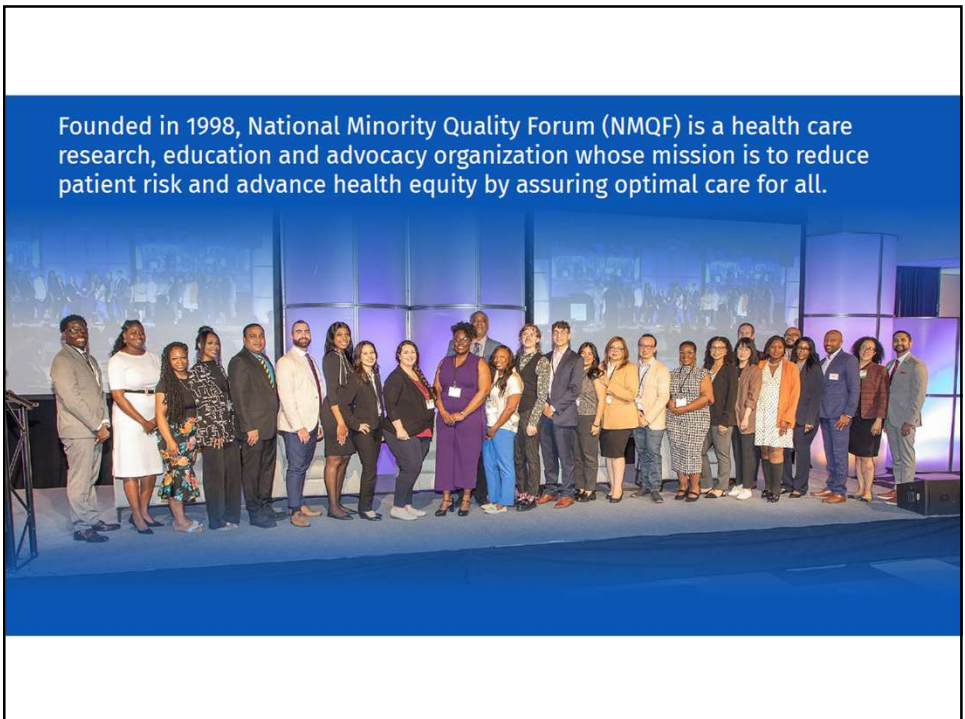




# NMQF and Vaccines

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Founded in 1998, National Minority Quality Forum (NMQF) is a health care research, education and advocacy organization whose mission is to reduce patient risk and advance health equity by assuring optimal care for all.

**NATIONAL MINORITY QUALITY FORUM** | **Center for Sustainable Health Care Quality and Equity**

## Promoting Health Equity Through the Education of Clinicians and Community Leaders

### Clinician Engagement

Clinical teams partner with SHC to implement quality improvement and community engagement projects in underserved communities.

[Learn More](#)

### Community Interventions

Trusted voices in the community are **ESSENTIAL** partners in promoting health equity, engaging and educating diverse and underserved populations as well as connecting them to social determinants of health needs and health care. SHC programs engage churches, barbers and hair stylists, and community pharmacists in these activities.

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## 2025-26 DRIVE Flu Season: Community Impact Amid National Challenges

### Responding to Growing Vaccine Uncertainty Across the U.S.

- The 2025–26 flu season occurred during a period of heightened public confusion, shifting federal vaccine messaging, declining trust in public health institutions, and reduced vaccine promotion efforts seen across many states and communities nationwide.
- Partners reported challenges including:
  - Increased vaccine hesitancy and misinformation
  - Fear and uncertainty within immigrant and underserved communities
  - Outreach fatigue from repeated vaccine messaging
  - Reduced funding and staffing limitations impacting community engagement efforts
- However, they continued to maintain vaccine confidence in Black, Hispanic, immigrant, and historically underserved populations.
- Despite the challenges, DRIVE partners successfully expanded trusted outreach in churches, salons, healthcare systems, public health campaigns, and community-based education initiatives.




