



### Tips for Success

This National Influenza Vaccination Disparities Partnership (NIVDP) Tip Sheet provides your organization with answers to frequently asked questions and resources to help you organize successful flu vaccination promotion events in your community as an NIVDP partner. This tip sheet can help guide your local flu vaccination promotion efforts as Centers for Disease Control and Prevention (CDC) transitions to build a sustainable partnership model in three main jurisdictions: Trenton, New Jersey; Houston, Texas; and Atlanta, Georgia. NIVDP partners outside of these jurisdictions can access future support through local health departments and immunization coalitions.

### What steps should I take to plan a successful flu vaccination promotion event?

If possible, begin planning at least 4-6 weeks in advance of the event with the following steps:

**Step 1:** Identify local organizations, such as health clinics, health departments, or immunizations coalitions, with which you can collaborate to implement and promote your event. You don't have to do it alone! Partners make sharing the work load and promoting to more people easier, and increases your chance of success.

**Step 2:** Secure a location that is easily accessible to the local community, such as a faith-based organization, community center, or senior center. Once you identify a place, ask to speak with the management to begin a dialogue about your goals and objectives.

**Step 3:** Identify a local pharmacist who can sponsor or provide vaccines at your event and reach out to them to find out what their availability and requirements are. To secure flu vaccines, ask your local pharmacy contacts if they have access to vouchers and if they are able to administer them at your event.

**Step 4:** Use the [NIVDP Community Resource Toolkit](#) to help organize media and community outreach for your flu vaccination promotion event. *Please note that CDC does not recommend the use of the nasal spray flu vaccine (trade name FluMist®) during the 2016-2017 flu season. For more information, visit [CDC's June 22, 2016 Media Statement](#).*

**Step 5:** Visit the [CDC's NIVDP partner portal](#) for resources (posters, hand-outs, and content) designed to promote flu vaccination promotion events.

**Step 6:** Recruit volunteers to help you set up your event, manage the line of people being vaccinated, and help provide instructions and information to those who attend your event.

**Step 7:** Promote you event. Help get the word out by promoting your event through your social media channels and/or through email. Ask your community partner organizations, as well as your volunteers, to help.

**Step 8:** Document your event with photos and videos to provide you with content for your website and/or social media channels. Photos can help in terms of promotion for your next event. *NIVDP recommends using photo release forms to obtain consent from individuals in the photos and videos taken at your event.*

**While these steps should occur 4-6 weeks in advance**, the NIVDP encourages you to start building relationships with local pharmacies, like-minded community organizations, volunteers, departments of health, and other stakeholders as soon as possible. The stronger your network, the more resources and assistance you will have available to help you plan and execute a successful flu vaccination promotion event.



### What CDC resources are available to assist with flu vaccination event promotion?

There are various print, digital, and social media resources available to NIVDP partners through the [CDC's Flu website](#).

#### Print and Online Resources

- CDC's flu [web tools](#) can be shared through websites, social media, and emails. Web Tools include widgets, e-cards, buttons, banners and badges.
- CDC's seasonal [flu print materials](#) include messaging to address flu recommendations. These materials are also [available for order for free](#).  
*In the Programs dropdown box, select "Immunizations and Vaccines (Influenza/Flu)."*  
*Please allow 3 to 4 weeks for delivery.*

CDC also shares weekly updates and information through emails to NIVDP partners. Subscribe to the [NIVDP newsletter distribution list](#) to receive the *Influenza News* newsletter directly for stories, tips, and resources for promoting flu vaccination on a monthly basis.

#### Social Media

NIVDP partners can also access resources and promote events through social media.

- Like or follow the [NIVDP Facebook page](#) to access the [NIVDP Facebook photos](#), which can be repurposed for your own Facebook promotions. These photos include photos, images, banners, and other NIVDP content.
- Follow [CDC Flu on Twitter](#) for flu-related updates.
- Use #FightFlu when posting flu-related information on social media during your flu vaccination efforts.
- Set up a calendar for flu vaccination events throughout the season, including CDC awareness weeks.
- NIVDP encourages partners to promote upcoming flu vaccination promotion events through their own social media channels. When posting, NIVDP recommends keeping posts brief (up to 30 words) and informative and to include images as often as possible to visually engage your audience. [CDC's digital media toolkit](#) provides content, sample newsletter outreach and social media messages to share.
- Ask community partners, volunteers, or others who work with you or have a vested interest in the overall health of your community to help promote your event through their own social media channels. Ask them to like or share your content and to help spread the word to the people they service or work with.