

# Building Vaccine Confidence in the African-American Community: NCNW Good Health WINS

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National Council of Negro Women

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## Overview

- About NCNW
- Good Health WINS Overview
- The Making of a CBO Movement
- Collaborators
- Impact
- GHWs Process: Activate, Educate, Motivate & Celebrate
- Contact Us





# National Council of Negro Women

Founded in 1935, NCNW is an “organization of organizations” with a mission to lead, empower and uplift women of African descent, their families, and communities.



## Overview

1. Create a National Network of National and Local Partners
2. Raise awareness of timely immunizations
3. Contribute to the evidence base of effective interventions to improve vaccination coverage
4. Identify and implement strategies to reduce racial/ ethnic disparities in adult vaccine coverage

### INFRASTRUCTURE

Build of Coalition of CBO organizations comprised of thousands of trusted messengers to embed Covid/Flu and Routine Vaccines in their current programs / events

### EDUCATION

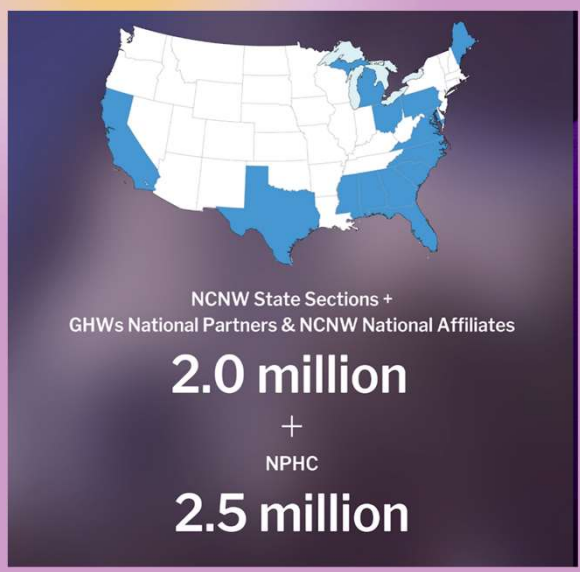
Provide on-going education and technical assistance to trusted messengers to learn the vaccine ecosystem, resources and to be pro-vaccine advocates

### COMMUNITY LEVEL ACTION

Provide chapter level mini-grants to support vaccine -related programs & activities



# The Making of a Movement



# Major Collaborators



# Impact



Partnerships with:

- County Health Departments
- Schools
- Childcare Centers
- Businesses
- Parents
- College Students
- Health Care Centers
- Public/Private Partnerships
- Social Determinants of Health

**40+**  
STATE AND NATIONAL ORGANIZATIONS

**49**  
States

**2,500+**  
Community Partners

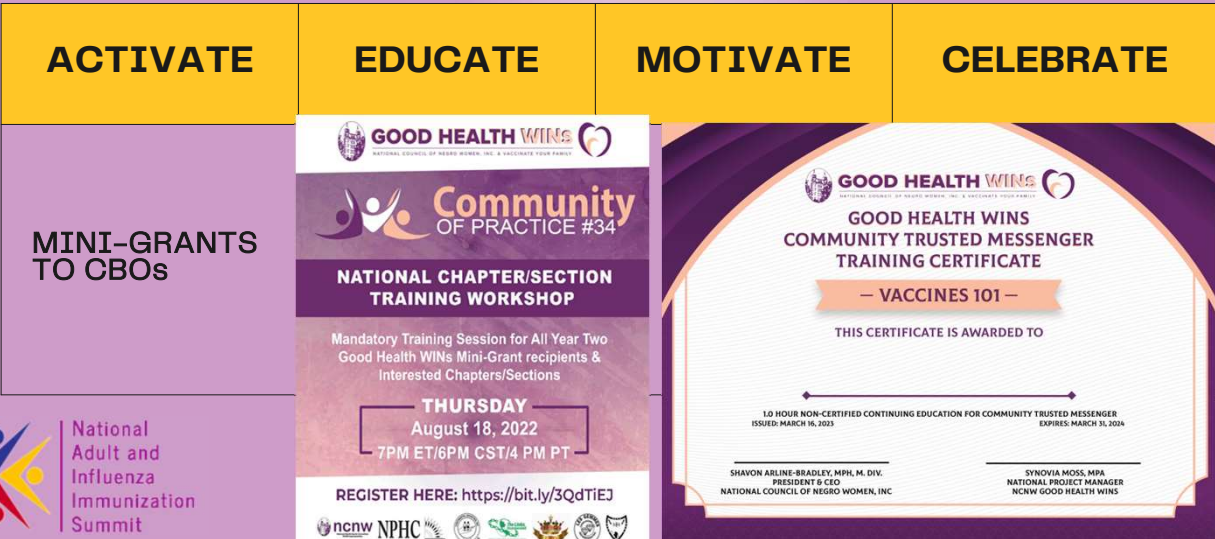
**5,000+**  
Trained Trusted Messenger

**4.5 million reached**  
Joint & Targeted media campaigns

**“Stay, Play, Pay & Pray”**



# GHWs PROCESS:



# Activate

1,500+ CHAPTER MINI GRANTS in Year 2

**POLICY**

- Letter to the Editor
- Meet with Elected Officials
- Host Advocacy Days
- Testify at Hearings

**STAFF/ EMPLOYER/ EMPLOYEES**

- Access / Opportunities to get vaccines
- Educational programs on immunizations
- Professional development workshops
- Train-the-Trainer Sessions

**MEDIA**

- PSAs
- Press Releases
- Presentations
- Media Interviews
- Media Kit
- Media Buys

