

A conversation with AHA and the National Urban League

# CREATING MESSAGING TO FOSTER CONFIDENCE ABOUT COVID-19 VACCINES FOR KIDS IN THE BLACK COMMUNITY

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

## 3 COMMUNICATIONS KEYS



Help people make an informed decision for them and their families



Aid in understanding the science behind the vaccine to rebut misinformation



Outreach by trusted community affiliates to provide education about the vaccine

## BUILDING TRUST



Use trusted messengers to address parents' concerns and hesitancy about the vaccine



Develop culturally appropriate campaigns to counter misinformation



Discuss benefits of getting the vaccine outweigh any risks



Acknowledge evolving information about COVID-19 prevention and treatment

## OVERCOMING BARRIERS

- Fundamentally change how Black patients are treated in the health care system offering routine testing
- Improve access to local health care systems to promote vaccines and boosters
- Promote the use of all mitigation methods to reach parents and their children, such as wearing well-fitting masks, physical distancing, routine testing and getting the vaccine

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.