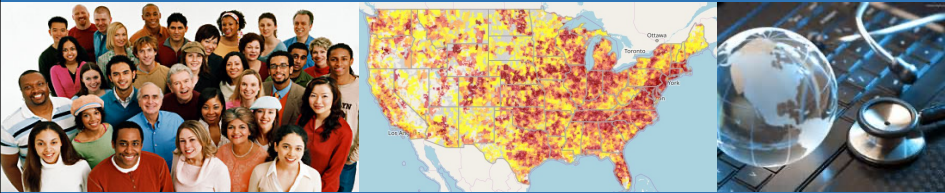


NATIONAL
Minority Quality Forum

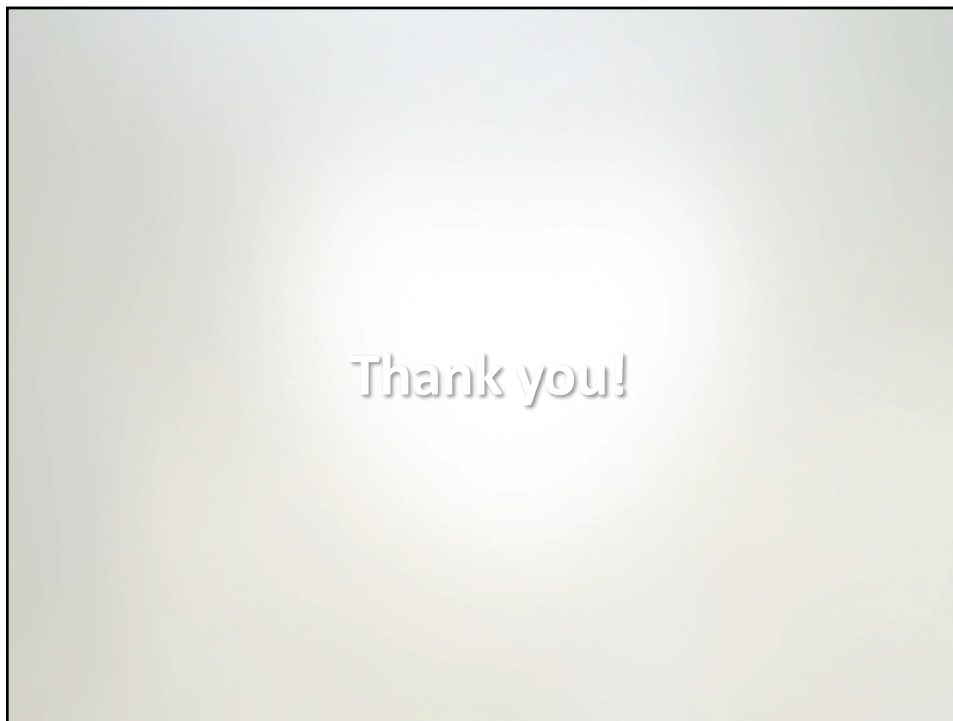
ELIMINATING HEALTH DISPARITIES
THROUGH INNOVATION, COLLABORATION
AND DATA-DRIVEN INITIATIVES

