



Effective African American and Hispanic Grassroots Strategies and Flu Activities

2012 National Influenza Vaccine Summit

**Atlanta, GA
May 17, 2012**

Cultural Marketing



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

3



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

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4



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

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5



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

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6



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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7



Determinants for Partnership

- **Partnership structure**
 - High autonomy of members
 - Sustainability planning
 - Resource sharing
- **Capacity building**
 - Flu 101
 - Social media strategies
 - Communications tools and resources

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8



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

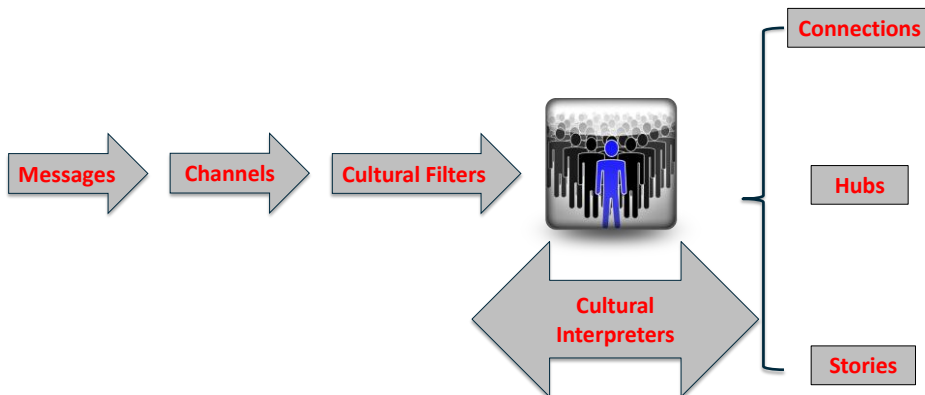
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9



Partnership Model



10



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.



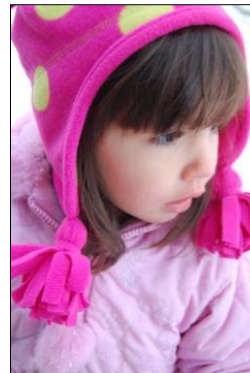
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Real Stories

- **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.



12



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.



13



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.



2011 MarCom Award Winner
Design Industry

14



Promotional Materials

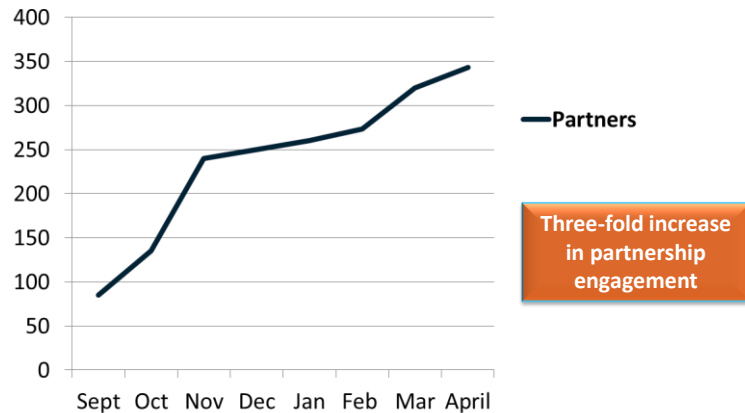
- **Materials disseminated to partners**
 - Community leader and media kit
 - Radionovela
 - Matte articles
 - Fact sheets
 - Posters and flyers
 - T-shirts and lunch bags
 - Stickers
 - Fotonovela
 - Reminder cards



