

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



Building an Adult Immunization Movement with Women of Color: NCNW Good Health WINs

Presented by:

Synovia Moss MPA, Natl. Project Manager

Good Health Women's Immunization Networks (GHWs)

National Council of Negro Women, Inc.

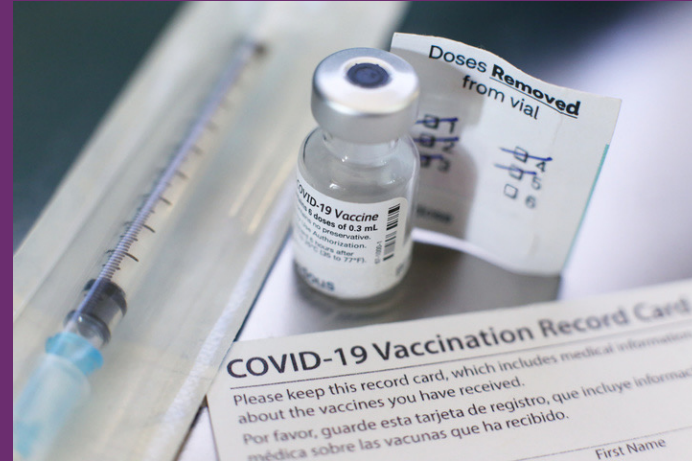




About NCNW

- NCNW founded in 1935 by Dr. Mary McLeod Bethune
- 300 community-based /campus sections + 32 national women's organizations
- Mission to enlighten, inspire and connect more than 2,000,000 women and men
- Programs are founded in "Four the Future" : Education (STEAM), Entrepreneurship, Health & Social Justice





PURPOSE

- Create a national network of Immunization Champions
- Raise awareness on the impact of timely immunizations
- Contribute effective interventions to improve vaccination coverage
- Identify and implement strategies to reduce racial and/or ethnic disparities in adult vaccination coverage



KEY COLLABORATORS

NATIONAL AND LOCAL PARTNERS

- Vaccinate your Family (VYF)
- Trust for America's Health (TFAH)
- 30 National Organizations
- 14 Target States
- Target Demographics (AA women, men, college students, children)



