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)

_Fighting Flu Fatigue: Trust for America’s Health, 11/2010_

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Barriers to Vaccination – **Patient-Related**

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

*Trust* refers to a lack of trust in health care providers or the flu vaccine itself.
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!!!
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
THE FLU VACCINE
DOESN’T GIVE YOU THE FLU
GET VACCINATED

IF YOUR KIDS GET THE FLU
THEY CAN’T GO TO SCHOOL
GET VACCINATED
Video: Flu Vaccine Doesn’t Give You the Flu

http://www.youtube.com/watch?v=OzlloBtK8W4
Video: Everyone Should Get Vaccinated
http://www.youtube.com/watch?v=0kD1LY_Vryc

Video: Listen to Your Momma
http://www.youtube.com/watch?v=729iEgw1wmU
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