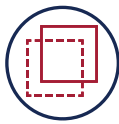


# BUILDING COVID-19 VACCINE CONFIDENCE AMONG DIVERSE COMMUNITIES

A conversation with AHA, Unidos US and the National Urban League

[www.aha.org](http://www.aha.org)

## COMMUNICATION COUNTS 3 KEYS FOR DEVELOPING MESSAGES THAT MATTER



Be Transparent



Keep it Simple



Stay culturally relevant  
to recipients

## BUILDING TRUST WITH MORE THAN LANGUAGE

Helping communities trust the COVID-19 vaccine requires more than **language translations** of information. Address **hesitancy** and other concerns including:

- Access
- Safety
- Side Effects
- Process of Developing the Vaccine
- Cost
- Privacy

## COORDINATE WITH LOCAL PARTNERS – NOT JUST TO DISTRIBUTE VACCINES, BUT TO:



Reach communities  
in ways that matter



Craft messages  
that resonate



Engage trusted  
spokespeople

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.