



JUNE 2015

# 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).

## The NIVDP Engages American Indians/Alaska Natives with Tailored Outreach

In this issue, we recognize NIVDP partners whose efforts have reached thousands of American Indian and Alaska Native (AI/AN) people. These efforts include:

- The St. Regis Mohawk Tribe, which held its first flu vaccination promotion event at the Akwesasne Mohawk Casino Resort in Hogansburg, New York;
- The promotion of a web page featuring the *Protect the Circle of Life* Flu IQ Widget that increased the visibility of the CDC online tool;
- Tribal stations KCAW Raven Radio in Sitka, Alaska, and K.E.Y.A. FM Radio in Belcourt, North Dakota, that aired CDC's *Protect the Circle of Life* native language Public Service Announcements (PSAs); and
- Oklahoma Cherokee Nation Health Services that vaccinated about 33,000 people against the flu during the 2014-2015 flu season.

### SPOTLIGHT ON PARTNERS

#### ST. REGIS MOHAWK TRIBE HOLDS ITS FIRST FLU VACCINE EVENT AT LOCAL CASINO

On November 28, 2014, the St. Regis Mohawk Tribe held its very first flu vaccination promotion event at the Akwesasne Mohawk Casino Resort in Hogansburg, NY, where 30 people were vaccinated.

Rebecca Martin, RN, and Immunization Coordinator at St. Regis Mohawk Health Services, believes that "influenza vaccination for our community is very important. Influenza is a very serious disease that can lead to hospitalization and even death. When people become immunized they are not only protecting themselves, they are protecting the whole community, especially the people at greater risk of complications from the flu, like older adults, people with chronic conditions and young children."

The Mohawks of Awkwesasne reside on over 30,000 acres of beautiful tribal land extending from New York into Quebec and Ontario. Nestled between several small rivers, as well as the St. Lawrence River, the casino is one of the largest employers not only of the local community but of the Northern New York region. The flu vaccination promotion event is one way that the casino gives back to their community in addition to making charitable donations from their profits.



Akwesasne Mohawk Casino Resort employee receives her flu vaccination.

#### FLU IQ WIDGET RANKS AMONG THE TOP 3 CDC FREE FLU RESOURCES

In February 2015, a web page was developed to highlight the *Protect the Circle of Life* (PCL) Flu IQ Widget to educate AI/AN communities on the benefits of receiving a flu vaccination. The Flu IQ Widget is embedded onto the web page with full functionality, along with information about how to share the PCL widget on social media and where to find additional CDC flu vaccination information. Since the launch of the web page as a new promotional strategy, the PCL widget has ranked among CDC's top 3 free flu resources with over 8,000 views in just four months. In addition, the PCL widget has been shared by NIVDP partners 31 times on Facebook, 4 times on Twitter, and 17 times on Google+.



