









Our Infrastructure of Trust:

- 1 Addressing Vaccine Confidence vs. Vaccine Hesitancy
- 2 Exploring CBO Listening Sessions as a community-based approach to building trust.
- The Building Blocks of Building Trust
- Inspire collective action through collaboration.





Vaccine Confidence - The Challenge

 $\label{eq:Vaccine} \textbf{Vaccine Confidence} = \textbf{Trust in vaccines, providers, and the system delivering them.}$

Misinformation



Mistrust

Systematic Inequities





GHWs is providing information to trusted messengers that is "real and relevant."



Trust as the Foundation

trust

[truh - st] . noun

firm belief and confidence in the reliability, truth, or ability of someone or something 66

We're excited to help build the pro-vaccine movement... but the movement must move!

Synovia Moss



Invest in Trust



Building Blocks of Trust



ACTIVATE

700 CBO Partners in 25 Cities

MOTIVATE

25 Community-wide CBO Projects

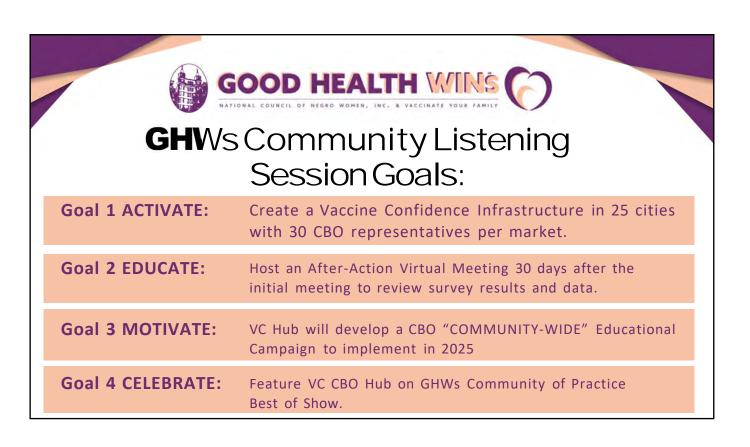
EDUCATE

Community of Practice (CoPs)

CELEBRATE

Natl. CBO Summit on VC Dec. 2025

















GHWS Community Listening Session Cluster 2: February 2025

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City	Date
Gulfport, MS	February 19, 2025
Natchez, MS	February 21, 2025
Montgomery, AL	February 26, 2025
Dallas, TX	February 28, 2025



GHWS Community Listening Session Cluster 3: March 2025

Cluster 3

City	Date
Sacramento, CA	March 13, 2025 -
Los Angeles, CA	March 15, 2025
Seattle, WA	March 2025 - TBD
Las Vegas, NV	March 2025 - TBD





Contact Us

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