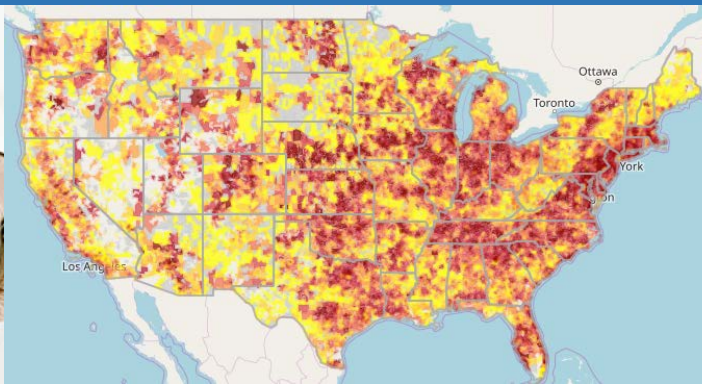


# DRIVE with Us

## SHC's Improvement Network and Toolkit

Laura Lee Hall, PhD  
President, SHC



# What Is DRIVE?



AN ACRONYM



AN SHC TOOLKIT



SHC SUPPORTED  
ACTIVITIES



# The DRIVE Toolkit: Promoting Health in Underserved Populations

**DRIVE: Demonstrating Real Improvement in Value and Equity**  
*An SHC free online toolkit to support quality improvement,  
education, and community engagement in your community.*

# What is SHC?



# Center for Sustainable Health Care Quality and Equity

- Vision: Sustainable healthy communities in every zip code.
- Mission: Promote sustainable healthy communities, especially those with diverse and underserved populations, **through the provision of actionable data**, research, and engagement/training of clinicians and community leaders.



# Gary A. Puckrein, PhD, Founding President and CEO

## Welcome to the National Minority Quality Forum

Controlling Health Outcomes through Scientific Collaboration

Our Mission



**“The National Minority Quality Forum was founded in 1998 to address the critical need for strengthening national and local efforts to use evidence-based, data-driven initiatives to guide programs to eliminate the disproportionate burden of premature death and preventable illness for racial and ethnic minorities and other special populations.”**

# The DRIVE Toolkit: Promoting Health in Underserved Populations

**DRIVE: Demonstrating Real Improvement in Value and Equity**  
*A free online toolkit to support quality improvement, education, and  
community engagement*





- Based on PDSA/Rapid Cycle Quality Improvement Model
- PLUS
  - Supports Champions in improving care in a given health care system or setting
    - Multidisciplinary, including the patient voice
  - Strong focus on communication, in the team, the system, with the patient and community
  - Built to engage and celebrate the clinicians
  - Customized to needs and approaches





ABOUT

DRIVE TOOLKITS ▾

CLINICAL FOCUS ▾

TOOLS & RESOURCES ▾



Home / The DRIVE Framework – Flu Vaccination

## PHASE 1: DRIVE BASICS

### The DRIVE Framework – Flu Vaccination

The DRIVE Toolkit consists of a 6-step framework to help health care providers and health systems improve health outcomes in underserved and diverse communities.



Center for Sustainable Health Care Quality and Equity

- A free, online toolkit
- Includes top resources for assessing QI and community health needs, templates for implementation, and educational resources

2 ASSESS & UNDERSTAND

The objective of Phase 2 is to understand and assess pertinent health baseline metrics so that specific issues can be identified, and solutions can be addressed.

RESOURCES

- National Minority Quality Forum: Patient Advocacy Learning Communities (PALC)
- CDC's Community Health Assessments and Health Improvement Planning
- National Association of County and City Health Officials (NACCHO): Community Health Assessment and Improvement Planning
- PRAPARE: Protocol for Responding to and Assessing Patients' Assets, Risks, and Experiences
- Agency for Healthcare Research and Quality (AHRQ): Using Root Cause Analysis to Improve Quality and Performance
- Institute for Healthcare Improvement (IHI): Cause and Effect Diagram

EXAMPLES

- Workflow Analysis document
- Practice Assessment Survey document
- Root Causes of Practice Challenges document
- Issue and Cause Worksheet

Tools & Resources – Flu Vaccination

Quickly find all available resources and examples to help with your DRIVE Implementation

USING OUR RESOURCES

The resources below are included throughout the DRIVE Toolkit and available here for easy access.

