

**ADVANCING VACCINE EQUITY  
AND  
COMMUNITY ENGAGEMENT**



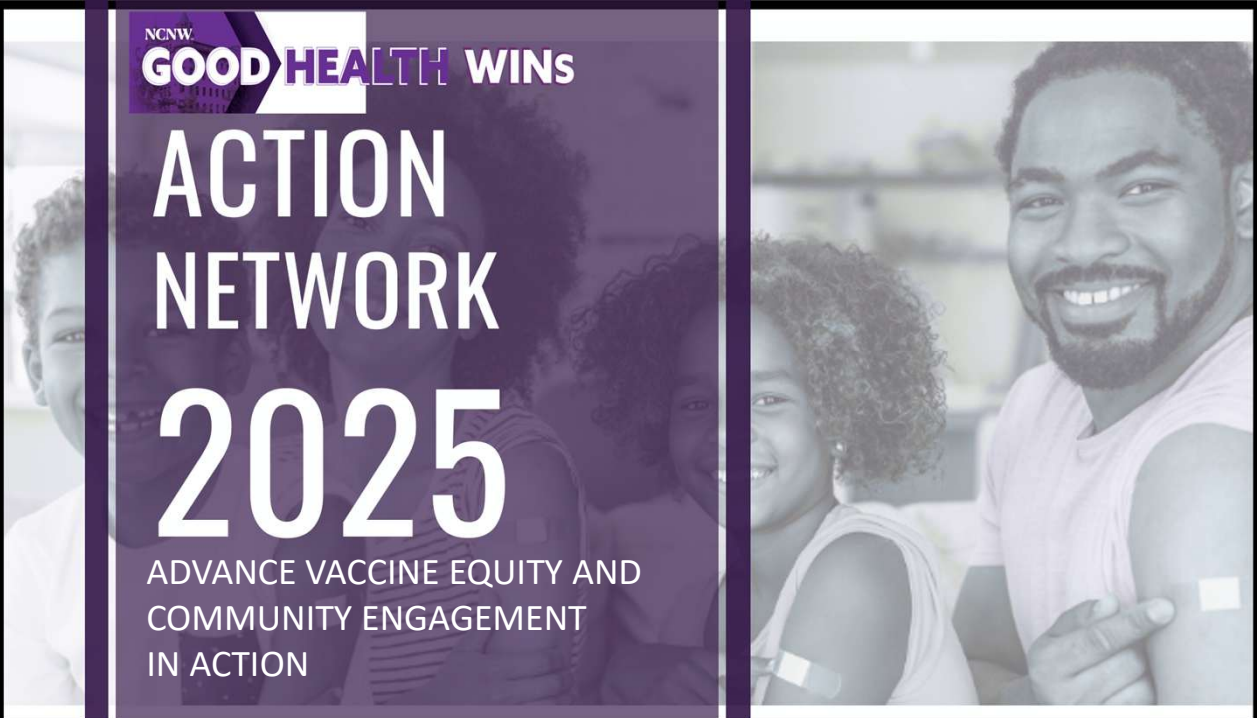
SYNOVIA MOSS, ED.D.  
CEO & MANAGING PARTNER  
MOSS CONSULTING & MANAGEMENT GROUP, LLC

