

KEYS FOR ADDING CAPACITY TO COMBAT COVID-19

A conversation between AHA and Esperanza, a Chicago-based Federally Qualified Health Center
www.aha.org

TWO KEYS TO BUILD TRUST



Bring vaccines to the community to show vaccines are for everyone



Bilingual team allows communication at a level people feel matters

STRATEGIES TO INCREASE VACCINATION ACCESS



Visit churches



Visit food pantries



Pass out flyers



Visit small businesses



Meet people where they are



Emphasize vaccine is free

VACCINE ACCESS > VACCINE HESITANCY

Matching Top Challenges with Opportunities:

- Isolated linguistically > Listen. Converse in their preferred language.
- Isolated from quality sources of information > Provide one-on-one chance for fact-based answers to questions.
- Isolated from medical system > Connect people with help and resources they need.

The American Hospital Association is expanding on existing alliances and building new collaborative efforts to disseminate and amplify accurate, accessible information to communities most impacted by COVID-19. Find [multilingual resources](#) to help those disproportionately suffering from COVID-19 get answers to their questions and make an informed decision about the COVID vaccine.