EXAMPLES

Examples, included throughout the DRIVE Toolkit, can help guide you in maximizing the value of gathering data and executing your plan.

2	ASSESS & UNDERSTAND	+
3	COMMIT & TRAIN	+
4	SOLUTIONS	+
5	TAKE ACTION & MEASURE	+
6	COMMUNICATE & SUSTAIN	+

NEED MORE ASSISTANCE?

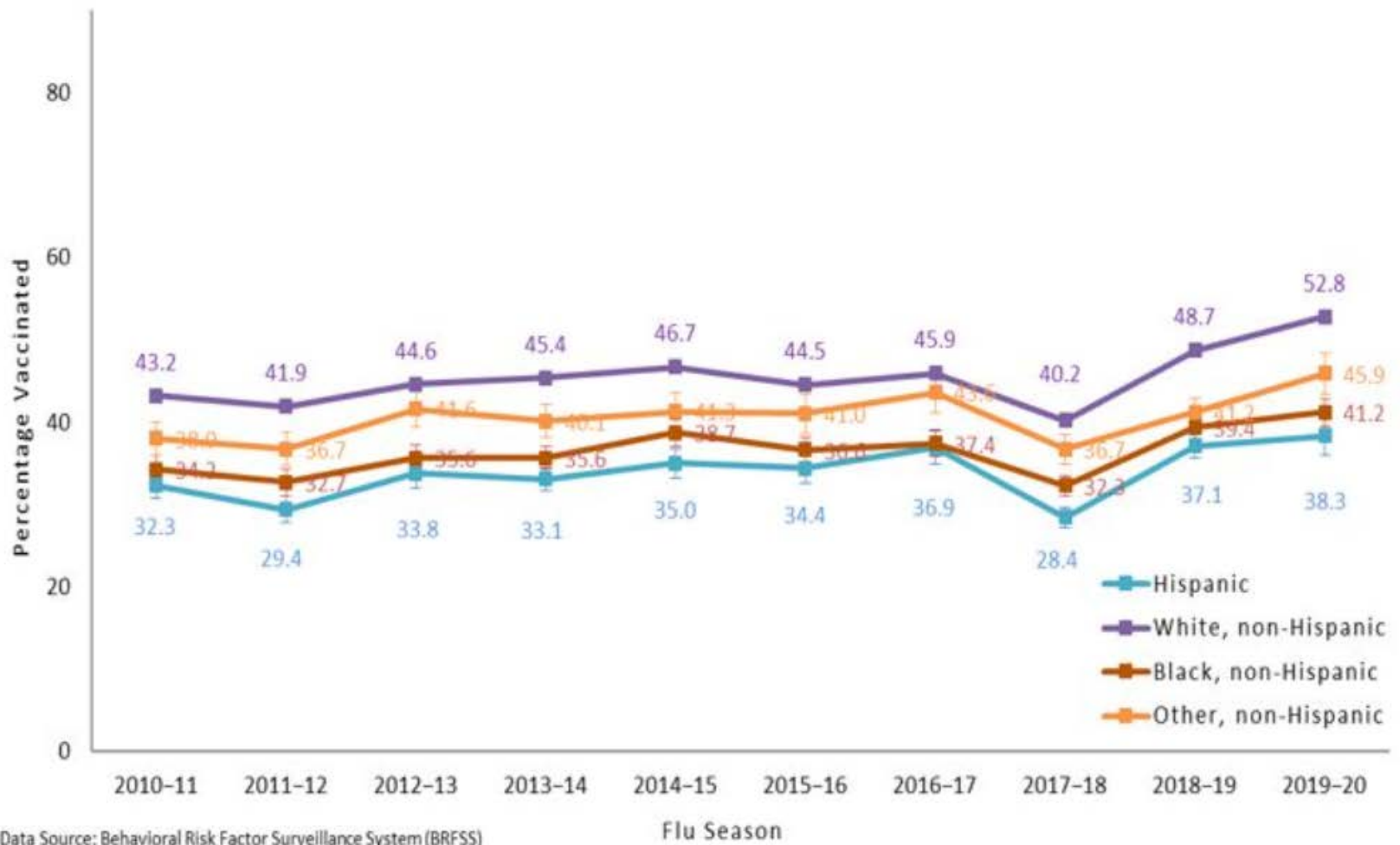
If additional support is needed, the Center for Sustainable Health Care Quality and Equity (SHC) is available for consultation. Email SHC@NMQF.org to schedule a call. We are here to help!