Good Health WINS Overview

01

Infrastructure

02

Influence

03

Information

04

Integration

05

Impact





GOOD HEALTH WINS

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

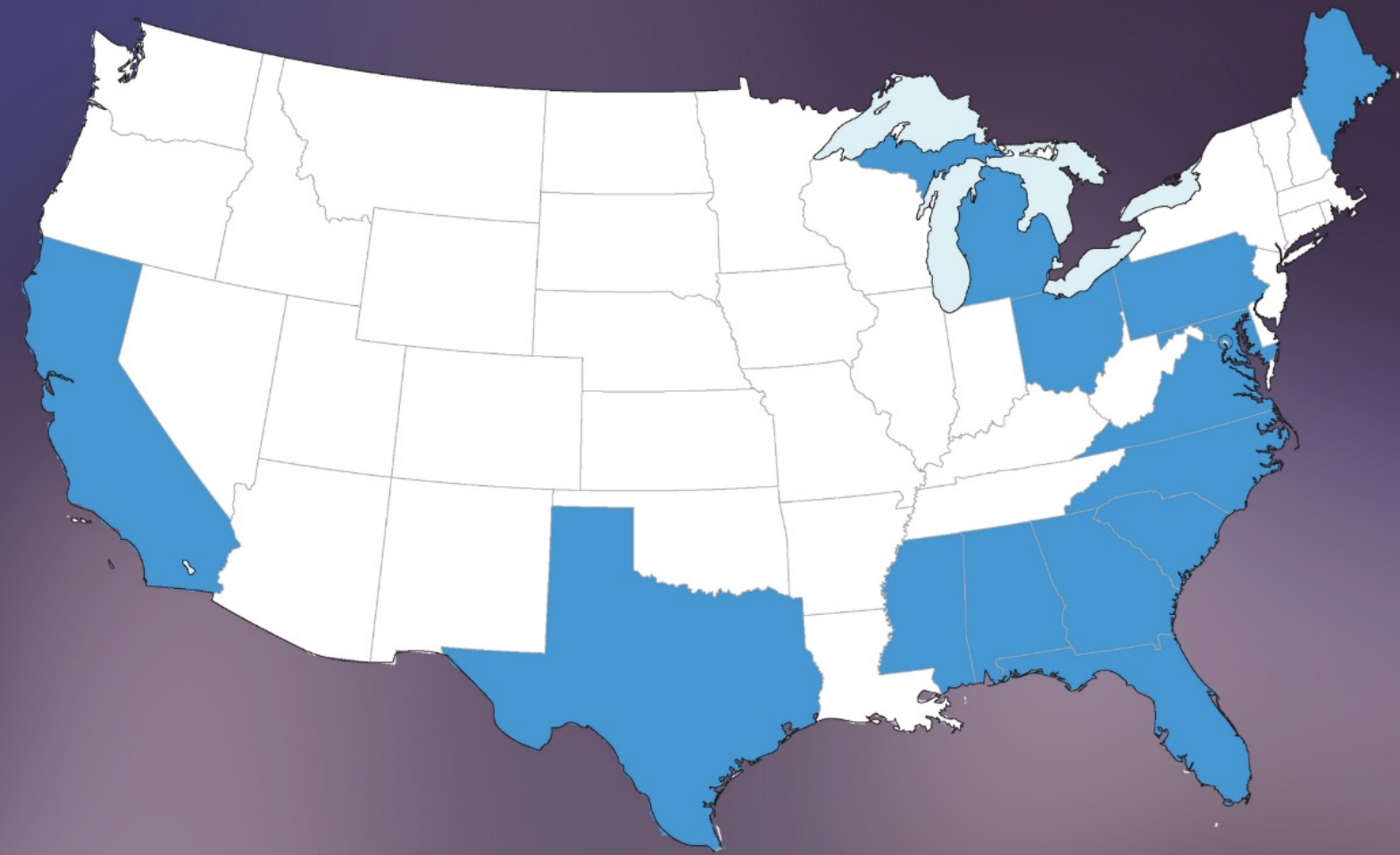


01 Infrastructure

GHW's =

Largest AA Network

Trusted Messengers
with a reach of
4.5 million members



NCNW State Sections +
GHWs National Partners & NCNW National Affiliates

2.0 million

