



March 2013

Influential News



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).

ENGAGING THE COLLECTIVE WISDOM OF NIVDP MEMBERS

The National Influenza Vaccination Disparities Partnership is committed to the health of underserved populations in their communities. Drawing on the collective wisdom and diversity of NIVDP members, new tools and innovative strategies are being developed to effectively promote key flu vaccination messages. This year, we witnessed an explosion of NIVDP partner participation. Actively engaged members are launching a new movement within local communities to raise flu vaccination awareness and open up opportunities to target at-risk populations.

SPOTLIGHT ON PARTNERS

MOTION COMIC BOOK LAUNCHES IN MAY

The award winning fotonovela, *Un amor perdido*, will be launched in May in an innovative motion comic book format. This interactive Spanish-language tool is designed to target Latinos with low literacy skills to help facilitate a discussion on the importance of flu vaccination. The platform was developed based on feedback from *promotoras* (lay health workers) who have witnessed a significant increase in smartphone use among day laborers, farm and seasonal workers, and those working in meatpacking companies who use them to communicate with friends and family.

Actor and composer Tim Olivar wrote an original song for the project. "I feel privileged to represent the Latino community in such a positive and important way. I wrote *Sin tu amor* (Without Your Love) with the husband's love in mind and memories of the pain I experienced when I lost my grandmother at an early age," he said.

To get a sneak preview of the song, visit: [Sin tu amor \(Without Your Love\)](#)

D.C. ETHIOPIAN CHURCH JOINS FLU VACCINATION MOVEMENT

D.S.K. Mariam Ethiopian Orthodox Church joined NIVDP through the efforts of Ray Michael Bridgewater, an active campaign partner. Family Support Specialist Haregewoin Keyfalew helped organize a health fair and expected a great turnout for the free health screening and services. More than 400 members streamed through the rooms where flu vaccinations, blood pressure checks, and dental checkups were occurring.

SHEMELES AREGA, Vice Chair of the church's board of trustees, was filled with pride at the turnout. "Health screenings are important to preventive care. We are happy these services are available to our members and convenient to them through our church," he said.

LIGUE SEYUMAN GETAHUN, who directs the church's education department, added, "America opened her arms to us. Providing this service for our people is a comfortable feeling that opens doors for a healthier and productive membership." Developing diverse partnerships continues to be the driving force behind NIVDP's expanding movement toward reaching all underserved populations.

HISPANIC MEDIA HELP KEEP FLU VACCINATION TOP OF MIND

The final reports from National Influenza Vaccination Week (NIVW) are in and resulted in Hispanic media coverage peaking at 34 million impressions from a combination of radio, television, print and online placements from December 2-8, 2012. The media did a great job capturing the importance of flu vaccination during NIVW through collaborations among Hispanic media outlets, community partners, and the CDC.

Those providing coverage included national outlets such as FOX News Latino and Univision. Local coverage was provided in major markets such as New Orleans, Las Vegas, Miami, Chicago, and Washington, D.C.

Hispanic media outlets continue to promote flu vaccination. Most recently, CDC medical epidemiologist Eduardo Azziz-Baumgartner was interviewed by AARP VIVA radio hosts Gabriela Zabalua-Goddard and Jose Lopez Zamorano, about the importance of seniors getting flu vaccines. The interview aired on satellite radio channel *!Inspirate!* February 13, 2013, giving listeners information about the impact of the flu among older Hispanics.

The interview was shared with AARP's 2,766 Twitter followers, as well as with their 800+ Facebook fans. To listen to the complete interview, [please follow this link](#).



Composer Tim Olivar lends his talents to motion comic book *Un amor perdido*



Haregewoin Keyfalew and Ligue Seyuman Getahun, D.S.K. Mariam Ethiopian Orthodox Church, Washington, D.C.



Gabriela Zabalua-Goddard
AARP VIVA radio host

COMING SOON: *Protect the Circle of Life* widget for Native communities

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

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