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**As you can see  
it started with  
flu vaccination**

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**Figure 6. Flu Vaccination Coverage by Racial/Ethnic Group, Adults 18 years and older, United States, 2010–2020**



Data Source: Behavioral Risk Factor Surveillance System (BRFSS)  
 Error bars represent 95% confidence intervals around the estimates.

Table. Age-adjusted rate ratios\* of flu-related hospitalization, ICU admission, and in-hospital death by race/ethnicity (2009-10 through 2018-19)

Rate ratios compared to Non-Hispanic White people	Non-Hispanic American Indian or Alaska Native	Non-Hispanic Asian or Pacific Islander	Non-Hispanic Black	Hispanic or Latino
Hospitalization	1.3x	0.8x	1.8x	1.2x
ICU admission	1.4x	0.9x	1.7x	1.1x
In-hospital death	0.9x	1.0x	1.1x	0.9x

*\*Age-adjusted rates are compared against age-adjusted rate for non-Hispanic White persons*

# 2020 DRIVE Action Planning Group Members

Pamela Allweiss, MD, MSPH	Robert H. Hopkins, Jr., MD, MACP, FAAP	Candice Simmons, PharmD
Helen Arteaga, MPH	Rev. Terris King, Sc.D.	Litjen (L.J) Tan, MS, PhD
Courtney Baldrige	Matt Loiacono, MSc	Stephen Thomas, PhD
Abby Bownas, MA	Salah Mahmud, MD, PhD, FRCPC	Peter Vigliarolo
Emily K. Brunson, PhD	Serese Marotta	Yinong Young-Xu
Tamera Coyne-Beasley, MD, MPH, FAAP, FSAHM	Julie M. Miller, PhD, MSPH	Richard Zimmerman, MD, MPH, MA, MS
Jaime A. Davidson, MD	John O’Neill, Jr, D.O., MACP	Andrew Zullo, PharmD, PhD
Keith C. Ferdinand, MD, FACC, FAHA, FASH, FNLA	John Parrish-Sprowl, PhD	
Marilyn Fraser, MD	Caroline Poland, LMHC, LCAC	
Shirley Girouard, PhD, RN, FAAN	<b>Gregory Poland, MD, MACP, FIDSA, FRCP, Chair</b>	
Jorge Gomez	Lois Privor-Dumm, MBA	
Jean-Venable "Kelly" R. Goode, Pharm.D., BCPS, FAPhA, FCCP	Sandra Crouse Quinn, PhD	
Claire Hannan, MPH	Saria Carter Saccocio, MD, FAAFP, MHA	

# 2020 DRIVE Advisory Group Meeting Results

On May 13<sup>th</sup> 2020, SHC hosted its first virtual DRIVE Advisory Group meeting for the “*The Importance of Promoting Influenza Immunization in Underserved Communities amidst Disparities and the COVID-19 Pandemic*”. We convened a broad range of stake-holders and experts in vaccine science, disparities, the social sciences, communications, and policy, along with clinical, community, and industry leaders to reassess influenza immunization rates by race and ethnicity.

## Our meeting conclusions led to a few pledges, including to:

- Develop and provide educational and QI tools to support systems serving communities of color
- Provide more funding or incentives to ensure that community engagement exercises are implemented and measured so that disparities are reduced
- Further study of factors that contribute to and can increase flu vaccination, especially at the provider and community level

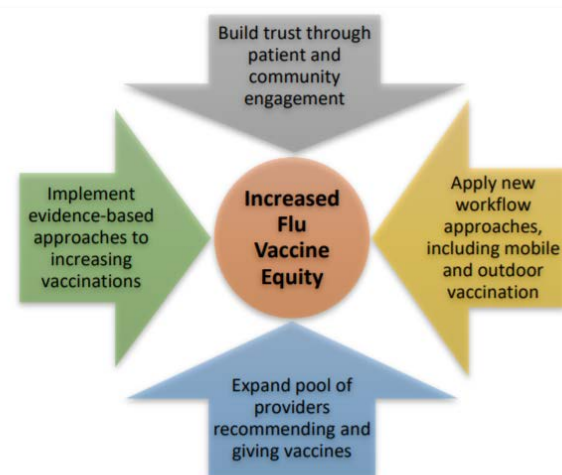


Figure 3 - Strategies for Health Care Providers to Increase Flu Vaccine Equity

Click [here](#) for the full advisory group meeting summary and results.

