



APRIL 2016

Influential News



The National Influenza Vaccination Disparities Partnership (NIVDP) is comprised of multi-sector partners who work to promote flu 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).

NIVDP Partners Sustain Flu Vaccination Promotion Through Existing Community Programs

This issue highlights how NIVDP partners have linked with health and wellness programs in African American and Hispanic communities to promote flu vaccination. Partners have organized community events, disseminated CDC materials on influenza, and engaged stakeholders to discuss local flu vaccination efforts, best practices, and sustainability.

Partner activities included:

- Jefferson Physicians' Foundation's outreach efforts in Louisiana, North Carolina, and South Carolina from August, 2015 to February, 2016, that promoted flu vaccination among Hispanics;
- Baltimore City Health Department's back-to-school pep rally at City Hall in Baltimore, Maryland on August 8, 2015, that provided school supplies, flu vaccination, and other health services;
- Genesse Health Plan's partnership with Walmart's "America's Greatest Health Fair" that offered health screenings and services such as flu vaccination in Flint, Michigan, on March 13, 2016;
- NIVDP stakeholder and partner workshop in Atlanta, Georgia on March 31, 2016, that addressed local flu vaccination efforts; and
- National African American Male Wellness Walk Initiative's 5K event in Columbus, Ohio that will disseminate flu vaccination materials and provide flu vaccines in Columbus, Ohio, on August 13, 2016.

SPOTLIGHTING PARTNERS

JEFFERSON PHYSICIANS' FOUNDATION'S FLU PROMOTION ACTIVITIES ENCOURAGE OTHERS TO PARTICIPATE

Under the leadership of NIVDP partner Ana de la Garza, Executive Director of Jefferson Physicians' Foundation (JPF), more Hispanics in Louisiana, North Carolina, and South Carolina this flu season have access to flu vaccines. Ana has supported the NIVDP by identifying and sustaining partnerships that reach underserved communities. According to Ana, "Many Hispanics need to be educated about the benefits of annual flu vaccination and there is a strong need to address misconceptions."

JPF worked with Verbo Christian Church and the Honduran Consulate to organize six health fairs in New Orleans, Louisiana from October to November in 2015. During this period, approximately 500 flu vaccines were administered. The Verbo Church Annual Health Fair was the largest of the six health fairs. Approximately 600 attendees were provided access to health services, such as flu vaccination and health screenings for hypertension, diabetes, and HIV.

Additionally, from January to February 2016, JPF expanded its outreach efforts to engage partners in North Carolina and South Carolina. As a result, community organizations like *Nuestro Centro* (Our Center) in Asheville, North Carolina, and *Iglesia Cristiana Ministerio* (Christian Church Ministry) in Greenwood, South Carolina, joined the NIVDP and organized community health events. Walgreens administered approximately 200 flu vaccines in total through these health events in North Carolina and South Carolina.



JFP is dedicated to providing health education, referrals, and counseling to people who have limited access to quality healthcare. Limited access is due to a variety of factors such as language barriers, lack of health insurance, and an inability to qualify for government-sponsored programs. Ana reiterates that “raising awareness, educating and learning from people at the ground level is the best way to move communities from surviving to thriving. JFP is committed to helping Hispanics thrive.”



Walgreens pharmacist vaccinating community members at *Nuestro Centro (Our Center)* in Asheville, North Carolina

BALTIMORE CITY MAYOR PROMOTES FLU VACCINATION DURING ANNUAL PEP RALLY

In 2014 and 2015, the NIVDP collaborated with the City of Baltimore and the Baltimore City Health Department to promote flu vaccination at Mayor Rawlings-Blake’s Annual Back-to-School Pep Rally held each year in August at War Memorial Plaza (City Hall) in Baltimore, Maryland. The Mayor’s Rally, a community-wide event for students and parents, is held to celebrate the start of the new school year. On August 8, 2015, the rally provided entertainment, giveaways such as backpacks, school supplies, health and wellness activities and screenings, and adult and childhood immunizations, such as flu vaccinations.



