HOW TO SUPPORT COVID-19 VACCINATION DECISIONS IN LATINX COMMUNITIES

Findings from Understanding Diverse Communities and Supporting Equitable and Informed COVID-19 Vaccination Decision-Making. Read more here.

ADDRESS EVOLVING INFORMATION NEEDS
Coordinate with trusted and community-based, Spanish-speaking medical and public health professionals to provide information in English and Spanish on:
- Access to the vaccine
- Vaccine safety, effectiveness, and duration
- Misinformation

ACKNOWLEDGE VALUES AND LIVED EXPERIENCE
- Cultural values - Findings stressed the extent to which Latinx community members feel a responsibility to others in their community
- Lived experience - Findings showed strong, trusted relationships with local public health, local doctors, and others
- Actions for Public Health - Build upon the community value of responsibility toward others. Support decision-making that is aligned with cultural values by sharing information about the impact of following public health protocols and vaccination. Find forums for the Latinx population to meaningfully share their experiences with COVID-19 vaccination.

SUPPORT THE PROCESS OF DECISION-MAKING
- Share realistic visions about what is possible in terms of getting “back to normal”
- Ensure all materials and outreach are available in Spanish
- Share real accounts from community members who have been vaccinated and can talk about their experiences with side effects
- Share information about the issues of highest concern, what is known or not known at this time, and when we might know more
- Host forums where community members can interact with Spanish-speaking local doctors and public health professionals

MAKE IT EASY TO GET VACCINATED
- Focus on equitable access
- Provide practical information about how to access and navigate vaccination opportunities
- Clearly share information about locations, that the vaccine is free, and whether there will be Spanish-speaking assistance
- Offer multiple vaccine locations and require minimal personal data to ease logistical hurdles that might otherwise overwhelm those who remain undecided about getting vaccinated

ACCESS TO THE VACCINE
Vaccine safety, effectiveness, and duration
Misinformation

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IN LATINX COMMUNITIES

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