Click [here](#) for the slides of the meeting’s conclusions.





**Not just a toolkit**



# Multiple Resources and Collaboration Opportunities



## **INDIVIDUALS**

HEALTH CHAMPION  
SUPER HEALTH  
CHAMPIONS - CO-LAB



## **HEALTH SYSTEMS, FQHCS AND PRACTICES**

DRIVE PROGRAM ENROLLMENT  
INFOGRAPHICS  
JOINT WEBINARS  
PHARMACIST COMMUNITY  
AMBASSADOR



## **COMMUNITY LEADERS**

COMMUNICATIONS TOOLKIT  
JOINT TOWNHALLS ON MULTIPLE  
MEDIA AND SOCIAL MEDIA  
PLATFORMS  
FAITH HEALTH ALLIANCE  
BARBER AND STYLIST NETWORK

A young man with short dark hair, wearing a blue denim jacket over a grey sweater, is smiling broadly. He is standing in a hallway with large glass windows in the background. The lighting is warm and indoor.

HEALTH CHAMPIONS

**GET THE VAX FACTS**

**#DONTWAITVACCINA**

# Events From This Month



**COVID-19 Vaccination: Lessons Learned from Barbers and Stylists**  
COVID TownHall

Event views on Twitter:

**2,600,000**  
#HAIRcares



**COVID-19 Community Healthcare Worker Outreach Program**  
COVID Workshop

Event views on Twitter:

**1,900,000**  
#CommunityHealthWorkers



**HomeCon's Social Good Thursday on Twitch**  
COVID Townhall

Event views on Twitter:

**1,300,000**  
#SocialGoodThursday

Attendees: 600+

Please feel free to use the tools in this communications toolkit to help educate your community:

- Press release template that you can modify and use to send to local media
- Social media graphics, infographics and messaging you can use to help educate your community
- A Letter to the Editor template that you can edit and make your own
- Printable flu and COVID-19 patient and community information cards to download and distribute, or to share with your community electronically
- A sermon that can be modified for your congregation
- Vaccine Locator (by CDC, Harvard Medical School) to help your community find convenient flu vaccination locations

#### Key Flu Links

- English Flu Graphics: [bit.ly/HC-English-Flu-Graphics](http://bit.ly/HC-English-Flu-Graphics)
- Spanish Flu Graphics: [bit.ly/HC-Espanol-Flu-Graphics](http://bit.ly/HC-Espanol-Flu-Graphics)
- Flu Communications Templates: <http://bit.ly/PressReleaseHealthChampions>

#### Key COVID Links

- English COVID Graphics: <https://bit.ly/HC-English-COVID-19-Graphics>
- Spanish COVID Graphics: <https://bit.ly/HC-Espanol-COVID-19-Graphics>
- COVID Communications Templates: <http://bit.ly/PressReleaseHealthChampions>

#### Primary Hashtag

#DontWaitVaccinate

#### Secondary Hashtags

#VaxFacts  
#VaccinesWork  
#VaccinesSaveLives

## Social Media Graphics



## Infographics



DOWNLOAD ENGLISH GRAPHICS

DOWNLOAD SPANISH GRAPHICS

# Communication Resources

- <http://ai-healthnet.com/health-champions/>



Champions in the Co-Lab will engage in monthly activities to promote equity for flu vaccines, peer-to-peer learning labs, and communications.

