What is the COVID-19 Vaccination Field Guide?

- Compilation of 12 evidence-based strategies to increase COVID-19 vaccine confidence and uptake with accompanying stories from the field
- Tools for identifying barriers to vaccination and assessing community needs for vaccine interventions
- Links to detailed resources for intervention implementation

https://www.cdc.gov/vaccines/covid-19/vaccinate-with-confidence/community.html
Who Should Use the Field Guide?

- State and local health departments
- Public health coalitions
- Hospitals, health systems, and clinics
- School districts, colleges, and universities
- Community organizations and leaders, such as faith- and community-based organizations, non-profits, and small businesses
- Local government

The Field Guide Has 3 Primary Sections:

1. Common Barriers
2. Understanding Your Community
3. Vaccine Confidence and Uptake Strategies
12 COVID-19 Vaccination Strategies for Your Community

Strategy 10: Effective Messages Delivered by Trusted Messengers

- **Effective messages** are messages that have undergone testing with the intended population and were shown to produce the desired outcome. **Trusted messengers** are people seen as credible sources of information by specific populations. Trusted messengers can be trained to be vaccine ambassadors and may include experts.

- **Barriers Addressed:** Mistrust, Health Literacy, Misinformation, Lack of Adequate Information

- **Research Base:** Results from the COVID-19 States Report indicate that messengers and messages used to convey information about vaccines are important to improving vaccine confidence.


“The Conversation” Campaign

- **Location:** Multiple U.S. locations
- **Population of Focus:** Adults
- **Overview:** The Black Coalition Against COVID, The Kaiser Family Foundation, and Esperanza Hope for All created a COVID-19 vaccine communications campaign—“The Conversation”

**Partnerships Start “The Conversation”**

- Features 50 videos of Black or African American and Hispanic or Latino doctors, nurses, and scientists talking about vaccine facts and dispelling misinformation
- Offers graphics, print media, social media content, and TV and radio public service announcements
- Uses the hashtag #BetweenUsAboutUs
- Currently, the campaign’s videos have over 21,000,000 views on YouTube

www.greaterthancovid.org/theconversation

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Share the Field Guide with Your Network!

- Highlight it in your next newsletter
- Post it on your social media or website
- Distribute it to your listserv
- Share it at your next meeting
Thank you!

For more information, contact CDC
1-800-CDC-INFO (232-4636)

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.