



The National Influenza Vaccination Disparities Partnership (NIVDP) is a national multi-sector campaign, spearheaded by local influential partners who commit to promote the importance of vaccination uptake among underserved populations. The partnership and this newsletter are supported by the Centers for Disease Control and Prevention (CDC).

PROMOTING VACCINATION THROUGH SOCIAL MEDIA: A TOOL FOR SUCCESS

Social and digital media strategies are some of the most cost effective tools available to reach communities. In fact, social media accounts for one in every six minutes spent online in the U.S. Some of our partners are already taking the initiative to get involved in spreading the word about influenza vaccination, and engaging other organizations through online conversations. This edition is intended to inspire our partners to join the social media community to promote influenza vaccinations. Webinars on social media strategies will be offered in the near future by the NIVDP, so stayed tuned for updates. Social media tools are available on CDC's Flu Prevention Partners website: <http://www.cdc.gov/flu/partners/>

SPOTLIGHT ON PARTNERS

Text Messaging Significantly Increases Follow Up

Text messaging to remind clients about appointments, annual exams, and flu immunizations has significantly increased client response by 20 percent at the Ventanillas de Salud (health stations) program at the Mexican Consulate in DC which is managed by the Hispanic Institute for Blindness Prevention (HIBP). German Valbuena, the HIBP Executive Director, explains "We anticipate twice as many clients will get vaccinated this year through this simple reminder that is a part of the electronic medical records system we have at our clinic."



HIBP using text messages to send flu vaccination reminders

Blogging Spreads Messages Outside of Mainstream Media

Bloggers have an advantage of reaching readers outside the mainstream media. According to tracking through Technorati the blogosphere is doubling in size every six months. Blogging strategies to promote health have proven to be quite effective to encourage consumers to manage their weight and fight depression (E-Marketer, 2010). Last year, over 45 thousand impressions were generated within three days working with five Hispanic mommy bloggers. For this year, the reach can double given the engagement of multiple influencers within the blogosphere including mommy and daddy bloggers, sports celebrities, faith-based leaders, and health advocates.



Blogging Participants/Partners during 2011 NIVW

Connecting to the Internet through Cell Phones in Indian Country

More than 90 percent of American Indian/Alaska Natives own a cell phone, according to the New Horizons Community Engagement Study (May 2011), and where broadband access is lacking, people are increasingly using their phones to connect to the Internet. We see this on the ground in Indian Country too, with more and more American Indians/Alaska Natives owning and using cellphones in a variety of ways. More than half of America's young adults now own smart phones, even those with incomes less than \$15,000 (Nielsen, 2012). Tribes can use social media to promote influenza vaccination, including posting content on a community Facebook page and encouraging stakeholders to "like" comments, share videos on YouTube and tweet the CDC key messages. To view the New Horizons Community Engagement Study click on the image.



New Horizons Community Engagement Study

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

Click to Join

Become a partner. Join your colleagues and spread the word.

