

**LOS ROSTROS**

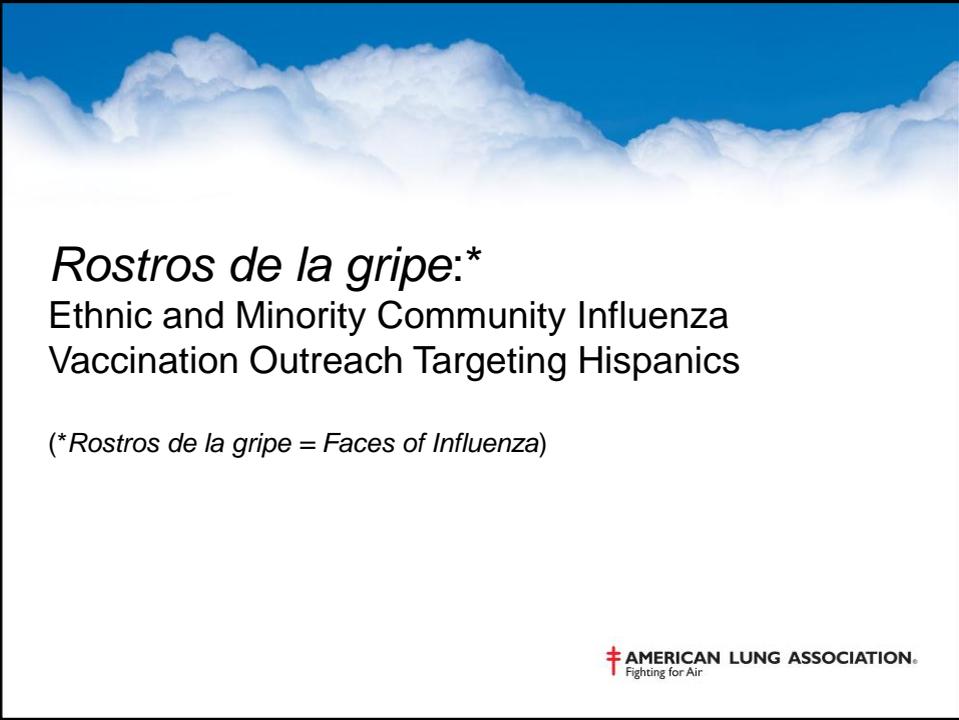


**DE LA GRIPE**

Programa de prevención de la gripe  
de la American Lung Association

En colaboración con sanofi pasteur

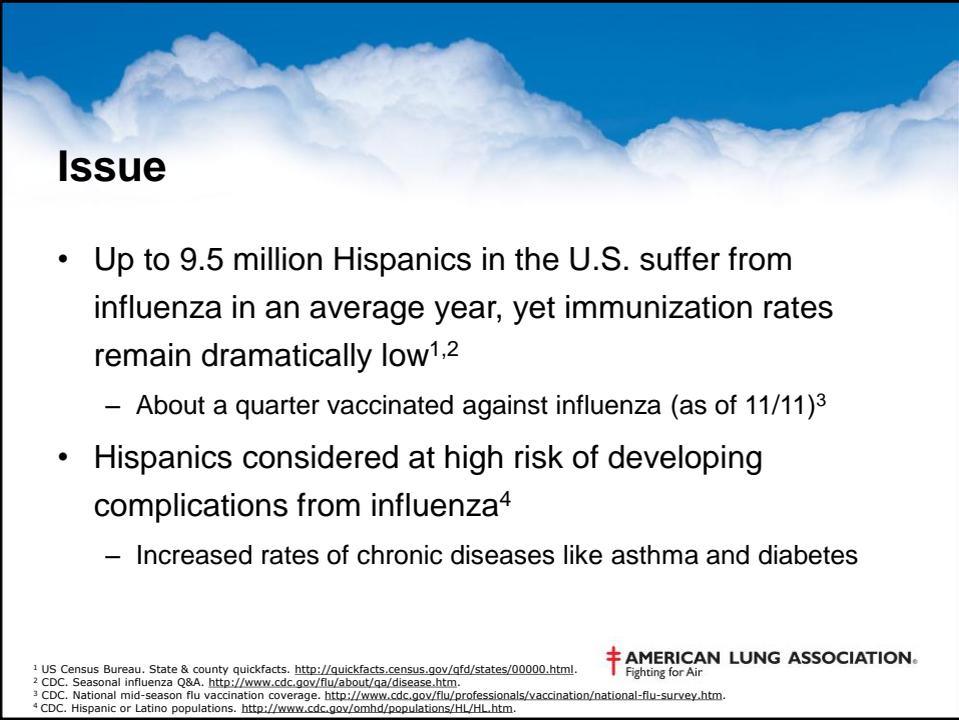
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***Rostros de la gripe:*\***  
Ethnic and Minority Community Influenza  
Vaccination Outreach Targeting Hispanics

