

For Community Partners: Talking About and Building Confidence in COVID-19 Vaccines

Community partners play a key role in building vaccine confidence. Information from government and clinical sources may not have particular meaning or importance to community members. Trusted community partners can approach the topic of vaccines and share information in ways community members can understand.

Messaging Basics

Sharing clear and accurate information about the COVID-19 vaccines is essential to building confidence in them. Messaging is a term to describe the overall approach and methods by which someone sets up and shares information about a topic. It should be rooted in scientific evidence and presented without jargon or language that is difficult to understand. When developing and sharing messaging, community partners should use up-to-date guidance from reliable sources, such as the NYC Department of Health and Mental Hygiene (NYC Health Department) and Centers for Disease Control and Prevention.

Key messaging tips:

- Share personal stories about vaccines and others' experiences.
- Be authentic.
- Make sure your messaging is simple and clear.

Key messages:

- The COVID-19 vaccines are safe.
- The vaccines protect society and everyone in it.
- The vaccines help our city recover.

Steps To Develop and Create Messaging

Here are steps you can take to develop and share your own messaging:

Step 1: Know Your Audience

- Define your audience.
- Who are you trying to reach?

Determine what is meaningful and important to them.

- What are your audience's values and concerns?
- What vaccine questions does your audience have?

**NYC VACCINE FOR ALL:
SAFE, FREE, EASY**

NYC
Health



Step 2: Develop Your Messaging

Develop content based on your audience's values and concerns.

- What language, tone and images will resonate with your audience?
- What format (such as flyers or emails) will best reach your audience?

Share messaging ideas with your audience, and ask what works and what can be improved. Here are a few examples:

| Audience Value or Concern | What to Focus On | Messaging Example |
|---|---|---|
| Tradition and culture | Vaccination helps preserve histories, cultural pride, and respect for families and traditions. | "With Ramadan ending, get vaccinated to safely spend Eid with family and friends." "Getting vaccinated helps protect older adults." |
| Community | Community participation and knowledge make messaging culturally relevant. | "Getting vaccinated helps keep our community safe and protect our collective health." |
| Family | Vaccination enables us to be with our families and protect one another. | "COVID-19 separated many families for over a year, but vaccines are here to help us reunite with our loved ones." |
| Communal church activities | Vaccination enables us to join together safely with others. | "Though we have been apart, vaccines enable us to get together as a congregation again." |
| Missing work to get vaccinated | There are worker protections in place so you can get vaccinated, and vaccination has long-term benefits. | "Are you worried about missing work? Laws are in place to protect your employment and pay for the time you need to get vaccinated." |
| Mistrust in health care and government systems | The government wants to protect communities of color that have been disproportionately affected by COVID-19 by providing vaccines and support services. | "Racism continues to impact the lives of people every day. Many institutions are making changes to address racism through working with community groups. These institutions are also taking steps to make sure everyone has access to vaccines and other support services." |

Step 3: Share Your Messaging

Here is a list of ways in which you or your organization can share your messaging and reach your audience. Put a check mark next to the ones you can do, and write in additional ones not listed.

- Local publications, such as newspapers or magazines
- Community conversations with individuals or groups

- Announcements at religious centers
- WhatsApp groups
- Radio or talk shows, such as podcasts
- Print materials, such as newsletters, flyers, posters and postcards, which you can hand out or post on signboards or elsewhere in the community
- Videos and posts on social media

Prioritize anything with a check mark and make a plan for each item, including a schedule to launch, starting small and expanding as appropriate.

Step 4: Reflect, Refine and Repeat

Determine what worked and what can be improved.

- Did your messaging reach your audience, resonate with them and help build vaccine confidence?
- Incorporate feedback to adjust your messaging and how you distribute it, as needed.

After refining it, share it again. Your efforts are helping to build trust and reassure your audience.

Additional Resources

Here are some additional vaccine- and COVID-19-related resources to help protect communities from COVID-19:

- **NYC Health Department posters, flyers and videos:**
 - o For posters and flyers, visit nyc.gov/health/coronavirus and select the Posters and Flyers tab on the left side of the webpage.
 - o For information on COVID-19 vaccines in multiple languages, visit nyc.gov/covidvaccine.
 - o For videos, visit youtube.com/nychealth.
- **Kaiser Family Foundation:** Visit greaterthancovid.org/theconversation to view videos of health care professionals answering common vaccine questions. For Spanish, select “Ver En Español.”
- **Ad Council:** For resources, creative assets and toolkits on messaging to build vaccine confidence, visit adcouncil.org/covid-vaccine.
- **Amplifier:** For art and digital campaigns to promote vaccination, visit amplifier.org.
- **Vaccine Confidence Arts Response Repository:** For resources on arts- and culture-based approaches to building vaccine confidence, visit vaccinate.arts.ufl.edu/vaccine-confidence-repository.
- **Public Health Collaborative:** For downloadable content for social media, websites or presentations, visit publichealthcollaborative.org/downloads.