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NCNW and VYF Form Good Health WINs Partnership to Increase Vaccine Confidence

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National Black Nurses Association, Inc.

National Coalition of 100 Black Women

Phi Delta Kappa, National Sorority

National Women of Achievement, Inc.

Order of the Eastern Stars, National Grand Chapter, National Supreme Council

Sigma Gamma Rho Sorority, Grand Chapter

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The Charmettes, Inc.

The Links Incorporated and The Links Foundation Incorporated

Top Ladies of Distinction, Inc.

Woman's Home & Overseas Missionary Society, A.M.E. Zion

Women's Missionary Council, C.M.E. Church

Women's Missionary Society, A.M.E. Church

Zeta Phi Beta Sorority, Inc.

Washington, DC – Monday, December 21, 2020 – The National Council of Negro Women, representing more than two million women of African descent, has formed a partnership with Vaccinate Your Family, one of the nation's foremost immunization advocacy nonprofits, to provide reliable information about the COVID-19 vaccines to communities being devastated by the pandemic. Together, VYF and NCNW are launching Good Health Wins (Womens' Immunization Networks) to raise awareness of the impact of timely immunizations for people of all ages and protect families and individuals from vaccine-preventable diseases.

The goals of the Good Health WINs are to:

- Control the COVID-19 pandemic, which is wreaking havoc on lower income families and frontline workers.
- Promote candid conversation and mutually respectful relationships between Black women and policy makers
- Increase public understanding and acceptance of vaccines, including those aimed at COVID-19
- Encourage WWW – wash hands, watch distance and wear a mask

The initial launch of Good Health WINs will focus on Georgia, Florida and Texas, three states with comparatively low vaccination rates and very diverse populations spread across, urban, suburban, exurban and rural locales. Working together, NCNW and VYF will develop a model for building acceptance in communities that, for historical and socio-economic reasons, are understandably skeptical of the COVID-19 vaccines.

There is an urgent public health need to encourage understanding of the COVID-19 vaccine. Consumers deserve to understand the basic science undergirding immunization and the rigorous layers of efficacy and safety procedures that vaccine candidates undergo prior to authorization or approval. Transparency will aid in public acceptance. The more consumers know about the efficacy and safety procedures that vaccine candidates undergo prior to authorization or approval, and the systems in place post-approval, the more apt they will be to accept immunization.

“Good Health WINs is precisely the right solution, at the right time, delivered by credible partners, to address the most serious health challenge of the century – increasing understanding of the importance of increasing uptake of COVID-19 vaccination by the nation’s most imperiled communities,” said Dr. Johnnetta B. Cole, President of NCNW. “Lessons learned from this endeavor will support reduction of health disparities and improvement of overall good health for all communities, for decades to come.”

For immunization against COVID-19 in the U.S. to be broadly effective, approximately 70% of U.S. residents must be vaccinated. Respectful and transparent sharing of objective information will help address the well-documented fear and skepticism among African Americans and others. It is also essential that structural barriers to vaccination, such as cost and accessibility, be identified and eliminated.

Good Health WINs advocates will elevate the voices of Black women who will choose to share trusted information about vaccines with policy makers, family members, friends, faith leaders and nonprofit organizations. Good Health WINs rapid response program will integrate a variety of tools, activities and services into a coordinated campaign, including a custom website, opinion editorials, speakers’ bureau, resource guide, toolkit, culturally sensitive media engagement and small and large group discussions, civic, social and faith-based organization engagement and community-health infrastructure bridge building. Each aspect of Good Health WINs will be carefully calibrated to comport with scientific findings and available data.

“The COVID-19 pandemic has focused the nation’s attention on severe, long-standing racial and socioeconomic health disparities. Vaccinate Your Family is committed to this partnership which will help to address barriers to immunization and promote equitable distribution of COVID-19 and routine vaccinations for people of all ages. Together, we can move the entire country towards better health through timely immunizations.” Said Amy Pisani, Executive Director of Vaccinate Your Family.

More about NCNW and VYF: Women make 80% of medical decisions for their families and empowering women with the information they need is at the core of NCNW’s mission and makes it the ideal organization to lead the effort. NCNW is a network of thirty-two national women’s organizations, 300 community and campus-based sections serving more than two million women and girls ages 8 and older. NCNW is currently engaged in a partnership with DREF (Delta Research and Education Fund) called All of Us to promote inclusion of Black people in clinical trials. NCNW is nationally known for Sisters Informing Sisters (SIS), an evidence-based HIV prevention intervention using both social cognitive theory and the theory of gender and power that successfully increased awareness among college coeds of the facts surrounding HIV transmission, the heightened risk of drug use and alcohol in HIV transmission, importance of knowing health status and developing a self-protective, non-negotiable internalized code. The SIS network remains an active and vital part of the NCNW family.

In 2005, as part of a strategic initiative to promote health of Black women, NCNW published *Tomorrow Begins Today*, a collection of essays by noted experts subtitled, *African American Women as We Age*. The book remains in print and its messages still resonate today. Please visit our affiliates webpage to see a current list of NCNW Affiliates.

Vaccinate Your Family (VYF): VYF was founded in 1991 by former First Lady Rosalynn Carter and former First Lady of Arkansas Betty Bumpers. For thirty years the organization has worked to develop community and national partnerships to ensure access to immunization for all children, adolescents and

adults. Today, the organization focuses efforts on educating the public, healthcare providers, policymakers, the media, and others about the importance of timely immunizations and pro-vaccination policies. Through educational campaigns and social media outreach, VYF reaches millions of individuals annually with science-based information on vaccinations.

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