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

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## Issue

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

<sup>1</sup> US Census Bureau. State & county quickfacts. <http://quickfacts.census.gov/qfd/states/00000.html>.

<sup>2</sup> CDC. Seasonal influenza Q&A. <http://www.cdc.gov/flu/about/qa/disease.htm>.

<sup>3</sup> CDC. National mid-season flu vaccination coverage. <http://www.cdc.gov/flu/professionals/vaccination/national-flu-survey.htm>.

<sup>4</sup> CDC. Hispanic or Latino populations. <http://www.cdc.gov/omhd/populations/HL/HL.htm>.

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## Key Insights

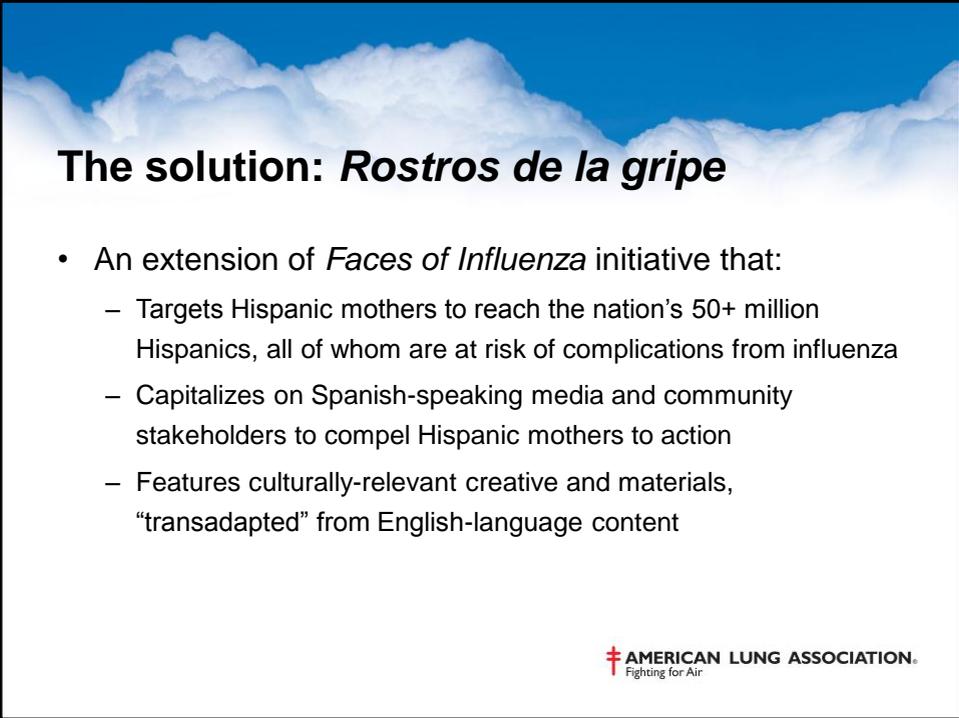
- Hispanic parents' strong sense of family drives healthcare decisions
  - In a meningococcal immunization survey, Hispanic parents were less aware of disease risk, but more likely to vaccinate their children once made aware of vaccine, versus Caucasians<sup>1</sup>
- Hispanics rely on authoritative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

<sup>1</sup> Meningococcal Vaccination: Call to Action, Nat'l Foundation for infectious Diseases, 2008.

