2014–2015 Flu Season

Grassroots Approaches for Effectively Engaging Communities of Color in Flu Immunization

Agenda

- Introductions
- Goals and strategies
- Campaign successes
- Local coverage data
- 2014-2015 Flu Season Plans
- Lessons learned

Goals

- Promote awareness of the importance and benefits of influenza vaccination
- Disseminate CDC culturally and linguistically competent communication tools
- Maximize partner resources to promote activities
- Build partner capacity for sustainability of flu vaccination promotion and ongoing evaluation

Campaign Strategies

- Creative development
- Media outreach
- Partner engagement
- Social media
- Sustainability plan

Results

2011-2014 CAMPAIGN YEARS

- Recruited over **700** multi-sector community partners
- Coordinated over **450** flu vaccination clinics in **49** cities
- Engaged over **300** media partners
- Generated over **188 million** donated impressions from radio, print, television, and online outlets
- Over **430,000** uninsured people vaccinated against the flu

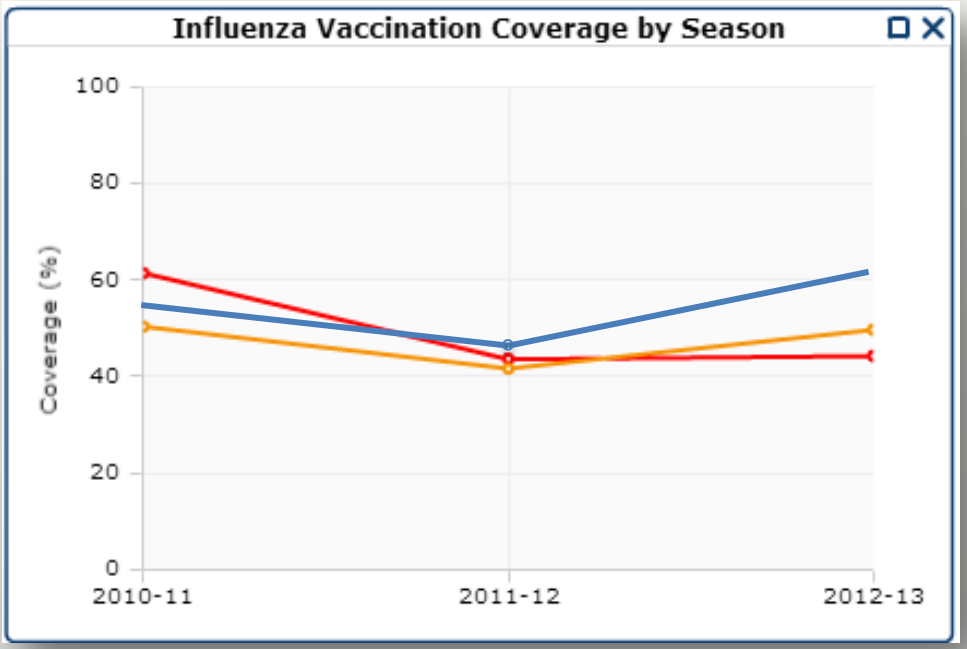
Virginia Population

State Population 8,001,024 *		
Population by Ethnicity	**Total**	**%**
Hispanic/Latino	631,825	7.9
Non Hispanic/Latino	7,369,199	92.1
Population by Race		
White	5,486,852	68.6
African American	1,551,399	19.4
Asian	439,890	5.5
American Indian and Alaska Native	29,225	0.36
Native Hawaiian and Pacific Islander	5,980	0.07
Other	254,278	3.15
Identified by two or more	233,400	2.92

