

Immunization Now Tour Six-Month Process Report



- **The National Black Church Initiative Launches Its 'Immunization Now' Program - January 22, 2025**
- **NBCI Immunization Outreach Plan - April 1, 2024**
- **The National Black Church Initiative Launches Its 'Immunization Now' Program - Distributed January 22, 2025**
- **Immunization Health Sermon: The Importance of Understanding Vaccinate and Following the CDC Vaccine Table**
- **Email blast "Subject: NBCI and the ACHDC endorse the "Immunization Now" campaign" January 24, 2025**



Immunize Now Campaign

Launch of the Campaign
Israel Baptist Church in Baltimore, MD
Sunday, January 26th



Immunize Now Campaign

NBCI successfully published over 150,000 copies of the “Immunization Now” newspaper.

NBCI Immunization campaign thus far has impacted 3,398,195 African Americans

- New York, NY
- Miami
- Jacksonville
- Denver
- Los Angeles
- Baltimore
- Cleveland
- Birmingham
- Chicago
- Dallas
- St. Louis
- Detroit
- Houston
- Columbia, SC
- Columbus, OH
- Washington, DC
- Philadelphia
- Baton Rouge
- Charlotte
- Boston
- Savannah
- Atlanta
- Newark, NJ
- Alexandria, VA
- Nashville

Bold cities Completed

IMMUNIZE NOW!
Please Get Vaccinated!
Our Goal-Vaccinate 65%
Over The Next 10 Years

THE CENTERS FOR DISEASE CONTROL (CDC) SAYS AFRICAN-AMERICAN AND LATINO IMMUNIZATION RATES ARE DANGEROUSLY LOW
VACCINES SAVE LIVES BY PREVENTING DISEASE

BLACK DOCTORS AND THE BLACK CHURCH ENCOURAGE IMMUNIZATIONS FOR THE ENTIRE FAMILY

Immunization Rates in the African American Community
African American adults are less likely than non-Hispanic Whites adults to have received a flu vaccine in the past year or to have received the pneumococcal vaccine. Infants are less likely to get their first 2012-2013 season. White non-Hispanic (49.1%), Black non-Hispanic (42.1%), Hispanic (24.7%). Source: <http://www.cdc.gov/mmwr/preview/mmwrhtml/mm5912a1.htm>

Coverage from 2011: Coverage with all age appropriate vaccine in the complete adult vaccination measure (including influenza vaccination) was lowest among Black (12.1%) and Hispanic (17.8%) adults compared with White (28.7%), Asian (24.2%) and other race (21.2%) adults aged 18 years. Source: <http://www.cdc.gov/mmwr/preview/mmwrhtml/mm5912a1.htm>

Marcus C. Griffith, MD, Says Black and Latino Physicians Can Better Connect with Vaccine-Hesitant People of Color
"When it's someone who looks like me, who lives where you live, goes to the same place as you — the same church — it does help with that," said Dr. Griffith, a pediatrician and obesity medicine physician with the **Immunization Campaign: Medical Front**. The Griffith's leadership in addressing vaccine hesitancy initially began around educating communities on the flu shot, which naturally transitioned into COVID-19 vaccination. He regularly speaks with patients from historically marginalized racial and ethnic groups — such as Black, Latinx, and Native American populations — about vaccine hesitancy.

NBCI has been providing training and support for Black and Latino physicians with Dr. Griffith, one of the most motivating ones I had was a patient who I encountered just two days ago. She's a schoolteacher who lives in the DC area, she's 50 years old. If she were to get COVID-19, she might not make it. She's hospitalized in a local hospital, she's a vaccine-hesitant. What was my understanding on her hesitancy? I had a conversation about their understanding of the flu shot. And I have wanted to find out. Her vaccination was not. She had never gotten sick before. She's never come down with the flu. She never had chicken pox. And she believes that she is immune and won't get COVID. And then she said to me, "I've been intentionally trying to catch it. Going around people who have tested positive so I can get positive, get it naturally, and develop natural immunity."

Vaccines are our best defense against severe illness, hospitalization, and death from disease.

National Vaccine Injury Compensation Program
Most people who get vaccines have no serious problems. Vaccines, like any medicines, can cause side effects, but most are very rare and very mild. Some health problems that follow vaccination are not caused by vaccines. In very rare cases, a vaccine can cause a serious problem, such as a severe allergic reaction.

