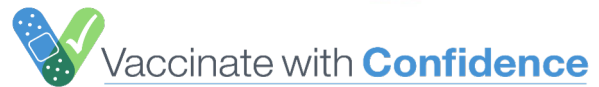
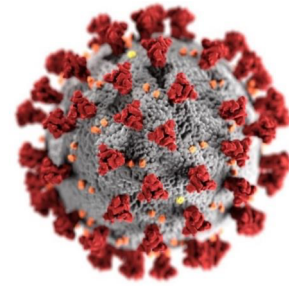


## COVID-19 Vaccination Field Guide: 12 Strategies for Your Community

Centers for Disease Control and Prevention (CDC)  
Coronavirus Disease 2019 (COVID-19) Response  
Vaccine Task Force

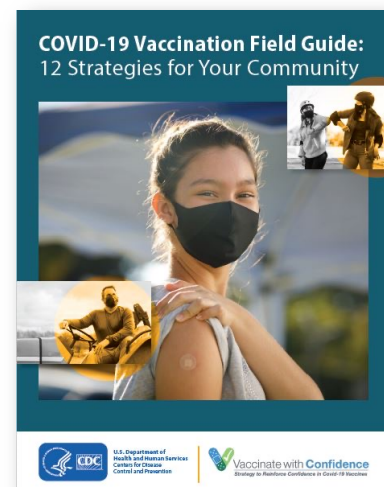


[cdc.gov/coronavirus](https://cdc.gov/coronavirus)

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## 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>

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## 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



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## The Field Guide Has 3 Primary Sections:

- 1 Common Barriers
- 2 Understanding Your Community
- 3 Vaccine Confidence and Uptake Strategies



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## 12 COVID-19 Vaccination Strategies for Your Community



<https://www.cdc.gov/vaccines/covid-19/vaccinate-with-confidence/community.html>

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## 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.



National Vaccine Advisory Committee. (2015). Assessing the state of vaccine confidence in the United States: recommendations from the National Vaccine Advisory Committee: approved by the National Vaccine Advisory Committee on June 10, 2015. *Public Health Reports*, 130(6), 573-595.  
 Pilitch-Loeb, R., Savoia, E., Goldberg, B., Hughes, B., Verhey, T., Kayyem, J., ... & Testa, M. (2021). Examining the effect of information channel on COVID-19 vaccine acceptance. *Plos one*, 16(5), e0251095.  
<https://news.northeastern.edu/wp-content/uploads/2021/01/COVID19-CONSORTIUM-REPORT-36-VACCINE-COMM-Jan-2021.pdf>

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Strategy 10: Effective Messages Delivered by Trusted Messengers  
COVID-19 Application Example

## “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](http://www.greaterthancovid.org/theconversation)

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## Share the Field Guide with Your Network!

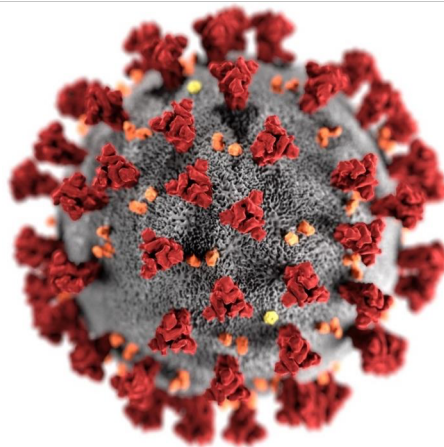
- Highlight it in your next newsletter
- Post it on your social media or website
- Distribute it to your listserv
- Share it at your next meeting



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# Thank you!



For more information, contact CDC  
1-800-CDC-INFO (232-4636)  
TTY: 1-888-232-6348 [www.cdc.gov](http://www.cdc.gov)

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.

