

YOU ARE YOUR PATIENTS TRUSTED VOICE!



Physicians, pharmacists, and their teams are the most trusted voices on vaccination:

- Often have established relationships with patients
- Often reside in the same community as patients –understand local concerns
- Viewed as trusted medical experts
- Can personalize recommendations for each patient's needs
- Can effectively address concerns and counter misinformation

Even with today's shifting vaccine policy environment and the flood of widespread and targeted misinformation, a clear, confident recommendation from a healthcare professional remains one of the strongest influences on whether someone chooses to get vaccinated. This is true across patient groups—and is especially impactful for communities with historically lower coverage, including people of color.

Resources:

- [NFID – A Strong Vaccine Recommendation Makes a Difference](#)
- [How Health Care Providers Should Address Vaccine Hesitancy in the Clinical Setting: Evidence for Presumptive Language in Making a Strong Recommendation](#)
- [Changes in vaccine attitudes and recommendations among US Healthcare Personnel during the COVID-19 pandemic](#)

Among Black adults who are unsure or do not plan to get vaccinated against flu, top reasons include these MISCONCEPTIONS:



Concern about potential side effects from the vaccine	49%
Concern about getting flu from the vaccine	42%
Do not think flu vaccines work very well	29%
Never get the flu	27%

Source: National Foundation for Infectious Diseases (NFID), "National Survey: Black Adult Perspectives on COVID-19 and Flu Vaccines"

Source: [National Foundation for Infectious Diseases \(NFID\). National Survey: Black Adult Perspectives on COVID-19 and Flu Vaccines.](#)

With limited time in busy clinics, the biggest gains come from a whole-team approach. Pairing proven tools (reminders/recall, standing orders, portal outreach) with trusted community partners (faith leaders, educators, public health) has boosted vaccination rates by about 20–40% in [NMQF/SHC DRIVE sites](#), with continued gains in underserved communities.

See the next page for resources



NATIONAL
MINORITY QUALITY
FORUM



Center for
Sustainable Health Care
Quality and Equity

NMQF VACCINE UPDATE: DECEMBER 2025

YOU ARE YOUR PATIENTS TRUSTED VOICE!

BOOST VACCINE CONFIDENCE IN YOUR PATIENTS!

SEE OUR RESOURCES 

ADULT VACCINES

#DONTWAITVACCINATE

[Communication Toolkit + Resources](#)

Contact us at shc@nmqf.org to educate your team, connect with trusted community vaccine champions, and implement an influenza vaccination program.

It's not too late to protect your patients this season!



[Quality Improvement Toolkit \(DRIVE\)](#)



[Pharmacy Team Educational Modules & Materials](#)

RESOURCES FROM OTHER ORGANIZATIONS



National Foundation for Infectious Diseases

[#ShowUp and #FightFlu Partner Toolkit \(Graphics + Flyers\)](#)

[Spanish animated video highlighting influenza symptoms, prevention, treatment, and annual vaccination.](#)

[Mapping attitudes and barriers to adult vaccination to create tailored messages for communities nationwide.](#)

[5 Strategies to Strengthen Your Vaccine Recommendations](#)

Vaccine Resource Hub
[Strategies to Improve Vaccine Acceptance for Underserved Groups](#)

NCNW

Commitment. Unity. Self Reliance.™

[Good Health WINs 2025-2026 Respiratory Season Resource Guide to promote vaccination, health equity, and stronger communities.](#)



[Improving Adult Immunization Rates Within Racial and Ethnic Minority Communities](#)



[Resources: Social Media, Posters/Flyers & Toolkits](#)

[VaccineInformation.org](#)

from  [Immunize.org](#)
[Paying for Vaccines](#)

GSK vacciNATION

[Influenza Information for Pharmacists | GSK vacciNATION](#)



[Immunizations and Black America: A Disparity Gap in Access and Distribution Plus a Healthy Mistrust - African American Wellness Project](#)



Association of Immunization Managers

[Connecting the Dots: Vaccine Confidence offers tools and information to strengthen your immunization program's confidence efforts.](#)

[Lessons Learned Project: COVID-19 and Flu Vaccination Best Practices](#)

[The Lessons Learned Report: National Environmental Scan summarizes publicly available COVID-19 and influenza vaccine campaigns and messaging from March 2020–June 2023.](#)



Immunity Community
Part of the WithinReach Family
[Talking About Vaccines to Patients](#)

B|D|O
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[Vaccine Confidence Resource Center: Increase Vaccine Confidence in the Black Community](#)

The National Minority Quality Forum (NMQF) and the Center for Sustainable Health Care Quality and Equity (SHC) are committed to promoting health equity in every community. We thank our experts — Dr. Yabo Beysolow, Ms. Abby Bownas, Dr. Keith Ferdinand, and Dr. Donney John — for helping guide this information.

Learn more at: <https://shc.nmqf.org>.



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