

A conversation with AHA and the Asian & Pacific Islander American Health Forum

# LANGUAGE AND CULTURE MATTERS TO OVERCOME VACCINE HESITANCY AMONG ASIAN AMERICAN, NATIVE AMERICAN AND HAWAIIAN PACIFIC ISLANDER FAMILIES

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

## 3 COMMUNICATIONS KEYS



Family-oriented messaging approach in terms parents understand



Cultural sensitivity when discussing mental health and wellness issues



Acknowledge any hidden pain about the loss of a parent or caregiver

## BUILDING TRUST



Leverage community and social networks to expand reach as quickly as possible



Develop a multilingual guide for parents and guardians in collaboration with trusted cultural navigators



Create a community advisory group of leaders, spokespersons and ambassadors to promote the safety and efficacy of vaccinations

## OVERCOMING BARRIERS

- Offer linguistically accessible and culturally relevant content
- Share accurate information in a timely manner through trusted cultural navigators
- Recognize trust in government or institutions remains a concern for communities
- Encourage employers to support time and flexibility for COVID-19 vaccinations

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.