

Demonstrating Real Improvement in Value and Equity (DRIVE)

Reducing disparities in influenza vaccination in communities of color across the US through clinician education, quality improvement, and community engagement

Why It Matters

Influenza immunization rates in communities of color are historically low. According to the CDC, “Flu vaccination is especially important for people from racial and ethnic minority groups, who are often less likely to be vaccinated against flu and more likely to be hospitalized with flu.”

Solution

Connect local health systems, Federally Qualified Health Centers (FQHCs), and healthcare professionals together with trusted community leaders, health equity champions, and underserved patients. Provide hands-on tools and training on proven rapid cycle quality improvement methods. Establish a sustainable approach to implement solutions that overcome disparities, measure progress, and communicate results.

Examples of engaged partners include:

- Faith Health Alliance congregations
- Hair stylists and barbers
- Clinics such as the ARcare FQHC system and National Association of Free and Charitable Clinics
- Local providers through NYC Health, Flu Ready NOLA, Georgia Academy of Family Practice
- Walgreens to bring vaccines and vaccinators to the community

DRIVE toolkits have also been built for Type 2 Diabetes, Colorectal Cancer, Lupus, and Equity in Clinical Research.



Over the past 4 years, the DRIVE Influenza program implementation and network of partners has grown to include:

22 states	12 health systems	148 FQHCs & free clinics
>100 programs in communities	26,000 health champions in ~900 cities	57 pharmacy ambassadors

Impact



During the past flu season, the DRIVE Vaccines program **immunized >100,000** people in underserved communities against influenza



The influenza vaccination rate in the many communities participating in DRIVE **increased by 4% to 68%**



DRIVE Influenza Vaccines media/social media reach is **>300 million**, and there are **~3,000 users** of the online DRIVE Influenza toolkit



[learn more >](#)

Key Learnings

- Using data that identifies the needs and gaps in underserved communities helps accelerate the process of building trust and recruiting a network of partners within the community.
- It is critical to find local trusted messengers. The messenger is just as important as the message, and no two communities are the same.
- Communities take note of continuity. It is vital to create and deliver a sustainable approach and avoid being seen as a “one and done” program.