**PARENTS/FAMILY MEMBERS**

- Importance of Immunizations over the lifespan for themselves and family members (children, parents, teens)
- Importance of getting annual flu shots, shingles, Covid, etc.
- Layering immunization messages to increase vaccine uptake

**FACILITY SIGNAGE**

- Awareness Campaign to Share Immunization facts
- Indoor/outdoor digital signage
- Indoor wall space banners / posters
- Hanging Signs
- Point of purchase
- End caps

**EVALUATION / ASSESSMENTS**

- Research Design
- Data Collection
- Data Analytics

**EVENTS**

- Hosting community vaccine clinics - partnering with health systems, FQHC's, health departments, immunization coalitions
- Individual Organizations
- Calendar
- Coalition/ Network Activities

**COMMUNICATION**

- Immunization messages included with current communication platforms
- Print/electronic
- Appointment Reminders
- Newsletters
- Mailers / Texting Programs
- Website
- Social Media

**COMMUNITY OF PRACTICE**

- Network with other champions & cross sector partners
- Meet / Connect with Immunization Coalitions
- Host Webinars and Town Hall Meetings
- Discuss experiences, accomplishments, challenges & best practices

**ORGANIZATIONS**

- Embedding Immunization importance into programming, scope of work
- Health Committee

**Milwaukee Section**  
Say Less. Do More.

**GOOD HEALTH WINS CHAMPIONS**

**MOSS CONSULTING & MANAGEMENT GROUP, LLC**



# GHWs EDUCATIONAL CAMPAIGNS

**GOOD HEALTH WINS** **Just for America's Health**

**Brunch & LEARN**

Join us for a conversation on Covid & Social Determinants of Health. The pandemic has impacted our lives in many ways. Join this lively lunch conversation as we explore Covid & Social Determinants of Health (Education, Housing, Employment, Health Equity and more!).

**TUESDAY, MAY 10, 2022**  
— 12:00PM EST —


**Janice L. Mathis, Esq.**  
Executive Director  
National Council of Negro Women, Inc.

**Dr. J. Nadine Grout**  
President and CEO  
Trust for America's Health



Brunch and Learn Registration Link  
<https://bit.ly/3kDrHI3>

|            | April  | May                                    | June   | July   | August   | September   |
|------------|--|--|--|--|--|---|
| TOPIC      | Covid & Maternal Health  | Covid & Social Determinants of Health  | Covid & Mental Health  | Back-to-School   | National Immunization Awareness Month              | Partnerships/ Coalitions                            |
| EVENT      | National Town Hall Meeting w/ NCNW Health Equity Covid Subcommittees | Brunch & Learn with TEAH               | National Town Hall Meeting w/ NCNW Health Equity Covid Subcommittees | Covid & Routine Immunizations (Early Childhood, K-12, College) | School Based Activities/ Take the Shot for the Win | National Conference on IZ Coalitions & Partnerships |
| ACTIVITIES | CoP 25<br>CoP 26<br>Covid Conversation                               | CoP 27<br>CoP 28<br>Covid Conversation | CoP 29<br>CoP 30<br>Covid Conversation                               | CoP 31<br>CoP 32<br>Covid Conversation                         | CoP 33<br>CoP 34<br>Covid Conversation             | CoP 35<br>CoP 36<br>Covid Conversation              |





## Building Vaccine Confidence

Join Us For



# COVID CONVERSATIONS

with Leading Experts

**NOVEMBER 30**  
COVID & SENIORS  
7:00PM - 8:00PM ET

Via Zoom  
Registration is Now Open  
<https://bit.ly/3BJxf0u>

**JESSICA MALATY RIVERA**  
INFECTIOUS DISEASE EPIDEMIOLOGIST

Join Us For


# COVID CONVERSATIONS

with Leading Experts

**JANUARY 25**  
COVID, VARIANTS & TESTING UPDATES  
7:00PM - 8:00PM ET

Join Zoom Meeting  
<https://bit.ly/3rfDSTY>

**DR. GEORGES C. BENJAMIN**  
PHYSICIAN, EXECUTIVE DIRECTOR OF APHA



## NCNW Uber Free Rides VOUCHER TRAINING


**November 8, 2021**

8:00PM - 8:30PM EST  
8:30PM - 9:00PM EST  
Register: <https://bit.ly/3k2V8di>

**November 12, 2021**

12:00PM - 12:30PM EST  
12:30PM - 1:00PM EST  
Register: <https://bit.ly/3ENsk0e>

Discount valid for up to \$25 off maximum of four (4) UberX or XL trips (maximum \$100 total discount) to vaccination sites within all 50 US States and US Virgin Islands. Cannot be combined with other offers. One time promo code application only. Non-transferable. Offer expires at 11:55pm ET on December 31, 2021. Discount does not apply to tips. Offer and terms subject to change.



## “GET THE FACTS Boost The Truth” Media Campaign



**50K Fans in 1 month**



**Advocacy**



**5K Vaccine Clinics & Community Events**



# Recommendations

[Back to Agenda](#)

**Ask for the Engagement.**  
Be intentional about engaging CBO organizations and leaders to join the pro-vaccine movement.

**Provide space and grace.**  
Reciprocity in approach, time, ideas. The work and response will look different.

**Trust the Trusted Messengers.**  
Leverage the relationships CBO's have in the community.

**We are better together!**  
Turn the engagement into a marriage.



# JOIN THE MOVEMENT

 <https://goodhealthwins.org/>  
 [mrssemoss@gmail.com](mailto:mrssemoss@gmail.com)  
 +1 (414) 544-4417



**KEEP IN TOUCH**

