



Influenza 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).

Flu Prevention Champions

HONORING FLU PREVENTION CHAMPIONS

This issue honors outstanding partners who harnessed the power of community-based organizations, faith-based groups, local hospitals, businesses, and community clinics to increase flu vaccination. Each partner went the extra mile to identify unique outreach strategies and leverage local resources turning the 2012-2013 flu season into a remarkably successful year for the NIVDP, resulting in more partners, more community involvement, higher distribution of free CDC promotional materials, and more vaccinations.

The NIVDP's success is proof that partnerships work. The NIVDP is made up of a diverse and dedicated group of grassroots leaders. Partners also work collaboratively with health departments and health officials to help close the gap in flu vaccine coverage disparities. We salute these partners and recognize them as **Flu Prevention Champions**.

STATE LEADER RECRUITS LABOR, RELIGIOUS, AND COMMUNITY-BASED PARTNERS THROUGHOUT FLORIDA

Salandra Benton understands the needs of the African American community in Florida. She is the Field Director for the state's American Federation of Labor and Congress of Industrial Organizations (AFL-CIO) and a leader for the Florida Coalition on Black Civic Participation. Benton's roles give her a view of social conditions that plague Florida's most underserved African Americans. That's why CDC's flu vaccination campaign is important to her. "I am concerned about health issues that impact African American women and their families," she said. "I do what I do because it needs to get done. Leading by example is the best way to engage others," Benton concluded. Due to her tireless leadership, hundreds of the neediest citizens were vaccinated against the flu, many for the first time.



Salandra Benton
Field Director
AFL-CIO
Florida

VENTANILLAS DE SALUD (VDS) LEADER SUCCEEDS IN VACCINATING THOUSANDS

Josana Tonda is the National Coordinator for the *Ventanillas de Salud* (health stations) program which is housed within 50 Mexican Consulates throughout the United States. The program has been a critical partner for flu prevention outreach to low-income, immigrant Hispanic families unfamiliar with the United States health system. This flu season, VDS administered over 29,000 flu vaccinations. The partnership has been a strong collaboration with the CDC; the Department of Health and Human Services' Office of Minority Health and National Vaccine Program Office; and the Mexican Embassy and Ministry of Health. Tonda credits the extraordinary success to a dedicated network of consulate staff who care about the people they serve.



Josana Tonda
National Coordinator
Ventanillas de Salud
New York City

Next year, Tonda says, "our VDS program will again join with allies and supporters, working closely with the community to expand outreach efforts, services, and educational materials." VDS staff adapts the program's outreach strategies to address the unique challenges immigrants face. For example, hours are adjusted to fit the early morning schedules of those who work in the food or cleaning industries. This simple program change allows thousands of workers to access health screening services and flu vaccination.



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ALASKA NATIVE TRIBAL HEALTH CONSORTIUM TAKES FLU MESSAGES TO HARD-TO-REACH COMMUNITIES

The Alaska Native Tribal Health Consortium's (ANTHC) statewide health system and connection to local partners make it a trusted source for vital public health information. In Alaska, there are 229 federally recognized villages, with many located in remote regions. The ANTHC combined resources and outreach efforts with the National Indian Health Board, health clinics, and other partners during the flu season for mass dissemination of educational materials. They also shared flu vaccination information across social media, including posting of website content. ANTHC was a co-sponsor, along with the CDC and other organizations, at a health fair and flu vaccination promotion events held during the annual Alaska Federation of Natives Convention in Fairbanks, Alaska.



COMMUNITY ACTIVIST IS A VOICE FOR BIRMINGHAM'S HOMELESS AND SENIOR CITIZENS

Sheila Tyson is doing all she can to improve the well-being of African Americans in Birmingham, Alabama. This includes flu vaccination. As the lead for the Alabama Coalition on Black Civic Participation, Tyson is a trusted voice for flu vaccination among many African Americans in Alabama. Tyson uses her knowledge of the community's health challenges and her awareness of the community's perceptions about immunization to motivate African Americans to get vaccinated against the flu. More than 1,000 homeless and senior citizens in her community were vaccinated during the 2012-2013 flu season.



