Effective African American and Hispanic Grassroots Strategies and Flu Activities

2012 National Influenza Vaccine Summit
Atlanta, GA
May 17, 2012

National Influenza Vaccination Disparities Partnership (NIVDP)
Summary of Success

- **Stakeholders were instrumental in executing**
  - Recruitment of 324 community partners from all HHS regions
  - Community outreach in 30 target markets
  - Coordination of 79 promotional events
  - Distribution of 48,882 promotional materials including posters, flyers, reminder cards, stickers, and fotonovelas
  - Influenza webinar for 49 Consulate staff of four Latin American countries presented by CDC subject matter expert, Dr. Aaron Storms
  - Vaccination of 4,577 consumers at 48 flu clinics in 30 target markets
  - Engagement of 43 media partners within Hispanic and African American communities
  - A total of 16,241,955 impressions for radio, print, television and online outlets during National Influenza Vaccination Week (December 4-11, 2011)

*Based on preliminary data

Campaign Purpose

- **Assist CDC to identify and develop action-oriented partnerships to support promotional activities**
  - Support influenza vaccination uptake marketing strategies
  - Broaden community involvement
  - Engage multi-sector alliances
  - Coordinate activities with grassroots organizations, community clinics, pharmacies, and health departments
Campaign Partnerships

- Multi-sector partnerships function as connection points to
  - Provide awareness of the importance and benefits of influenza vaccination
  - Distribute culturally and linguistically competent health communication materials
  - Maximize available partner resources
  - Coordinate promotional activities
  - Conduct media outreach for National Influenza Vaccination Week (NIVW) events

Community Engagement

- Outreach Strategies
  - Establish and broaden base for Partnership
  - Capture real stories from health champions for local media placement
  - Coordinate with partners’ local flu vaccination clinics
  - Distribute free flu vaccination vouchers
  - Mobilize key partners in 30 target markets for outreach activities including distribution of promotional materials
Determinants for Partnership

• **Context for Partnership**
  - Low vaccination rate coverage
  - Distrust of government authorities within disparate populations
  - Misinformation about influenza vaccination and side effects

• **Initiation**
  - Partner selection criteria
  - Environmental scan
  - Readiness assessment

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Determinants for Partnership

• **Partnership structure**
  - High autonomy of members
  - Sustainability planning
  - Resource sharing

• **Capacity building**
  - Flu 101
  - Social media strategies
  - Communications tools and resources
Determinants for Partnership

- **Implementation**
  - Community outreach
  - Media engagement
  - Networking
  - Partner recognition
  - Accountability and monitoring

- **Outcomes**
  - Partner capacity
  - Benefits of annual influenza vaccination uptake
  - Partnership engagement

Partnership Model

- **Messages**
- **Channels**
- **Cultural Filters**

- **Cultural Interpreters**

- **Connections**
- **Hubs**
- **Stories**
Real Stories

• African American community organizer in Washington, DC
  
  *This is the first year I was vaccinated. I used to believe that the flu shot gave me the flu. I know better now and I am spreading the word.*

Real Stories

• Hispanic father hospitalized from acute flu complications in Reno, NV
  
  *My daughter was afraid to hug me. She said ‘You are not my daddy,’ as she saw me in the hospital bed attached to so many tubes.*
Real Stories

- African American community leader in Birmingham, Alabama

  The flu threatens the entire family. A Birmingham man learned this when he contracted the flu from his mother. She died. He lived and distributes CDC materials Sheila Tyson provides him.

Real Stories

- Hispanic couple in Los Angeles, CA

  We should have followed the doctor’s orders. I lost my wife and unborn child and now Nadia and I feel so alone.
Promotional Materials

• Materials disseminated to partners
  • Community leader and media kit
  • Radionovela
  • Matte articles
  • Fact sheets
  • Posters and flyers
  • T-shirts and lunch bags
  • Stickers
  • Fotonovela
  • Reminder cards

Partner Recruitment

Three-fold increase in partnership engagement
Partner Pledges

- Social media: 3 pledges
- Host meeting: 1 pledge
- Online pledge: 13 pledges
- Promote vaccination: 20 pledges
- NIVW clinics: 3 pledges
- Recruit spokespersons: 3 pledges
- Engage organizations: 40 pledges

- Pledge Activity & Follow Through
- Pledge
- Completed Activity

Region 01: RI
Region 03: MD, DC, VA
Region 04: FL, NC, AL
Region 05: IL
Region 06: TX, OK
Region 08: UT
Region 09: CA, NV
Region 10: OR

*Based on preliminary data

Partner Events by HHS Region*

- Region 01: RI: 12%
- Region 03: MD, DC, VA: 6%
- Region 04: FL, NC, AL: 8%
- Region 05: IL: 8%
- Region 06: TX, OK: 10%
- Region 08: UT: 8%
- Region 09: CA, NV: 8%
- Region 10: OR: 4%

*Based on preliminary data
Influenza Vaccinations by HHS Region*

Vaccinations Administered

*Based on preliminary data

In Community

Vaccination clinic in Washington, DC
DC Media Event

• **2011 NIVW Launch Event**
  - Event hosted by the DC Office on Latino Affairs
  - Media event with Jaime Moreno, premier professional soccer star and coach from DC United
  - Public vaccination with dignitaries from Consulates of Mexico, Peru, Bolivia, El Salvador, and Uruguay

[Image: Jaime Moreno, DC United soccer star]

Media Event
Richmond, VA

2011 NIVW Launch Event:
• Event hosted by the Office of Mayor Dwight C. Jones, Richmond Department of Health, and Office of Aging
• Press conference with Dr. Nadine Gracia (OMH/HHS)
• Hosted by faith leaders within underserved community

[Image: Dr. Gracia with elected and health officials in Richmond, VA]
Health Expo in Mims, FL

Community organizer, Salandra Benton with Vivica Fox

Miami, FL and Salt Lake City, UT Events

Comunidades Unidas Health Station

Colombian Consulate in Miami
Ahorros para Mamá
(Savings for Mom)

• Engagement Level
  • Total page visits 719
  • Impressions 7,843
  • Total page likes 6

Máma XXI
(21st Century Mom)

• Engagement Level
  • Total page visits 2,371
  • Impressions 6,291
  • Total page likes 5
  • Blog comments 8
  • Facebook likes 3
  • Twitter tweets 2
  • Featured Dr. Storms (CDC) interview
Blogging Results

**Mejorando mi Hogar**
(Home Improvement)

- **Engagement Level**
  - Total page visits 9,256
  - Impressions 12,943
  - Facebook 1 post; 4 shares
  - Twitter 1 tweet; 6 re-tweets

**Mundo de Mamá**
(Mom’s World)

- **Engagement Level**
  - Total page visits 22
  - Impressions 10,576
  - Total page likes 7; shares 7
  - Tweets 3
  - Featured interview with premier soccer player and coach Jaime Moreno
    (DC United)
Media Outreach

Dr. Danny Avula, Richmond Department of Health, interview at 2011 NIVW media event

Media Outreach

Flu vaccination clinic participant at Office on Latino Affairs, Washington, DC.
Media Outreach

DC United Website

Univision coverage in Washington DC and Salinas, CA
Media Outreach

Op ed
Dr. J. Nadine Gracia
Deputy Assistant Secretary for Minority Health
US Department of Health and Human Services

CDC: As many as 1 in 4 with HIV not taking medication

Media Outreach

The Richmond Voice

It's not too late to vaccinate, the flu ends with you

Dr. J. Nadine Gracia
Deputy Assistant Secretary
for Minority Health
US Department of Health
and Human Services

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