<sup>2</sup> Hispanics and Healthcare in the US, Pew Hispanic Center and Robert Wood Johnson Foundation, 2008.

<sup>3</sup> AP-Unionvision survey, National Opinion Research Center at the University of Chicago, 2010.

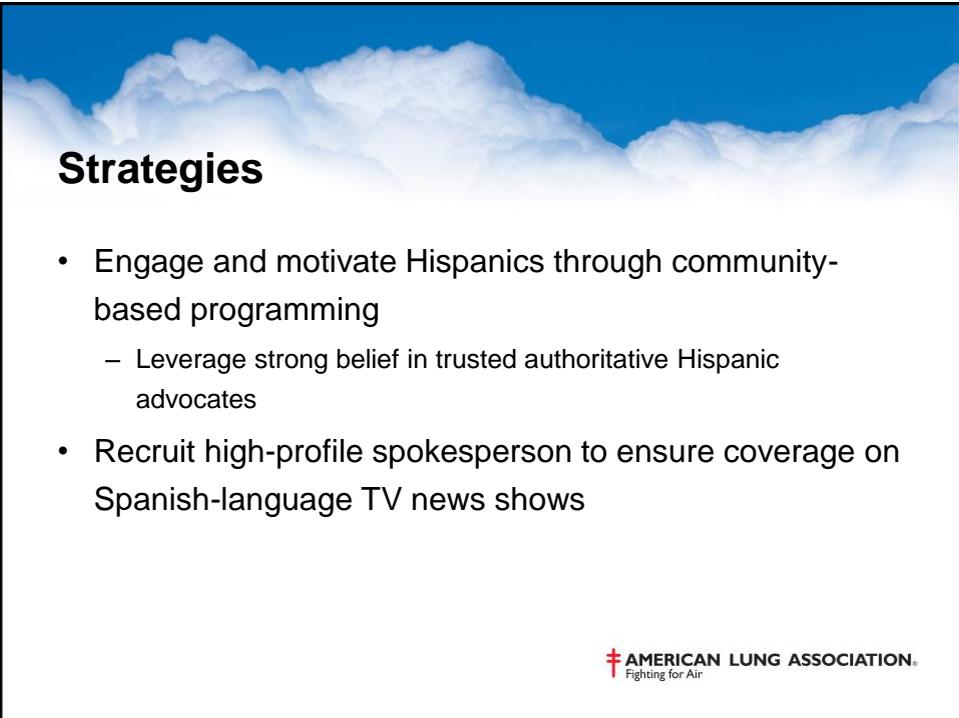
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## The solution: *Rostros de la gripe*

- 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

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## 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

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## 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

