FOR IMMEDIATE RELEASE

Center for Sustainable Health Care Quality and Equity Partners with CDC to Increase COVID-19 Vaccine Trust in African American Communities

WASHINGTON, D.C. (Feb. 24, 2021)—National Minority Quality Forum’s Center for Sustainable Health Care and Equity (NMQF/SHC) has been awarded a five-year grant by the Centers for Disease Control and Prevention (CDC) to increase COVID-19 vaccine understanding and acceptance among African American communities.

This program will examine, update and develop new materials that are culturally relevant to the African American community. These materials include tools for medical practitioners in African American communities to share with and educate patients; information for community leaders to share with their African American constituencies; messaging and graphics for advocates to use to communicate through social media.
Communications training will also be available to community leaders on how to best educate African American patients and the public.

Dr. Laura Lee Hall, Ph.D., President of Center for Sustainable Health Care Quality and Equity said she is honored to have funding from CDC to assist African Americans, and the clinicians who serve them, to achieve better health.

“African Americans have suffered vaccine disparities, COVID-19 infection and death, and other vaccine-preventable diseases—through less knowledge, access, social and economic barriers, and discrimination and bias in the health system. We will seek to empower the African American community to understand and promote their own health through vaccination.”

If you would like to join this effort or learn more, contact Naomi Oledibe, PMP, Public Health Junior Program Coordinator for NMQF/SHC, at shc@nmqf.org.

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**About Centers for Disease Control and Prevention**

CDC works 24/7 protecting America’s health, safety and security. Whether disease start at home or abroad, are curable or preventable, chronic or acute, or from human activity or deliberate attack, CDC responds to America’s most pressing health threats. CDC is headquartered in Atlanta and has experts located throughout the United States and the world. Learn more at [www.cdc.gov](http://www.cdc.gov).

**About National Minority Quality Forum**

The National Minority Quality Forum assists health care providers, professionals, administrators, researchers, policymakers, and community and faith-based organizations in delivering appropriate health care to minority communities. This assistance is based on providing the evidence in the form of science, research, and analysis that will lead to the effective organization and management of system resources to improve the quality and safety of health care for the entire population of the U.S., including minorities. For more information, please visit [www.nmqf.org](http://www.nmqf.org).