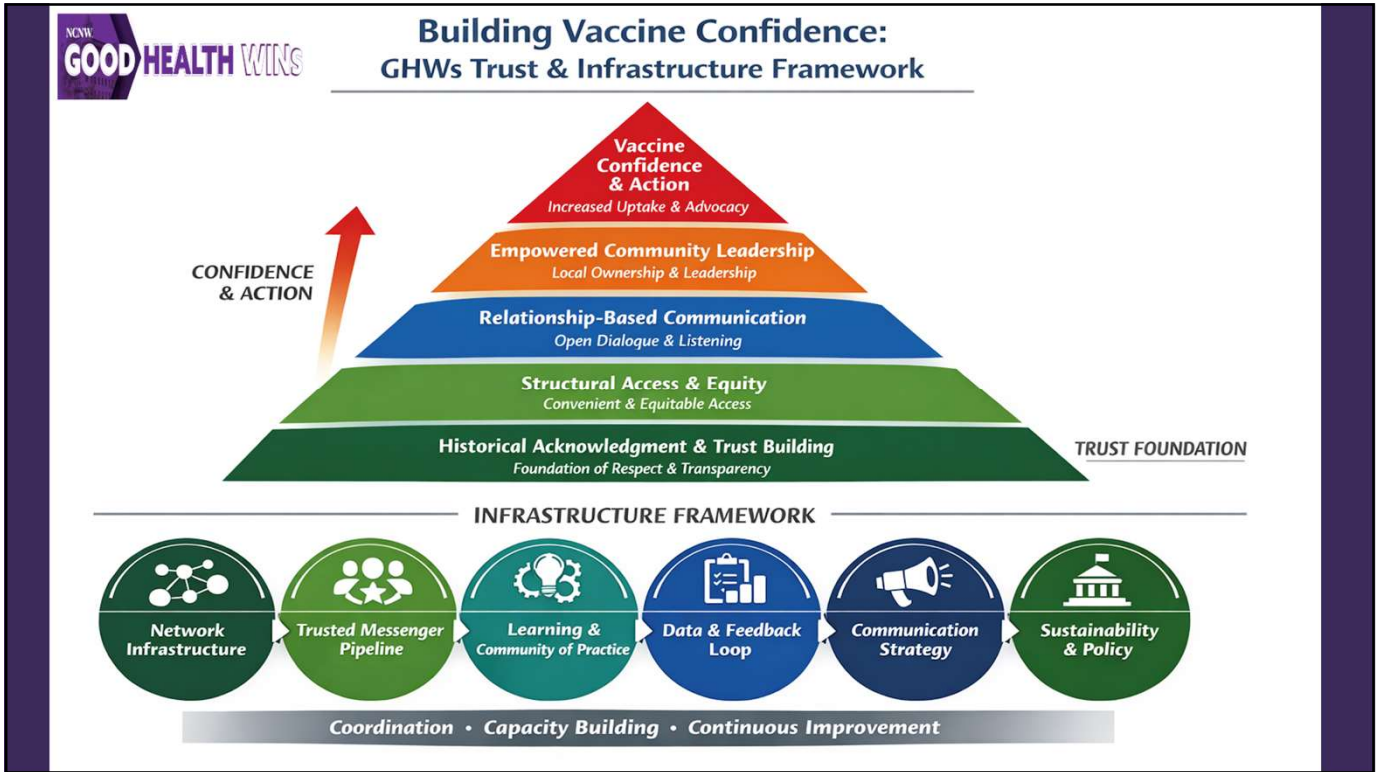


NCNW  
**GOOD HEALTH WINS**

**ACTION  
NETWORK  
2025**

ADVANCE VACCINE EQUITY AND  
COMMUNITY ENGAGEMENT  
IN ACTION





**GHWs  
 Year 5 Goals**

- Increase Vaccine Knowledge & Awareness**
- Build Trust in Vaccines through Collaboration & Partnerships**
- Expand Vaccine Confidence through Data-Driven Initiatives**



NCNW GOOD HEALTH WINS		GHWs Year 5 Educational Calendar								
	Mar.	April	May	June	July	Aug.	Sep.	Oct.	Nov.	Dec.
FOCUS	GHWs Year 5 Training & Overview	Staying Safe & Healthy	Vaccines across the Lifespan	Vaccinations and What Counts?	Immunizations Back-to-School Update	National Immunization Awareness Month (NIAM)	GHWs Immunization Coalitions & Partnerships	Respiratory Season: COVID, Flu, RSV, Pneumococcal	CBO Listening Sessions Highlights, Outcomes and Updates	Building Vaccine Confidence
EVENT	Immunization: Vaccines, Measles & More	National Handwashing Events Preview	GHWs National Townhall on Maternal Health & Vaccines	GHWs National Data Training	GHWs National Townhall: Immunizations from Kindergarten to College	GHWs National Town Hall on Vaccine Confidence	GHWs Network: Ready, Set, Go Getting Ready for Respiratory Season!	National Town Hall on Respiratory Season	National CBO Town Hall on Vaccine Confidence	GHWs CBO Immunization Summit III
ACTIVITIES	CoP 95 CoP 96	CoP 97 CoP 98	CoP 99 CoP 100	CoP 101 CoP 102	CoP 103 CoP 104	CoP 105, CoP 106	CoP 107 CoP 108	CoP 109 CoP 110	CoP 111 CoP 112	CoP 113 CoP 114
COMMUNICATION	Understanding Adult & Child Vaccine Schedules	Vaccines as Preventative Care	GHWs Maternal Vaccination Summit	GHWs Certification Training Part I	GHWs Certification Training Part II	GHWs NIAM Toolkit & Resources	GHWs Mini-Grants Training & GHWs Immunization Advocacy Toolkit	GHWs CBO Listening Sessions & NFID Flu Kick-Off Event	GHWs Events for World Immunization Day	GHWs National Influenza Vaccination Week Events
<b>Respiratory Season Emphasis: COVID, Flu, RSV (Infants/ Older Adults)</b>										



## 5 LESSONS LEARNED

ABOUT ADVANCING VACCINE EQUITY AND COMMUNITY ENGAGEMENT

- 1. Center trusted community voices and trusted messengers** to build vaccine confidence and address misinformation.
- 2. Address structural barriers** such as transportation, clinic access, language, technology, and paid leave.
- 3. Use disaggregated data** to identify disparities, guide outreach strategies, and measure equitable impact.
- 4. Strengthen community-based organizations** through sustainable funding, training, and partnership development.
- 5. Promote bidirectional communication** through community listening sessions and ongoing community feedback.