



Immunization Partnership Fund (IPF) Presents:

**Black Health Defence – Community Engagement
Project**

Final Report

April 2024

Table of Contents

Abstract.....	3
Acknowledgement.....	4
Executive Summary.....	5
Strategic Highlights.....	5
Operating Highlights.....	5
Looking Ahead.....	5
Who We Are.....	6
About the FBC.....	6
Meet the Project Team.....	6
The Project Plan.....	6
Target Audience.....	6
Objectives:.....	7
Objective One: Micro-Contribution Grants.....	7
Objective Two: Awareness Campaign.....	8
Objective Three: Equity in Healthcare Event.....	8
Background.....	9
Social Media Reach Pre-Event.....	9
Data Collection.....	9
Results.....	10
Lessons Learned and Conclusion.....	15
Social Media Platforms.....	16
Distribution Tactics.....	16
Language.....	17
Social Media Content.....	17
Micro-Contribution Fund: Community Outreach and Engagement.....	17
Third-Party Evaluation.....	17
Finance.....	17
Lessons Learned.....	17
Challenges.....	18
Wins.....	18
Conclusion.....	18



Abstract

The Black Health Defence project is a comprehensive approach to advancing vaccine awareness and accessibility within the Black community across Canada. It outlines strategies such as facilitating community discourse through micro-contributions to local organizations, conducting focused vaccine awareness campaigns in urban areas, engaging healthcare stakeholders through events and collaborations, and ensuring continuous accessibility to up-to-date information through an expanded resource hub. These initiatives collectively aim to combat vaccine hesitancy, address misinformation, and improve immunization rates, ultimately contributing to better health outcomes and equity in healthcare within the targeted communities.



Acknowledgement

The Federation of Black Canadians extends sincere gratitude to our funders, the Public Health Agency of Canada, for their invaluable support. This partnership enables us to deepen our commitment to fostering health equity within Black communities and engaging in vital conversations that promote well-being. The entire health department at the federation acknowledges and appreciates the ongoing support from our communities on this critical issue.

We also extend our thanks to our esteemed community partners, Digital Partner Square (DPS) for supporting our Equity in Healthcare event as well as the Global Hub Innovation Lab (GHIL), whose collaboration empowers us to continue our impactful work for the benefit of our community groups.

Executive Summary

Strategic Highlights

The Federation of Black Canadians has engaged in a community-based project to ensure that conversations and knowledge sharing around immunization is still prioritized as a public health issue and that the needs of Black Canadians are prevalent and still to be addressed by healthcare practitioners, providers, community partners, and other relevant stakeholders. Fortunately, with the wind down of COVID-19, we have learned over time that Black Canadians appreciate community engagement around public health initiatives. With the launch of our community micro-contribution grants to address COVID-19 in 2021, we have recorded that with community stakeholders being representatives in their respective communities could communicate key deliverables and objectives to members across the country, this would serve as a successful beacon towards health equity and inclusion.

Over the past three years, we have been able to engage with over 15 community groups in provinces such as Ontario, Quebec, Alberta, British Columbia, and New Brunswick. Assessing those concerns addressed around vaccine hesitancy in Black community groups, we have been fortunate enough to see fruitful conversations around access to clinics, resource forums, and best practices be delivered.



Operating Highlights

During the reporting period of September 1st 2023 to March 31st 2024, the FBC team held many engaging virtual and in-person community-collaborative initiatives to raise awareness on immunization. With FBC providing digital campaigns via online and to community groups for distribution, to hosting a virtual Equity in Healthcare event highlighting new and emerging healthcare professionals, to the micro contribution grant, this seven-month project was proven once again to be a success thanks to our funders the Public Health Agency of Canada.

Looking Ahead

As conversations around immunization are still prevalent and one that should be continuously talked about across the country, it remained an important topic for FBC to engage and provide accurate and current information on where to find your local clinic, how to access the flu shot or any other type of vaccine, as well as a place to find this information publicly. In the future, we hope to use dialogues and information gathered from our research efforts to support Black Canadians by being at government, community, and private healthcare sectors which are currently looking at policies, healthcare, social services, and other supports that are needed for our community members. The goal after collection of each community engagement project is to reflect on what community groups have given us and use their recommendations for future outputs and strategic planning.



Who We Are

About the FBC

The Federation of Black Canadians is a national, non-profit organization driven by organizations across the country that advance the social, economic, political, and cultural interests of Canadians of African descent. Black Canadians are diverse, resilient, creative, and multifaceted. For the first time in Canada's history, there are over 1,000,000 Black Canadians who call Canada their home. With that number projected to double by 2036, the Federation of Black Canadians is working hard to partner with individuals and organizations across Canada to advance the interests of Black Canadians.

