



December 2012

Influential News

30%
increase in promotional
events organized by NIVDP

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

NIVDP PARTNERS PROMOTE FLU VACCINATION NATIONWIDE

Thousands continued to be vaccinated during National Influenza Vaccination Week (NIVW)—many for the first time—thanks to the extraordinary work of partners from the National Influenza Vaccination Disparities Partnership (NIVDP). The events engaged hundreds of community leaders, including mayors, public health officials, and the media to reach out to underserved communities around the country. With 40 events in 12 markets, NIVDP held 30 percent more promotional activities this year than last.

Representatives from the Centers for Disease Control and Prevention (CDC) and the U.S. Department of Health and Human Services (HHS) reminded everyone six months and older that it's not too late to get vaccinated. This year, mayors from Chicago, Illinois; Flint, Michigan; and Opelousas and New Orleans, Louisiana issued proclamations recognizing NIVW. We topped last year's media engagement with support from leading minority TV, radio and print outlets. Social media expanded with the participation of leading African American and American Indian bloggers. We will highlight more NIVDP activities and results in the January issue.

SPOTLIGHT ON PARTNERS

BLOGGERS FLAG FLU-RELATED RISKS FOR HEART PATIENTS

From *Mundo de Mamá* (Mom's World) to *Qué Means What*, GRIOT (a NBC website), and Black Health Matters, the blogosphere helped spread the word to millions of followers about NIVW and the risks from flu for people with cardiac problems and other chronic conditions. "I encourage my patients to protect themselves with a flu vaccination," Dr. Carlos Rodriguez-Fierro, the director of the Cardiac Center in New Orleans, told bloggers who interviewed him.

"We need to use all means available to educate Hispanics about the associated risk of heart disease and the flu," said Rodriguez-Fierro. "Social media are becoming increasingly important in disseminating information to Hispanics."



Mexican Consul General Maria Monsalvo and Victor Hugo Ibanez, construction foreman, New Orleans, LA

NEW PARTNERS LAUNCH CAMPAIGN TAILORED TO AMERICAN INDIANS

Barely a month after joining the partnership, a coalition of Oklahoma organizations joined forces to bring influenza vaccinations to American Indians. The Oklahoma City Indian Clinic—serving more than 220 tribes—teamed up with the Oklahoma County Health Department, Indian Health Services, and Oklahoma City Public Schools to host a flu vaccination clinic on December 5, 2012.

The vaccination event was well attended by the public and local officials, including a special appearance by Rumble, the mascot for the local NBA team, The Thunder. Outreach focused on American Indians but the benefits were community wide. The event advanced the clinic's mission to provide access to health services for American Indians in this urban area. Over 10 media outlets covered the event including the local newspaper, *The Oklahoman*, and several TV stations.



Left to right: Derek Dennis, Pharmacy Supervisor, Walgreens; Rumble; Mary Brewer, Walgreens Pharmacy Manager; and David Toahy, Chief Development Officer, Oklahoma City Indian Clinic

COMMUNITY LEADER BRINGS FLU CAMPAIGN TO LAFAYETTE, LOUISIANA

JeNelle Chargois wears many hats. Recently she added another: Lead partner to the CDC flu vaccination campaign in the Lafayette, Louisiana area. Her efforts are making a difference. On November 15, hundreds of senior citizens lined up for free flu vaccinations during an annual holiday event hosted by KJCB Radio, where Chargois is General Manager.

"We are a community with a give-back and lift-up philosophy," Chargois said. "Flu vaccination benefits our community in many ways." During NIVW, KJCB sponsored flu clinics in Lafayette and Opelousas. Opelousas Mayor Donald Cravins Sr. arranged for free rides to the clinics and Dr. Jamila Rashid, Associate Director for Research and Policy in the Office of Minority Health of the U.S. Department of Health and Human Services, spoke to more than 100 residents at both events.



Left to right: Walgreens pharmacist, Allison Garcille; Dr. Jamila Rashid, HHS; and pharmacist Terry Leblanc, Lafayette, LA

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