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# How DRIVE Partners Responded & Delivered Impact

## Trusted Messengers Helped Sustain Community Confidence

- Flu Ready NOLA used culturally relevant outreach, grassroots partnerships, and multi-channel communications to increase public engagement despite reduced state-level vaccine promotion efforts.
- Faith Health Alliance churches helped reduce fear and hesitation by hosting vaccine clinics in trusted faith settings and integrating vaccine education into broader health ministry efforts.
- NMQF strengthened national vaccine equity leadership through advocacy training, educational resources, webinars, and trusted messenger strategies designed to combat misinformation and improve equitable access to respiratory virus prevention.



Screenshot of Dr. Keith Ferdinand Flu Ready TV Segment with local personality LBJ on WGNQ



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### NMQF VACCINE UPDATE: NOVEMBER 2025

#### INFORMATION YOU AND YOUR FAMILY CAN TRUST!

**Vaccines save lives.** For hundreds of years, vaccines have protected people from serious diseases. In the last 20 years alone, they have saved more than 100 million lives around the world. **But not everyone gets the same protection.** People of color are less likely to get vaccinated, which means they are more likely to get sick, go to the hospital, or even die from diseases that vaccines can prevent.

**Get The Facts!**  
 280 children died last flu season – the highest in 10 years.  
 People of color were nearly 2x more likely to be hospitalized with flu.  
 Similar disparities are seen with other vaccines among different racial and ethnic groups.

**What Are Vaccines?**  
 Vaccines help your body fight sickness. They train your immune system to remember germs, so you're protected if you meet them again later. Some vaccines need more than one shot to work best. Others need a booster later to keep you protected.

**Stay Informed!**  
**ADULT VACCINES** Talk to your community about adult vaccination. Use our communication toolkit.  
**VaccineFinder** Find where you can get vaccines near you!

### NMQF VACCINE UPDATE: OCTOBER 2025

#### UPDATES THAT YOU CAN TRUST FOR YOUR BUSY PRACTICES

It's respiratory virus season again. As viruses circulate, so does a lot of **misinformation**. NMQF is committed to helping you stay abreast of key happenings in the world of vaccines, giving you monthly updates and links to resources to use with your patients.

**What are the Respiratory Vaccine Updates?**  
 Community-based organizations have organized several professional group vaccine evidence-based guidelines. Our expert panel suggests following the guidelines from the **American College of Obstetrics and Gynecologists (ACOG)**, **United States of Pediatric (AAP)**, and **American College of Pediatrics (AAPC)** for guidance on vaccine updates such as the **Standardized Public Health Collaborative (SPH) Public Health Alerts**.

**COVID-19 Vaccines**  
 • **Primary & booster updates:** Use an updated COVID-19 vaccine.  
 • **Adult 50+:** Use an updated COVID-19 vaccine.  
 • **High-risk 18-49:** Use an updated COVID-19 vaccine.  
 • **Pregnant people:** Use an updated COVID-19 vaccine.  
 • **Children & teens 6-17:** Use an updated COVID-19 vaccine.

**RSV Protection**  
 • **Adults 60+:** Use an updated RSV vaccine.  
 • **Adults 50-59:** Use an updated RSV vaccine.  
 • **Pregnant people:** Use an updated RSV vaccine.  
 • **Children & teens 6-17:** Use an updated RSV vaccine.

**Flu Vaccines**  
 • **Everyone 6 months and older:** Get a flu shot every year.

### NMQF VACCINE UPDATE: DECEMBER 2025

#### YOU ARE YOUR PATIENTS TRUSTED VOICE!

Physicians, pharmacists, and their teams are the **most trusted voice** on vaccination:  
 • Often have established relationships with patients.  
 • Often reside in the same community as patients, understand local concerns.  
 • Valued as trusted medical experts.  
 • Can personalize recommendations for each patient's needs.  
 • Can effectively address concerns and counter misinformation.