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## Impact and Results

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## Community Outreach



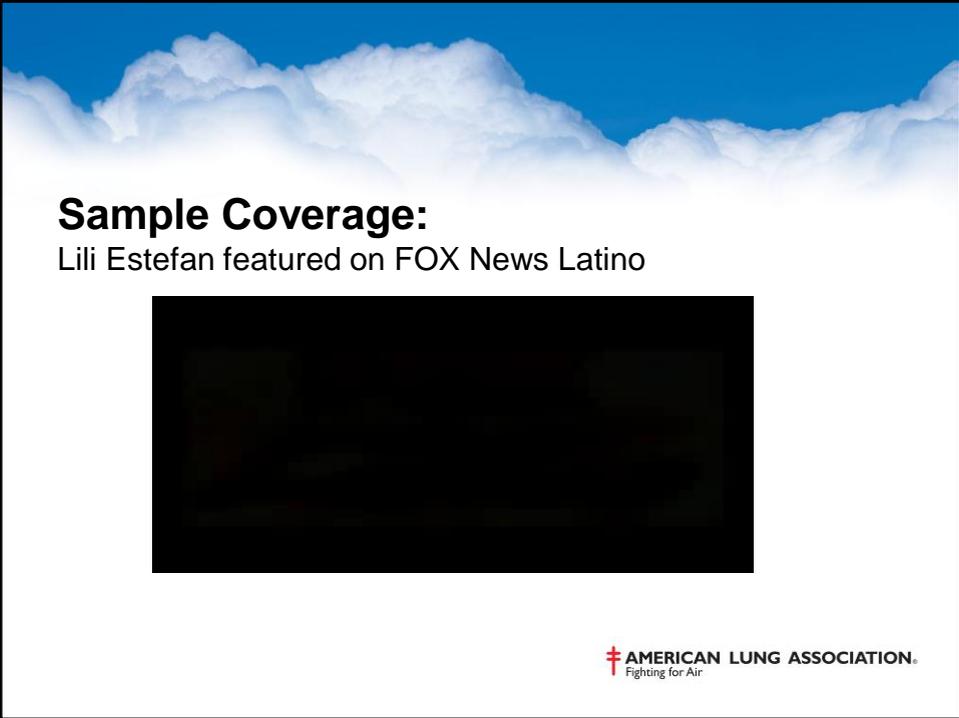
- Partnered with stakeholders by illustrating how program can help achieve common goals
- Supported their implementation of educational activities
  - New York: Engaged The Institute for the Puerto Rican/Hispanic Elderly, Inc. (PRIHE) and Carter Senior Center
    - Identified new local “face” of influenza, 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



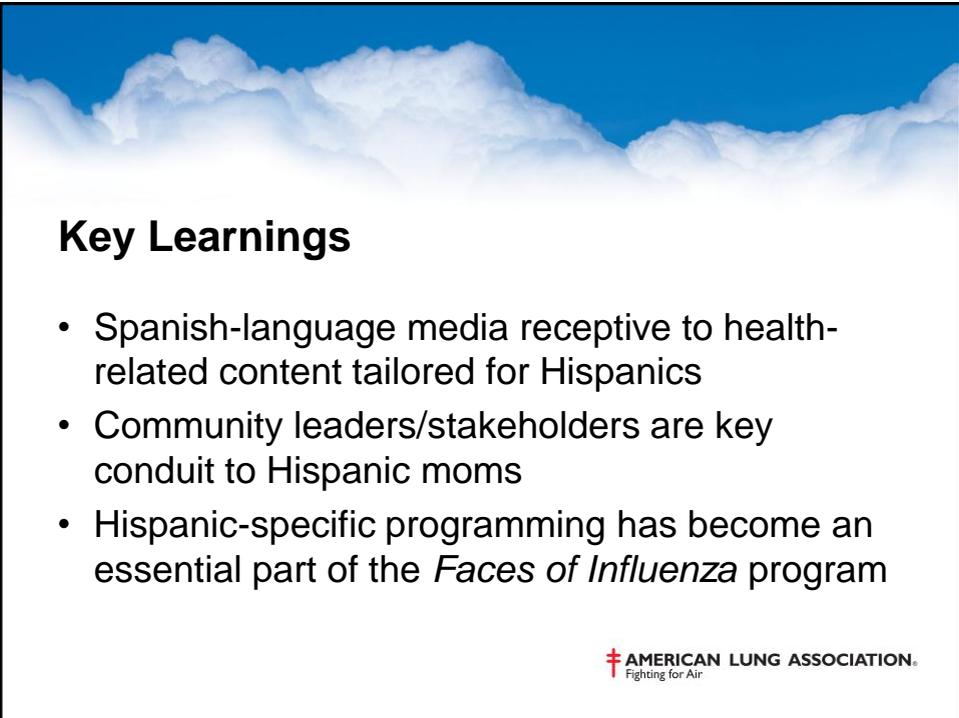


## Sample Coverage:

Lili Estefan featured on FOX News Latino



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## 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

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## Thank You

- Visit [facesofinfluenza.org](https://facesofinfluenza.org) to learn more

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