Promoting Influenza Immunization Equity in the 2021-22 Season SHC and DRIVE



Center for
Sustainable Health Care
Quality and Equity

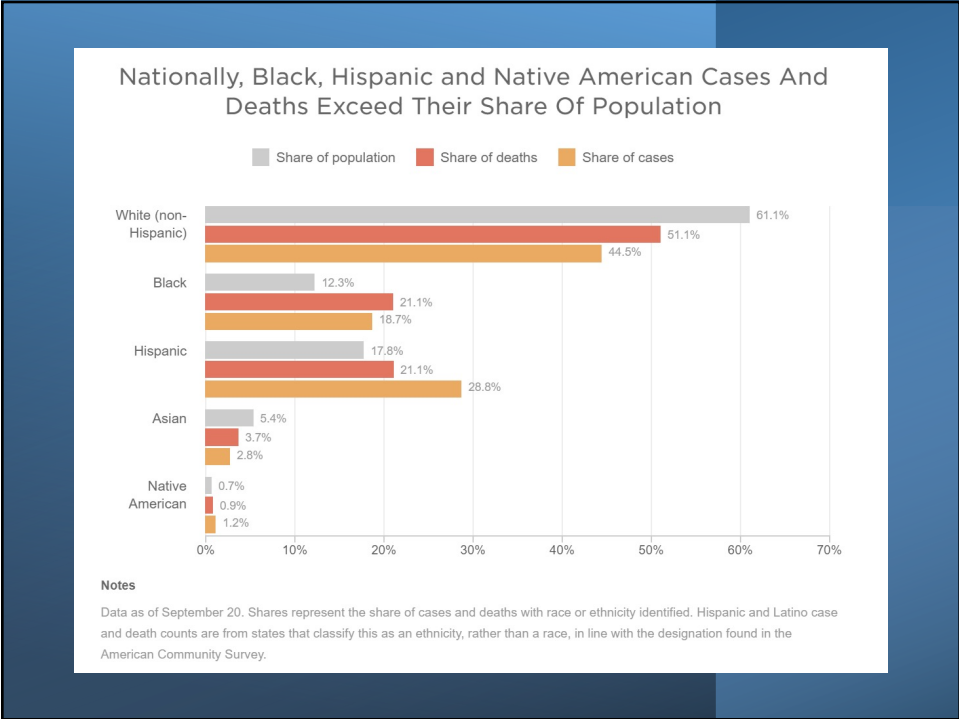
1



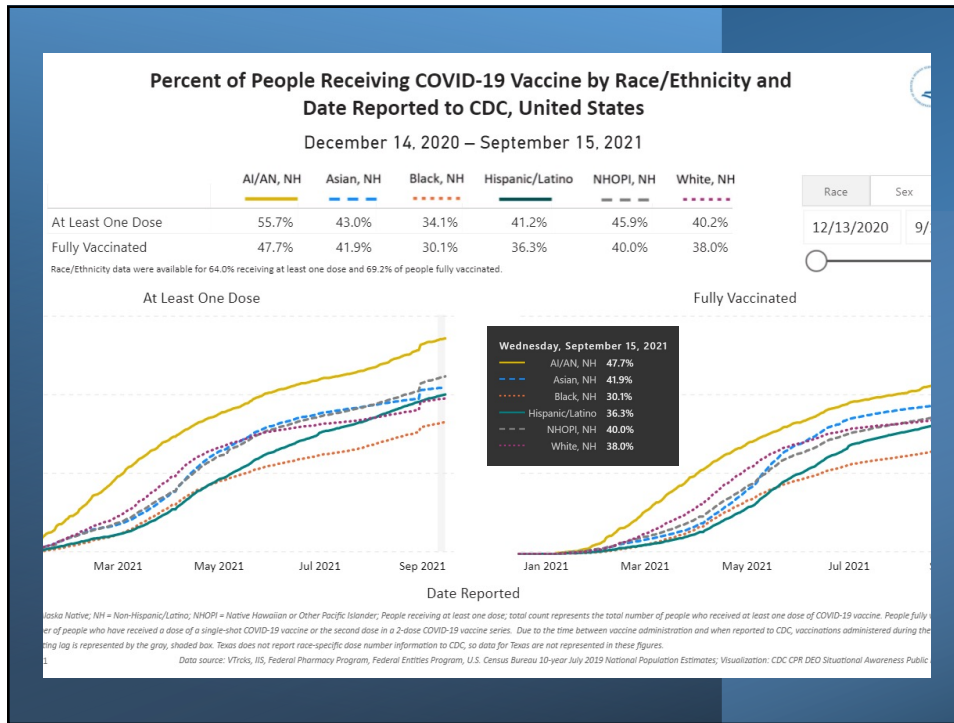
2



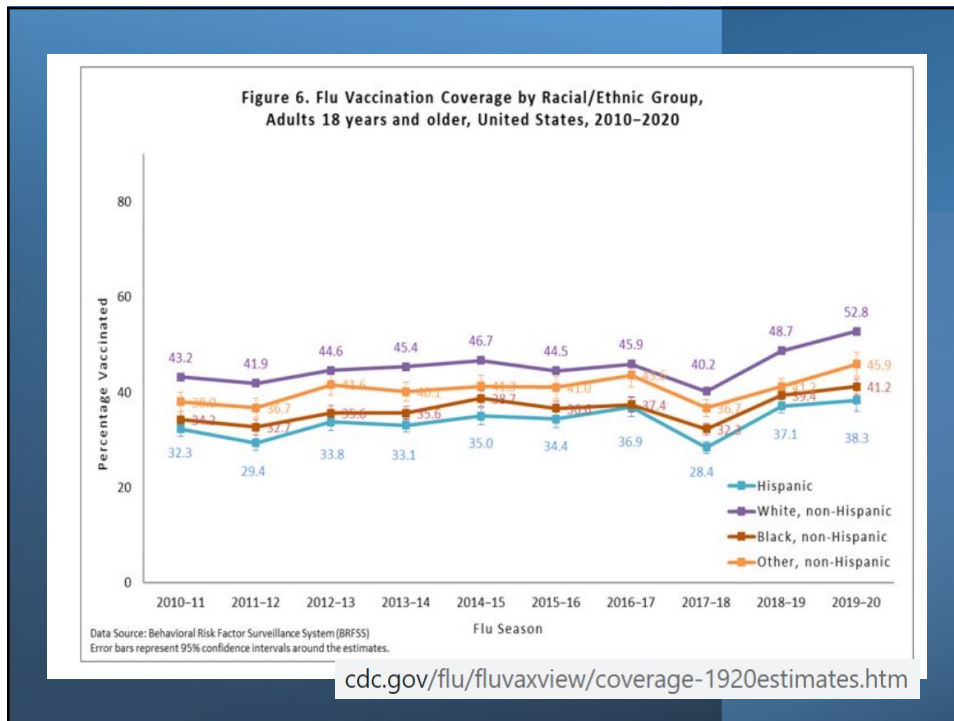
3



4



5



6

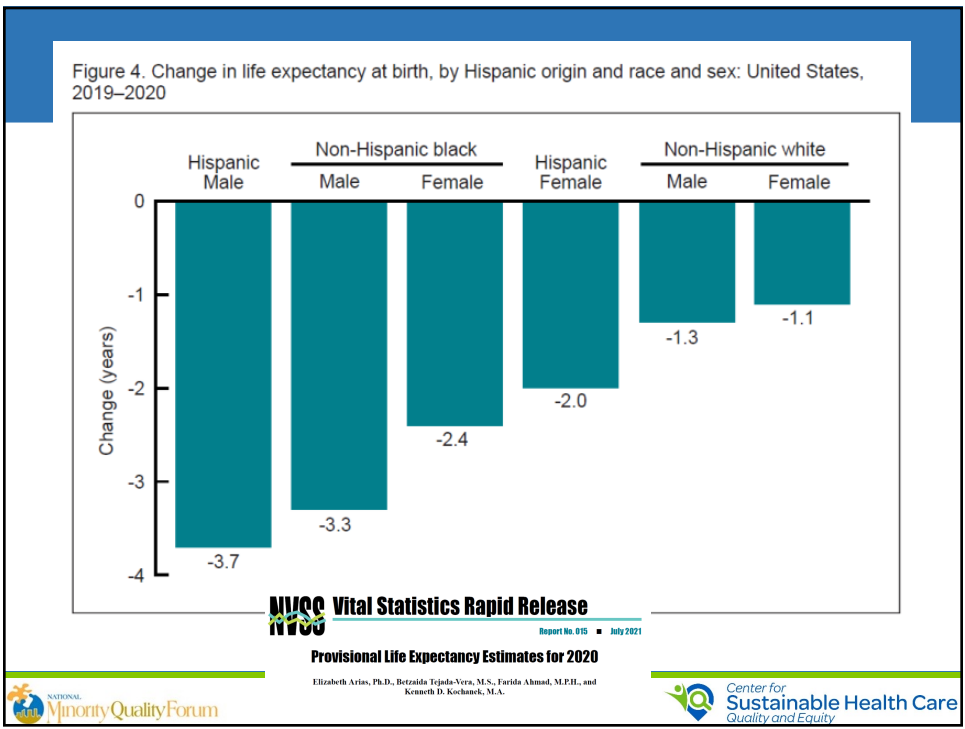
Table. Age-adjusted rate ratios* of flu-related hospitalization, ICU admission, and in-hospital death by race/ethnicity (2009–10 through 2018–19)

Rate ratios compared to Non-Hispanic White people	Non-Hispanic American Indian or Alaska Native	Non-Hispanic Asian or Pacific Islander	Non-Hispanic Black	Hispanic or Latino
Hospitalization	1.3x	0.8x	1.8x	1.2x
ICU admission	1.4x	0.9x	1.7x	1.1x
In-hospital death	0.9x	1.0x	1.1x	0.9x

*Age-adjusted rates are compared against age-adjusted rate for non-Hispanic White persons

cdc.gov/flu/highrisk/disparities-racial-ethnic-minority-groups.html

7



8



9

Gary A. Puckrein, PhD, Founding President and CEO

Welcome to the National Minority Quality Forum

Controlling Health Outcomes through Scientific Collaboration

[Our Mission](#)

“The National Minority Quality Forum was founded in 1998 to address the critical need for strengthening national and local efforts to use evidence-based, data-driven initiatives to guide programs to eliminate the disproportionate burden of premature death and preventable illness for racial and ethnic minorities and other special populations.”