15



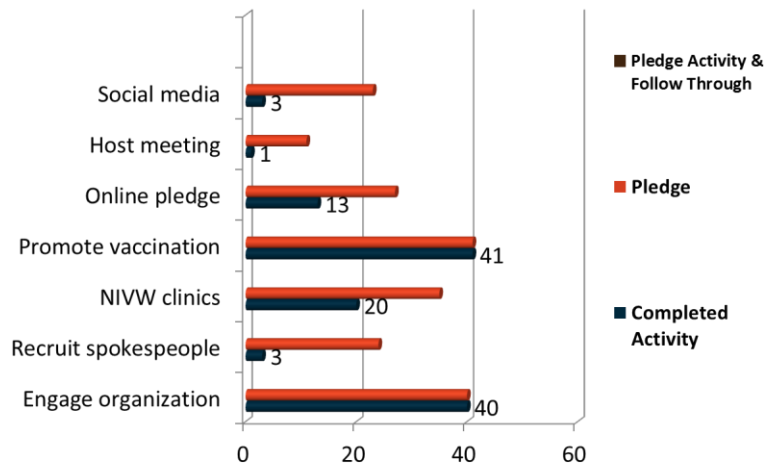
Partner Recruitment



16



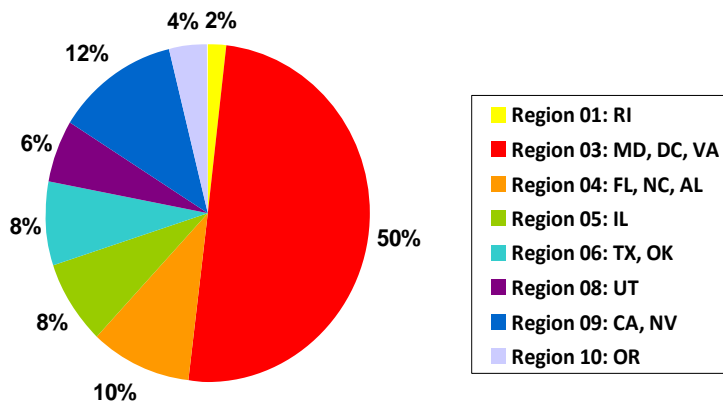
Partner Pledges



17



Partner Events by HHS Region*



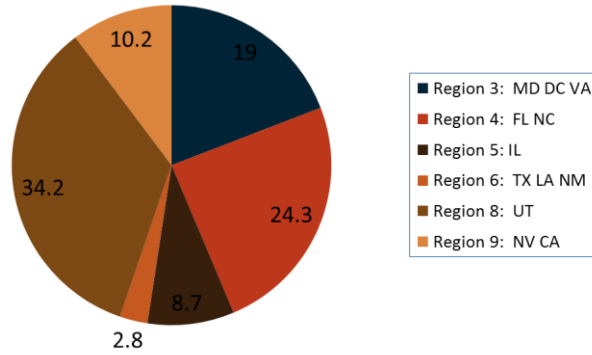
*Based on preliminary data

18



Influenza Vaccinations by HHS Region*

Vaccinations Administered



*Based on preliminary data

19



In Community



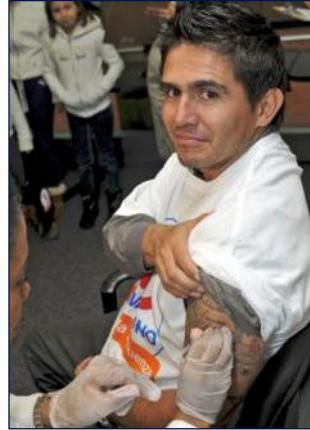
Vaccination clinic in Washington, DC

20



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



Jaime Moreno, DC United soccer star

21



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



Dr. Gracia with elected and health officials in Richmond, VA

22



Health Expo in Mims, FL



Community organizer, Sandra Benton with Vivica Fox

23



Miami, FL and Salt Lake City, UT Events



Comunidades Unidas Health Station



Colombian Consulate in Miami

24



CDC Subject Matter Expert



Dr. Azziz (CDC) at DC media event



Partners Communication

Influential E-newsletter

monthly publication



November, 2011



December, 2011



January, 2012



February, 2012



Blogging Results

Ahorros para Mamá (Savings for Mom)

