

Summit National Award Winners

“Overall 2013-2014 Influenza Season Activities” Award

Recipient: **Universal Kidney Foundation**



Presentation by:
Yvonne Lewis
Executive Director



National Adult
and Influenza
Immunization
Summit



Universal Kidney Foundation

2013~2014

Flint/Genesee County, Michigan

Influenza Vaccination Campaign

Presented by:

E. Yvonne Lewis, Executive Director

May 14, 2014



Universal Kidney Foundation

Founded in 2008/ Genesee County,
Michigan – 501 (c) (3)

MISSION:

To prevent kidney and kidney related illnesses; and promote access to quality health care information and education through the use of technology.



Education Kiosk



Flint/Genesee County Influenza Vaccination Campaign

- * CDC Goal
- * Local Objectives
- * County Campaign
 - * 83 Counties in Michigan
 - * Genesee County ranks 81 in RWJ County Health Rankings (415, 376/20.9% AA)
 - * Flint – County Seat (100,515 residents)
 - * 56.6% African American
- * NIVW Week Activities



2013 ~ 2014 Activities

- * April 2013 ~ March 2014
- * 25 Events (Pre/NIVW/Post)
- * Dialogue Sessions/Education Sessions
- * Education Sessions/Flu Clinics/ Additional Resources
- * Panel Discussions/Education/Flu Clinics
- * Media



The Theme Carries the Message

- * 2012 ~ Truth or Dare/Fact or Fiction/Dispelling the Myths
- * 2013 ~ Changing Expectations
 - * Panel Discussions/Education Sessions
 - * provide opportunity for open and transparent dialogue
 - * Surveys and Evaluations
 - * obtain data that provides insights to enhance program
 - * Community and Health Professionals



Process and Presentation

- * **Data Driven**
 - * *What does the data say?*
- * **Cultivate Relationships**
 - * *Who else should I consider or is it just me?*
- * **Create the space for open dialogue**
 - * *Still more questions?*
- * **Culturally sensitive/Culturally appropriate**
 - * *Faith ~ History ~ My Story*



Our communities want to learn Knowledge is Power!

Flint/Genesee County National Influenza Vaccination Week 2013

Common Myths & Misconceptions about Flu Vaccines
Feel free to Ask These Questions During the Session

- * Can a flu shot give me the flu?
- * Is it better to get the flu than the flu vaccine?
- * Do I really need a flu vaccine every year?
- * Why do some people not feel well after getting the seasonal flu vaccine?
- * What about people who get a seasonal flu vaccine and still get sick with flu-like symptoms?

Flint/Genesee County National Influenza Vaccination Week 2013

Common-Myths & Misconceptions about Flu Vaccines
Feel Free to Ask These Questions During the Session

- * What is in the flu vaccine and who gets what doses?
- * Can vaccinating someone twice provide extra protection?
- * Do pregnant women or people with pre-existing medical conditions need special permission or written consent from their doctor to receive the flu vaccine?
- * How are vaccines selected?
- * What are the types of vaccines?

Questions were taken from the Frequently Asked Questions on the CDC website



HHS Representative Reaches out to share important information

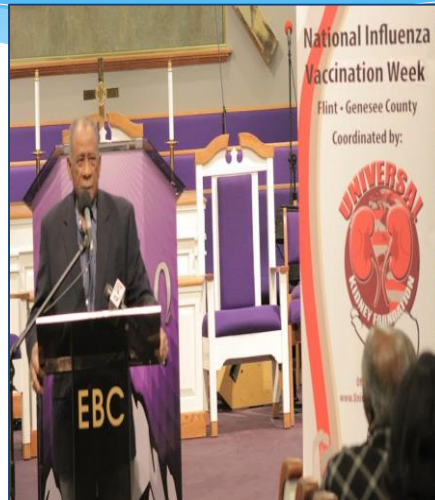


Acacia Salatti, Acting Director, Faith-Based and Neighborhood Partnerships



Compelling Stories

- * Listen to understand the issues
- * Respond based upon concerns and cultural norms
- * Be honest and transparent
- * Be willing to acknowledge issues





Education and Support make the difference

Receiving vaccine with a smile from Walgreen Pharmacists



Pastor supports his wife getting first flu shot from Kroger Pharmacists



Meet them where they are!





Moving Forward

On Community Side

- * Keep the Conversation going
- * Build relationships
- * Engage positive influencers
- * Engage the naysayers
- * Connect to other issues

On the Data Side

- * Provide the data to community
- * Enhance evaluation methods
- * Improve documentation
- * Translate, Translate, Translate
- * Ask the next question

The Team that makes the Dream Work!

Flint/Genesee County National Influenza Vaccination Week
Coordinated by Universal Kidney Foundation

Supported By: The Centers For Disease Control And Prevention (CDC) National Influenza Vaccination Disparities Partnership Community Foundation of Greater Flint



Contact Us!

Thank
YOU!



Thank
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