In these instances, the National Vaccine Injury Compensation Program (VICP) may provide financial compensation to individuals who file a petition and are found to have been injured by a VICP-covered vaccine. Even in cases in which such a finding is unlikely, petitioners may receive compensation through a modified process.

Electronic filing now available for HRSA Injury Compensation Programs

NBCI 10 Year Immunization Program: 2020-2030

Immunize Now Campaign

Campaign Data

- Shots in arm estimate – 342,000 (*This is based upon at least 15.3% of the congregation getting vaccinated. This was done by a show of hands*)
- 25-Cities (*9 cities completed*)
- 37,000 NBCI Churches Activated for the campaign
- 10,000 Congregational Volunteers
- 567 Educational Sessions



Immunize Now Campaign

Campaign Data

- 150,000 published because of the **fee imposed for the two missed publication dates.**
- 75,573 Distributed to 5,680 churches
- 321 Health Sermons completed
- 112 Immunization social media posts created.



Brother Philip Wilson of the Zion Church Health Ministry in Baltimore, MD reads the Health Sermon during service.

Immunize Now Campaign

Campaign Data

Media Generated Messaging Concerning Key Talking Points

Under the leadership of Dr. Joseph Webster and Dr. James McCoy and the American Clinical Health Disparity Commission, we have successfully implemented the 25-city immunization tour.



Dr. Joseph Webster

NBCI media talking points

1. There is strong scientific evidence from the past 100 years indicating that vaccines are beneficial to the African American community.
2. Vaccines help prevent diseases that are commonly found in African Americans.
3. African American doctors and clergy encourage and endorse all vaccines for the entire Black family, following the CDC vaccine table.



Dr. James McCoy

Immunize Now Campaign

Here is the social media data for NBCI Immunization Campaign
started September 2024 to June 2025



Rev. Anthony Evans urges all Pastors to allow NBCI Health Corp members to deliver the Immunization Health Sermon once every quarter in 2025



Our goal is to get all of our 27.7 members to be fully vaccinated following the CDC Immunization table.



The National Black Church Initiative urges its 27.7 million members to stay up-to-date on their immunization schedule



[Download a copy of this sermon for your church!](#)



Philip Wilson of the Zion Church Health Ministry in Baltimore, MD reads the Health Sermon during service.

Follow NBCI on Social Media!



Immunize Now Campaign

- Data of the health sermon email blast of the health sermon
 - Overall number of the email blast health sermons sent to our churches is 633,880
 - Email blasts are sent out twice a week to our churches
 - The number of people opening the blast – 48,531

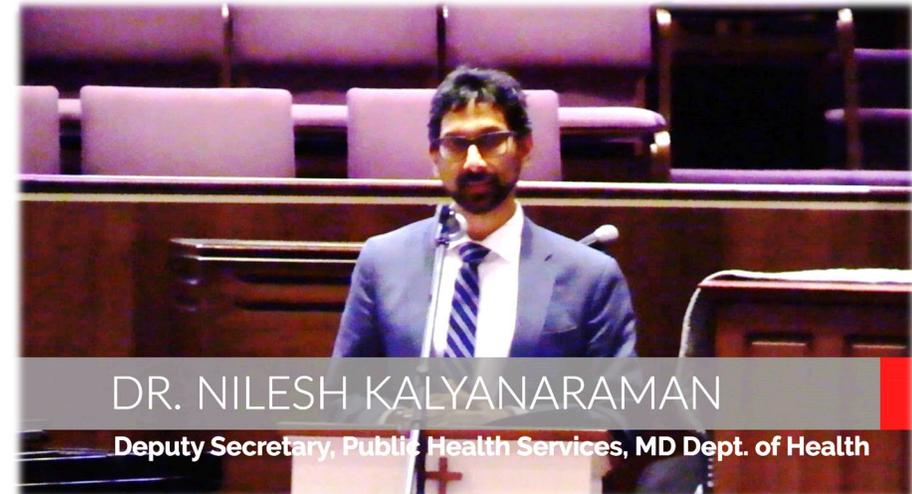
Immunize Now Campaign

321 Immunization Health Sermons have been delivered and completed, and they continue to date.



Sister Veronica Wiley read the Immunization Health Sermon at Coop City Baptist Church (Pastor Sheldon Williams)

