


FACES OF



INFLUENZA[®]

American Lung Association's
Influenza Prevention Program

In collaboration with sanofi pasteur

 **AMERICAN LUNG ASSOCIATION.**
Fighting for Air





Strength in Numbers:
Ensuring Regional Season-wide Penetration of
Vaccination Messages

Susan Davis
Chief Development Officer, American Lung Association

 **AMERICAN LUNG ASSOCIATION.**
Fighting for Air


***Faces of Influenza* Education Campaign**

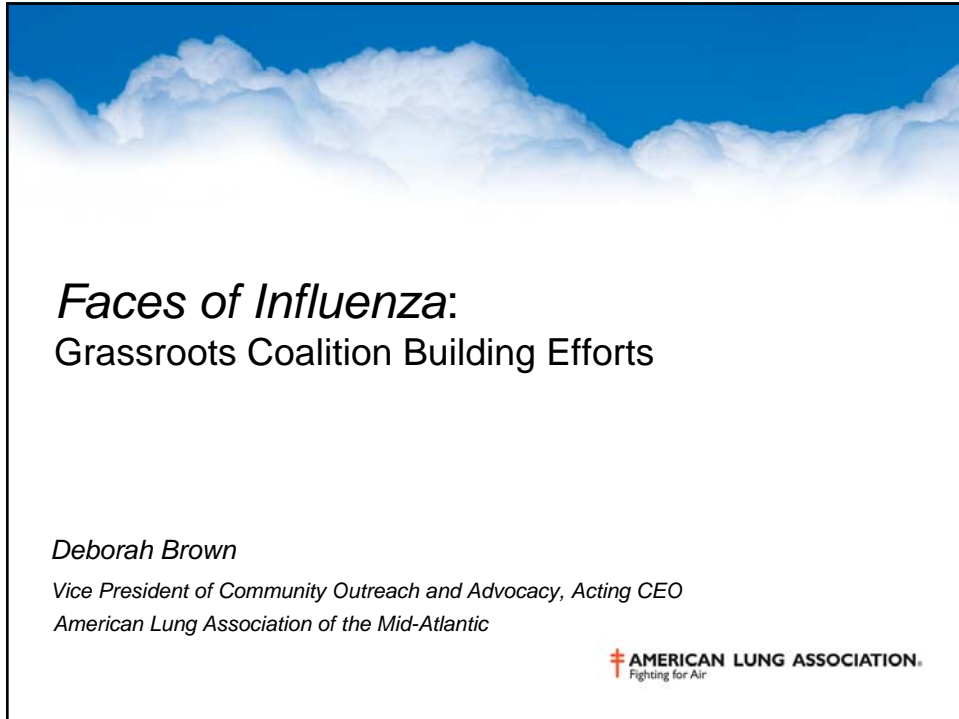



AMERICAN LUNG ASSOCIATION.
 Fighting for Air

Numerous Efforts to Reach Moms


- Conduct multiple activities throughout the year to reach target audience
 - Mothers: health-care decision makers for their families
- Broaden reach of messages by working with numerous partners
 - Enlist spokespersons personally affected by influenza
- Maintain spotlight on vaccination through national and local activities
 - Through flexible, sustainable program amidst evolving/changing season
- Support CDC/public health recommendations for seasonal influenza vaccination


AMERICAN LUNG ASSOCIATION.
 Fighting for Air



Faces of Influenza:
Grassroots Coalition Building Efforts

Deborah Brown
Vice President of Community Outreach and Advocacy, Acting CEO
American Lung Association of the Mid-Atlantic

 **AMERICAN LUNG ASSOCIATION.**
Fighting for Air



Strength in Numbers

Working together, we can:

- Educate our communities about importance of influenza vaccination
 - Support public health goals to increase immunization rates and prevent the spread of influenza
 - Tailor efforts for our backyards
- Unify partners with complementary efforts and consistent messages
 - Broaden reach through partnerships and raise the noise level
 - Share available resources
 - Avoid mixed messages

 **AMERICAN LUNG ASSOCIATION.**
Fighting for Air

Strength in Numbers

Keys to successful grassroots programming:

- Know your community
- Enlist relationships/opportunities for partnership
- Align with stakeholders throughout the program
- Evaluate successes and challenges

Know Your Community

- Identify the target audience
- Tap into key partners and stakeholders
- Understand the local influenza history and infrastructure
- Know your community immunization access points

Relationships/Opportunities for Partnership

- Many possible partners in each city
 - Existing and new relationships
 - Any noteworthy spokespersons?
 - What are their unique roles?
- Think outside the box
 - Who else can help you reach your audience in ways you cannot?
- Create a manageable list
 - How can you collaborate on loose coalition building?



Numerous Partners Extend the Reach



Align with Stakeholders

- Set Achievable Goals and Define Working Relationship
 - Create short-, mid-, and long-term goals
 - Define and maintain working relationships
 - Identify new partners and target groups
- Assess Programming Needs, Complement Efforts
 - Tailor loose collaboration based on needs of local partners
 - Keep influenza top of mind throughout the full season
 - Determine appropriate timing and activities
 - Set roles and responsibilities
- Maintain Ongoing Dialogue
 - Regular conference calls, e-mails, and in-person meetings
 - Continue discussions to sustain efforts and renew for next year



Evaluate Successes and Challenges

- Assess and apply lessons learned on an ongoing basis
 - Follow up with contacts and keep an open dialogue
 - Track successes, share achievements to recruit new partners
- Determine what worked, what can improve
 - Seek constructive comments and feedback
 - Brainstorm new opportunities
- Revisit and plan for sustainability
 - How do we build on our successes?
- Explore ways to enhance efforts with existing and new relationships
 - Identify ways to build upon relationships in subsequent years



Applying “Strength in Numbers” to Philadelphia

- Know the community
 - Mix of urban and suburban neighborhoods
 - Several key health, medical partners/ thoughtleaders
- Enlist relationships/opportunities for partnership
 - Conducted direct outreach to stakeholder organizations/groups in Philadelphia area
 - Illustrated how program can help achieve common goals



Engage Stakeholders: Philadelphia

- Set Goals
 - Worked together to identify new partners and target groups
- Assessed Programming Needs
 - Tailor loose collaboration based on needs of local partners and community
- Maintain Dialogue
 - Throughout the immunization season, biweekly and weekly conference calls



Evaluate Successes and Challenges: Philadelphia

- **Assessed and applied lessons learned on a monthly (and yearly) basis**
 - Continuously followed-up with contacts to keep the lines of communication open
- **Determined what worked, what didn't**
 - Share success stories and incorporated feedback from each other and the community
- **Revisit and plan for sustainability**
 - Continued to engage returning, and new, organizations on a yearly basis

 **AMERICAN LUNG ASSOCIATION.**
Fighting for Air

Thank You

- *Faces of Influenza* gearing up for 2009 season
 - Using “strength in numbers” approach
 - National and regional activities
 - Multiple resources, partners and spokespersons
- Visit facesofinfluenza.org to learn more

 **AMERICAN LUNG ASSOCIATION.**
Fighting for Air