Driving a Healthy, More Equitable Community this Flu Season

Despite the effectiveness of the flu vaccine, racial disparities persist in flu vaccination.

Given the trust that most people of color have for their physicians, clinical teams can significantly improve flu vaccination through proven and straightforward strategies.

The National Minority Quality Forum (NMQF)’s Center for Sustainable Health Care Quality and Equity (SHC) has tools and support for clinical teams and health systems serving people of color. People of color are less likely to be vaccinated against flu and experience more serious illness as a result. Coupled with the ongoing public health challenges of COVID-19, increasing flu vaccination rates in these communities is vital.

People of color who have higher rates of chronic disease are more vulnerable to influenza and COVID-19, with increased rates, morbidity, and mortality.

People of color are more likely to be hospitalized and go to the ICU with flu, at great and preventable cost to the patients and health system.

Flu vaccine rates are 20-30% lower among Black and Hispanic Americans vs the overall population.

Health system leaders point to lessons learned from COVID-19 vaccination

1. Increased awareness of racial and ethnic disparities nationwide
2. The growing importance and use of public health data and resources to guide action and results
3. The power of health systems and clinical practices to rapidly implement big changes
4. Patient and community engagement is key to success

*The DRIVE Toolkit was developed by the Center for Sustainable Health Care Quality and Equity (SHC), a subsidiary of the National Minority Quality Forum (NMQF).
A simple, effective framework to build flu vaccine equity

Every clinician knows the importance of flu vaccination; the challenge is incorporating vaccine strategies into busy and stressed practice workflows. SHC’s Driving Real Improvement in Value and Equity (DRIVE) Toolkit provides easy-to-use tools that can help clinicians increase vaccination rates for all their patients. Quality improvement project templates, engaging educational videos for team-based communication with patients, workflow guides, and patient resources are among the online and free resources. Hundreds of clinicians nationwide have applied these tools with significant success.

“The DRIVE Toolkit has quickly become an essential resource to increase vaccine efforts. The toolkit’s easy-to-use resources, coupled with personalized implementation strategies from dedicated DRIVE partners, led to strong recommendations and quality improvement techniques to enhance vaccine outcomes in my community.”

Jean-Venable “Kelly” R. Goode, Pharm.D., BCPS, FAPhA, FCCP | Professor and Director, Community-Based Residency Program, VCU School of Pharmacy

“Participating in the DRIVE program not only helped us reach our target numbers by more than 90% – but also better armed us with effective vaccination strategies in the face of COVID-19.”

Saria Carter Saccocio, MD, FAAFP, MHA | Ambulatory Chief Medical Officer, Prisma Health

SHC can help you identify strategies that best suit your health system and practices, with expert coaching and financial assistance to implement strategies that improve flu vaccination rates.

DRIVE Resources:
- Flu Vaccine Communications Toolkit for Community and Clinical Leaders
- Community Engagement: Health Champions
- Vaccination Strategy: Implementing Mass Vaccination

Contact shc@nmqf.org for more information about how we can support your efforts.

*The DRIVE Toolkit was developed by the Center for Sustainable Health Care Quality and Equity (SHC), a subsidiary of the National Minority Quality Forum (NMQF).