



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).

Minority Media are the Messengers

The powerful black media, a trusted source among African Americans, is getting the word out that it is important for African Americans to get their influenza vaccination. A National Influenza Vaccination Week op-ed by Dr. Nadine Gracia (Acting) Director, Office of Minority Health, HHS, recently ran in African American publications citing that "During 2009, when H1N1 flu was widespread, African Americans were hospitalized from flu complications twice as often as non-Hispanic whites."

http://www.jacksonadvocateonline.com/wp-content/uploads/2011/12/2A-flu_theJacksonAdvocate-1.pdf

SPOTLIGHT ON PARTNERS

Virginia and Maryland Rural Areas Hold Diabetes Screenings and Vaccine Clinics

Hispanic Institute for Blindness Prevention (HIBP), the lead agency for the *Ventanillas de Salud* (Health Station) in the Washington DC Metro area, works collaboratively with the Consulates of Mexico, Ecuador, and El Salvador and faith-based organizations by providing both health and vision care screenings and flu vaccine clinics in rural areas in Virginia and Maryland. The organization coordinated several flu vaccination clinics in Falls Church and the surrounding areas for National Influenza Vaccination Week.



Falls Church, VA, HIBP health station team.

Birmingham Citizens Group Host Flu Vaccination Event

Birmingham, Alabama was the site of a December 19th holiday event, hosted by the Citizens Advisory Board of which campaign stakeholder, Sheila Tyson, is president. The board includes leaders of the city's 23 communities and advisors to the mayor and city council on issues of citywide interest. The event drew more than 600 individuals, and 130 received flu vaccinations. There is a need to constantly remind the African American community about the health safety of the flu vaccine.



Dr. Danny Avula and Dr. Nadine Gracia, HHS Keynote Speaker, Richmond, VA

Rapid City, South Dakota Promotes Influenza Vaccination

In recognition of National Influenza Vaccination Week the Health Education and Promotion Council in Rapid City, South Dakota hosted the Black Hills Free Flu Shot Clinic at the Minneluzahan Senior Center. T-shirts, lunch bags, and educational materials were provided to the 75 participants who received their flu vaccination. "We encourage all Black Hills residents to protect themselves against the flu this season," commented Favian Kennedy, the Executive Director of the Health Education and Promotion Council.



Free flu vaccination in Rapid City, South Dakota.

RESOURCES

Flu Vaccine for Everyone! – A guide developed by the Massachusetts Department of Public Health intended to reach and engage diverse communities. Visit: [Flu Vaccine for Everyone: Reaching and Engaging Diverse Communities](#).

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

BLOGGERS SUPPORTING NIWV



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

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