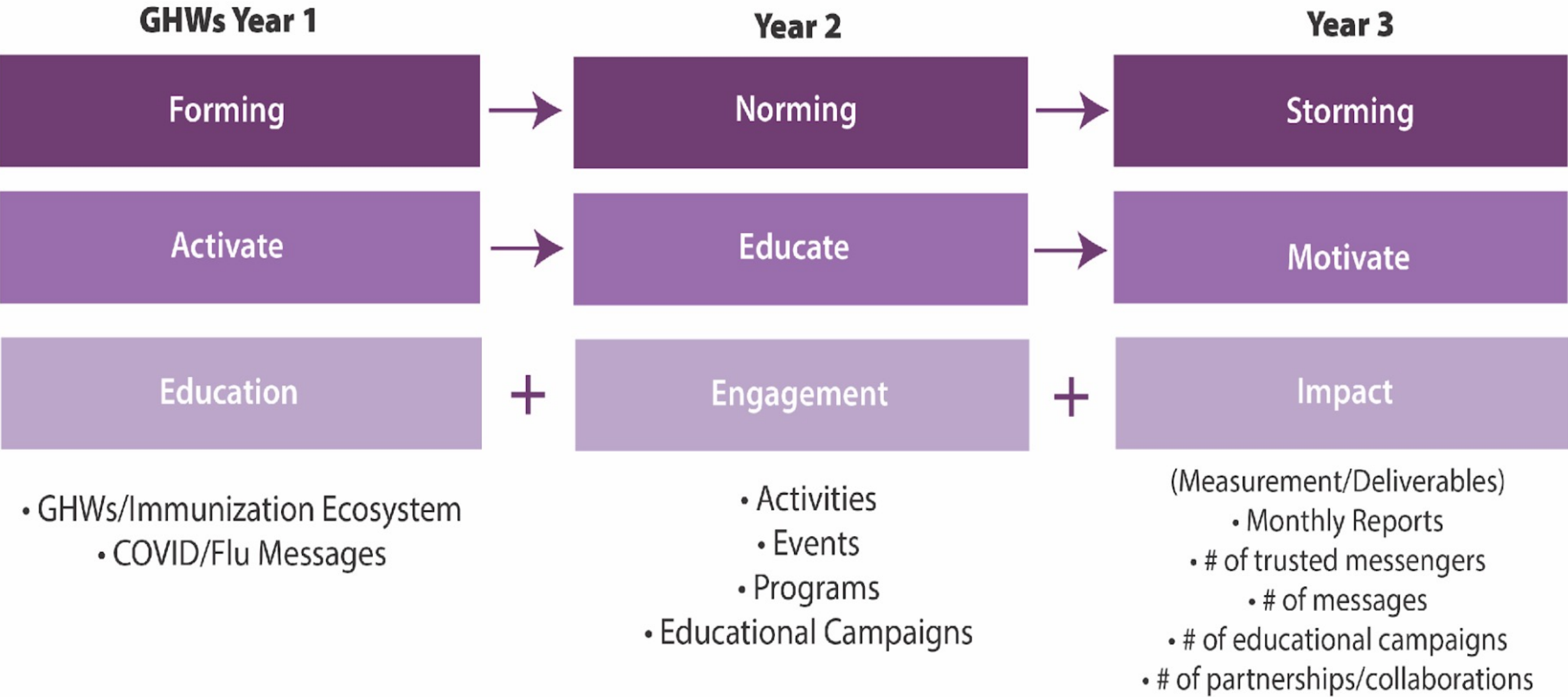
+

NPHC

2.5 million



Partnering With National Organizations



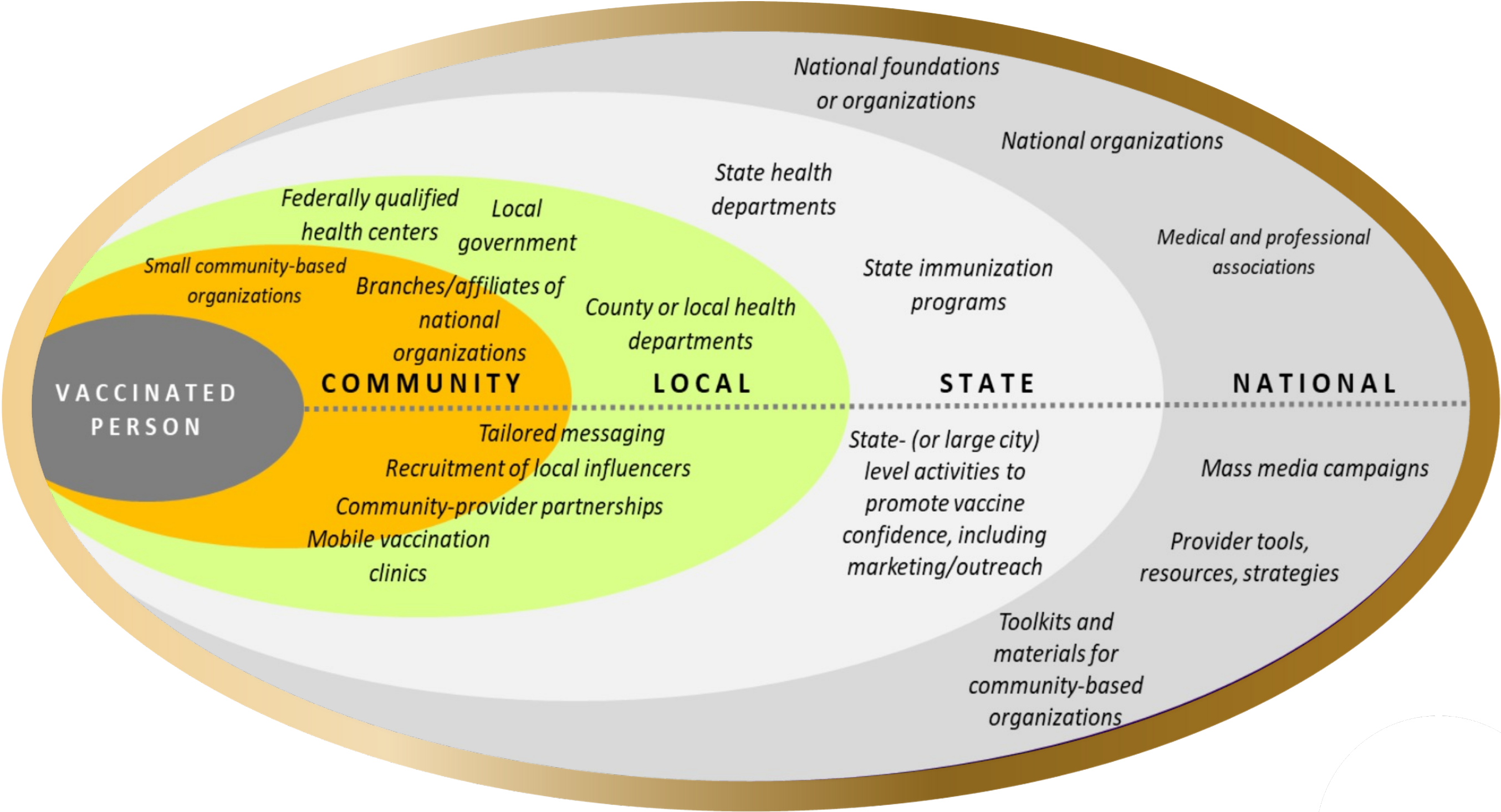


Good Health WINs National Leaders/ Project Managers
Delegation at NCICP Conference 9.15.22.

02 Influence

- Increased range of **trusted community voices** supporting vaccine education and delivery.
- Increased availability of community or population-specific **messages**.
- Increased number and diversity of **vaccination opportunities**.
- Increased number and range of **partnerships or collaborative activities** between providers and community organizations.
- Increased number and range of **healthcare providers** recommending influenza and COVID-19 vaccines to patients.
- Decrease in racial & ethnic disparities in adult immunization by **increasing vaccine confidence**.

