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Northern California Region

## ANNOUNCING

# Good Health WINs Campaign

*Raising awareness about the impact of timely immunizations and protecting families and individuals from vaccine-preventable diseases*

Recently, the National Council of Negro Women Inc. (NCNW), representing more than two million women of African descent and Vaccinate your Family (VYF), one of the nation's foremost immunization advocacy nonprofits launched **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.

Funded by the Centers for Disease Control (CD), Good Health WINs (GHW) aims to identify and implement strategies to reduce racial and/or ethnic disparities in adult vaccination coverage. As part of this effort five-year campaign, Northern and Southern California along with 10 other states (Florida, Georgia, Maryland, Mississippi, North Carolina, Ohio, Pennsylvania, South Carolina, Texas and Virginia) were selected to launch the campaign's first year.

The NorCal Region is a proud recipient of the Good Health WINs Grant. With representatives from all ten Sections and the Life Members Guild forming the Grant Team, efforts to plan and implement **education, engagement** and **impact** programs are being drafted. Working with affiliates, civic and community leaders, serving black and brown communities, the purpose will be to create a network of national and local partners to raise awareness on the impact of immunization and identify and implement strategies to reduce racial and/or ethnic disparities in adult vaccination coverage.

The Good Health WINs goals will be to:

- Launch a campaign to address barriers, myths and hesitancy to COVID prevention and treatment.
- Work towards increasing vaccine confidence and acceptance while reinforcing prevention measures like mask wearing, social distancing and hand washing.
- Connect the public with factual government information about COVID-19.
- Increase the number of fully vaccinated individuals and encourage others to receive the second COVID-19 shot.



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The Grant Team is proud to report that the first program will focus on educating women between the ages of 18 – 44 years on the benefits of getting the COVID-19 vaccine. A panel of specialist from physicians, immunologist and representatives from the public health sector will be focus on allaying the fears and dispelling myths that the vaccine will impact their fertility.

The event, a webinar is scheduled to take place on **Thursday, August 26, 2021 at 5:30 P.M.** Another activity scheduled for a July launch is the Shot and Shot campaign spearheaded by Uber. The company will provide transportation for participants to get their COVID vaccinations during their shopping trip.

“Good Health WINs will bring recognition to the NorCal Region and demonstrate the impact we are having on the community”, said Mrs. James Ella James, NorCal President. “We are confident that through our collective membership we have the willingness and the talent for success.”

Phase One of the Good Health WINs campaign will end in June 2022. As the campaign progresses, look for more information and updates.

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