

STOP COVID CA-SF Practice and Policy Brief #3

COVID-19 Vaccine Equity: Trusted Messengers and Communication Strategies

Between January and March 2021, UCSF researchers and Community Partners collaborating on the STOP COVID-19 CA program conducted focus groups and interviews with more than 75 Black/African American, Chicana/Latina/Indigena, and Chinese American community members in the San Francisco area to explore their perspectives about COVID-19 vaccination.

Engage Trusted Messengers

Health Professionals

- Mobilize healthcare personnel and organizations with established community partnerships



"A doctor, I think their information would be extremely valuable. A doctor would bring a lot to the table for me, they would help me a lot in continuing to make a final decision [about the vaccine]."

Community and Faith Based Organizations

- Invest in outreach led by trusted community and faith based organizations and leaders



"[Multicultural Institute] is always there calling us, letting us know that they have an appointment, or this or the other. They are very trustworthy."

Families and Friends

- Enlist families and friends in trusted social networks to share real life experiences with COVID-19 vaccination



"I don't really want to get one...I will see how my friends feel after vaccination. If my friends get vaccinated, I may get one. It depends on the situation...I will go to the place where my friends get vaccinated."

Ethnic News Media

- Strengthen partnerships with local and regional ethnic news media to disseminate vaccine information



"Generally, we watch the news on Channel 26. They will report how many people have been infected, how many people have died, and which place is in the highest risk [level]. [News from] both mainland China and the United States is reported."

Support and Adequately Resource Trusted Messengers

Develop Aligned Messages

Pair trusted healthcare professionals and community leaders with local media and community-based organizations to develop aligned messages and responses to new developments.

Train community leaders

Train existing community peer leaders to implement on the ground outreach, answer questions about vaccine concerns, and directly facilitate vaccine appointments for interested community members.

FAQs in Multiple Languages

Provide FAQs in multiple languages that can be disseminated on websites and flyers accessible to local communities.

COVID-19 Vaccine Hotline

Provide a COVID vaccine hotline where trained, knowledgeable, culturally and linguistically capable staff can answer individual questions and schedule vaccination for community members without internet access.