CDC P4VE Ecological Model



Using Influence: Stay, Play, Pay & Pray

03 Information

CORE STRATEGIES

- ✓ Activate
- ✓ Educate
- ✓ Motivate
- ✓ Celebrate



ACTIVATE

Infrastructure
Coalition Building
40 National Orgs.
1,000 Sections & Chapters



MOTIVATE

Technical Assistance
Data Driven Outcomes



EDUCATE

Educational Campaigns
Community of Practice

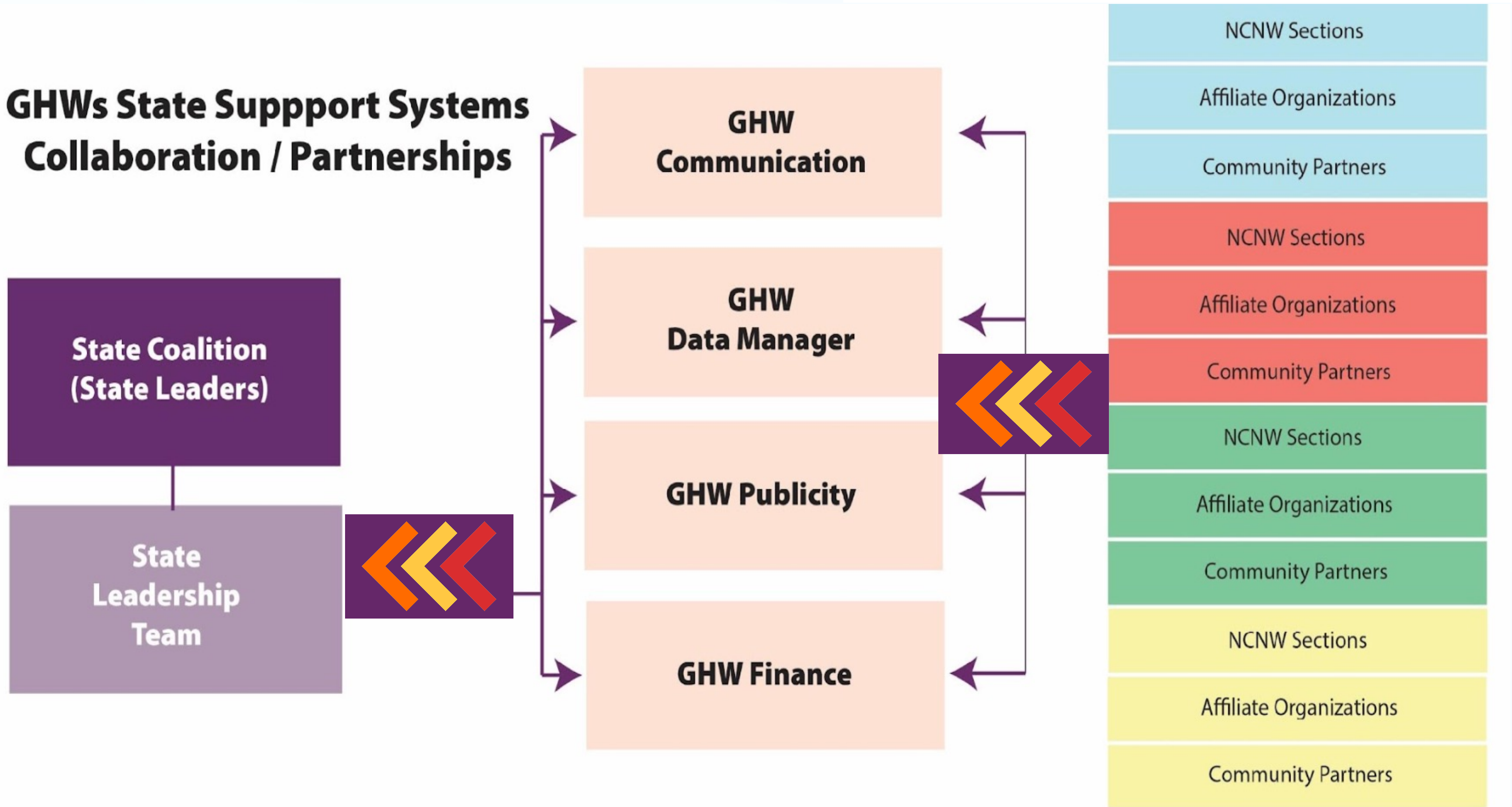


CELEBRATE

Empowered Community
Population Activities – Show & Share



GHWs State Support Systems Collaboration / Partnerships



ACTIVATE

1,000+ CHAPTER MINI-GRANTS

GOOD HEALTH WINS CHAMPIONS



GOOD HEALTH WINS™

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



ACTIVATE

—
Infrastructure
Coalition Building

POLICY

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

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

STAFF/ EMPLOYER/ EMPLOYEES

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

MEDIA

- PSA's
- 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



Milwaukee Section
Say Less. Do More.

GOOD HEALTH WINS CHAMPIONS

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





GHWs EDUCATIONAL CAMPAIGNS



EDUCATE

—
Educational Campaigns
Community of Practice


	October	November	December	January	February	March
TOPIC	Flu Season			GHWs New Year Kick-Off Events	Covid & Breast Cancer	Vaccine Equity & Advocacy
	Covid & Mental Health	Covid & Underlying Conditions	Covid & HIV/AIDS			
EVENT	Brunch & Learn - Mental Health Covid & Flu Campaign	World Immunization Day	Dr. I. Height Leadership Academy NCNW National Convention National Town Hall Meeting	Good Health WINs Week 3.0	National Town Hall Meeting w/ NCNW Health Equity Covid Subcommittees	Brunch & Learn - Vaccine Equity
ACTIVITIES	CoP 37 CoP 38 Covid Conversation	CoP 39 CoP 40 Covid Conversation	CoP 41 CoP 42 Covid Conversation	CoP 43 CoP 44 Covid Conversation	CoP 45 CoP 46 Covid Conversation	CoP 47 CoP 48 Covid Conversation


