Summary of Topic:
The interactive session will guide participants through insights from panelists to address sustainability of adult flu vaccination. Panelists will explore research on vaccination promotion, resource leveraging, and the development of an online toolkit to help organizations develop sustainable partnerships that increase adult flu vaccination.

Description of Session:
Upon completion of the session, participants will be able to:

Access the Pathways to Sustainability online flu vaccination outreach evaluation and resource toolkit

Evaluate their vaccination program based upon nine dimensions of sustainability

Access and utilize resources designed to address and provide guidance on the nine identified dimensions of sustainability

Three case studies will be explored that emerged from an assessment of the National Influenza Vaccination Disparities Partnership which is a network of organizations committed to promoting flu immunization vaccination among underserved communities. Efforts focus on African Americans and Hispanics, who historically have lower rates of influenza vaccination than the overall population.

To enhance the capacity and sustainability of grassroots partners, researchers interviewed key influencers in Trenton, Atlanta, and Houston to better understand what works in their communities. The case studies developed from this process provided recommendations to improve flu outreach programs and spurred development of the self-guided online Pathways to Sustainability Toolkit to help partners evaluate their efforts and improve sustainability.

The toolkit assists organizations with evaluating their flu outreach programs in the areas of flu knowledge, partnerships, funding stability, organizational capacity, political support, communications and messaging, strategic planning, evaluation, and program adaptation. Users answer questions about their programs and, based upon their responses, are directed to resources to help them improve each area of sustainability.

Presenters Kim Blessing, Vice President for Communication at Kauffman & Associates, Inc., Jonathan Collins, MPH, Project Manager, Kauffman & Associates, Inc. and J. Carlos Velázquez, President of HMA Associates, Inc. will provide a summary of the research findings, discuss domains of sustainability and demonstrate the online toolkit.