* Source: http://www.census.gov/popfinder/?fl=51

State Influenza Vaccination Coverage Hispanic ≥6 months

Total Vaccination State Coverage: 49.4%



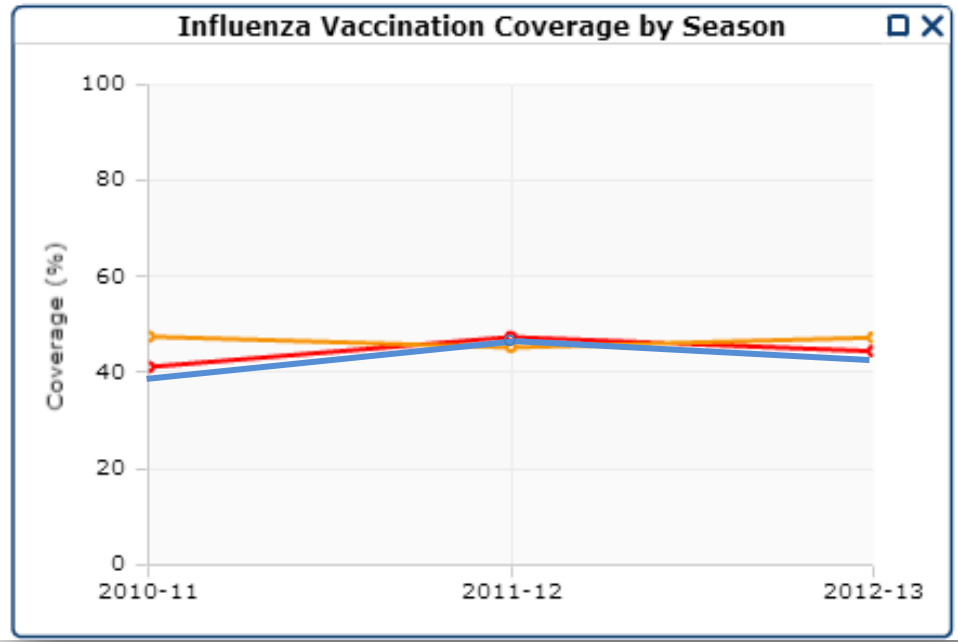
2012-2013 Flu season

Virginia:		44.2%
DC:		61.7%
Maryland:		49.7%

Source: http://www.cdc.gov/flu/fluvaxview/1314season.htm

State Influenza Vaccination Coverage African American ≥6 months

Total Vaccination State Coverage: 49.4%



2012-2013 Flu season

Virginia:	44.5 %
DC:	41.2 %
Maryland:	47.3 %

Source: http://www.cdc.gov/flu/fluvaxview/1314season.htm

2014-2015 Flu Season

- Partner engagement
- Media outreach
- Partner recognition
- Research

Partner Engagement

2014-2015 FLU SEASON

- Community outreach in 50 target markets
- Binational Health Week
  - October 4-18, 2014
- National Influenza Vaccination Week
  - December 7-13, 2014
- National Immunization Awareness Month
  - August, 2015

Partner Engagement

2014-2015 FLU SEASON

- Faith-based organizations
- Historically Black Colleges and Universities (HBCUs)
- Assisted living housing and adult day care centers
- Grassroots organizations
- Job centers
- Homeless shelters
- Food banks
- Small businesses
- Organizations working with young and older adults

Mt. Nebo Baptist Church
Surry County, Virginia

Media Outreach

2014-2015 FLU SEASON

- Webinars
- Social media
- Traditional media
- Subject Matter Experts (SMEs) engagement

White Memorial Medical Center
2014 NIVW media event—Los Angeles

Partner Recognition

2014-2015 FLU SEASON

- Mayoral proclamations
- "In*flu*ential News," monthly newsletter
- CDC Partner portal calendar of activities
- Story bank
- Facebook
- Twitter

Atlanta Mayor, Kasim Reed NIVDP partner recognition event

Research

- Health care professionals have influential role in flu vaccine acceptance and patient acceptability
- CDC will conduct research that evaluates Hispanic physician perceptions on recommending flu vaccination to Hispanic adults
  - Selection of four target sites to sample diversity of Hispanic population and physician specialty practice
  - Research will include analysis of beliefs and attitudes of Hispanic physicians who do not recommend flu vaccination to their adult Hispanic patients

New Products

- Interactive “Flu Talk” fact sheets
- Mobile game
- Updated content in “Circle of Life” radio PSA
- Community Resource Kit
- *“Yo Me Vacuno”* social media products

Community Resource Kit

- Basic facts
- Health disparities
- NIVW tips
- Engagement strategies
- Media outreach
- Success stories

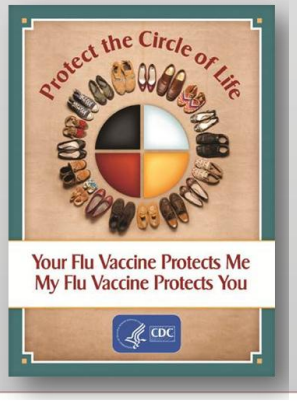
http://www.cdc.gov/flu/partners/disparities.htm

Lessons Learned

- One message does not fit all
- Relationships matter
- Cultural values are critical
- No replacement for good science
- Witnessing success is a powerful tool

flutalk
PROTECT THE ONES YOU LOVE

YO ME VACUNO



Thank You!

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