Meet the Project Team

The Black Health Defence project included 4 main staff who helped support the implementation, training, community outreach, and research. Faduma Wais (Associate Manager of Programs and Services) served as the project lead. Josh Lawal (Community Ambassador) served as the community outreach lead. Raquel Reid (Senior Manager, Programs) served as the financial chief and Debra Olaniyi (Associate Manager of Programs and Services) served as the project support.



The Project Plan

Background

The project's primary focus was to facilitate meaningful discourse on routine vaccinations, specifically emphasizing influenza vaccines. Through strategic micro-contributions to community organizations, we aimed to reach and engage Black communities that are typically underserved or difficult to access. This approach was pivotal in addressing misinformation and hesitancy surrounding routine vaccines, ultimately strengthening vaccination efforts within these communities.

The discourse and resources provided to community members was meticulously curated to ensure accuracy and relevance, fostering informed decision-making regarding vaccination. This initiative not only aims to increase knowledge but also to enhance access to vaccination services, thereby promoting better health outcomes among Black populations.

Our vaccine mapping and awareness campaign played a crucial role in disseminating essential information about vaccination logistics, available services, and potential benefits. By increasing awareness and accessibility, we strive to bridge existing gaps and empower individuals to make informed choices regarding their health.

The Equity in Healthcare event serves as a platform for community members and industry experts in healthcare advocacy to converge, exchange ideas, and collaborate on addressing various healthcare-related issues, including routine vaccinations. This event fosters networking opportunities, encourages dialogue, and promotes the sharing of best practices to drive positive change in healthcare equity.



The insights, information, and best practices generated through these activities will be extensively documented and published on the Federation of Black Canadians' website. This serves as a valuable resource hub, ensuring that the knowledge gained from these initiatives continues to benefit not only the participating communities but also a wider audience interested in advancing health equity and vaccination awareness.

Target Audience

For this project, the FBC targeted the following:

- Young adults (15-30)
- Families
- Seniors (60+)

While we created content for national use, the FBC placed a heavier emphasis on provinces and cities with previous COVID-19 cases such as Ontario, Quebec, Alberta, and BC. Due to their make up in population and higher case numbers, the prevalence of taking a flu shot or booster would be deemed necessary for these targeted areas of interest. With one community partner being outside of our targeted provinces, we welcomed the research and remarks from a community group from New Brunswick.



Objectives:

Objective One: Micro-Contribution Grants

Objective one was meticulously crafted to cultivate meaningful community discourse surrounding vaccines within the Black community in Canada. This multifaceted approach involved providing micro-contributions, between \$1000-\$4000, to local organizations primarily based in British Columbia, Alberta, Ontario, and Quebec with the exception of one strong recipient in New Brunswick. These contributions bolstered the capacity of these organizations to engage in critical vaccine-related conversations, combat misinformation, and address vaccine hesitancy effectively. The initiative strategically collaborated with expert community outreach partners to ensure that the conversations reached individuals who were historically challenging to engage with on these topics.

To achieve this goal, a rigorous process was implemented. This included developing detailed micro-contribution guidelines and criteria, which were then utilized to select partner organizations with proven expertise in community outreach. Promotion of the micro-contribution opportunity was targeted at "Partner in Principle" members across Canada, specifically focusing on those with demonstrated success in facilitating community dialogue. Subsequently, applications were thoroughly reviewed and organizations were selected based on their alignment with the project's objectives. Upon selection, collaborative efforts were made to coordinate logistical aspects, such as providing training on facilitating focus group discussions, identifying suitable physical venues, and ensuring that partner organizations had the necessary materials and equipment for project implementation. The outcome of the focus groups was meticulously



analyzed and documented, providing valuable insights that contributed to the project's overall evaluation and success. More details to follow on the perspectives of the recipients in the *third-party evaluation* section.

Objective Two: Awareness Campaign

Objective two was designed to significantly enhance accessibility and awareness regarding routine vaccinations, particularly within urban areas of British Columbia, Alberta, Quebec, and Ontario. A comprehensive vaccine clinic mapping and awareness campaign were launched to disseminate accurate and timely information on vaccination logistics. This encompassed details such as available vaccines, booster schedules, opening hours, mapping, and other pertinent information essential for informed decision-making.

The campaign strategy involved collating resources from regional health authorities across Canada to compile precise data on vaccination sites and services. This information was then utilized to develop a range of project materials aimed at increasing vaccination awareness among the general population. These materials were strategically disseminated through various public-facing platforms, including the organization's website and multiple social media channels utilized in its day-to-day operations. Furthermore, collaborative efforts were made with partner organizations to ensure the campaign's accessibility to Canadians within their networks, amplifying its reach and impact.