Sheila Tyson
Community Activist
Alabama

NATIONAL INDIAN HEALTH BOARD WIDENS DISSEMINATION OF CDC'S FLU VACCINATION CAMPAIGN TOOLS

The National Indian Health Board (NIHB) widened their outreach efforts to increase flu vaccination awareness among Native Americans in both urban and rural communities during the flu season. NIHB used their 12 regional health boards to help disseminate materials and promote flu vaccination through social media, website content, and their Health Reporter newsletter article. This included posting the new "Protect the Circle of Life" radio public service announcements to its public health department home page.



INFLUENTIAL COMMUNITY LEADER PROMOTES FLU VACCINATION

Fernando Pineda-Reyes is the Executive Director of Community Research Education Awareness Results (CREA Results), a non-profit organization based in Denver, Colorado. CREA Results works with *promotoras* (lay health workers) to apply their core understanding of the local community's needs to foster healthy behaviors. Pineda-Reyes shares that "people become aware by accident but are educated by choice." This wisdom has driven the *promotoras* to motivate over 14,000 Hispanics to get vaccinated against the flu in the Denver area. He attributes such success to the trust established by the *promotoras* and the respect given to the diversity that exists in the Hispanic community.



Fernando Pineda-Reyes
Executive Director
CREA Results
Denver, Colorado



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MEDIA EXECUTIVE USES HER INFLUENCE TO PROMOTE FLU VACCINATION

JeNelle Chargois integrates CDC's flu vaccination campaign into her work as both the President of the Lafayette Chapter of the National Association for the Advancement of Colored People (NAACP) and as General Manager of KJCB Radio. "I make use of media to educate and inform my listening audience. As we learn what is important to our listeners, we respond. Getting vaccinated against the flu is important," Chargois said. She used her networks during the 2012-2013 flu season to launch flu vaccination events in her hometown of Lafayette, Louisiana, and neighboring Opelousas. Within the first months of the flu season more than 500 flu vaccinations were administered.



JeNelle Chargois
General Manager
KJCB Radio
Lafayette, Louisiana

AMERICAN INDIAN COLLEGE FUND PROMOTES FLU VACCINATION THROUGH SOCIAL MEDIA

The American Indian College Fund played an important role in reaching college and university students on more than 30 campuses nationwide. Given the explosion of social media use among college-age students, the Fund advocated promoting flu vaccination across its social media platforms, including Facebook, Twitter, Google+, and its *Think Indian* blog. The strategy resulted in reaching up to 16,000 students. "Every year people become needlessly ill and even die due to influenza," said Dr. Cheryl Crazy Bull, Fund President and CEO. "We helped get the word out on social media, through our website, and by distributing materials to students and tribal colleges."



NON-PROFIT EXECUTIVE CHAMPIONS FLU VACCINATION FOR PARENTS AND THEIR CHILDREN

Rosemary Flores has been an advocate for the Hispanic community in Nevada for more than 30 years. She is the former Executive Director of Nevada Hispanic Services in Reno. She now directs the Family Leadership Initiative, a non-profit organization in Las Vegas, Nevada, that is dedicated to providing parent leadership training. Flores worked closely with faith-based organizations, schools, and parent groups to promote flu vaccinations during the 2012-2013 flu season. Flu vaccination promotion events were coordinated in partnership with the Southern Nevada Health District and Walgreens, which included door-to-door outreach by youth and parents. "The strategy worked quite well because we went deep into the community to recruit families who otherwise would not have been aware of the importance of flu vaccinations," said Flores.



Rosemary Flores
Executive Director
Family Leadership Initiative
Las Vegas, Nevada

The result: 286 individuals were vaccinated against the flu within the first two months after implementing the strategy. Flores continued, "Much of the success was due to volunteers from the network who showed up to get vaccinated. This had a ripple effect in spreading the word about the flu vaccination promotion events."

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

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