

# Targeting African-Americans for Flu Vaccination

National Influenza Vaccine Summit  
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## Why Target African-Americans for Flu Vaccinations?

- Historically, flu vaccinations rates in AA lower than all other studied groups
- During 2009–2010 Flu Season:
  - Seasonal flu vaccination rates **16.5%** lower for AA adults and **5.6%** lower for AA children than Whites
  - H1N1 vaccination rates **9.8%** lower for AA adults and **4.2%** lower for AA children than Whites

*Fighting Flu Fatigue*; Trust for America's Health,  
11/2010

## Why Target African-Americans for Flu Vaccinations?

During 2009–2010 Flu Season:

- Hospitalization rates from flu were 83% higher among African-Americans than Whites (29.7 v. 16.3 per 100,000)

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## Barriers to Vaccination – **Patient-Related**

- Lack of awareness
- Low perceived risk
- Misinformation/Misconceptions
- Vaccine efficacy doubts
- Fear of needles
- Trust\*

## Barriers to Vaccination – **Provider-Related**

- Absence of/weak recommendation
- Missed opportunities
- Quality of Care

## Outreaching to African- Americans

- Healthcare Providers
- Community
- Television and Radio
- Technology and Social Media

## Reaching Out Through Providers

**PROVIDER EDUCATION  
IS CRITICAL!!!**

## Reaching Out Through Providers

Providers with mostly African-American or Hispanic patient population are less likely to offer influenza and pneumococcal vaccinations

|                                | AA/Hispanic Patient Pop. | White Patient Population |
|--------------------------------|--------------------------|--------------------------|
| Offered <b>Flu</b> Vaccination | 47%                      | 74%                      |
| Offered <b>Pneumococcal</b>    | 27%                      | 54%                      |

## Provider Education (cont.)

- African-Americans are under-immunized when all major factors are equal to White counterparts:
  - No. of annual MD visits
  - Education
  - Medical insurance
  - Medical home

## Reaching Out Through the Community

- Senior Centers
- Sororities and Fraternities (graduate chapters)
- Employers
- Barbershops and Beauty Salons
- Schools and Extracurricular Activities
- Colleges, Universities, Trade Schools
- Churches\*

## Reaching Out Through Media

- Cable and Network Television
  - Cable less expensive, more targeted
  - Review Nielson Ratings and stations statistics
- Radio
  - Air during “drive time” and weekends
  - Use “sound-alikes”

## Reaching Out Through Technology – Mobile Devices

- African-Americans most active users of mobile internet and fastest growing users
- Mobile internet use by African-Americans is up 141% since 2007
- African-Americans less likely to go online using a computer than Whites (59% v. 45%)
- 29% of African-Americans access the internet on their handheld daily (v. 19% nationally)

Pew Internet & American Life Project , 12/2010

## Reaching Out Through Technology – **Twitter & Texting**

- AAs represent 25% of Twitter users
- All Adults 18-29 “significantly more likely” to use Twitter
- African-Americans and Latinos twice as likely to use Twitter than Whites
- Urban residents twice as likely as rural to use Twitter
- Texting used by 74% of all cell phone users

Pew Internet & American Life Project , 12/2010

## AA Focus Group Findings

- CDC and Baltimore County Department of Health Focus Groups found African-Americans were:
  - Not impressed by flu morbidity and mortality statistics
  - More concerned about missed times from work and school
  - Likely to believe flu vaccine gives you the flu

## AA Focus Group Findings

- CDC and Baltimore County Department of Health Focus Groups found African-Americans were:
  - Likely to think they were not at risk for the flu
  - Inspired to get vaccinated to protect senior and younger family members

## Creating Messaging

- Rule #1 – Field test messaging and materials
- Use more direct language
- Avoid using humor (without benefit of extensive field-testing)
- Consider culture AND education and life experience
- Avoid stereotypes and dated expressions



## Creating Campaigns

- Use diverse images—not exclusively African-Americans—for television
- Use images depicting families
- Consider cultural context

## Maryland Flu Campaign





## Video: Flu Vaccine Doesn't Give You the Flu

<http://www.youtube.com/watch?v=Ozll0BtK8W4>

## **Video: Everyone Should Get Vaccinated**

[http://www.youtube.com/watch?v=0kD1LY\\_Vryc](http://www.youtube.com/watch?v=0kD1LY_Vryc)

## **Video: Listen to Your Momma**

<http://www.youtube.com/watch?v=729iEgw1wmU>

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