Objective Three: Equity in Healthcare Event

The Equity in Healthcare event, hosted by FBC's Total Health team, was a virtual gathering that united an impressive lineup of speakers from various corners of Canada. Among the distinguished speakers were Registered Nurses representing the vibrant healthcare communities of Winnipeg and Calgary, a dynamic student pharmacist contributing insights from Waterloo, and two dedicated community project partners deeply engaged in healthcare initiatives in Waterloo and Toronto.

The overarching aim of this pivotal event was to establish a nurturing and inclusive space where community members could deepen their knowledge and understanding of crucial healthcare topics, particularly focusing on immunization. By bringing together individuals from diverse backgrounds and expertise, the event aimed to tackle prevalent misconceptions and myths surrounding vaccines while also addressing the formidable barriers that often impede access to these vital resources within our communities.

Throughout the event, attendees actively participated in engaging conversations and discussions, enriching the dialogue with their unique perspectives and experiences. From exploring innovative strategies to enhance vaccine uptake to sharing practical insights on navigating healthcare systems, the event provided a platform for collaborative learning and mutual support.

Background

The Equity in Healthcare event is a part of the Immunization Partnership Fund's project objectives. The goal was to create a space safe for members and the general public to learn about



disinformation, myths and misconceptions, and vaccine awareness. The pilot of this event was in February 2022 where the FBC presented a slate of strong speakers to share their thoughts and experiences about vaccine hesitancy, primarily with the COVID-19 vaccine. This year, the theme of the project was to discuss vaccine awareness and promote education/information to our audiences. The event was hosted by staff members Faduma Wais and Gloria McMayoni who conducted the virtual session in both English and French making it accessible for audience and participants.

Social Media Reach Pre-Event

In the four weeks leading up to the Equity in Healthcare event, our social media outreach efforts played a pivotal role in spreading awareness and engaging our audience. Through targeted promotions and compelling content, we successfully reached an impressive 12,000 accounts. Leveraging various platforms, including LinkedIn, Facebook, and Instagram, we disseminated key information about the event, highlighting its significance in promoting immunization awareness and addressing healthcare equity. The enthusiastic response from our online community underscores the effectiveness of our outreach strategy, demonstrating the power of social media in amplifying important healthcare initiatives. We also ran a digital contest to drive awareness to Instagram users on what their “*2024 health goals*” are in order to spread awareness and a sense of community building which led up to a viral post bringing in over 450+ comments to one post leading up to the event.



Data Collection

At the Equity in Healthcare event, we employed data collection methods to gauge various aspects of public sentiment and demographics. Through two Zoom polls, we aimed to gather insights on vaccine perceptions and accessibility. The first poll delved into individuals' comfort levels regarding vaccines and their awareness of vaccination access points. Questions ranged from familiarity with vaccine locations to past flu shot history and hesitancy. Additionally, we probed whether participants would feel more at ease with additional vaccine information. In the second questionnaire, we prioritized tracking equity and race-based data for comprehensive analysis and future observations. Participants were asked about their province of residence, age range, gender identity, and racial or ethnic background. These inquiries aimed to provide a nuanced understanding of healthcare equity and inclusivity. Detailed results from both questionnaires are provided below, offering valuable insights for informed decision-making and targeted interventions.

Results

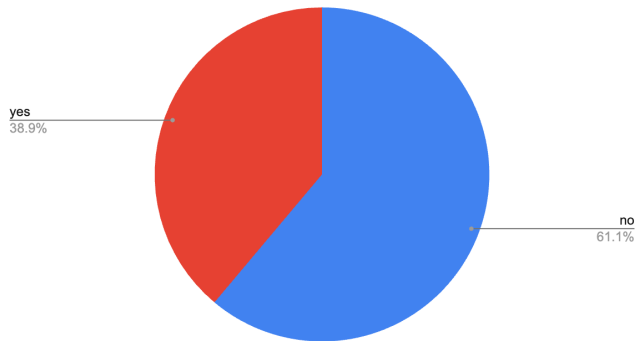
The total number of RSVPs for this event was 104, however, 52 showed up to participate in the virtual event while only 37 participated in the voting activities which will be illustrated below. Questions 1 through 4 were launched before the start of the event to get a preliminary understanding of the audience's level with vaccine uptake and general knowledge. Questions 5 through 8 were launched before the Q&A session to re-engage audience members and get an environmental scan on populations and demographics of the participants.



Question 1: Do you know where to get vaccinated?

