

Good Health Women’s Immunization Networks (WINs)

Good Health WINs is an army of health champions who understand the importance of immunization across the lifespan

Why It Matters

Disparities in immunization persist in communities of color across the US.

- People of color are 80% more likely to be hospitalized due to influenza versus other ethnicities over the past decade.
- Lower overall immunization rates in Black and Brown families contribute to health disparities and higher rates of preventable disease.
- Communities of color are disproportionately affected by social media misinformation about vaccinations.



Solution

National Council of Negro Women (NCNW) is an “organization of organizations” committed to lead, advocate, and empower women of African descent, their families, and communities.

Created a national network of grassroots organizations, health care advocates, policy makers, and local champions who are passionate about increasing vaccine equity in communities of color through vaccine education and better access to immunizations.

Network of more than 2,000 National Council of Negro Women sections and Affiliate Partners, including the National Panhellenic Council (Divine 9) chapters, across all 50 states that educate and inform over 4.5 M African American women, men, and families through:

- National and state town halls, immunization community programs, and events
- Bi-monthly community of practice sessions to educate and highlight best practices in the field
- Community Trusted Messenger Certificate program training over 5,000 immunization ambassadors
- Public communications through PSAs and *Sisters* magazine

Impact

Good Health WINs network includes **40 state and national organizations** committed to immunization outreach and awareness programs and events. Our infrastructure includes **6,052 community-level partners** to expand the reach and accessibility to underserved or hard-to-reach populations.



Participation in the Good Health Wins (GHWs) Community of Practices have reached **51,000 participants** since 2020 with an average session of 750 attendees. **80% of attendees** planned to/or had been immunized against influenza during this span



Educated **over 5,000 people** in the GHWs Trusted Messenger Certificate Program designed to increase community-level messaging and advocacy



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Key Learnings

- Build a network capable of reaching key household decision makers in communities of color and provide credible information from trusted sources to impact positive choices and actions.
- Tap into existing trusted networks, such as NCNW’s infrastructure and members, to deliver credible monthly messaging into local communities, chapters, and affiliates.