GHWs EDUCATIONAL CAMPAIGNS




EDUCATE

Educational Campaigns
Community of Practice


 **GOOD HEALTH WINS**
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 **Trust for America's Health**
TFAH.ORG

 **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 Gracia**
President and CEO
Trust for America's Health

Brunch and Learn Registration Link
<https://bit.ly/3kDrHi3>

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



 **Community**
OF PRACTICE #34

**NATIONAL CHAPTER/SECTION
TRAINING WORKSHOP**

Mandatory Training Session for All Year Two
Good Health WINS Mini-Grant recipients &
Interested Chapters/Sections

THURSDAY
August 18, 2022
7PM ET/6PM CST/4 PM PT

REGISTER HERE: <https://bit.ly/3QdTIEJ>



MOTIVATE

Technical Assistance
Data Driven Outcomes

Build 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/3rfd5TY>

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





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



3 Easy Steps
to use the
NCNW Uber Free Rides
Promotional Code

Step 1
Download the Uber App
for Android/iPhone

Step 2
Enter promo code
under "Wallet" in the app menu
Expires 12/31/21

Step 3
Request ride and use your
\$25 credit (4 rides max)



Users can also dial
1 (855) 934-3199 to
request a ride to a
COVID Vaccine or
Testing Site

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.





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



“GET THE FACTS Boost The Truth” Media Campaign



CELEBRATE

Empowered Community
Population Activities – Show & Share



THURSDAY
SEPTEMBER 29, 2022
TIME: TBA
WALTER E. WASHINGTON
CONVENTION CENTER

EVENT REGISTRATION REQUIRED

ALC VACCINATION REQUIREMENTS
AS A REMINDER, ALL SESSION
PARTICIPANTS AND ATTENDEES
ARE REQUIRED TO ADHERE TO
THE ALC VACCINATION AND HEALTH
AND SAFETY POLICY, WHICH REQUIRES
PROOF OF VACCINATION AND AT LEAST
ONE BOOSTER SHOT.

**GET THE FACTS
BOOST
THE
TRUTH
ABOUT
VACCINES
AND VOTING**

A WORKSHOP
AFTER TRUTH

THIS KAPPA ALPHA PSI/
GOOD HEALTH WINS 2022
THIRD PARTY SESSION
IS A PART OF THE



EARLY BIRD REGISTRATION INFORMATION VISIT: WWW.CBCFNC.ORG/ALC

**51st Annual
Legislative
Conference**



September 28 – October 2, 2022 | WASHINGTON, DC | cbcfnc.org/alc





04

Integration

Levering Relationships with Community Partners

NCBWGCC AND JUSTICE for All CONFERENCE

Nikki Giovanni
American poet, writer, commentator, activist, and educator.

Friday Nov. 11th
6:45p.m. - 10:00p.m.
Conference Opening & Networking
Reception with Cash Bar
Keynote Speaker at 7:30 p.m. Nikki Giovanni
Music and Dancing

Saturday Nov. 12th
Breakfast (Overnight Hotel Guest) 7:00 a.m. - 9:00 a.m.
Zumba | 7:30a.m.
Registration 8:30a.m. - 9:15a.m.
Conference Workshops | 9:30a.m. - 11:50a.m.
Luncheon | 12:00p.m. - 1:15p.m.
Conference Workshops | 1:30p.m. - 4:00p.m.
Formal Awards Dinner Gala | 6:30p.m. - 11:00p.m.