The NIVDP supports the health department’s events by encouraging faith-based groups and community-based organizations in the greater Baltimore area to inform families with school age children to attend. Approximately 500 flu vaccines were administered at the 2014 and 2015 Mayor’s pep rallies.

Cassandra Stewart, Community Relations Coordinator for the Baltimore City Health Department, summarized the successful collaboration between the NIVDP, the Mayor’s Office, and the health department: “We value our partnership with the NIVDP. It helps us reach populations throughout the city that we cannot often reach, and as a result, more residents receive important health information. We will continue our outreach efforts and offer flu vaccines to families at the next pep rally in

August and other events throughout the flu season.” Mayor Rawlings Blake launched the first NIVDP event in 2011. She was instrumental in having resolutions supported through the U.S. Conference of Mayors from 2012 to 2015 to highlight flu vaccination coverage disparities within African American, Hispanic and American Indian/Alaskan Native populations.



STEPHANIE RAWLINGS-BLAKE
MAYOR

MAYOR RAWLINGS-BLAKE'S 2015 BACK 2 SCHOOL RALLY
Saturday, August 8
12 - 3 P.M.
War Memorial Plaza
(At City Hall)

Come celebrate the start of a new school year!

- FREE Backpacks & School Supplies (while supplies last)
- FREE Childhood Immunizations (by Baltimore City Health Dept. (must bring shot records to the War Memorial Bldg.))
- Giveaways
- Summertime Fresh Harvest Produce (by the MD Food Bank (while supplies last))
- Live Music
- Kids Arts & Crafts
- Oriole Bird and Ravens Poe Mascots
- Zumba
- Motivational Speakers
- Family Resources

SPECIAL GUEST: FIK-SHUN
Season 10 Winner on 'So You Think You Can Dance'

NO REGISTRATION REQUIRED

Contact: 443-984-1650, Back2SchoolRally@baltimorecity.gov or head to mayor.baltimorecity.gov/Back2School

Thank you to Baltimore City Public Schools and Baltimore City Health Department

#BmoreBack2School

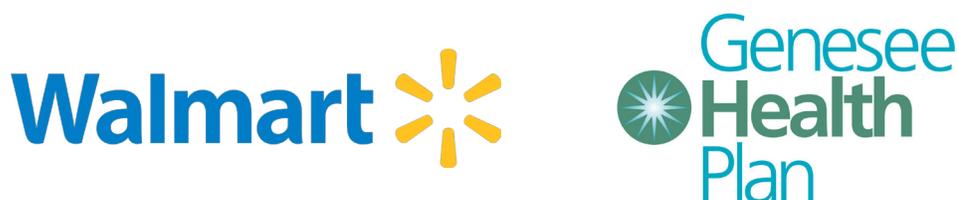
Baltimore City Mayor’s Office Annual Back-to-School Pep Rally event flyer

GENESEE HEALTH PLAN CONNECTS WITH WALMART'S "AMERICA'S BIGGEST HEALTH FAIR"

NIVDP partner Genesee Health Plan continues to capitalize on existing community activities in order to promote flu vaccination. The organization recently collaborated with Walmart during their "America's Biggest Health Fair" event which takes place throughout the year at 4,400 stores nationwide.

The Genesee Health Plan participated at the event held at the Walmart Supercenter in Flint, Michigan, on Sunday, March 13. Tables were set aside from 12:00 p.m. to 4:00 p.m., for employees and customers to access free blood pressure readings, blood glucose tests, vision screenings, and health information. As part of the collaboration, Walmart pharmacists also administered flu vaccines during this event. The Genesee Health Plan used this opportunity to provide educational materials on flu vaccination, which included a CDC flu fact sheet.

Beth Harris, Flint Walmart Supercenter Store Manager, shared that the store's commitment to providing additional services to meet the needs of Walmart's customers.



