

A photograph of the Boston skyline at dusk, featuring the City Hall clock tower and various skyscrapers with lights on. In the foreground, there is a wooden pier and a body of water reflecting the city lights. A teal-colored rectangular box is overlaid on the center of the image, containing white text.

NAHSE GREATER BOSTON CHAPTER

Immunize the Community Initiative

September 26, 2023

Deidre D. Smith, MHSA



National Association of
Health Services Executives
Greater Boston Chapter

ABOUT NAHSE

PRESENTED BY: DEE SMITH



National Association of
Health Services Executives
Greater Boston Chapter



MISSION

NAHSE is a non-profit association of Black Healthcare Professionals, which was founded in 1968 for the purpose of promoting the advancement and development of Black healthcare leaders and elevating the quality of healthcare services rendered to minority & and underserved communities.



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VISION

NAHSE will be recognized globally as the professional membership society for Blacks in health care management. NAHSE strives to improve the health status, economic opportunities, and educational advancement of the communities we serve.



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PROGRESS-TO-DATE

Chapter Events/Programs and Initiatives

Total Completed- Hosted 50 + Events/Programs

September 2023

(11)- Community Forums

(6)- Professional Development Forum

(10)- Social Networking Events

(11)- Community Service

(15)- Membership Events



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NAHSE HEALTH EQUITY COMMITTEE

PRESENTED BY: DEE SMITH



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COMMITTEE STRUCTURE

- Maternal Health
- Kidney Disease
- Mental Health
- **Immunization Health**



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IMMUNIZATION HEALTH

Campaign

Immunize the Community Initiative

Purpose

Inform, Educate, and provide adequate access to information and immunization resources



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IMMUNIZATION HEALTH

Focus Area(s)

- COVID-19
- FLU
- Pneumonia

Target Audience: Black Community (Churches and Black Greek Organizations)

- Boston Area (Dorchester, Roxbury, Mattapan)
- Brockton
- Lynn
- Chelsea



TEAM COMPOSITION

Steering Committee

- NAHSE
- MAIC
- JSI
- Community Providers
- Pfizer



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INITIATIVES PILOTS

Pilot (1): Digital Toolkit

Create a digital social media “Did You Know” toolkit with editable content that can be updated annually for community members to utilize for informational and educational purposes across their social media platforms.



DID YOU KNOW....?
That guidelines have changed for some

V C C N S
(FILL IN THE BLANKS)

Talk to your doctor or pharmacist about which vaccines you should receive.

IMMUNIZATION CHECKLIST

- COVID
- FLU
- PNEUMONIA
- OTHERS?



DO YOU HAVE....?

- ASTHMA
- CHRONIC LUNG DISEASE
- DIABETES
- KIDNEY DISEASE OR
- CHRONIC HEART DISEASE?

If so talk to your doctor or pharmacist about which vaccines you should receive.

IMMUNIZATION CHECKLIST

- COVID
- FLU
- PNEUMONIA
- OTHERS?



DID YOU KNOW....
That vaccine guidelines have changed?



Older adults, and adults with certain health conditions such as asthma, chronic lung disease, diabetes, kidney disease, or chronic heart disease are at an increased risk for some vaccine-preventable diseases.

Ask your healthcare provider about the following vaccines:


- COVID
- FLU
- PNEUMONIA
- OTHERS?

Vaccination Resources

- Visit www.cdc.gov/vaccines/adults for general vaccine information.
- Find a health center at: www.massleague.org/findahealthcenter.
- Contact the MA State Immunization Division by calling (617) 983-6800 or visiting www.mass.gov/vaccine-information-for-the-general-public.




DID YOU KNOW....
That vaccine guidelines have changed?



Talk to your doctor or pharmacist about which vaccines you should receive.

IMMUNIZATION CHECKLIST

- COVID
- FLU
- PNEUMONIA
- OTHERS?



INITIATIVES PILOTS

Pilot (2):” Did You Know” Live Videos

Create “Did You Know” live engagement video content to create educational TikTok videos.

Identified (4) Areas of “Immunization Delay”

- Health Awareness and Education
- Access to Immunization
- Deproirtizing Care
- Building Confidence (Provider Trust)



INITIATIVES PILOTS

Pilot (3): Navigating Access to Immunizations

Designing a new research study with retail pharmacies inside Shaw and Star Markets.

- Measure Immunization Access in retail pharmacies
- Collect data on uninsured and not covered customers
- Design marketing material to distribute during check-out
- Identify outreach opportunities to ensure customers have access to health coverage





END OF PRESENTATION

Thank You



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