10

Center for Sustainable Health Care Quality and Equity

- Vision: Sustainable healthy communities in every zip code.
- Mission: Promote sustainable healthy communities, especially those with diverse and underserved populations, **through the provision of actionable data**, research, and engagement/training of clinicians and community leaders.



11

Resources and Support We Offer

12

Opportunities



INDIVIDUALS
HEALTH CHAMPION
CO-LAB



HEALTH SYSTEMS, FQHCS AND PRACTICES
DRIVE TOOLKIT
DRIVE PROGRAM ENROLLMENT
INFOGRAPHICS
JOINT WEBINARS
PHARMACIST COMMUNITY AMBASSADOR



COMMUNITY LEADERS
COMMUNICATIONS TOOLKIT
JOINT TOWNHALLS
FAITH HEALTH ALLIANCE
BARBER AND STYLIST NETWORK

13



HEALTH CHAMPIONS

GET THE VAX FACTS

#DONTWAITVACCINA

14

ENGLISH TOOLKIT
WE CAN DO THIS.
#DONTWAITVACCINATE

English Toolkits
Download social media, public relations and newsletter messaging in English.

SPANISH TOOLKIT
NO MAS.
#DONTWAITVACCINATE

Spanish Toolkits
Download social media, public relations and newsletter messaging in Spanish.

VIDEO TOOLKIT
COVID & FLU
#DONTWAITVACCINATE

Video Toolkit
Download video clips for social media usage.

15

Media training, communications toolkits, public relations, events

- **Communications**
Toolkits for community leaders with infographics, social and PR materials
- **Public Relations**
Local and national PR campaigns
Print, TV, radio
- **Events**
Community town halls
Live social media training
Live public relations training
- **Influencer Marketing**
Local and national influencers
Celebrities, thought leaders

16

Please feel free to use the tools in this communications toolkit to help educate your community:

- Press release template that you can modify and use to send to local media
- Social media graphics, infographics and messaging you can use to help educate your community
- A letter to the Editor template that you can edit and make your own
- Printable flu and COVID-19 patient and community information cards to download and distribute, or to share with your community electronically
- A sermon that can be modified for your congregation
- Vaccine Locator (by CDC, Harvard Medical School) to help your community find convenient flu vaccination locations

<p>Key Flu Links</p> <ul style="list-style-type: none"> • English Flu Graphics: http://bit.ly/HCC-English-Flu-Graphics • Spanish Flu Graphics: http://bit.ly/HCC-Espanol-Flu-Graphics • Flu Communications Templates: http://bit.ly/PressReleaseHealthChampions 	<p>Key COVID Links</p> <ul style="list-style-type: none"> • English COVID Graphics: https://bit.ly/HCC-English-COVID-graphics • Spanish COVID Graphics: https://bit.ly/HCC-Espanol-COVID-graphics • COVID Communications Templates: https://bit.ly/PressReleaseHealthChampions 	<p>Primary Hashtag #DontWaitVaccinate</p> <p>Secondary Hashtags #VaccinesWork #VaccinesSaveLives</p>
---	---	--

Social Media Graphics



Infographics



DOWNLOAD ENGLISH GRAPHICS
DOWNLOAD SPANISH GRAPHICS

Toolkit Components

• <http://ai-healthnet.com/health-champions/>

17

Site / Toolkit Users:

