

Initiative to Increase Influenza Vaccination Rates for African-American and Hispanic Members

BlueChoice HealthPlan Medicaid would like to thank our providers and their staffs for the care and dedication they provide to their patients and our members.

2011–2012 Minority Flu Outreach Campaign

This year, BlueChoice HealthPlan Medicaid, along with America's Health Insurance Plans (AHIP) and the Department of Health and Human Services (HHS), supports the Office of Minority Health's 2011–2012 Minority Flu Outreach Campaign. The objective of the campaign is to help reduce the disparity in influenza vaccination in African-American and Hispanic populations. Key goals of the campaign are to:

- Raise awareness,
- Promote access to vaccines, and
- Promote community outreach through partnerships.

Purpose and Goals of This Bulletin

In order to support the Minority Flu Outreach Campaign, BlueChoice HealthPlan Medicaid is asking Primary Care Physicians (PCPs) and Obstetrics and Gynecology (OB/GYN) specialists to help promote influenza (flu) vaccination to African-American and Hispanic members.

Take Advantage of Free Materials to Promote Flu Vaccination

To help our providers, we have included information on how to access a broad portfolio of free, culturally appropriate materials designed to help educate and encourage flu vaccination among minority populations.

These materials include a provider toolkit, posters, fliers, brochures, e-Cards, handouts, multicultural materials and much more.

The Cobb National Medical Association Health Institute Immunization Toolkit

Visit the Cobb National Medical Association Health Institute website at <http://cobb.nmanet.org/index.php/Site/> and click on Immunization Toolkit to download the Toolkit for Health Care Professionals.¹ The Toolkit for Health Care Professionals includes information to help providers develop a successful campaign to increase awareness and educate patients on the benefits of flu vaccination. Fact sheets providers can share with their patients:

- Myths About the Flu
- Influenza Disparities in Minorities and Seniors
- *Protecting All From Flu* mini-brochure

¹ The National Medical Association (NMA) launched the W. Montague Cobb/NMA Health Institute in December 2004 to develop, evaluate, and implement strategies to promote wellness and eliminate health disparities and racism in medicine.

The Cobb National Medical Association Health Institute Immunization Toolkit (continued)

The toolkit also includes resources to support provider offices in implementing an influenza campaign to promote awareness to patients:

- Flu season promotional campaign work plan
- Patient vaccination monitoring and chart review tips
- Promotional materials and reminder letters
- Evaluation and planning for next year
- Websites, recommendations and resources

The “Flu Ends With U” Campaign by the Centers for Disease Control and Prevention

The Centers for Disease Control and Prevention (CDC) offers the following free tools and resources at www.cdc.gov/flu/freeresources:

- Posters – 8½ x 11 inch (letter size) posters with important messages promoting flu vaccination to African-American and Hispanic populations.
- Multicultural materials that can be downloaded and reproduced either in color or black and white.
- A variety of fliers, handouts and brochures in English, Spanish and Chinese to help parents, caregivers and others understand the facts about flu and flu vaccination.
- E-cards that can be used to remind members about the flu season, vaccination, hand washing and other important health-conscious messages.

Help Us Help Our Members

Together, BlueChoice HealthPlan Medicaid, PCPs and OB/GYNs can help educate minorities on the importance of flu vaccination and help increase vaccination rates.

We thank our providers in advance for helping to promote flu vaccination and improve health outcomes for our members.

For More Information

If you would like more information, please contact the Department of Health and Human Services/Centers for Disease Control and Prevention at www.cdc.gov/flu or www.flu.gov, or call 1-800-CDC-INFO.