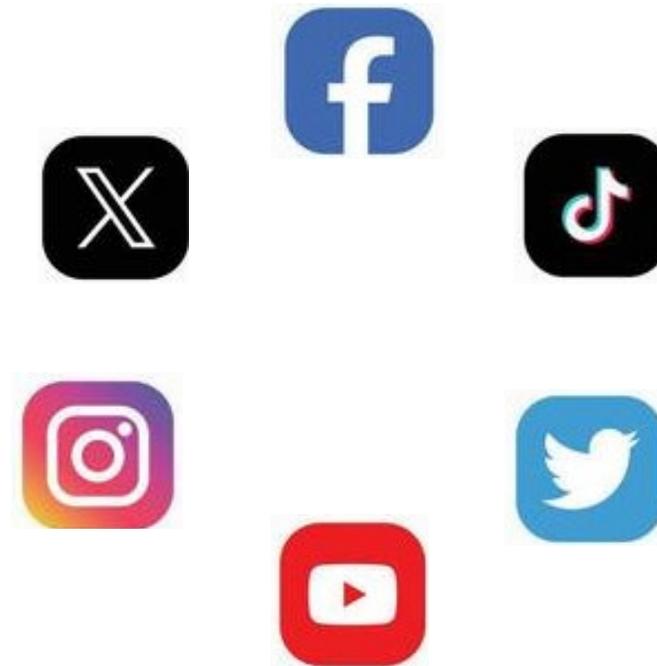
[youtube.com/live/F71zz2ocmQY?si=xnz_z3ccNal_oqZO&t=2233](https://www.youtube.com/live/F71zz2ocmQY?si=xnz_z3ccNal_oqZO&t=2233) Streamed live on Apr 20, 2025.



Dr. Nilesh Kalyanaraman, Deputy Secretary, MD Dept of Health delivering the Health Sermon at Israel Baptist Church, Sunday, January 26th 2025.

Immunize Now Campaign

The overall social media impact for the Immunization
Now campaign to date.

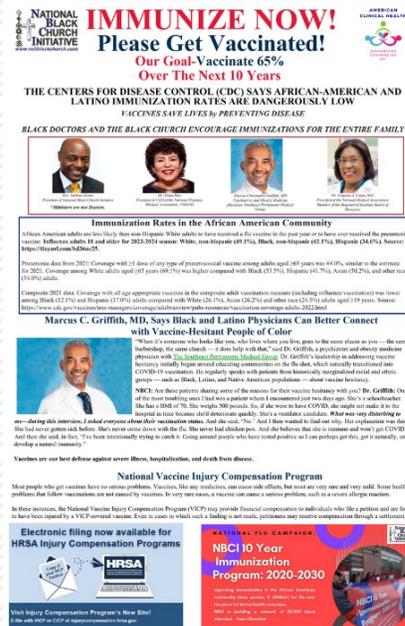


Immunize Now Campaign

The Missing element of this campaign is funding and the ability to activate more churches and volunteers.

The average cost of this program is \$350,000 to cover all of your African American population with education, literature, social media campaign, trainers of trainers workshops, coordination with your state and local immunization and vaccine structure and technical assistance.

If you are interested in implementing this program in your city, please contact Rev. Anthony Evans, 202-744-0184 or email dcbci2002@gmail.com.



IMMUNIZE NOW!
Please Get Vaccinated!
 Our Goal-Vaccinate 65%
 Over The Next 10 Years

THE CENTERS FOR DISEASE CONTROL (CDC) SAYS AFRICAN-AMERICAN AND LATINO IMMUNIZATION RATES ARE DANGEROUSLY LOW
 VACCINES SAVE LIVES BY PREVENTING DISEASE

BLACK DOCTORS AND THE BLACK CHURCH ENCOURAGE IMMUNIZATIONS FOR THE ENTIRE FAMILY

Immunization Rates in the African American Community

Marcus C. Griffith, MD, Says Black and Latino Physicians Can Better Connect with Vaccine-Hesitant People of Color

National Vaccine Injury Compensation Program

Electronic filing now available for HRSA Injury Compensation Programs

NATIONAL CAMPAIGN
NBCI 10 Year Immunization Program: 2020-2030