Strategies to Build and Sustain Multi-Sector Partnerships

CDC National Influenza Vaccination Campaign Reaching Health Disparate Populations

Key Points

- Problem
- Purpose
- Goals
- Campaign success
- Partnership determinants
- Community and media engagement
- Results
- Take home message

Montes family ready to be vaccinated
Henderson, Nevada
Problem

Disparities in exposure, susceptibility, and access to timely and effective treatment for influenza have been documented within Hispanic, American Indian and African American populations

- The influenza vaccination coverage rate among African Americans is at 33.4% which is significantly lower than the Healthy People 2020 objective of 90% (CDC, 2013)
- Older African Americans bear a disproportionate burden of those diseases that lead to flu-related health complications (NIMHD, 2012)
- Hispanic adults have the lowest vaccination rate among adults (29.5%)
- Influenza is the fourth leading cause of death among American Indians (CDC, 2010)

Problem

Studies estimate that annual influenza epidemics in the United States result in:

- Hospitalized days 3.1 million
- Outpatient visits 31.4 million
- Direct medical costs averaged $10.4 billion
- Projected lost earnings due to illness and loss of life amounted to $16.3 billion

Problem

Barriers for African American and Latino populations:
- Misconceptions, such as “flu shots cause the flu”
- Doubts about the safety and effectiveness of flu shots
- Lack awareness of the need for immunization
- Cost and lack of insurance
- Lack of medical home

Purpose

Help the CDC build action-oriented, long-term partnerships to:
- Support national seasonal influenza vaccination campaign
- Broaden community involvement and media engagement
- Engage multi-sector alliances
- Coordinate activities for National Influenza Vaccination Week
**Campaign Goals**

**Engage partnerships to reach key audiences:**
- Promote awareness of the importance and benefits of influenza vaccination
- Disseminate culturally and linguistically competent communication tools
- Maximize partner resources
- Coordinate promotional activities

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**NIVDP Success**
**First Two Years of Campaign**

- Recruited 463 results-driven, multi-sector partners
- Conducted outreach in 81 target markets
- Coordinated 239 flu clinics in 45 cities
- Engaged 172 media partners from Hispanic, American Indian, and African American communities
NIVDP Success
First Two Years of Campaign

- Generated a total of **84 million** impressions from radio, print, television, and online outlets
- HHS/CDC partnership with Walgreens has supported the vaccination of over **215,000** people in the last two years

**Year 2: Campaign Success**

**Flu Vaccines Administered**

- 67%
- 30%
- 3%
- Latino/Hispanic
- African American
- American Indian
Partnership Determinants

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

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

Partnership Determinants

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

- **Capacity building**
  - Flu 101
  - Social media strategies
  - Communications tools and resources
Partnership Model

Community Engagement

Mexican Consulate New Orleans, LA
Community Engagement

- Assembly of Petworth
  Washington, DC

- Richmond City Health District
  Virginia Union University
Community Engagement

Universal Kidney Foundation
Flint, Michigan

Printed CDC Materials

95% open click ratio
Highly downloaded logo
Tested with diverse tribes
Dissemination of CDC Materials

- Posters: 95.4%
- Fotonovelas: 53.9%

Partners drive the demand for 127,000 printed CDC materials

http://www.cdc.gov/flu/freeresources/index.htm

Media Outreach Strategies

- Coordinated media tour with CDC subject matter experts through top-tier minority media partners
- Engaged Latina mommy bloggers for ongoing conversations with campaign partners and parents
- Organized meet-ups for African American women and engaged faith-based influencers
- Secured bloggers through American Indian College Fund and tribal communities
Moving Your Brand and Message into the Community

Media Results

2011-2012
- 39 media partners
- 16M+ impressions

2012-2013
- 133 media partners
- 68M impressions

325% Impressions increase

67 media partners
34 million impressions with traditional and online media
$918K total estimated donated value

NIVW Media Results
December 2-8, 2012
Regional Results

In Virginia, Washington D.C., and Maryland the campaign partnership yielded:

**Flu Vaccination Clinics**

Total: 38 vs. 106

179% increase

Regional Results

In Virginia, Washington D.C., and Maryland the campaign partnership yielded:

Vaccinations Administered

338% increase
New Outreach Strategy

Engaging American Indian and Alaska Native Communities

Problem

Barriers among American Indian/Alaska Native populations:

• Regional and geographic
• Cultural practice concerns
• Transportation and access
• Misinformation
Community Engagement

National Influenza Vaccination Week (December 2-8, 2013)
- Mark Twain Elementary School
- Assembly and flu vaccination clinics, Oklahoma City, OK
- N.A.T.I.V.E. Project
- Flu forum and luncheon, Spokane, WA

Oklahoma City

- Key partners
  - Oklahoma City Indian Clinic
  - Oklahoma City Public Schools
  - NBA Oklahoma Thunder
- 280 teachers and parents participated
- More than 100 vaccines administered
- Media coverage
  - The Oklahoman
  - Native American Times
Spokane

- Presentation on importance of flu immunization
- Connection to health care providers and local community
- Media coverage
  - Inner Tribal Beat Radio

Partner Engagement

- National, regional, and local partners
- National Congress of American Indians
- National Indian Health Board
- National Council of Urban Indian Health
- American Indian College Fund
- Alaska Native Tribal Health Consortium
- Alaska Federation of Natives
Media Outreach

- Two radio PSAs: Protect the Circle of Life
- Blogger engagement
- More than 100 media partners
- More than 22 million impressions

Take-Home Message

- TRUST
- PARTNER NEEDS
- SOCIAL NARRATIVES
Thank You!

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