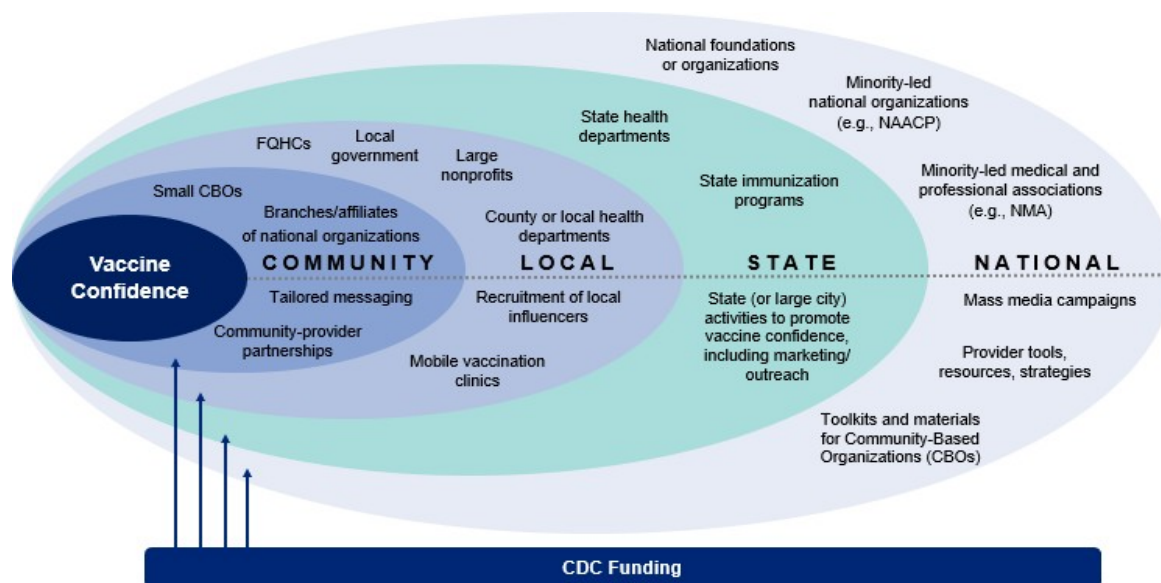


Partnering for Vaccine Equity

CDC is collaborating with national, state, and community-level partners to increase influenza and COVID-19 vaccination coverage among racial and ethnic minority groups and reduce systemic inequities in vaccination coverage.



Partnering with CDC's REACH Program to Address Vaccination Coverage Disparities

CDC has been funding 34 Racial and Ethnic Approaches to Community Health (REACH) funding recipients for influenza and COVID-19 activities since April 2021.* This support will help REACH recipients to implement community-based influenza and COVID-19 vaccine activities like vaccine education to increase vaccine access and build confidence. REACH recipients have quickly tailored promotional efforts to their communities, translating materials into **over 20 languages, training over 1,000 community influencers, and vaccinating over 50,000 community members.**

Building the Evidence Base and Fostering a Community of Organizations

Through subject matter expert-facilitated feedback sessions, comprehensive reports, and peer-to-peer sharing, partners contribute to CDC's efforts to build the evidence base of effective interventions.

Engaging with National, State, Local, and Community Organizations to Promote COVID-19 Vaccination

In March 2021, the program began funding national and local foundations, organizations, and professional and medical organizations, focused on racial and ethnic minorities to promote vaccination activities.

Confronting the Misinformation Pandemic Through Social Media Campaigns

Parallel to CDC's community and provider engagement efforts, the program enlists diverse marketing experts, multi-media agencies, public health information experts, and grassroots accountability organizations to address the misinformation circulating within communities experiencing immunization disparities.

Information on the REACH Program

<https://www.cdc.gov/vaccines/health-equity/>

*CDC has been funding 31 of these recipients to implement influenza vaccine activities since October 2020.



Partnering for
Vaccine Equity

