Rostros de la gripe:*
Ethnic and Minority Community Influenza Vaccination Outreach Targeting Hispanics

(* Rostros de la gripe = Faces of Influenza)
Issue

- Up to 9.5 million Hispanics in the U.S. suffer from influenza in an average year, yet immunization rates remain dramatically low\(^1,2\)
  - About a quarter vaccinated against influenza (as of 11/11)\(^3\)
- Hispanics considered at high risk of developing complications from influenza\(^4\)
  - Increased rates of chronic diseases like asthma and diabetes

Key Insights

- Hispanic parents’ strong sense of family drives healthcare decisions
  - In a meningococcal immunization survey, Hispanic parents were less aware of disease risk, but more likely to vaccinate their children once made aware of vaccine, versus Caucasians\(^1\)
- Hispanics rely on authoritative sources for information
  - Media outlets, particularly broadcast\(^2\)
    - Spanish-language media reaches 80% of all Hispanics in the U.S.\(^3\)
  - Community leaders

\(^2\) CDC. Seasonal influenza Q&A. http://www.cdc.gov/flu/about/qa/disease.htm
\(^4\) CDC. Hispanic or Latino populations. http://www.cdc.gov/omhd/populations/HL/HL.htm
The solution: *Rostros de la gripe*

- An extension of *Faces of Influenza* initiative that:
  - Targets Hispanic mothers to reach the nation’s 50+ million Hispanics, all of whom are at risk of complications from influenza
  - Capitalizes on Spanish-speaking media and community stakeholders to compel Hispanic mothers to action
  - Features culturally-relevant creative and materials, “transadapted” from English-language content

**Strategies**

- Engage and motivate Hispanics through community-based programming
  - Leverage strong belief in trusted authoritative Hispanic advocates
- Recruit high-profile spokesperson to ensure coverage on Spanish-language TV news shows
Implementation

• Engaged “spokesmother” celebrity spokesperson, Univision personality Lili Estefan
  – Paired with Hispanic medical experts

• Conducted targeted Spanish-language media outreach
  – Generated awareness of severity of influenza among Hispanics
    • Spanish-language media receptive to health-related content

• Offered community organizations Spanish-language materials to help educate their constituencies and address cultural barriers

Impact and Results
Community Outreach

• Partnered with stakeholders by illustrating how program can help achieve common goals
• Supported their implementation of educational activities
  • New York: Engaged The Institute for the Puerto Rican/Hispanic Elderly, Inc. (PRIHE) and Carter Senior Center
    – Identified new local “face” of influenza, Ramona Cruz
    – Conducted flu clinic during National Influenza Vaccination Week

Media Outreach

• Campaign successfully communicated key messages in nearly all Spanish-language media coverage
  – Reinforced importance of vaccination for everyone 6 months+
  – Directed audience to campaign Website
Sample Coverage:
Lili Estefan featured on FOX News Latino

Key Learnings

• Spanish-language media receptive to health-related content tailored for Hispanics
• Community leaders/stakeholders are key conduit to Hispanic moms
• Hispanic-specific programming has become an essential part of the *Faces of Influenza* program
Thank You

• Visit facesofinfluenza.org to learn more