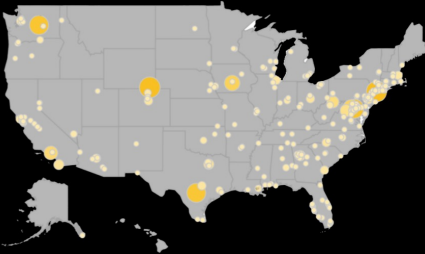
1,300+

Content Views

13,800,000




Health Champions Across The Nation

Health Champions are in 250+ locations across the country



18

Events From This Month

 <p>COVID-19 Vaccination: Lessons Learned from Barbers and Stylists COVID TownHall</p>	 <p>COVID-19 Community Healthcare Worker Outreach and Education Program COVID Workshop</p>	 <p>SOCIAL GOOD THURSDAY Special Guest Nick Creegan</p> <p>HOMECON</p> <p>HomeCon's Social Good Thursday on Twitch COVID Townhall</p>
Event views on Twitter: 2,600,000 #HAIRCares	Event views on Twitter: 1,900,000 #CommunityHealthWorkers	Event views on Twitter: 1,300,000 #SocialGoodThursday Attendees: 600+

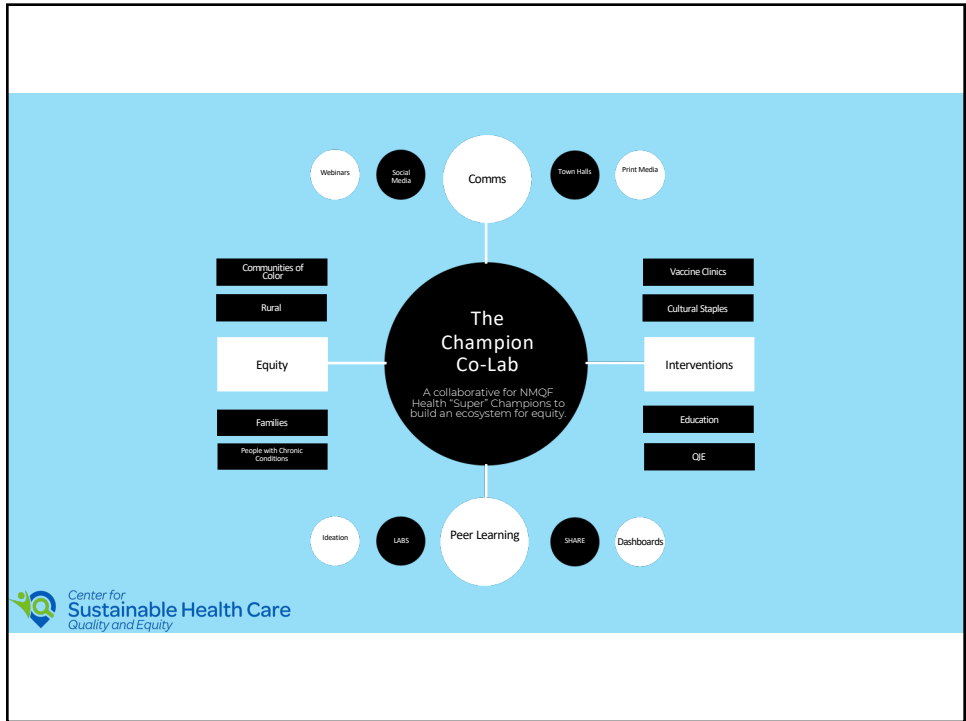
19

The Champion CoLab



 **Center for Sustainable Health Care**
Quality and Equity

20



21

Champions in the Co-Lab will engage in monthly activities to promote equity (currently for COVID-19 & flu vaccines), peer-to-peer learning labs, and communications.

Center for Sustainable Health Care
Quality and Equity

22

ACTIVITIES

- Monthly Learning Labs & Brainstorming Labs:
 - Beginning August 2021
 - Continue Through June 2022
- Webinar Ideas:
 - **September 2021: Vaccine Equity**
 - October 2021: Equity Forward - From Vaccines to Disease Prevention
- Focus Groups:
 - November 2021: Public Health Professionals - Health Champion content Advisement
 - January 2021: Interventions
 - QIE
 - Vaccine Clinics
- Social Media & Relevant Links:
 - <https://ai-healthnet.com/health-champions/>
 - Twitter: @joinHCs
 - Instagram: @joinHCs
 - Sign up: bit.ly/NMQFHealthChampion





Vaccine Equity
A Webinar on Improving Vaccine Uptake in Communities of Color

SEPT. 15, 9PM CST/8PM EST

EVENTBRITE REGISTRATION: <https://www.eventbrite.com/e/vaccine-equity-tickets-14832027442>

Join us to learn how you can use tools from *The Conversation*, *NMQF Health Champions*, & *The COVID-19 DRIVE Toolkit* to help improve vaccination rates for your community!

