An Analysis of Best Practices for Community Engagement Strategies to Reduce Influenza Vaccination Disparities Among Uninsured Populations
Key Points

- Problem
- Purpose
- Goals
- Partnership determinants
- Community and media engagement
- Results
Disparities in exposure, susceptibility, and access to timely and effective treatment for influenza have been documented within Hispanic, American Indian and African American populations (HHS, 2012)

• 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 (CDC, 2010) 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
Problem

Common Barriers:
• 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
Campaign Success

- Recruited **463** community partners from all HHS regions
- Conducted outreach in **81** target markets
- Coordinated **239** flu clinics in **45** cities and vaccinated **10,842** people
- Engaged **172** media partners from Hispanic, American Indian, and African American communities
- Generated a total of **84 million** impressions from radio, print, television, and online outlets
- CDC/HHS partnership with Walgreens has supported the vaccination of over **250,000** people in the last two years
Campaign Success

Flu Vaccines Administered

- Latino/Hispanic: 67%
- African American: 30%
- American Indian: 3%

Moving Your Brand and Message into the Community
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

Messages → Channels → Cultural Filters

Connections

Hubs

Stories

Cultural Interpreters
Community Engagement

Mexican Consulate
New Orleans
Community Engagement

Oklahoma City Indian Clinic
Community Engagement

Assembly of Petworth
Washington, DC
Promotional Materials

Moving Your Brand and Message into the Community

Influential News

Promotional Materials

Your Flu Vaccine Protects Me

http://www.cdc.gov/flu
Promotional Materials

Partners distributed over 127,000 printed CDC materials
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
In Virginia, Washington D.C., and Maryland the campaign partnership yielded:

**Flu Vaccination Clinics**

Total:
38 vs. 106

179% increase
In Virginia, Washington D.C., and Maryland the campaign partnership yielded:

- Vaccinations Administered
  - 1,082 in 2011-2012
  - 4,744 in 2012-2013
- 338% increase
Take-Home Message

Culture.
Language.
Community.
Thank You!

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