Conference Rate Promo Code

Eventbrite

GHWINs **SAVING OUR SELVES**

SCAN FOR FULL DETAILS

CLEVELAND PUBLIC LIBRARY

GHWINs + **LES GEMMES INCORPORATED**

JOIN THE FIGHT AGAINST COVID-19 AND THE FLU

YES! You CAN get your flu vaccine at the same time as a COVID-19 vaccine. Experts advise getting them different arms just in case of soreness. Plan your vaccine visit and learn how you can help spread vaccine awareness at goodhealthwins.org.
#goodhealthwins
@goodhealthwins

Luvenia R. Harrison
National President & CEO
Les Gemmes, Incorporated

ncnw National Council of Negro Women
cordially invite you to celebrate our legacy

HARAMBEE

"ALL PULL TOGETHER"

Saturday, October 29th, 2022 @ 1:00 pm
Richmond Public Library, 101 E. Franklin Street, Richmond, VA 23219

We will celebrate, reflect and project who we are through
DRAMA, DANCE & MUSIC
featuring
Richmond Community Theatre Guild

Sponsored by NCNW Richmond Section * P.O. Box 1094 * Mechanicsville, VA 23111
FREE Event | Welcoming New Members | Community Information | FREE Parking
Contact us for more information:
Richmond.Section@ncnw-va.com

GHWINs

GOOD HEALTH WINS

Healthy Homecoming!

Wear your mask - Grab food - Fellowship!

Oct. 15, 2022 | 11:00 AM | Georgia Southern

RSVP and Grab a Raffle ticket
www.WestGalatas.com

IOTA
THEE Ow Sweet, Inc.
Back and to Georgia on World of 40

T.H.E.E.

Greater Pocono Section
National Council of Negro Women, Inc.

Presents

TRANSGENERATIONAL TRAUMA

What is it?

SATURDAY, OCT 1
11:30AM - 1:00PM

Middle Smithfield Community & Cultural Center
5200 Milford Road
East Stroudsburg, PA

FREE ADMISSION
Registration required at
<https://bit.ly/3K44AJj>

GOOD HEALTH WINS



04

Integration

Trained Over **5,000+** Trusted Messengers & **2,500+** Partnerships In Communities Across the US





04

Integration

Trained Over **5,000+** Trusted Messengers & **2,500+** Partnerships In Communities Across the US

PREPARATION, PREVENTION, & PROTECTION:
A BREAST CANCER AWARENESS, VACCINE, AND WELLNESS
EVENT
SATURDAY, OCTOBER 15, 2022
FOURTH STREET MISSIONARY BAPTIST CHURCH
222 5TH ST., COLUMBUS, GA 31901
10:00 AM - 12:00 PM

GET VACCINATED & PARTICIPATE!
WIN A \$25 GAS CARD OR \$500000000

GET **FREE** SCREENINGS & INFORMATION!

- COVID Vaccine
- Breast Cancer Screenings
- Breast Cancer Education
- Cardio Aerobics
- Healthy Eating Education
- Body By Design Fitness Training

IN PARTNERSHIP WITH:
CORE **MOBILE VAX**
GOOD HEALTH WINS

Jackson Alumni Chapter of Kappa Alpha Psi Fraternity & Jackson (MS) Alumni Chapter of Delta Sigma Theta Sorority, Inc.

EXERCISE YOUR RIGHT
To Vote
-PRESENTS-
SATURDAY OCT. 1ST
9AM-12PM
AT PLANET FITNESS WESTLAND PLAZA
2540 ROBINSON ST.
JACKSON, MS 39209

FITNESS FAIR, VOTER REGISTRATION DRIVE & VACCINE DRIVE

GOOD HEALTH WINS

Logos: Planet Fitness, NEA, Changing the Future, Delta Sigma Theta, Jackson, Kappa Alpha Psi