Speakers

- Uta Foppen, MD, MPH, MPA
Founder & CEO of Organize Health
- David B. Fahey, MD, Dr. Don
EM Professor, Broderson Space, Veterans, & Media Personality
- Glenn Crooks, PhD
Co-Founder, Outpost Vaccination Initiative, Vanguard Vaccination Project

Moderators

- Brittan Nelson, MPH
- Yoko Shimizu, MD, MPH
Pediatrician, AAM Immunization Committee

Center for Sustainable Health Care
Quality and Equity

23



DRIVE
Center for Sustainable Health Care
Quality and Equity

ABOUT DRIVE TOOLKIT CLINICAL FOCUS TOOLS & RESOU

The DRIVE Toolkit: Promoting Health in Underserved Populations

DRIVE: Demonstrating Real Improvement in Value and Equity
A free online toolkit to support quality improvement, education, and community engagement in your location.



24

2020 DRIVE Action Planning Group Members		
Pamela Allweiss, MD, MSPH	Robert H. Hopkins, Jr., MD, MACP, FAAP	Candice Simmons, PharmD
Helen Arteaga, MPH	Rev. Terris King, Sc.D.	Litjen (L.J) Tan, MS, PhD
Courtney Baldrige	Matt Loiacono, MSc	Stephen Thomas, PhD
Abby Bownas, MA	Salah Mahmud, MD, PhD, FRCPC	Peter Vigliarolo
Emily K. Brunson, PhD	Serese Marotta	Yinong Young-Xu
Tamera Coyne-Beasley, MD, MPH, FAAP, FSAHM	Julie M. Miller, PhD, MSPH	Richard Zimmerman, MD, MPH, MA, MS
Jaime A. Davidson, MD	John O’Neill, Jr, D.O., MACP	Andrew Zullo, PharmD, PhD
Keith C. Ferdinand, MD, FACC, FAHA, FASH, FNLA	John Parrish-Sprowl, PhD	
Marilyn Fraser, MD	Caroline Poland, LMHC, LCAC	
Shirley Girouard, PhD, RN, FAAN	Gregory Poland, MD, MACP, FIDSA, FRCP, Chair	
Jorge Gomez	Lois Privor-Dumm, MBA	
Jean-Venable "Kelly" R. Goode, Pharm.D., BCPS, FAPhA, FCCP	Sandra Crouse Quinn, PhD	
Claire Hannan, MPH	Saria Carter Saccocio, MD, FAAFP, MHA	

25

2020 DRIVE Advisory Group Meeting Results



On May 13th 2020, SHC hosted its first virtual DRIVE Advisory Group meeting for the “*The Importance of Promoting Influenza Immunization in Underserved Communities amidst Disparities and the COVID-19 Pandemic*”. We convened a broad range of stake-holders and experts in vaccine science, disparities, the social sciences, communications, and policy, along with clinical, community, and industry leaders to reassess influenza immunization rates by race and ethnicity.

Our meeting conclusions led to a few pledges, including to:

- Develop and provide educational and QI tools to support systems serving communities of color
- Provide more funding or incentives to ensure that community engagement exercises are implemented and measured so that disparities are reduced
- Further study of factors that contribute to and can increase flu vaccination, especially at the provider and community level

Figure 3 - Strategies for Health Care Providers to Increase Flu Vaccine Equity

Click [here](#) for the full advisory group meeting summary and results.
 Click [here](#) for the slides of the meeting’s conclusions.

26

2020 DRIVE Action Planning Group Members		
Pamela Allweiss, MD, MSPH	Robert H. Hopkins, Jr., MD, MACP, FAAP	Candice Simmons, PharmD
Helen Arteaga, MPH	Rev. Terris King, Sc.D.	Litjen (L.J) Tan, MS, PhD
Courtney Baldrige	Matt Loiacono, MSc	Stephen Thomas, PhD
Abby Bownas, MA	Salah Mahmud, MD, PhD, FRCPC	Peter Vigliarolo
Emily K. Brunson, PhD	Serese Marotta	Yinong Young-Xu
Tamera Coyne-Beasley, MD, MPH, FAAP, FSAHM	Julie M. Miller, PhD, MSPH	Richard Zimmerman, MD, MPH, MA, MS
Jaime A. Davidson, MD	John O’Neill, Jr, D.O., MACP	Andrew Zullo, PharmD, PhD
Keith C. Ferdinand, MD, FACC, FAHA, FASH, FNLA	John Parrish-Sprowl, PhD	
Marilyn Fraser, MD	Caroline Poland, LMHC, LCAC	
Shirley Girouard, PhD, RN, FAAN	Gregory Poland, MD, MACP, FIDSA, FRCP, Chair	
Jorge Gomez	Lois Privor-Dumm, MBA	
Jean-Venable "Kelly" R. Goode, Pharm.D., BCPS, FAPhA, FCCP	Sandra Crouse Quinn, PhD	
Claire Hannan, MPH	Saria Carter Saccocio, MD, FAAFP, MHA	

