



DECEMBER 2014

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).

New Partners and Products Promote Flu Vaccination

In this issue, we welcome new NIVDP partners who have collaborated with local leaders to encourage flu vaccination in their communities, including:

- The DC Mayor's Office on Asian and Pacific Islander Affairs which organized its first flu vaccination promotion event with a local church in the heart of Chinatown; and
- The Women's Challenge, Inc. which recruited African American fraternities and sororities to host a flu vaccination promotion event at their annual health fair.

This issue also features:

- Three new radio PSAs that were launched for American Indian/Alaska Native populations in indigenous languages; and
- Promotional mobile banner and an educational, interactive mobile game produced by the Centers for Disease Control and Prevention that will be released in January.

SPOTLIGHT ON PARTNERS

THE OFFICE ON ASIAN AND PACIFIC ISLANDER AFFAIRS OF WASHINGTON, DC HOSTS FLU VACCINATION EVENT IN THE HEART OF CHINATOWN

The Mayor's Office on Asian and Pacific Islander Affairs (OAPIA) in Washington, DC is a District agency that connects local government with the Asian and Pacific Islander community. The agency's interest in joining the NIVDP stems from the prevalence of chronic conditions that impact the API community – hepatitis B, cardiovascular disease, cancer, and diabetes.

On December 7, 2014, OAPIA collaborated with the Chinese Community Church to host an event after Sunday's worship service to raise awareness about the benefits of flu vaccination. About 200 church and community members helped themselves to hot tea and lunch and 20 people received their flu vaccinations, many for the first time.

Ngoc Trinh, Outreach Coordinator for OAPIA stated, "I am thankful that uninsured and high-risk Chinese community members were able to protect themselves against the flu. We distributed educational material in Chinese and we worked with on-site translators so everyone could make an informed decision about getting vaccinated."



Back, left to right: Pastor Richard Ross (Chinese Community Church), community church member, Ngoc Trinh (OAPIA), intern (OAPIA)

Front, left to right: Community church member, Walgreens pharmacist



THE WOMEN'S CHALLENGE INC. PROMOTES FLU VACCINATION AT HEALTH FAIR IN BALTIMORE, MD

The Women's Challenge Inc. (TWC), located in Baltimore, MD is a nonprofit organization that focuses on empowering African American women and the community through physical health, nutrition, financial empowerment and spiritual motivation. This year TWC became an NIVDP partner.

The Women's Challenge Inc. partnered with two African American Greek Letter organizations – Iota Phi Theta Fraternity and Alpha Kappa Alpha Sorority – and multiple health organizations to provide direct services, including flu vaccination, to a community in need. The event was held at The Avenue Market; a historic site built in the 1800's in Baltimore, MD on a formerly famous African American entertainment street known as Pennsylvania Avenue.

Lorraine Bailey-Carter, The Women's Challenge Director and Founder states "our mission is to assist community members in being advocates for their own health and to go directly to where the community is. I received help when I was in need and now I want to give back to my community through TWC. Being an NIVDP partner allows me to do just that."

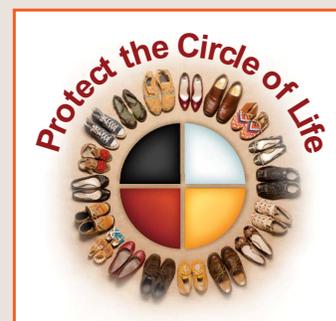


Lorraine Bailey-Carter, Director of The Women's Challenge Inc., Baltimore, MD

NEWLY RELEASED AMERICAN INDIAN/ALASKA NATIVE RADIO PSAs GET THE WORD OUT ABOUT THE BENEFITS OF FLU VACCINATION

Given that American Indians/Alaska Natives are considered at high risk for flu complications, CDC is raising awareness about the importance of flu vaccination with the release of *Protect the Circle of Life* radio public service announcements (PSAs). These PSAs will run on tribal radio stations throughout the country to promote flu vaccination.

These three 30-second radio PSAs elicit a culturally relevant theme by expressing how a flu vaccine can protect both the whole tribe and the whole community even. Each PSA begins with a Native greeting--in Javajo, Yupik, or Lakota--as these are the most common Native North American languages spoken according to the U.S. Census Bureau (<http://1.usa.gov/1v9e32g>.) The PSAs emphasize the importance of flu vaccination among those at higher risk including pregnant women, young children, elders, and anyone with chronic health conditions. Listen to and share the new tribal flu PSAs on the CDC website ([click here](#)) and help protect your community.



Like the new radio PSAs on our Facebook page

COMING SOON: An innovative mobile banner, and mobile game for Hispanic and American Indian/Alaska Native parents of young children. More information will follow upon its release in January 2015.

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.