11.1% said no while 88.9% of respondents voted yes

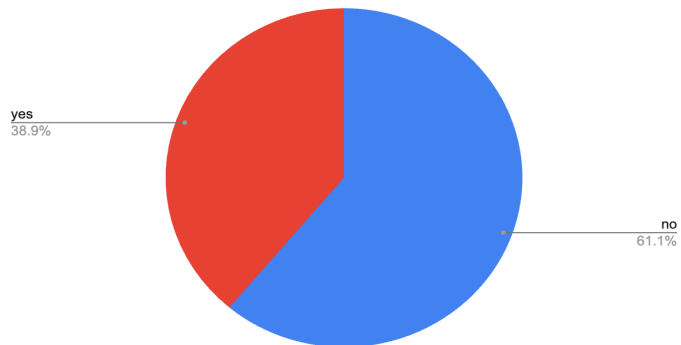
Have you gotten your flu shot in the past 5 months?



Question 2: Have you gotten your flu shot in the past 5 months?

38.9% said yes while 61.1% of respondents said no

Have you gotten your flu shot in the past 5 months?

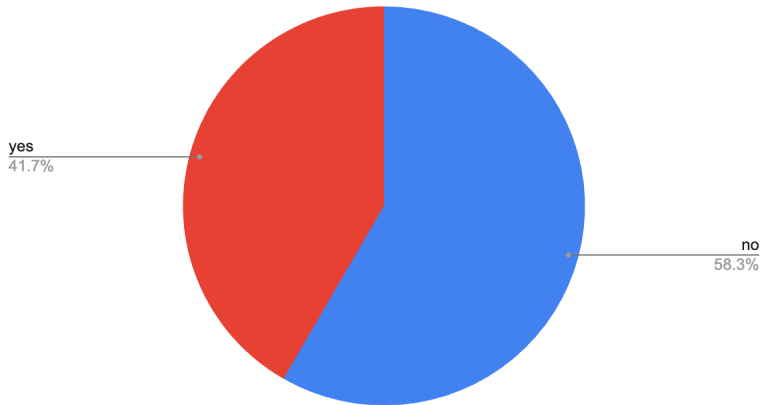




Question 3: Do you feel hesitant to get your flu shot?

41.7% said **yes** while **58.3%** of respondents said **no**

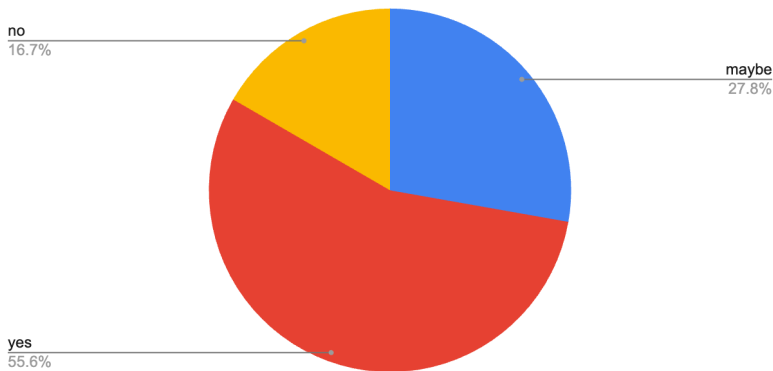
Do you feel hesitant to get your flu shot?



Question 4: If you have not gotten your flu shot yet, would you feel more comfortable knowing more about the vaccine to make a decision?

55.6% said **yes**, **27.8%** said **maybe** while **16.7%** of respondents said **no**

If you have not gotten your flu shot yet, would you feel more comfortable knowing more about the vaccine to make a decision?

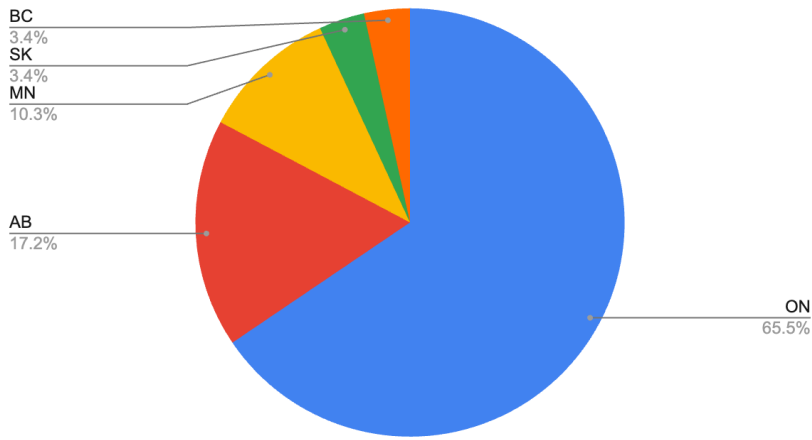




Question 5: What province are you from:

Participants ranged from the following provinces: **BC** at **3.4%**, **SK** at **3.4%** **MN** at **10.3%**, **AB** at **17.2%** and **ON** at **65.5%**

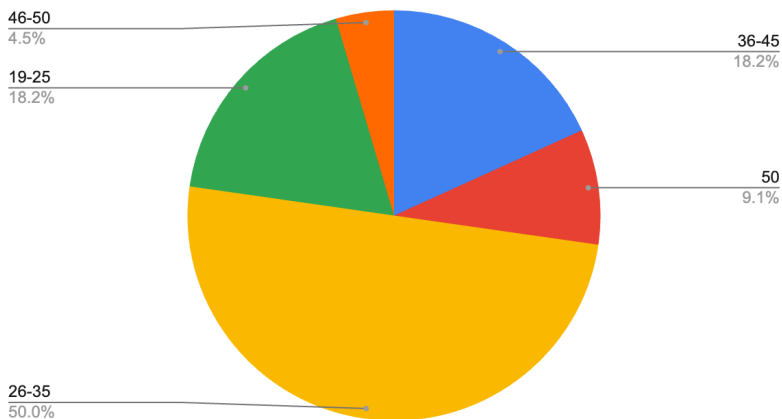
What province are you from?



Question 6: What is your age range?

50% of participants were between the ages of **26-35**, **4.5%** were between the ages of **45-50**, **18.2%** of participants were between the ages of **35-45** while **9.1%** were over the age of **50+**

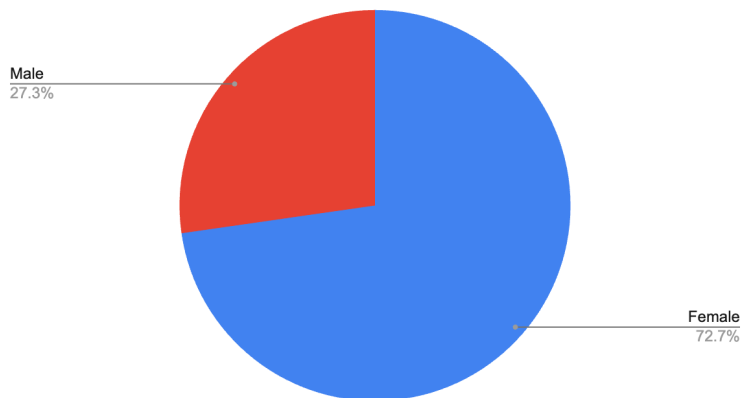
What is your age range?



Question 7: What is your gender?

72.7% of the participants identified as female while 27.3% of the participants identified as male

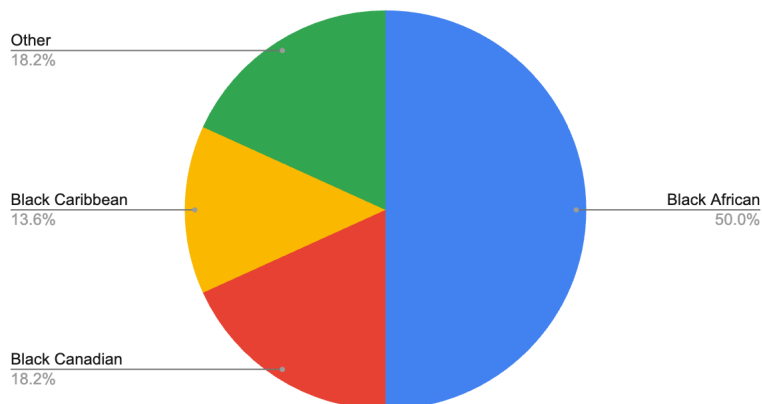
What is your gender identity?



Question 8: What racial or ethnic group(s) best describe you?

50% of the participants identified as **Black African**, 18.2% of the participants identified as **Black Canadian**, 13.6% identified as **Black Caribbean** and 18.2% identified as **Other**

What racial or ethnic group(s) best describe you?





Conclusion

In conclusion, our equity in healthcare event served as a dynamic platform for discussions on crucial issues such as vaccine hesitancy, with a notable increase in audience engagement and diverse perspectives compared to previous years. The inclusion of younger professionals provided fresh insights, highlighting the importance of embracing diverse viewpoints in tackling complex healthcare challenges. While we regret the lower-than-expected turnout, we recognize the need for better pre-event promotion and post-event assessment to enhance participation and gauge knowledge acquisition. Moving forward, we are committed to amplifying our outreach efforts, ensuring a more diverse panel of speakers, and exploring hybrid formats to maximize engagement and accessibility. By harnessing these lessons learned, we aim to foster meaningful dialogue and drive tangible progress towards achieving equity in healthcare for all.