Even with today's shifting vaccine policy environment and the flood of mis- and disinformation, a clear, confident recommendation from a healthcare professional remains one of the strongest influences on whether someone chooses to get vaccinated. This trust across patient groups – and is especially important for communities with historically lower coverage, including people of color.

**Resources:**  
 ► **NRIS: A Strong Vaccine Recommendation Makes a Difference**  
 ► **How Health Care Providers Should Address Vaccine Hesitancy in the Clinical Setting: Evidence for Practitioners Longitudinal Health & Strong Recommendation**  
 ► **Changes to vaccine attitudes and recommendations among US healthcare professionals during the COVID-19 pandemic**

**Among Black adults who are aware of or did not plan to get vaccinated against flu, key reasons include:**

Not enough information	49%
Not enough trust in the vaccine	42%
Not enough trust in the doctor	39%
Not enough trust in the pharmacist	35%
Not enough trust in the nurse	31%
Not enough trust in the community health worker	28%

With limited time in busy clinics, the biggest gains come from a whole-team approach, training provider teams (nurses, pharmacists, standing orders), partnerships with trusted community partners (faith leaders, educators, public health), and boosted vaccination rates by about 20-40% in Black/Hispanic/Asian adults with continued gains in underserved communities.

### NMQF VACCINE UPDATE: MARCH 2026

#### PROTECTING CHILDREN OF COLOR FROM VACCINE-PREVENTABLE DISEASES

Childhood vaccination in the U.S. is changing. As recommendations shift, vaccine outbreaks are increasing and changing landscapes. The impact of these changes is especially acute for children of color, who are more likely to be hospitalized or die from vaccine-preventable diseases.

**What Has Changed, and Why? Factors**  
 Factors contributing to these changes include:  
 • **Changes in vaccine recommendations:** The number of recommended childhood vaccines has decreased from 17 to 15.  
 • **Changes in vaccine schedules:** The timing of when to get vaccinated has shifted.  
 • **Changes in vaccine availability:** Some vaccines are no longer available in all areas.  
 • **Changes in vaccine uptake:** Not everyone gets vaccinated, especially in underserved communities.

**Why This Matters:**  
 • **Increased risk of vaccine-preventable diseases:** When children don't get vaccinated, they are more likely to get sick, go to the hospital, or even die.  
 • **Worsening health disparities:** Children of color are already at a higher risk of getting sick, going to the hospital, or even dying from vaccine-preventable diseases.

**Key Messages for Providers:**  
 • **Stay up-to-date on vaccine recommendations:** Check for updates from the CDC and state health departments.  
 • **Communicate clearly with patients:** Explain why vaccines are important and how they protect children.  
 • **Address concerns and barriers:** Listen to patients' worries and provide information to help them make informed decisions.

**On the next page:** Find out how to protect yourself and your family from RSV.

**A total of 7 resources were created between October 2025 and March 2026 to ensure community partners had trusted materials to support ongoing vaccine education efforts and increase confidence in vaccine uptake. Resources available [here](#).**

# Other Vaccine Projects

## UNDERSTANDING RSV

The disease, how it shows up, and how to prevent it



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**DRIVING Equity in Herpes Zoster (Shingles) Immunization**

Protecting your patients from vaccine preventable disease

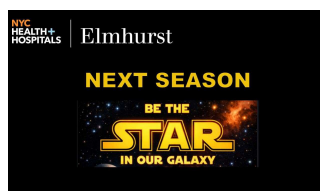
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# Key Lessons & Next Steps

## Building Sustainable Vaccine Equity Infrastructure

- The 2025–26 season reinforced that trusted messengers—including clinicians, pastors, community advocates, salons, and local organizations—remained trusted pillars of consistency during a period of uncertainty and shifting vaccine messaging, helping sustain community trust, confidence, and engagement.
- Moving forward, DRIVE works and continues to strengthen equitable, community-driven approaches that support long-term public health resilience and trusted engagement nationwide.





**Thanks to all of our  
partners, supporters...  
and you!**

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