ATLANTA TECHNICAL COLLEGE HOSTS A NIVDP WORKSHOP TO DEFINE SUSTAINABILITY STRATEGIES WITH THE AFRICAN AMERICAN COMMUNITY

Thirty-four people gathered in Atlanta Technical College in Atlanta, Georgia on March 31 to participate in an NIVDP workshop hosted by the Urban League of Greater Atlanta. Workshop participants included 22 stakeholders who represented hospitals, state and county health departments, civil rights organizations, community health organizations, faith-based organizations, government agencies, a pharmacy, a health institute, a health center, a national fraternity, a university, and a family service center. A goal of the workshop was to identify sustainability strategies, barriers, and best practices to promote and increase flu vaccination access among African Americans. Another goal was to establish sustainable linkages with grassroots organizations, county and state health departments, federal agencies, and immunization coalitions to promote flu vaccination within the African American community. The NIVDP collaborated with the Urban League of Greater Atlanta to identify stakeholders and provide logistical support in the execution of the workshop.

Each stakeholder shared his or her background and organization's experience working within the African American community. Participants' recommendations included the need to identify trusted messengers who can consistently remind the African American community of

misconceptions of the flu and the flu vaccine. Participants also suggested the NIVDP develop more culturally sensitive materials and focus on storytelling. Several participants indicated that the most effective stories are those that engage audiences through an emotional appeal rather than relying solely on data.

The stakeholders also explained the importance of engaging health care providers by sharing educational tools that help them motivate patients to get an annual flu vaccination. Deborah McClary, Advocacy and Outreach Coordinator of the Urban League of Greater Atlanta, noted, "We are very pleased with taking a leadership role in organizing a convening for our community to address a health disparity that impacts African Americans widely." The NIVDP will share the workshop report that outlines best practices for flu vaccination promotion with partners.



*Empowering Communities.
Changing Lives.*

At the end of the workshop, 11 organizations joined the NIVDP by pledging to share information with colleagues, identify local spokespeople, and organize flu vaccination events.

New partners include:

- American Cancer Society, South Atlantic Division
- Boat Rock Baptist Church
- Center for Black Women’s Wellness
- Concerned Black Clergy of Metropolitan Atlanta
- Fulton County Health Department
- Georgia Department of Public Health
- Gwinnett, Newton, and Rockdale County Health Departments
- Mercy Care Atlanta
- Kappa Alpha Psi Fraternity, Incorporated
- Southern Christian Leadership Conference, Cobb County Chapter
- Urban League of Great Atlanta



Dr. H. Benjamin Williams,
Cobb County Chapter,
Southern Christian Leadership
Conference



Dr. Winston Price,
Chief Medical Officer, Strategic
Medical Associates, answers a
workshop question



**Participants at the NIVDP workshop held at Atlanta
Technical College**

THE NATIONAL AFRICAN AMERICAN MALE WELLNESS WALK INITIATIVE PROMOTES FLU VACCINATION

This year marks the 12th year of the National African American Male Wellness Walk Initiative (NAAMWWI). As a new NIVDP partner, NAAMWWI will disseminate CDC flu vaccination materials and provide vaccines for the first time as part of its “Healthy Men Make Healthy Families” 5K Walk/Run to be held August 13, 2016, at Livingston Park in Columbus, Ohio.



John Gregory,
President, NAAMWWI

NAAMWWI, founded by John Gregory of the National Center for Urban Solutions (NCUS), addresses health disparities affecting low-income urban communities in Ohio. The goal of NAAMWWI is to promote health and wellness among African American males by creating awareness through a series of health activities, such as the annual 5K walk/run. Mr.

Gregory explained, “While having a discussion with my

15 year-old son on a car drive one Saturday afternoon, I remember him telling me that we only have a short time to put a thumb print on this earth. At that moment I realized anyone can make a difference and my passion to expand NAAMWWI grew even stronger.”

NAAMWWI aims to educate African American males, ages 8 to 80, on healthy lifestyles to prevent chronic health diseases. NAAMWWI is a national campaign with services in five cities throughout Ohio. These cities include Columbus, Cincinnati, Mahoney Valley, Toledo, and Cleveland. Additional cities through the country include Niagara Falls, New York; Washington, DC; Silver Spring, Maryland; and New Orleans, Louisiana. Cities joining NAAMWWI in 2017 include Columbia, South Carolina; Atlanta, Georgia; and Hartford, Connecticut.



NAAMWWI 2015 5K walk/run