



GOOD HEALTH WINS
NATIONAL COUNCIL OF NEGRO WOMEN, INC. & VACCINATE YOUR FAMILY



Building Vaccine Confidence: Creating an Infrastructure of Trust One Community at a Time

Presented by:
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National Project Manager, NCNW Good Health WINS
February 13, 2025

NCNW
Commitment. Unity. Self-Reliance.



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Community Based Organizations



CBOs are indispensable within the wider public infrastructure and should be empowered and funded in accordance with the vital services and supports that they provide.



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- 40 State and National Organizations
- Currently 1,123 Mini-grants in
- 10,000 Zip Codes



ACTIVATE

Infrastructure
Coalition Building



EDUCATE

Educational Campaigns
Community of Practice

Bi-Monthly Community of Practice
Over 91, 000 Participants since 2020
Average: 750 – 1,000 attendees per session
CoP 91 – 114)



MOTIVATE

Technical Assistance
Data Driven Outcomes

Over 3,000 data reports are completed each year
6,000+ partners with CBOs / Nonprofits
Monthly office hours to CBO Partners



CELEBRATE

Empowered Community
Population Activities – Show & Share

The GHWs network continues to grow!
CBO Listening Sessions on Vaccine Confidence
National College Ambassador Program
National Teen Ambassador Program
National Vaccine Confidence Committee
National CBO Summit on Vaccine Confidence



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Our Infrastructure of Trust:

1

Addressing Vaccine Confidence vs. Vaccine Hesitancy

2

Exploring CBO Listening Sessions as a community-based approach to building trust.

3

The Building Blocks of Building Trust

4

Inspire collective action through collaboration.



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Vaccine Confidence - The Challenge

Vaccine Confidence = Trust in vaccines, providers, and the system delivering them.

Misinformation

Mistrust

Systematic Inequities

ADDITIONAL CHALLENGE



GHWs is providing information to trusted messengers that is "real and relevant."



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Trust as the Foundation

trust

[truh - st] • noun

firm belief and confidence in the reliability, truth, or ability of someone or something

“

We're excited to help build the pro-vaccine movement... but the movement must move!

Synovia Moss

”



**Invest
in Trust**



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Building Blocks of Trust



ACTIVATE

**700 CBO Partners
in 25 Cities**

EDUCATE

**Community of
Practice (CoPs)**

MOTIVATE

**25 Community-wide
CBO Projects**

CELEBRATE

**Natl. CBO Summit on VC
Dec. 2025**



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Montgomery, AL
Sacramento, CA
Los Angeles, CA
Washington, DC
St. Petersburg, FL
Atlanta, GA
New Orleans, LA
Chicago, IL
Baltimore, MD
Detroit, MI
Natchez, MS
Gulfport, MS
Las Vegas, NV
Rahway, NJ
Queens, NY
Fayetteville, NC
Cleveland, OH
Philadelphia, PA
Pittsburgh, PA
Greenville, SC
Nashville, TN
Dallas, TX
Richmond, VA
Seattle, WA
Milwaukee, WI

GHWs 2025 National CBO Listening Sessions City List





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GHWs Community Listening Session Goals:

Goal 1 ACTIVATE:	Create a Vaccine Confidence Infrastructure in 25 cities with 30 CBO representatives per market.
Goal 2 EDUCATE:	Host an After-Action Virtual Meeting 30 days after the initial meeting to review survey results and data.
Goal 3 MOTIVATE:	VC Hub will develop a CBO “COMMUNITY-WIDE” Educational Campaign to implement in 2025
Goal 4 CELEBRATE:	Feature VC CBO Hub on GHWs Community of Practice Best of Show.



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GHWS Community Listening Session Milwaukee, WI



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CBO Community Listening Session
On Vaccine Confidence
Milwaukee, WI
INVITATION ONLY



Event Details

Friday, January 17th 2025
Bravo Restaurant
95 N Moorland Rd.
Brookfield, WI 53005
6:00pm-7:00pm Dinner
7:00pm - 8:00pm Session

RSVP Required



Hosted By:






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GHWS Community Listening Session Pittsburgh, PA



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CBO Community Listening Session
On Vaccine Confidence
Pittsburgh, PA
INVITATION ONLY



Event Details

Thursday, January 23rd 2025
Rivers Club
301 Grant Street, Suite 411
Pittsburgh, PA 15219
6:00pm to 6:45pm Dinner
6:45pm to 8:00pm Session

RSVP Required




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GHWS Community Listening Session Cleveland, OH


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**CBO Community Listening Session
On Vaccine Confidence
Cleveland, OH**
INVITATION ONLY


Event Details
 Friday January 24th 2025
 Intercontinental Cleveland Hotel
 Falcon Center -1st First Floor
 Location: 9801 Carnegie Avenue
 Cleveland, Ohio 44106
 6:00pm-7:00pm Dinner
 7:00pm - 8:00pm Session

RSVP Required


Hosted By:  **ncnw**
ohio state coalition




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GHWS Community Listening Session Detroit, MI


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**CBO Community Listening Session
On Vaccine Confidence
Detroit, MI**
INVITATION ONLY


Event Details
 Wednesday, January 29th 2025
 Benlah T. Whitby Foundation
 1525 Howard Street
 Detroit MI, 48216
 6:00pm-7:00pm Dinner
 7:00pm - 8:00pm Session

RSVP Required


Hosted By:  **NCNW**
Detroit Section




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GHWS Community Listening Session Chicago, IL



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**CBO Community Listening Session
On Vaccine Confidence
Chicago, IL**

INVITATION ONLY




Event Details

Friday, January 31st 2025
Gallery LKC
2449 W. 79th Street
Chicago, IL 60652

RSVP Required






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GHWS Community Listening Session Cluster 2: February 2025

○ **Cluster 2**

City	Date
Gulfport, MS	February 19, 2025
Natchez, MS	February 21, 2025
Montgomery, AL	February 26, 2025
Dallas, TX	February 28, 2025



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GHWS Community Listening Session Cluster 3: March 2025

Cluster 3

City	Date
Sacramento, CA	March 13, 2025 -
Los Angeles, CA	March 15, <u>2025</u>
Seattle, WA	March 2025 - TBD
Las Vegas, NV	March 2025 - TBD



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How you can help?

Join the CBO VC movement!

Partner with GHWs

Support CBOs in your work

Learn more about CBOs in
your community





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Contact Us

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