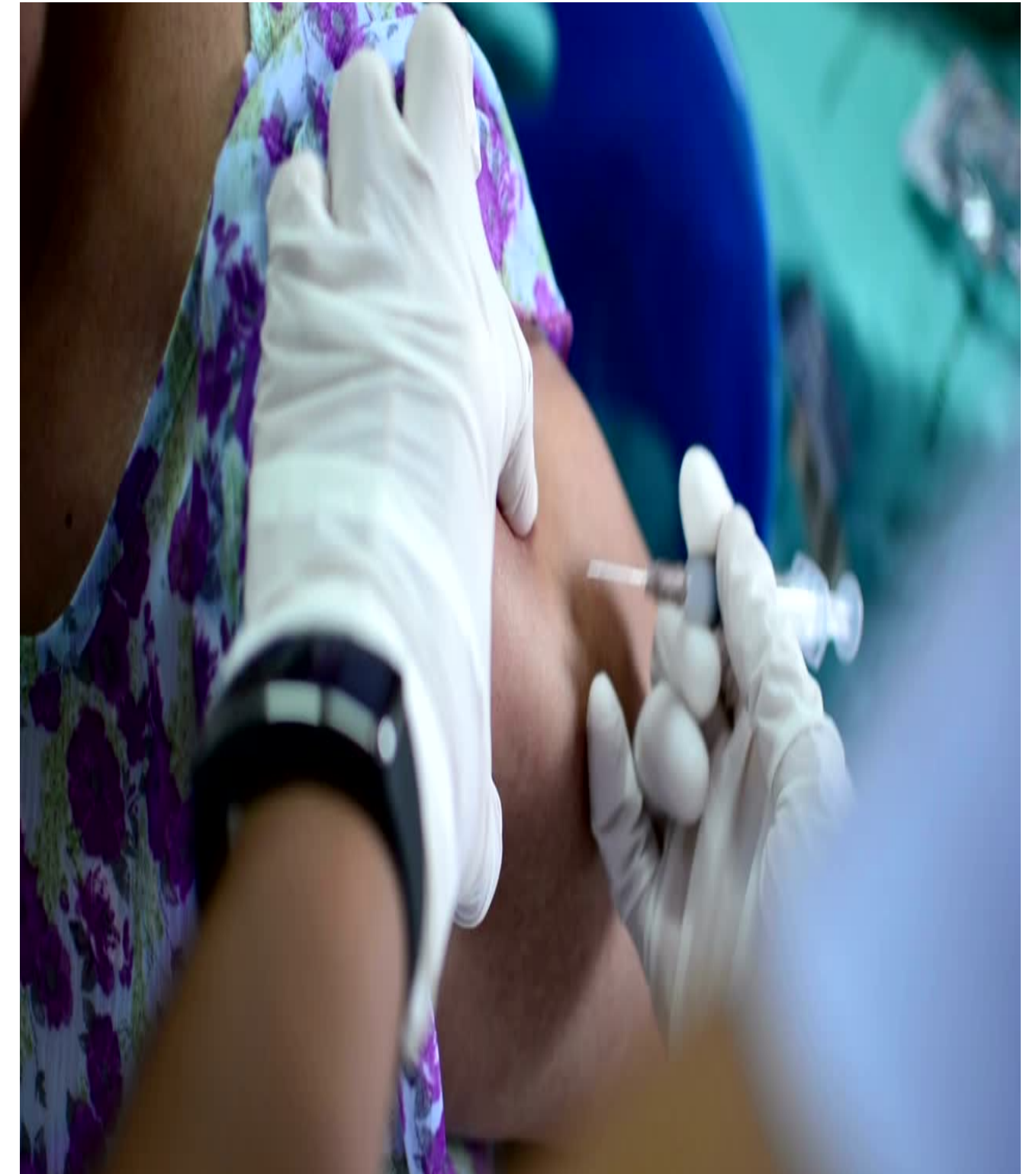
05 IMPACT

Outputs

- Increased equity in nationwide distribution and administration of COVID 19 vaccines
- Building community confidence in family medical decision making
- Reduced stigma and implicit bias associated with COVID 19
- Improved access to testing
- Expanded application of health equity principles around health care providers and the responder workforce



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05 IMPACT

5,000+ Trusted
Messengers & 2,500+
Partnerships In Communities
Across the US



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



Completed 50
Bi-Monthly Community
of Practice Sessions
with 300-900
per session

331,000 people
attended GHWs events
Thousands vaccinated

“Get the Facts, Boost
the Truth” (3 months)
6.8 MILLION media
impressions

THANK YOU

Keep in touch!

 +1 (414) 544-4417

 <https://goodhealthwins.org/>

 mrssemoss@gmail.com



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