27

2020 DRIVE Advisory Group Meeting Results

On May 13th 2020, SHC hosted its first virtual DRIVE Advisory Group meeting for the “*The Importance of Promoting Influenza Immunization in Underserved Communities amidst Disparities and the COVID-19 Pandemic*”. We convened a broad range of stake-holders and experts in vaccine science, disparities, the social sciences, communications, and policy, along with clinical, community, and industry leaders to reassess influenza immunization rates by race and ethnicity.

Our meeting conclusions led to a few pledges, including to:

- Develop and provide educational and QI tools to support systems serving communities of color
- Provide more funding or incentives to ensure that community engagement exercises are implemented and measured so that disparities are reduced
- Further study of factors that contribute to and can increase flu vaccination, especially at the provider and community level

Figure 3 - Strategies for Health Care Providers to Increase Flu Vaccine Equity

Click [here](#) for the full advisory group meeting summary and results.
 Click [here](#) for the slides of the meeting’s conclusions.

28

Daily Planet Health Services (DPHS) – Richmond, VA

DPHS is a federally qualified health center (FQHC) with Health Care for the Homeless and Public Housing special population funding in the Richmond, VA region. DPHS is a Vaccines For Children (VFC) and Vaccines For Children (VFC) site.

Expanded sites involved with 2/3rds increase in flu vaccination

DPHS staff received additional training during an in-service with lunch provided by DPHS. The same strategies to assist in vaccinating Richmond's homeless population.

- An alert and quick order set was created in their electronic medical record.
- Flu vaccination awareness flyers and posters, in both English and Spanish, were placed in their lobby areas and exam rooms at each facility. Attire buttons were given to all employees to further raise awareness.
- DPHS worked with community partners to provide onsite medical outreach to include flu vaccines.

Evaluation: DPHS saw a decrease in patient volume due to the shift to COVID-19 vaccination and the CDC recommended 14 days separation between flu and COVID vaccinations. However, results show an overall increase in flu shots given. With such success, DPHS plans to apply a similar framework to their COVID-19 vaccine program and continue expanding their flu vaccination efforts for the coming flu season.

Activity	2019-2020 (Baseline)	Sep 2020-Feb 2021
Flu Shots	895	1,333
Onsite Medical Outreach	<ul style="list-style-type: none"> • The Healing Place 	<ul style="list-style-type: none"> • The Healing Place • Days Inn- Shelter • Men's Shelter • Women's Shelter • CARITAS



29

Protecting Our Communities from Influenza and COVID-19 through Knowledge and Vaccination - Baltimore-Prince Georges County, MD

Convvene. Connect. Care. Communications

Multiple institutions, academic, and religious leaders have committed themselves to enhancing flu vaccine acceptance in Black communities in Baltimore and Prince Georges county, Maryland. The goal of this partnership was to make resources and learnings available to communities of color nationwide as well as creating a sustainable health-promoting network in Baltimore and Prince Georges County.

