

A conversation with AHA and UnidosUS

# PARTNERING WITH COMMUNITY-BASED STAKEHOLDERS IN THE LATINO COMMUNITY IMPROVES PEDIATRIC VACCINE CONFIDENCE

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

## 3 COMMUNICATIONS KEYS



Create bilingual messages in terms parents understand



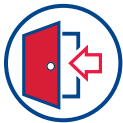
Share scientific fact to counter misinformation and address a parent's fears



Leverage trusted community and religious leaders to share messaging and build trust

## BUILDING TRUST

Helping parents trust the COVID-19 vaccine, address hesitancy and other concerns including:



Access to vaccines



Safety of the vaccine



Insurance coverage and cost of the vaccine



Privacy of their immigration status

## OVERCOMING BARRIERS

- Leverage Community Health Centers to focus on the family
- Collaborate with local health systems to promote access to free vaccines and boosters
- Counter misinformation with bilingual campaign using flyers and in social media
- Partner with local schools to reach parents, children and migrant farm workers

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.