



December 2011



Forward to a Friend

Influential News

The National Influenza Vaccination Disparities Partnership 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).

Beyond Expectations. Partners Reach Thousands during National Influenza Vaccination Week (NIVW)

December 4-10, 2011 marked National Influenza Vaccination Week and the National Influenza Vaccination Disparities Partnership was busy organizing various promotional activities throughout the country including Washington, DC, Richmond, VA, Oklahoma City, OK, and Reno, NV. Activities ranged from flu clinics to health fairs and press conferences. Media were strong supporters. "Yo Me Vacuno" and "The Flu Ends with U" promotional materials were provided to partners to promote flu vaccinations. Subject matter experts volunteered to speak at public events and participate in interviews. Visit the NIVW website for listing of Partnership activities: <http://www.cdc.gov/flu/nivw/activities.htm>

SPOTLIGHT ON PARTNERS

Comunidades Unidas (United Communities) – A New Partner Steps Up

Salt Lake City was well represented by *Comunidades Unidas*. As one of the newest partners, they took the lead in organizing flu vaccine clinics for immigrant populations in Salt Lake City.

Senior Citizens Vaccination Clinic – Birmingham, Alabama

The flu vaccination campaign is in high gear under the leadership of Sheila Burkes Tyson who leads the Alabama Coalition on Black Civic Participation. In November, Garden of Hope Senior Center invited 63 seniors to a mini vaccination clinic where CVS provided vaccinations. On December 19th, more than 2,000 individuals are expected at Boutwell Auditorium for a city-wide event, hosted by the mayor, and that includes flu vaccinations, other health resources, food and door prizes. Dubbed "An All Together Christmas."

Mariposa Academy (Charter School) – Robust Support to Ensure Healthy Families

Now two years running, the Reno, Nevada charter school continues its robust support of the "Yo Me Vacuno" campaign, including hosting a community event and organizing flu clinics for parents and children. It's mission - work with the whole child to achieve academic success within a healthy family.

Vaccination for the homeless – DC Thanksgiving Event

The Assembly of Petworth, a stakeholder partner for the DC campaign, is undertaking aggressive outreach efforts to ensure that the vaccination is available for the neediest DC residents. In the spirit of the Thanksgiving season, the Assembly was among several city organizations and agencies donating time at a DC Convention Center event that included food, health services, job information, and clothing. Walgreens vaccinated more than 100 people.

RESOURCES

Free Web Tools – "Moms make a difference button" You can help in promoting the ongoing flu vaccine efforts by placing these graphics on your website. To download click [here](#).

Flu News Visit the www.cdc.gov/flu.



On the left, Dr. Azziz-Baumgartner from CDC at Office on Latino Affairs

On the right, an enthusiastic crowd turns out to meet DC United Soccer Star Jaime Moreno and to get flu vaccinations. Host - The National Influenza Vaccination Week press conference at Office on Latino Affairs, Washington DC.



Vaccination for the homeless, Thanksgiving dinner at the DC Convention Center

MEDIA AND BLOGGERS SUPPORTING NIVW



Richmond Times-Dispatch



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

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