February 15th. The forum's purpose was to provide students and their families with information on how to reach their educational goals and how to pay for college. It was the first event of its kind

organized by the Consulate, an NIVDP partner since 2011. The CDC furnished educational materials on the benefits of flu vaccination and supported an aggressive media push as a response to some serious local flu outbreaks in the Central Valley.

Local media outlets such as Univision KFTV-21, *Radio Campesina*, and the bilingual newspaper *Vida en el Valle* reported on the toll of local flu outbreaks and announced that flu vaccinations would be provided at the forum. Participating institutions included the Fresno Unified School District; Fresno Pacific University; Fresno State University; University of California, Merced; and Merced College. Each of these institutions helped spread the word about the free vaccinations through their networks.

In total, 80 vaccinations were administered. This was considered a success by local organizers given the fact that it is hard to influence young adults to get vaccinated against the flu.

"For a number of years, the amount of people infected by the flu in the Central Valley has been a source of concern," said Vicente Sánchez Ventura, Consul of Mexico in Fresno. "We are grateful for the collaborations that make events like this one possible."



Attendee receives flu vaccine at higher education forum hosted by Consulate of Mexico in Fresno, California



CHEROKEE NATION WALK-IN AND DRIVE-THRU INITIATIVES BOOST FLU VACCINATION IN OKLAHOMA

The Cherokee Nation is achieving record numbers of flu vaccinations by making it easier than ever for the tribe's 323,000

citizens to get the vaccine. With possibly several months left in the current season, Cherokee Nation Health Services, the largest tribal health system in the U.S. and an NIVDP partner, reports that the total number of flu vaccinations administered (34,800) is already higher than in any previous season.

Since September 2013, Cherokee Nation health officials have held walk-in and drive-thru vaccination events at schools, clinics, tribal facilities, and senior centers. Vaccinations have also been provided at nine tribal health care facilities situated across 14 counties in Oklahoma.

"Our priority is to reach each and every one of the Cherokee Nation's citizens and employees. If anyone was unable to get the vaccine at our clinics, we brought the vaccine to them," said Jennifer Tredway-Belden, Cherokee Nation Health Services Infection Preventionist.



Jennifer Tredway-Belden
Cherokee Nation Health Services
Infection Preventionist

The Oklahoma State Department of Health reported that since September 29, 2013 there have been 1,202 cumulative hospitalizations and/or deaths in the state.

"We've taken this year's outbreak very seriously and extended our flu clinic hours and implemented a multimedia education campaign using social media, radio, and print to raise awareness about flu prevention and promote availability of the vaccine for tribal members and employees," said Tredway-Belden.

GEORGIA CIVIL RIGHTS COALITION FORGES NEW PARTNERSHIPS WITH AFRICAN IMMIGRANT GROUPS



Coalition for the Peoples' Agenda and Somali-American Community Center hold vaccination event in Clarkston, Georgia

Since joining NIVDP in 2011, the Coalition for the Peoples' Agenda (CPA) has promoted flu vaccination in tandem with numerous faith and community-based organizations serving African Americans in Georgia. This season, CPA extended its outreach to African immigrant groups to co-host flu vaccination events.

The events were launched in Clarkston by the Somali-American Community Center and in Augusta by Good Shepherd Baptist Church and Greater St. John Baptist Church. A total of 48 vaccinations were administered at these events. Additionally, 300 vaccination vouchers have been distributed during the course of the 2013-2014 flu season by Atlantans for Democracy.

"We see it as part of our job to help medically underserved populations get prepared for the flu season," said CPA Executive Director Helen Butler. "And, by developing new partnerships, we hope to continue to find ways to enhance our efforts."

Share your ideas, photos, and events with us. We will feature them in upcoming issues of InFLUential News.

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