



May 2012

Special Edition

# 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).

## Special Editions Pay Tribute to NIVDP Leaders

Upcoming summer e-newsletters will pay tribute to the valued work of our partners. This edition recognizes grassroots leaders within the African American community, unstoppable in spreading the word about influenza vaccination. The next special edition will feature successes within the Hispanic community.

**60%**

of African Americans do not get vaccinated against influenza (CDC, 2011).

## SPOTLIGHT ON PARTNERS

### Baltimore Workshop Draws Diverse Mix of African Americans

The Baltimore African American Stakeholder Workshop, held April 22-23, joined CDC and HHS officials with leading advocates for African American health, including a city health department deputy director, fire chief, civil rights advocate, religious denomination leaders, and a host of other partners to address low flu vaccination rates among African Americans. The dialogue generated replicable strategies, from use of African American-focused print, broadcast, and social media to grassroots organizing strategies. Stakeholders pledged to continue relationship building across sectors, and to increase awareness about the importance of influenza vaccination among African Americans.



African American Stakeholders Workshop participants, Baltimore, MD

### Health Leader Promotes Influenza Vaccination in Biloxi, Mississippi

Following Hurricane Katrina, the Coastal Family Health Center, under Dr. Persharon Dixon's direction, serviced 163,000 of the poorest children in Mississippi and Louisiana ensuring that children and family members were vaccinated against influenza. Dr. Dixon uses time honored approaches rooted in community outreach. She takes medical services to families where transportation is a barrier. Dr. Dixon's goal is to make health care accessible regardless of economic status.



Dr. Persharon Dixon, Medical Director, Coastal Family Health Center, Biloxi, MS

### COGIC, Faith-leadership Group Kicks off New Orleans Campaign

When the Church of God In Christ (COGIC) came on board as a partner, the vision was in place to educate and build capacity through its multi-city network. Glenda Mitchell, a COGIC leader responsible for five states and 28 jurisdictions with a minimum of 30 churches, has her pulse on who to tap to join the campaign and why. She also plans a fall kick-off in partnership with several New Orleans businesses. Ms. Mitchell reminds local stakeholders that a collaborative approach is key to getting African Americans to protect themselves.



Glenda Mitchell, COGIC leader

### Coalition-building for Change: The Maryland Partnership for Prevention (MPP)

MPP is Maryland's immunization coalition, a diverse statewide network, that includes the childhood coalitions and the Maryland Childhood Immunization Partnership. Among its members are local health departments, pharmacies, hospitals, and social service programs. Whether offering training for immunization providers or outreach, the goal is to increase immunization rates among minorities, high-risk individuals, and special populations. Under the leadership of MPP executive director, Tiffany Tate, the coalition produced a video PSA, *Where's Tanya?* Ms. Tate was recently given the CDC Childhood Immunization Champion Award for the state of Maryland. [Click here to view PSA.](#)



Tiffany Tate, Executive Director, Maryland Partnership for Prevention

### Welcome American Diabetes Association, American Cancer Society, NO/AIDS Task Force and Us Helping Us

The Baltimore-based offices of the American Diabetes Association and the American Cancer Society, along with NO/AIDS Task Force and Us Helping Us, located in New Orleans and Washington, DC respectively, have joined the NIVDP to support the flu vaccination campaign. All have a long history meeting the care needs of disenfranchised communities and providing support services to those who have chronic diseases or conditions.

Click to Join

Become a partner. Join your colleagues and spread the word.

<http://www.cdc.gov/flu/>