

Coaching You Up: KO Flu and COVID

Utilize boxing events in historically disadvantaged communities across the US as a conduit to engage and communicate with seniors about influenza risks and the benefits of vaccination

Why it Matters

Disadvantaged African American and Hispanic communities have limited access to healthcare professionals and reliable health information, resulting in lower medical service availability. Seniors in these areas face higher rates of chronic diseases and have limited access to culturally relevant health information designed for them.

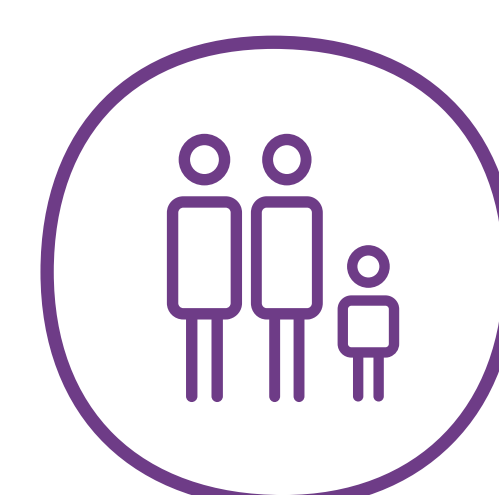


Solution

Innovative partnership between USA Boxing and American Society of Consulting Pharmacists (ASCP) to engage and educate seniors through local boxing events.

USA Boxing has more than 2,100 boxing clubs, a majority of which are in historically disadvantaged communities across the US. These communities are also supported by ASCP pharmacists working with senior-care and long-term care (LTC) facilities.

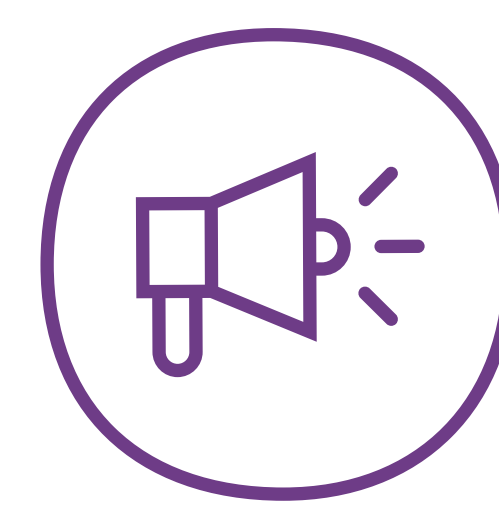
Boxing is a family-oriented, multi-generational sport with parents and grandparents reflecting the demographic of their communities. A significant senior population attends or watches broadcasts of local boxing, making these events a great opportunity to communicate the risks of influenza and benefits of vaccination.



Community based events

140 live events inviting age **55+** from local neighborhoods

Live streaming of events at senior centers and nursing homes where ASCP pharmacists are affiliated



Large partner network

USA Boxing network of **200,000+** members, athletes, coaches and physicians

ASCP's **5000+** senior care consultant pharmacists and **1,800** LTC pharmacies



Education and immunization

Provide education and administer flu vaccines depending on venue and pharmacists' availability both at the event and at surrounding senior centers and nursing homes

Impact

Target is to reach **3 million individuals** through onsite and offsite impressions during a 12-month campaign.

Surveys in English and Spanish to capture:



Likelihood of flu vaccine adoption



Potential of encouraging senior family members to adopt the flu vaccine



Number of vaccination appointments requested

For information disseminated to Senior centers:



[learn more >](#)

