

Summit National Award Winners

“Corporate Campaign” Award

Recipient: HMA Associates, Inc. with Kaufman & Associates, Inc.



Presentation by:
Carlos Velazquez
Kim Blessing

Cultural Marketing



Kaufman & Associates
INCORPORATED



American Indians/
Alaska Natives

NIVDP Campaign Themes



African Americans



Hispanics



National Adult
and Influenza
Immunization
Summit



**2017 National Adult and Influenza
Immunization Summit • Corporate Campaign**

Atlanta, GA • May 10, 2017





CDC Addressing Health Disparities



Reaching American Indian/Alaska Native Communities



Engaging African American Communities



Protecting the Latino Community



Results

THE SUCCESSES FROM 2011 TO 2017



900+
multi-sector
NIVDP members



450
digital media
partners



306 MILLION
impressions from
donated media



240,000
CDC print materials
disseminated



1.2 million
people vaccinated
against the flu



900+
flu vaccine promotion
events in 95 cities



To Learn More



info@cdc.gov

<https://www.cdc.gov/flu/partners/disparities.htm>





Many Thanks

CDC team
HHS leadership
All the NIVDP partners

Walgreens
Jo Ann Kauffman (KAI)
Irma Maldonado (HMA)