Objective Four: Website

For objective four, we focused on ensuring continuous accessibility to project materials and providing timely updates to maintain accuracy and relevance. This encompassed expanding and enhancing the Immunization Partnership Fund (IPF) page on the organization's website, transforming it into a comprehensive resource hub for immunization-related information. Collaborative efforts with web developers were employed to expand the IPF page, reflecting outcomes from both current and past IPF campaigns, and integrating robust feedback mechanisms to enhance user engagement.



Regular reviews of information published by healthcare authorities were conducted, enabling timely updates to the website to ensure accuracy and relevance. Additionally, the initiative included the development of concise research summaries accessible to a broader audience, further contributing to the platform's inclusivity and value as a vital resource for advancing equity in healthcare through immunization partnerships.

Social Media Platforms

The FBC made use of the following social media platforms to distribute and amplify content while increasing the awareness of vaccine uptake and distribution through paid ads and encouraged Black community groups to get vaccinated.

1. Website
2. Instagram
3. Facebook
4. LinkedIn
5. Newsletter

Distribution Tactics

Tools that were used for dissemination and reach include:

1. FBC social media channels



2. FBC national newsletter
3. FBC national event
4. FBC Black Builders
5. Zoom and Google suite – video conferencing
6. Uniquely targeted paid advertising

Language

As a bilingual national organization and to cater to the communication needs of our community, all content shared on our social media, events, and to partners were distributed in the official languages English and French as well as in-house French translations available on demand.

Social Media Content

This social media report highlights the engagement from the audience we have had via social media platforms whilst promoting health-related to our Immunization Partnership Fund. This report will focus on highlights from Instagram.



The image shows a Facebook post from the page 'fbcfcn'. The post features a dark red background with white text. At the top left is the 'fbcfcn' profile picture and name. The main heading is 'Black Health Defence' in a large, bold, white font. Below this, it says 'Presents: Community Micro-Contribution Grants \$1000-\$3000'. A list of four bullet points follows, each with a white checkmark icon: 'Opportunity to engage community', 'Connect with healthcare professionals', 'Create educational campaigns', and 'Support health equity initiatives'. To the right of the text is a circular image of two Black women in white lab coats, one holding a stethoscope. Below the main text, there are three smaller circular images: one of a woman in a red shirt, and another of a woman in a white lab coat. At the bottom left, there is a 'SIGN UP' button and a URL: 'https://fbcfcn.ca/our-work/immunization-partnership-fund/'. At the bottom right, there is a small logo for the Federation of Black Canadians/Noirs.

fbcfcn

Black Health Defence

Presents:
Community Micro-Contribution
Grants **\$1000-\$3000**

- ✓ Opportunity to engage community
- ✓ Connect with healthcare professionals
- ✓ Create educational campaigns
- ✓ Support health equity initiatives

Request for proposals: October 30th, 2023

FBC LinkTree and website

Proposal Deadline: November 20th, 2023

SIGN UP

<https://fbcfcn.ca/our-work/immunization-partnership-fund/>

FEDERATION OF
BLACK FÉDÉRATION DES
CANADIANS CANADIENS
NOIRS

Promotion of Micro-Contribution Grant

Account reached: 747

Accounts engaged: 39

Impressions: 794

Amount for ads: \$0 spent on ads for this post



Clinical Mapping

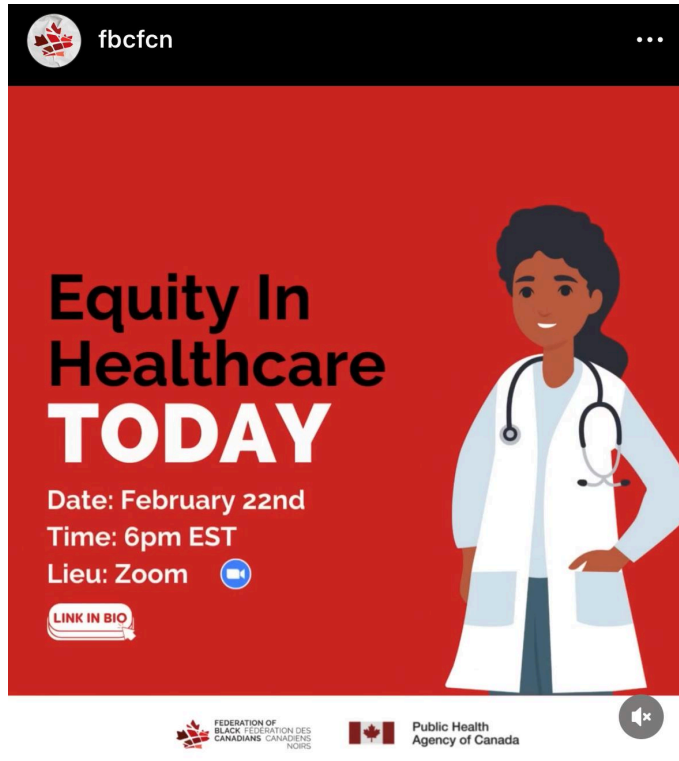
Insights:

Account reached: 303

Accounts engaged: 6

Impressions: 357

Amount for ads: \$0 spent on ads for this post



Equity in Healthcare Event

Account reached: 248

Accounts engaged: 45

Views: 497 views

Amount for ads: \$0 spent on ads for this post



Micro-Contribution Fund: Community Outreach and Engagement

FBC provided funding for community organizations nationwide to organize vaccine outreach workshops, successfully increasing vaccination uptake and addressing vaccine misinformation in Black communities. The process of dispersing micro grants involved several key steps to ensure a fair and transparent allocation of funds to community groups. The overview of the process is as follows:

- 1. Call for Proposals:** Initiate a call for proposals, inviting community groups to submit project proposals that are aligned with FBC's goals and mission. Disseminated information about the micro grants, including eligibility criteria, application guidelines, and submission deadlines.
- 2. Application Submission:** Community groups submit their project proposals within the specified timeframe, providing details about their initiatives, objectives, and how they align with the organization's goals.
- 3. Review Process:** FBC develops a scorecard rubric to objectively assess and compare each proposal. Constitute a review committee to evaluate and score each application based on the established criteria. This committee may have included representatives with relevant expertise, community stakeholders, or organization members.
- 4. Scoring and Selection:** Each application is scored according to the predetermined criteria, which could include factors such as project feasibility, community impact,



alignment with organizational goals, and sustainability. The proposals that scored the highest were selected for funding, ensuring a fair and merit-based selection process.

5. Budget Consideration: Evaluate the overall budget allocated for micro grants to determine the total amount available for dispersal. Based funding decisions on both the merit of the proposals and the available budget, ensuring that the selected projects are collectively aligned with the organization's financial constraints.

6. Announcement of Grant Recipients: FBC notifies the selected community groups about their successful grant applications. We then communicate the amount of funding awarded to each group and provide any additional instructions or requirements.

7. Disbursement of Funds: Final step is to initiate the disbursement of funds to the awarded community groups based on the specified amounts in their grant awards. We then work with the selected groups to ensure a smooth and timely transfer of funds for the implementation of their projects.

The following groups were successfully selected in this process:

- AssureUs Club (Alberta)
- Kenya Lethbridge 2023 Association (Alberta)
- Restore International Foundation (Ontario)
- New Life Chapel (Alberta)
- Racialized Students in Healthcare (Ontario)
- Jaku Konbit (Ontario)



- TMT Learning Foundation (Alberta)
- Med Melanin (Ontario)
- MedInclude (Ontario)
- Africa Canada Education Foundation (British Columbia)
- Council for Black Aging Community of Montreal Inc. (CBAC) (Quebec)
- Black Business Professional Network (New Brunswick)
- Nigerian Student Association of York University (Ontario)

The following section will outline a few key experiences from the Black Health Defence project.

Focus Group Feedback

External staff members facilitated focus groups, and from these sessions, several impactful anecdotes emerged, encapsulating the essence of the project's objectives and outcomes.

Here are five quotes from the feedback interviews:

How has the Black Health Defence project influenced your community group's perspective on immunization?

“It influenced the community group by providing us with different perspectives especially from the patients point of view. We were able to get different opinions. Seeing the different sides allowed us to get a well rounded perspective.” - MedInclude



“The project helped the community group stay engaged with health research and share credible information with their community. It also led to deeper discussions about marginalized communities' views of Western medicine” - Racialized Students in Healthcare

In what ways do you believe the project has positively impacted the understanding and acceptance of immunization within your community?

“The project positively impacted understanding and acceptance of immunization in their community by clarifying misunderstandings, especially around immunization and autism in the black community.”

-TMT Learning

Were there any challenges or barriers your community group faced regarding immunization during the project, and if so, how were they addressed?

“Recommendations are to continue educating with clear information from trusted health experts on new vaccine technologies to promote understanding. Find ways to counter false information online as that creates challenges.” - New Life Chapel

Reflecting on the entirety of the project, what aspects do you feel were particularly effective in addressing health disparities and promoting immunization awareness among Black populations?

“Taking a holistic approach that encompasses overall health, diet and lifestyle in addition to vaccines as well as having community members and medical students speak to increase relevance and trust.” - York

University Nigerian Students' Association



Finance

The funding for this project was provided by the Public Health Agency of Canada. The total of the contract was \$110,000. Our team worked collaboratively to carry out the campaign to tackle vaccine uptake in Black communities. All funds allocated to this project have been spent.

