

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 (NIMHHD, 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

*Source: Molinari, 2007. Jun 28;25(27):5086-96. Epub 2007 Apr 20



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



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

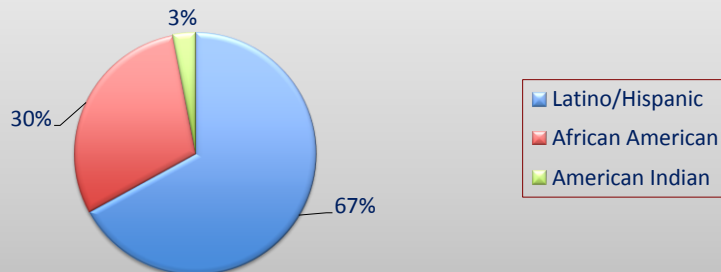


NIVDP Success First Two Years of Campaign

- 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



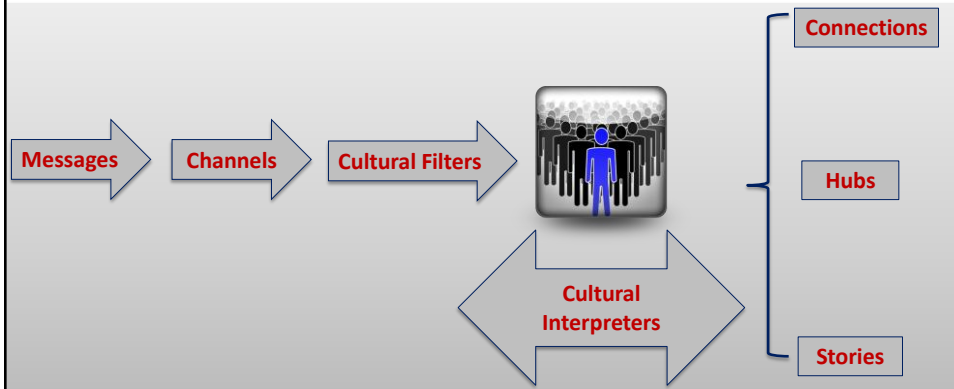
Partnership Determinants

- **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**



Community Engagement



**Richmond City Health District
Virginia Union University**



Community Engagement



Universal Kidney Foundation
Flint, Michigan

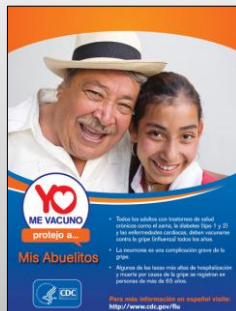
Moving Your Brand and Message into the Community

Cultural Marketing  16

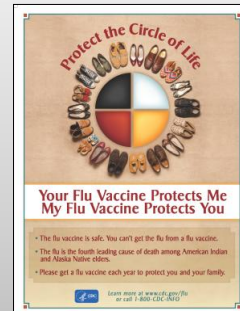
Printed CDC Materials



95% open click ratio



Highly downloaded logo



Tested with diverse tribes

Moving Your Brand and Message into the Community

Cultural Marketing  17

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

Media Results

2011-2012

- 39 media partners
- 16M+ impressions

2012-2013

- 133 media partners
- 68M impressions



325%
Impressions increase

NIVW Media Results

December 2-8, 2012

67 media partners

34 million impressions with traditional and online media

\$918K total estimated donated value



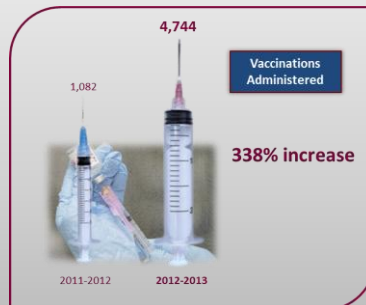
Regional Results

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



Regional Results

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



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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