• Engagement Level

- Total page visits 719
- Impressions 7,843
- Total page likes 6



27



Blogging Results

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



28



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



29



Blogging Results

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)



30



Media Outreach



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

31



Media Outreach



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

32



Media Outreach

DC United Website

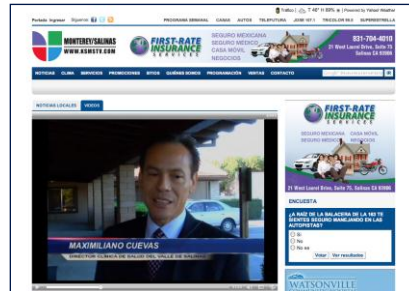


33



Media Outreach

Univision coverage in Washington DC and Salinas, CA



34



Media Outreach

The Richmond Voice | Dec. 7 - 13, 2011 - 15

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

National Influenza Vaccination Week

When you see "Get Your Flu Vaccine Here" signs in December at pharmacies and at doctor offices, you might think, "Isn't it too late?"

The answer is "no!"

Commentary by Dr. J. Nadine Gracia

Dec. 4 - 10 marks National Influenza Vaccination Week, a national effort to remind everyone that it's not too late to get your flu shot. Flu season often doesn't peak until January and can extend through May, so there is plenty of time to protect yourself and your family.

Each year, millions of people who get the flu can have a fever, cough, sore throat, sneeze or stuffy nose and fatigue, and spend days to feel better at work or school. More than 200,000 people are hospitalized from flu complications in the United States each year.

African American communities are especially hard hit by the flu. During 2009, when H1N1 flu was widespread, African Americans were hospitalized from flu complications twice as often as non-Hispanic whites. Chronic health conditions, like asthma, diabetes and heart or lung disease, also can put you at risk of serious complications if you get the flu. And since African Americans are more likely to have these chronic health conditions, getting a yearly flu vaccination is very important. Young children, pregnant women and adults older than 50 are also at higher risk for serious complications from the flu. Everyone six months of age and older is recommended to get a flu shot, but only, most of vaccination are lower among African Americans than other populations. You can be a champion in your community by protecting your health and your family's health through flu vaccination this year.

As a pediatrician, I urge you to follow doctor's orders this month and "Take It," the three steps to keep healthy this winter.

FYI...

The Richmond City Health District is partnering with the CDC Influenza Vaccination Campaign to encourage increased flu vaccination within the African American population.

Each individual who gets the protection of flu vaccine helps to prevent the spread of flu within the community.

Free flu vaccination is available at local public health departments, The Richmond City Health District or 401 E. Clay Street, offers free flu vaccination by appointment on Tuesdays and Fridays.

Call 804-623-5560 for an appointment or information.

Take time to get a flu vaccination. This is the most important step. The flu vaccine is safe, is the best way to protect against flu, and it's available at many places in your community, including doctor offices, grocery stores, pharmacies and public health clinics.

Take everyday steps to stop the spread of germs. Cover your nose and mouth when you cough or sneeze, and stay home from work and activities if you're getting sick.

Take flu antiviral drugs if your doctor prescribes them. If you do get the flu, your doctor might prescribe antiviral medications to help you get better faster and limit your spread of the flu virus to others. It's important to take this medication promptly, especially if you have a health condition like diabetes or heart disease.

Once vaccinated, you can enjoy this holiday season knowing that you have taken the single best step to protect yourself and your loved ones against the flu. Remember, the "Flu Shot Works!"

The writer is acting director of the Office of Minority Health, U.S. Department of Health and Human Services.

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

HEALTH DAY - Source: 1.2 million Americans are living with HIV, yet only 45 percent are taking their HIV medications. Only one out of 21 percent were getting continuing treatment.

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



Media Outreach





Promising Practices

Culture.

Language.

Community.

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37



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