



OCTOBER 2015

Influenza 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 Promote Flu Vaccination at Health Events

In this issue, we recognize National Influenza Vaccination Disparities Partnership (NIVDP) Hispanic-serving partners that have promoted and provided flu vaccinations as part of the organization's health events. These national and regional events have reached thousands of Hispanics throughout the United States and have provided a platform to promote the benefits of getting vaccinated against the flu.

Partners include:

- **Health Initiative of the Americas (HIA)**, a program of the University of California, Berkeley, School of Public Health, which served as the primary coordinator for the Binational Health Week kickoff on October 5, 2015 in Oakland, California;
- **The Ventanilla de Salud (health station)**, a program of the Consular Section of the Embassy of Mexico and the lead for Binational Health Week regional events in Washington, D.C., Maryland, Virginia, and West Virginia; and
- **The League of United Latin American Citizens (LULAC)**, the largest and oldest Hispanic civil rights organization in the United States, which holds annual health fairs throughout the country.

SPOTLIGHTING PARTNERS

HEALTH INITIATIVE OF THE AMERICAS KICKS OFF BINATIONAL HEALTH WEEK



Health Initiative of the Americas (HIA), a NIVDP partner for the past four years, coordinated the Binational Health Week (BHW) kickoff on October 5, 2015, in Oakland, California. For 15 years, BHW has been the largest mobilization effort in the Americas to improve the health and well-being of underserved

Latinos in the United States. From October 3-18, BHW brings together federal, state, and local government agencies; community-based organizations; and thousands of volunteers to promote health and education activities, including health screenings and flu vaccinations.

Liliana Osorio, the Regional Border Coordinator for HIA, helped organize the kickoff, which brought together over 400 participants that included government officials, legislators, researchers, media, community representatives, and professionals from the United States, Mexico, and Latin-American countries. The October 5th forum included topics such as infectious diseases and emphasized the importance of preventative care including flu vaccination.

HIA is working with partners throughout the United States to coordinate more than 1,600 activities during BHW this year. Many of these activities promote annual flu vaccination and provide vaccinations to Latino communities. "We are very proud of the accomplishments of so many of the partners and volunteers that have been making BHW a success over the years," said Liliana Osorio.

Learn more about the policy form and download speaker presentations by visiting: <http://www.binationalhealthweek.org/policy-forum.html>



Liliana Osorio
Regional Coordinator for HIA



THE WASHINGTON, D.C. VENTANILLA DE SALUD LEADS BHW REGIONAL EFFORTS



The *Ventanilla de Salud (VDS)*, a program of the Mexican government, is located in the Consular Section of the Embassy of Mexico in Washington, D.C. The program's mission is to increase Latino communities' access to primary and preventive health

services and provide culturally sensitive resources. VDS leads the BHW initiative in the Washington, D.C., Maryland, Virginia, and West Virginia region. The VDS regional committee includes local organizations that plan and promote events, and recruit medical providers and volunteers to provide health screenings.

This year *Ventanilla de Salud* promoted BHW's regional campaign as *Mes de la Salud (Month of Health)*. Because of the region's past success and high demand for partner activities, the regional campaign covers the entire month of October. The BHW regional kickoff was held on October 3, 2015 at Heritage Community Church in Severn, Maryland. At least 2,000 people attended and approximately 195 were vaccinated against the flu. In addition to providing flu vaccinations, VDS disseminated CDC flu vaccination educational material in both Spanish and English.

During the month of October, there will be additional events throughout Washington, D.C., Maryland, Virginia, and West Virginia. Events include flu vaccination promotion, health workshops, health fairs, and Zumba and yoga classes. *Ventanilla de Salud* coordinator and NIVDP partner Madison Asher stated, "The Mes de la Salud is a time to focus our energies not only on empowering the Latino community to improve their well-being and live a healthier lifestyle, but by providing the tools necessary to do so." The full calendar for the Washington, D.C., regional BHW events is available at <http://ventanilladesalud.org/wp-content/uploads/2015/09/CalendarioEventos.pdf>



Madison Asher
Ventanilla de Salud coordinator



LULAC promotion of its health fair in Los Angeles, CA

LULAC HOSTS HEALTH FAIRS ACROSS THE UNITED STATES

The League of United Latin American Citizens (LULAC) held its third annual Latinos Living Healthy (Feria de Salud) fair at the historic landmark La Placita Olvera in downtown Los Angeles, CA, on September 20, 2015. The free event invited the community to experience Latino music, family, and culture along with fun-packed healthy activities such as physical fitness, healthy Latino cuisine, as well as free medical screenings and flu vaccinations. This year more than 150 people were vaccinated.

Roger Rocha, LULAC President, explained the importance of annual flu vaccination: "Each year about 200,000 people in the United States are hospitalized with complications due to influenza. LULAC is committed to providing preventative health services and reducing the number of hospitalizations each year by ensuring that those with health disparities have access to free flu vaccinations."

Founded in 1929, LULAC focuses on education, civil rights, health, and employment for Hispanics. *Latinos Living Healthy* engages the LULAC's network of 135,000 community volunteers in this health and wellness campaign. Into its sixth year, the health fairs held in multiple states across the country have drawn more than 75,000 people. LULAC has successfully organized events in San Juan, Puerto Rico; Washington, DC; and San Antonio, TX. The next LULAC health fair is Wednesday, November 14, 2015, in Brownsville, TX.

For more information, please visit www.lulac.org.

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