



August 2013

# Influential News

The National Influenza Vaccination Disparities Partnership (NIVDP) is comprised of multi-sector partners who work to promote vaccination among underserved populations including African Americans, Hispanics, and American Indians/Alaska Natives. The partnership and this newsletter are supported by the Centers for Disease Control and Prevention (CDC).



## LATINO PARTNERS AIM TO SURPASS LAST SEASON'S SUCCESS

This special edition underscores efforts by NIVDP Latino-serving organizations to surpass 2012-2013 flu season accomplishments. Last flu season, the organizations hosted 125 NIVDP flu vaccination promotion events in 38 cities. Venues included local clinics, grocery stores, job training sites, health fairs, churches, and soccer fields. Raising the bar may be a tall order, but NIVDP partners are up to the challenge. Organizers of this year's Binational Health Week (BHW) are committed to vaccinating more than 7,000 people against the flu in metropolitan Washington, DC. Meanwhile, the Office on Latino Affairs (OLA) in Washington, DC is mobilizing new regional partners to expand flu vaccination awareness. Another partner, Latino Community Services, Inc. (LCS), is intensifying efforts to promote flu vaccination for HIV-positive people. We applaud our partners for going the extra mile in order to educate and protect Latino communities against the flu.

**Hispanic adults**  
**(29.4%)**  
 have the lowest flu  
 vaccination rate  
 of all adults  
 (CDC, 2012)

## NEWS IN THE SPOTLIGHT

### PARTNERS RAISE THE BAR FOR VACCINATING UNDERSERVED POPULATIONS AGAINST THE FLU

On July 18, 2013, Mexican Consul Aníbal Gómez Toledo and the Hispanic Institute for Blindness Prevention (HIBP) convened over 20 government and non-profit organizations to launch planning efforts for events to be held this October in Washington, DC in support of Binational Health Week (BHW). Consul Gómez Toledo drew an enthusiastic round of applause when he announced that organizers plan to surpass the 4,500 flu vaccinations given to DC area residents last year.



Aníbal Gómez Toledo,  
Head of the Consular Section  
Embassy of Mexico  
Washington, DC

BHW is the largest annual mobilization effort to improve the health and well-being of the underserved Latino population living in the United States and Canada. An estimated 4,216 BHW-related activities were held during 2012, benefiting 466,770 people in these countries. This included the administration of 41,612 vaccinations. "BHW has become an important catalyst for improving access to health services in immigrant communities. We're thrilled to join other NIVDP partners in support of the 2013-2014 flu season effort," said Germán Valbuena, Executive Director of HIBP.

### DC OFFICE ON LATINO AFFAIRS MOBILIZES REGIONAL PARTNERS FOR THE FLU SEASON

The Office on Latino Affairs (OLA) in Washington, DC hosted a series of meetings in June and July with NIVDP partners in the District of Columbia, Virginia, Maryland, North Carolina, and Delaware to plan flu vaccination promotion events for the 2013-2014 flu season. Participants included representatives from Walgreens and government and community-based organizations serving African American, Latino, and American Indian populations. "The level of commitment among our partners makes all the difference. Early planning provides a major boost to recruit new partner-organizations in our region," said Ingrid Gutiérrez, Senior Outreach Coordinator at OLA.



Ingrid Gutiérrez,  
Senior Outreach Coordinator  
Office on Latino Affairs  
Washington, DC

Tiffany Tate, Executive Director of the Maryland Partnership for Prevention, an NIVDP partner organization since 2011, attended the latest round of meetings at OLA. "The benefits of becoming an NIVDP partner boil down to numbers. Working together enables us to reach deeper into our respective communities and provide a greater number of vaccinations than if we were working alone," said Ms. Tate.

### PARTNER ESCALATES FLU VACCINATION EFFORTS TO PROTECT PEOPLE LIVING WITH HIV/AIDS

Latino Community Services, Inc. (LCS), a leader in providing prevention, education, and care services to people living with HIV/AIDS and people at-risk for HIV infection in Connecticut, will launch a new NIVDP fact sheet highlighting the benefits of flu vaccination. According to Mr. Ángel Ruiz, a program coordinator at LCS, NIVDP fills an important need in communities that LCS serves. "People are at risk of HIV infection for a variety of reasons, including substance abuse, mental health issues, and family situations," he said. "The challenge of convincing our clients to get vaccinated is heightened when they worry about so many other life issues—they are often in survival mode. There is a need for educational materials, such as those provided by NIVDP, that support flu vaccination within the larger context of health and wellness."



Ángel Ruiz (right)  
Program Coordinator  
Latino Community Services, Inc.  
Hartford, Connecticut

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