Lessons Learned

While every health project is unique and faces its own wins and challenges, FBC learned a few considerations to take back for future project implementation as well as what was considered useful within our community groups.

1. **Tailored Approaches:** Adopting tailored approaches and targeted messaging is crucial when addressing vaccine hesitancy and misinformation within specific communities.
2. **Collaborative Efforts:** Collaborating with diverse stakeholders, including community organizations and industry partners, enhances the project's impact and sustainability.
3. **Continuous Engagement:** Ongoing engagement and follow-up activities are essential to maintain momentum and ensure sustained community participation in healthcare initiatives.



4. **Flexibility and Adaptability:** Remaining flexible and adaptable to changing needs and circumstances is key to overcoming challenges and maximizing project effectiveness in dynamic environments.

Challenges

1. **Access Barriers:** Despite efforts, reaching certain segments of Black communities remained challenging, highlighting ongoing barriers to healthcare access and engagement.
2. **Misinformation:** Addressing misinformation around routine vaccinations required ongoing education and targeted messaging to counter prevalent myths and concerns within the community.
3. **Resource Constraints:** Limited resources and funding posed challenges in scaling up initiatives and reaching a broader audience effectively.
4. **Logistical Coordination:** Coordinating logistics for events and campaigns required meticulous planning and coordination, particularly when engaging multiple stakeholders and partners.

Wins

1. **Community Engagement:** The project successfully engaged Black communities through strategic micro-contributions to local organizations, facilitating meaningful discourse and



increasing awareness about routine vaccinations, particularly focusing on influenza vaccines.

2. **Access and Awareness:** The vaccine mapping and awareness campaign significantly increased access to vaccination services and provided much-needed knowledge to community members, addressing misinformation and hesitancy around routine vaccines.
3. **Collaborative Partnerships:** Collaborations with Digital Partner Square (DPS) and the Global Hub Innovation Lab (GHIL) strengthened the project's impact, allowing for continued support and resources to be provided to community groups.
4. **Knowledge Sharing:** The 'Equity in Healthcare' event brought together industry experts and community members, fostering dialogue and sharing best practices on healthcare advocacy, including routine vaccinations.

Conclusion

The Black Health Defence Project has been a significant endeavor aimed at fostering discourse, increasing access, and promoting health equity within Black communities, particularly concerning routine vaccinations with a focus on influenza vaccines. Through strategic initiatives, collaborations, and community engagement, the project has made notable strides in addressing healthcare disparities and promoting informed decision-making regarding immunization.

One of the project's key achievements lies in its approach to community engagement. By providing micro-contributions to local organizations and fostering meaningful discourse, the



project successfully reached segments of Black communities that are often underserved or face barriers to accessing healthcare information. This approach not only facilitated conversations about routine vaccinations but also empowered individuals with knowledge to make informed choices about their health, ultimately contributing to improved health outcomes within these communities.

The vaccine mapping and awareness campaign were instrumental in increasing awareness and access to vaccination services. By disseminating accurate information about vaccination logistics, available services, and potential benefits, the campaign played a crucial role in dispelling myths and addressing vaccine hesitancy. This effort not only benefited individuals directly but also had a broader impact on community health by promoting vaccination uptake and reducing the spread of vaccine-preventable diseases.

Collaborative partnerships with Digital Partner Square (DPS) and the Global Hub Innovation Lab (GHIL) further strengthened the project's impact. These partnerships allowed for the continued support and resources needed to reach and engage community groups effectively. By leveraging the expertise and resources of these partners, the project was able to amplify its reach and deliver tailored initiatives that met the specific needs of Black communities.

The 'Equity in Healthcare' event served as a culmination of the project's efforts, bringing together industry experts, community members, and stakeholders to foster dialogue and share



best practices on healthcare advocacy, including routine vaccinations. This event not only facilitated networking opportunities but also provided a platform for knowledge sharing and collaboration, further advancing the goals of the project and promoting equity in healthcare.

Despite challenges listed earlier, the project has demonstrated resilience and adaptability. Lessons learned from these challenges have highlighted the importance of tailored approaches, collaborative efforts, continuous engagement, and flexibility in addressing healthcare disparities and promoting health equity within Black communities.

In conclusion, the Black Health Defence Project has made significant strides in advancing health equity, promoting vaccination awareness, and fostering informed decision-making within Black communities. Through strategic initiatives, collaborative partnerships, and ongoing engagement, the project has laid a foundation for continued efforts to address healthcare disparities and improve health outcomes for all.