

InFLUential News

DECEMBER 2013



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).



INNOVATIVE OUTREACH INITIATIVES MARK NATIONAL INFLUENZA VACCINATION WEEK (NIVW)

From the rural Virginia Tidewater to East Los Angeles, NIVDP partners teamed up with organizations such as churches, hospitals, and educational centers to spread the word about the flu vaccine's benefits during National Influenza Vaccination Week (December 8-14, 2013). They spearheaded innovative outreach activities ranging from a coloring contest for children to a drive-through vaccination event, reaching people of all ages who are uninsured or underinsured. In addition, their efforts drew strong

support from government and health officials, local and national media outlets, artists, and faith leaders. This synergy resulted in over 139 million media impressions and more than 4,000 people getting vaccinated against the flu during the week.

Dr. Kris Sheedy, Associate Director for the Health Communication Science Office at the CDC's National Center for Immunization and Respiratory Diseases, recognized NIVDP partners during NIVW for their dedication to promoting flu vaccination among at-risk, medically underserved populations. [See: http://bit.ly/JZN9dW](http://bit.ly/JZN9dW)

MOUNT NEBO BAPTIST CHURCH KICKS OFF RURAL FLU VACCINATION DRIVE

Residents of Surry County in Virginia braved cold rain and ice to kick off National Influenza Vaccination Week at Mount Nebo Baptist Church on Sunday, December 8th. The planning and outreach efforts of organizers—who included representatives of the church's health ministry and the Surry County Health Department—helped draw a diverse cross-section

of the African American congregation and the community, including children, parents, and the elderly. In total, more than 100 people attended.

During the worship service, Judy Lyttle, a member of the Surry County Board of Supervisors, read a proclamation from the Board in support of NIVW. Following the service, Walgreens administered 42 flu vaccinations. At the vaccination event, Pastor Daniel Baltimore spoke of the value of initiatives such as NIVW to county residents, including vulnerable populations such as people with limited access to health care services and people with chronic health conditions.

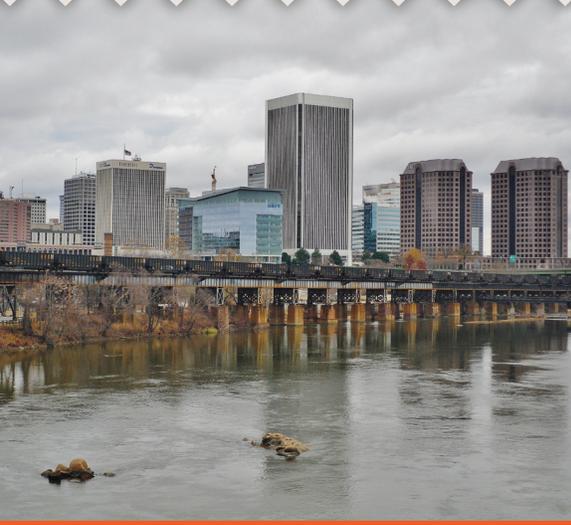


Mount Nebo Baptist Church holds flu vaccination event in Surry County, Virginia

RICHMOND CITY HEALTH DISTRICT AND FAITH-BASED PARTNERS HOST VACCINATION EVENTS

Richmond City Health District officials and local health advocates organized two flu vaccination events on Monday, December 9th targeting uninsured and underinsured populations. In the morning, Commonwealth Catholic Charities, a long-standing provider of services to low-income and underserved people in Richmond, hosted a free flu vaccination event at their downtown Homeless Point of Entry location.

During the afternoon, members and officials of Fresh Anointing Cathedral in the predominantly African American neighborhood of Highland Park hosted a separate flu vaccination event convened by local Councilwoman Ellen Robertson and Dr. Donald Stern, Director of the Richmond City Health District. Among other highlights, Councilwoman Robertson read a joint proclamation from Mayor Dwight C. Jones and the City Council in support of NIVW, and media outlets such as the Richmond Times-Dispatch, Praise 104.7 FM, a gospel music station, and WRIC-TV, the local ABC affiliate, covered the event.



City of Richmond reaches medically underserved groups

OVER 150 NEW MEXICO HIGH SCHOOL AND COLLEGE STUDENTS GET VACCINATED AGAINST THE FLU

The University of New Mexico Center for Native American Health (CNAH), a new NIVDP partner, works to strengthen networks between tribal communities and the University with the goal of improving Native American health in New Mexico. On Tuesday, December 10th, CNAH teamed up with the Native American Community Academy (NACA) and the Southwestern Indian Polytechnic Institute (SIPI) in Albuquerque to organize separate flu vaccination events targeting Native American high school and college students. CNAH medical students volunteered at both events to provide patient intake support and to help answer attendees' questions about the flu vaccine. The first event featured a Q & A session with CNAH and Indian Health Service experts about flu-related health challenges faced by Native Americans. The second event was a drive-through and onsite flu vaccination event at SIPI. The two events yielded a total of 161 flu vaccinations.

WHITE MEMORIAL MEDICAL CENTER ORGANIZES COLORING CONTEST TO PROMOTE FLU VACCINATION IN EAST LOS ANGELES

Government and health officials joined White Memorial Medical Center staff in East Los Angeles on Thursday, December 12th at a press conference to raise awareness about the health benefits of flu vaccination for families. Highlights of the program included the announcement of winners of the Yo Me Vacuno (I am Vaccinated) "cuddly bear" children's coloring contest and the reading of a proclamation by Los Angeles Mayor Eric Garcetti, honoring NIVW and the contributions of NIVDP partners.

The coloring contest attracted more than 300 entries from children. Lalo Alcaraz, a popular Latino cartoonist, helped judge the entries and delivered a congratulatory video message in which he encouraged East Los Angeles families to get vaccinated against the flu.

Guest speakers included: Mario Solis-Marich, a syndicated radio talk show host; Dr. Miguel Martinez, Director of Medical Staff, White Memorial Medical Center; the Honorable Jimmy Gomez, California Assemblymember; and Dr. Robert Kim-Farley, Director, Communicable Disease Control and Prevention, Los Angeles County Department of Public Health.



Winning entries from the children's coloring contest

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PARISHIONERS GET THE FLU VACCINE DURING VIRGIN OF GUADALUPE CELEBRATIONS

Beginning in the pre-dawn hours on Thursday, December 12th, crowds of parishioners lined up in front of Resurrection Church in East Los Angeles to honor the Virgin of Guadalupe, the Patron Saint of the Americas, and take part in one of their community's most important annual festivities. Young and old alike, decked out in traditional Mexican costumes, danced their way into the church at the early morning and evening Masses. At the conclusion of both Masses, Monsignor John Moretta urged parishioners to get the flu vaccine at a nearby covered tent which was staffed by representatives of NIVDP partner Walgreens. During the course of the day, a total of 150 people were vaccinated against the flu at the church.



Virgin of Guadalupe celebration at Resurrection Church in East Los Angeles

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