# ACTIVITIES

- Monthly Learning Labs & Brainstorming Labs:
  - Beginning August 2021
  - Continue Through June 2022
- Webinar Ideas:
  - September 2021: Vaccine Equity**
  - October 2021: Equity Forward - From Vaccines to Disease Prevention
- Focus Groups:
  - November 2021: Public Health Professionals - Health Champion content Advisement
  - January 2021: Interventions
    - QIE
    - Vaccine Clinics
- Social Media & Relevant Links:
  - <https://ai-healthnet.com/health-champions/>
  - Twitter: @joinHCs
  - Instagram: @joinHCs
  - Sign up: [bit.ly/NMQFHealthChampion](https://bit.ly/NMQFHealthChampion)



The graphic is a promotional flyer for a webinar titled "Vaccine Equity". It features a light blue background with a white curved shape at the top. On the left, there is an illustration of a doctor in a white coat examining an elderly patient seated in a chair. On the right, there is a circular logo for the "Center for Sustainable Health Care" with the tagline "Quality and Equity". Below the logo, the word "Speakers" is written in bold. There are two circular headshots of speakers: Lisa Fitzpatrick, MD, MPH, MPA, Founder & CEO of Grapevine Health, and Daniel B. Faqbuvi, MD "Dr. Dan", ER Physician, Biodefense Expert, Veteran, & Media Personality. The main title "Vaccine Equity" is in a large, bold, blue font. Below it, the text reads "A Webinar on Improving Vaccine Uptake in Communities of Color". A black box contains the date and time: "SEPT. 15: 5PM CST/6PM EST". Below that, the registration information is provided: "EVENTBRITE REGISTRATION: [HTTPS://WWW.EVENTBRITE.COM/E/VACCINE-EQUITY-TICKETS-168320271463](https://www.eventbrite.com/e/vaccine-equity-tickets-168320271463)". A paragraph of text invites participants to learn how to use tools from "The Conversation", "NMQF Health Champions", and the "COVID-19 DRIVE Toolkit" to improve vaccination rates. Below this, there is another illustration of a doctor and a patient. To the right of this illustration, the name "Glenna Crooks, PhD" is listed, along with her title "Co-Founder: Global Vaccination Advisors, Vanguard Vaccination Project". Below this, the word "Moderators" is written in bold. There are two circular headshots of moderators: Brittani Nelson, MPH, and Yabo Beysolow, MD, MPH, Pediatrician, AIM Immunization Consultant. At the bottom of the graphic, the "Center for Sustainable Health Care" logo and name are repeated.

 Center for Sustainable Health Care  
Quality and Equity

## Vaccine Equity

A Webinar on Improving Vaccine Uptake in Communities of Color

SEPT. 15: 5PM CST/6PM EST

EVENTBRITE REGISTRATION:  
[HTTPS://WWW.EVENTBRITE.COM/E/VACCINE-EQUITY-TICKETS-168320271463](https://www.eventbrite.com/e/vaccine-equity-tickets-168320271463)

Join us to learn how you can use tools from [The Conversation](#), [NMQF Health Champions](#), & the [COVID-19 DRIVE Toolkit](#) to help improve vaccination rates for our communities!

Glenna Crooks, PhD  
Co-Founder: Global Vaccination Advisors, Vanguard Vaccination Project

**Speakers**

Lisa Fitzpatrick, MD, MPH, MPA  
Founder & CEO of Grapevine Health

Daniel B. Faqbuvi, MD "Dr. Dan"  
ER Physician, Biodefense Expert, Veteran, & Media Personality

**Moderators**

Brittani Nelson, MPH

Yabo Beysolow, MD, MPH  
Pediatrician, AIM Immunization Consultant

 Center for Sustainable Health Care  
Quality and Equity

**Coming  
Soon**

Expanded Barber and  
Stylist Network

Faith Health Alliance

Pharmacist Community  
Ambassadors: Mission Flu





# DRIVE with Us!


- Online resources
- Partnership opportunities
- Funding opportunities
- Additional health topics over time

SEPT 24

# HOW TO STAY OUT OF MY ER

Join Dr. Daniel B. Fagbuyi, known as “Dr. Dan” by his patients, a distinguished ER Physician, Biodefense Expert, Chief Medical Officer and Health Champion for a lively conversation on COVID-19, influenza and reducing patient risk.





**Our Goal: To DRIVE  
Sustainable Health in  
Every ZIP Code**

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**Our Goal: To Help YOU  
DRIVE Sustainable  
Health in Every ZIP Code**

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**So, if you  
care  
about  
health  
equity  
and you  
are**

- An FQHC
- A health care professional
- A public health professional
- A patient advocate
- An educator
- A student
- A clergy person
- A barber or hair stylist
- A pharmacist...



[shc@nmqf.org](mailto:shc@nmqf.org)