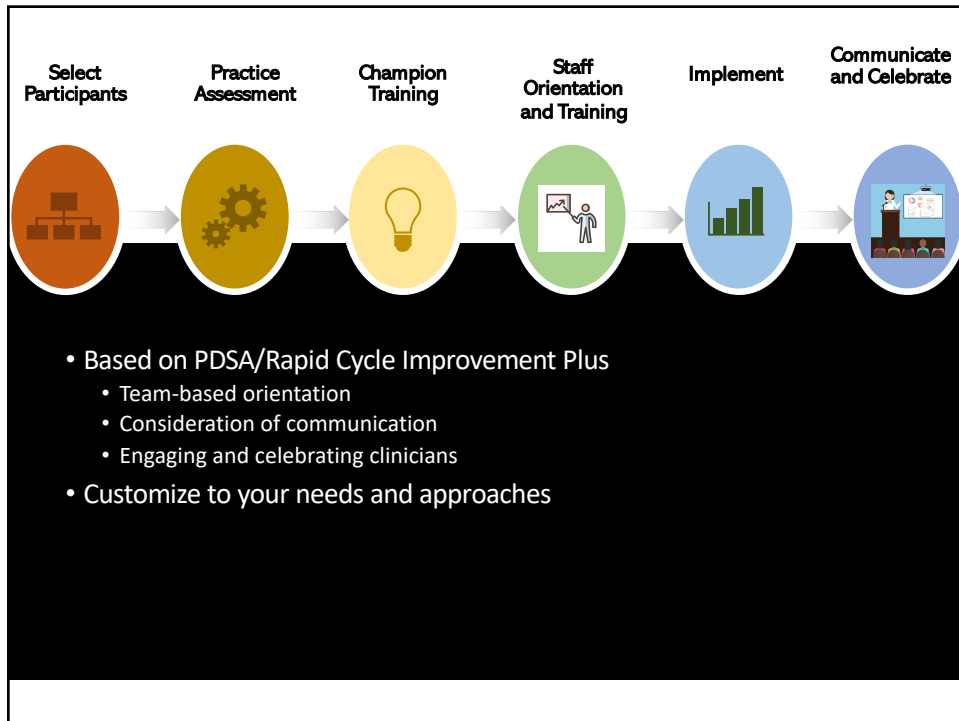
Project Highlights:

- Baltimore City Health Department offered flu vaccinations for approximately 13,500 older adults living in 123 senior housing buildings in the City
- Clergy outreach efforts included 6 churches, over 5,000 African American churchgoers and community residents, social media, radio, television, and print media
- Clergy leaders teamed up with medical experts from the Health Commissioner of the City of Baltimore to deliver an influenza related educational presentation church service.

13% INCREASE IN FLU VACCINATIONS IN BALTIMORE THIS PAST SEASON



30



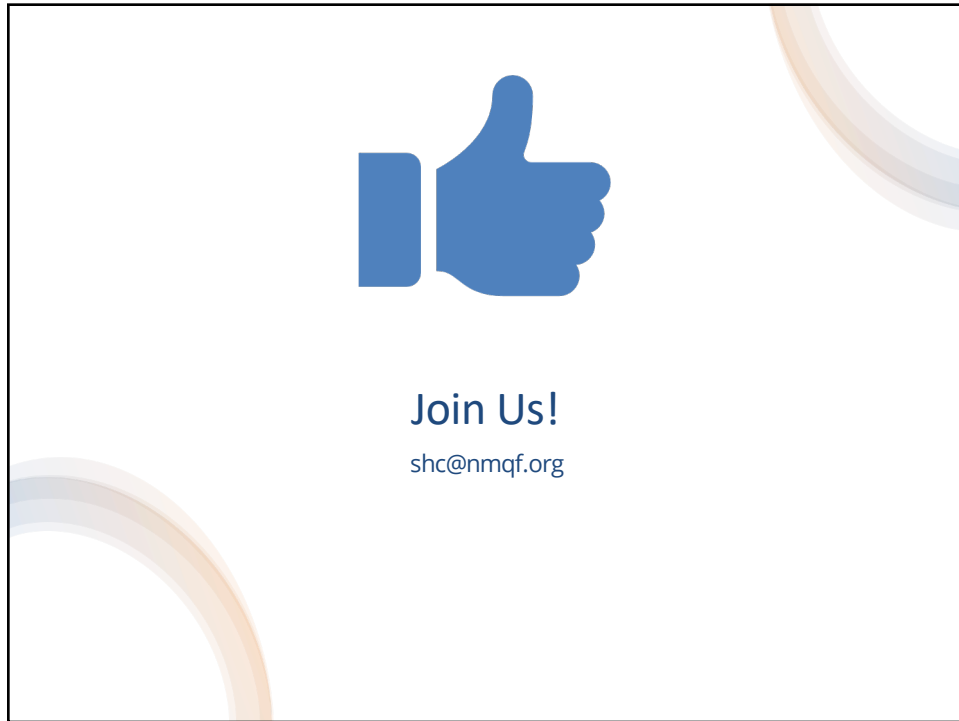
31

Coming Soon

- Expanded Barber and Stylist Network
- Faith Health Alliance
- Pharmacist Community Ambassadors: Mission Flu

 Center for Sustainable Health Care
Quality and Equity

32



33