NIH Arizona Community Engagement Alliance (CEAL) COVID 19 Consortium: Promoting Access and Equity in Vaccine Participation for Better Outcomes

Angela M. Allen, PhD
17th Annual Cesar Chavez Conference
April 5, 2021
AZ CEAL COVID-19 Consortium

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NIH National Institutes of Health
Impact of COVID 19 and the Minority Population
Arizona had one of the highest death rates from COVID-19 in the US.
Gaps in access for populations at both higher risk and with social and economic disadvantage
Vaccines offer the most promising approach to end the pandemic but:
  - Less accepted
  - Less accessible
Community engaged work like CEAL shows evidence of addressing concerns
CEAL identified key stakeholders that were able to effective leverage knowledge in the community
# Arizona CEAL Project Overview

**Program Name:** Arizona CEAL COVID Consortium (AC3)  
**Target Populations:** Latino, American Indian, Native American, rural populations, disabled, lower socioeconomic status, and elderly

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<th>Goals</th>
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| 1 | A multi-modal approach to engage with members of Arizona’s Latino, American Indian, and African American communities to gain a deeper understanding of community members’ experiences, concerns, attitudes, needs, wants, knowledge and misconceptions regarding COVID-19 testing, prevention, clinical trial participation, vaccination uptake, and medical mistrust  
| 2 | In partnership with members from Arizona’s Latino, American Indian, and African American communities in Arizona, develop culturally-appropriate dissemination materials and strategies designed to educate about COVID-19 infection, transmission prevention, testing, and vaccination; decrease misinformation; and increase medical trust  
| 3 | In partnership with community members, implement and evaluate the dissemination of materials and educational strategies on enhancing awareness, trust, willingness, ability, self-efficacy, and participation, of underserved communities in advancing the prevention and treatment of COVID-19 |
AZ CEAL Team Deep Dive
AZ CEAL COVID-19 Education Town Halls, Taskforce and Social Media Photos

COVID-19 Vaccine Education/Hesitancy/Debunking Myths Community Town Hall
AZ CEAL Taskforce member addressing vaccine hesitancy by sharing vaccine selfie
AZ CEAL Taskforce and Facebook page
NIH CEAL Content Toolkit

Last updated 3/29/2021
About This Toolkit

The **NIH Community Engagement Alliance (CEAL) Against COVID-19 Disparities** focuses on addressing misinformation around COVID-19, engaging trusted partners and messengers in the delivery of accurate information, and educating communities on the importance of inclusion in clinical research and its discoveries to overcome COVID-19.

This toolkit includes infographics, videos, toolkits, social media and key digital links that you can share with your communities. These resources are also available on the CEAL website at covid19community.nih.gov

**Content Guide**

For vaccine education materials, see Slides 5-19.

For tip sheets from CEAL research teams, see Slides 20-25.
April is National Minority Health Month, and this year, the theme is #VaccineReady. The HHS Office of Minority Health (OMH) is focusing on the disproportionate impact the COVID-19 pandemic is having on racial and ethnic minorities and underscoring the need for these communities to get vaccinated as more vaccines become available.

Joining OMH, NIH CEAL is encouraging everyone to:

• Get the facts about COVID-19 vaccines.
• Share accurate vaccine information.
• Participate in clinical trials.
• Get vaccinated when the time comes.
• Practice COVID-19 safety measures.
# Key Digital Resources

## NIH CEAL Websites

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<thead>
<tr>
<th>English</th>
<th>Spanish</th>
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<tr>
<td>covid19community.nih.gov/</td>
<td>covid19community.nih.gov/espanol</td>
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## COVID-19 Related Websites

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<td>NIH COVID-19</td>
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<td>covid19.nih.gov/</td>
<td>salud.nih.gov/</td>
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<td>HHS Combat COVID</td>
<td>HHS Combate COVID (en español)</td>
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<td>combatcovid.hhs.gov/</td>
<td>combatecovid.hhs.gov/</td>
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<td>NIH CEAL Event Calendar</td>
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<tr>
<td>covid19community.nih.gov/events</td>
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<tr>
<td>NIH CEAL eNewsletter Subscription</td>
<td>go.usa.gov/xAsax</td>
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CEAL VACCINE EDUCATION CONTENT

To help everyone be #VaccineReady, we’ve highlighted some of CEAL’s vaccine resources, including fact sheets that answer some of the frequently asked questions about the currently authorized COVID-19 vaccines. Share these resources on your website, newsletters, bulletins, and social media. More CEAL-related social media post copy and image options are available on the CEAL website at covid19community.nih.gov
FACT SHEETS & INFOGRAPHICS

• 4 Questions (and Answers) About COVID-19 Vaccines
• 5 Questions (and Answers) About mRNA COVID-19 Vaccines
• What’s in a COVID-19 Vaccine? Moderna COVID-19 Vaccine
• What’s in a COVID-19 Vaccine? Pfizer-BioNTech COVID-19 Vaccine
4 Questions (and Answers) About COVID-19 Vaccines

Summary
This fact sheet answers common questions about COVID-19 vaccines:
• Will the vaccine give me COVID-19?
• How can I be sure the vaccines being used are safe and effective?
• Why should I get a vaccine for COVID-19?
• When can I get a vaccine?

Social Copy
English
#COVID19 vaccination is an important tool to help stop the pandemic. Learn what vaccines will and will not do in this #NIHCEAL fact sheet – 4 Questions (and Answers) About COVID-19 Vaccines. #VaccineReady go.usa.gov/xs63r

Spanish
La vacuna contra el #COVID19 es una herramienta importante para ayudar a detener la pandemia. Aprenda lo que harán y lo que no harán las vacunas en esta hoja informativa de #NIHCEAL. #VaccineReady https://go.usa.gov/xs63C
5 Questions (and Answers) About mRNA COVID-19 Vaccines

Summary
This fact sheet answers common questions about COVID-19 vaccines:

• Will the vaccine give me COVID-19?
• How can I be sure the vaccines being used are safe and effective?
• Why should I get a vaccine for COVID-19?
• When can I get a vaccine?

Social Copy

English
Have questions about mRNA vaccines? Find answers to your questions about the first #COVID19 vaccines authorized for use in the U.S. in this fact sheet: go.usa.gov/xs63x #NIHCEAL #VaccineReady

Spanish
¿Tiene preguntas sobre las vacunas de ARNm? Encuentre respuestas a sus preguntas sobre las primeras vacunas contra #COVID19 autorizadas para su uso en los EE. UU. en esta hoja informativa. #NIHCEAL #VaccineReady https://go.usa.gov/xs63c
What’s in a COVID-19 Vaccine?
Modern mRNA COVID-19 Vaccine

Summary
One of the most frequently asked questions about COVID-19 vaccines is what’s in them. This infographic highlights what is and isn’t in the Moderna COVID-19 vaccine and describes the role of these ingredients.

Social Copy
English
Scientists have studied how to use mRNA to protect us from viruses for a long time. Learn more about what is—and isn’t—part of the Moderna COVID19 vaccine. #NIHCEAL #VaccineReady go.usa.gov/xs633

Spanish
Los científicos han estudiado el ARNm durante mucho tiempo. Obtenga más información sobre qué tiene la vacuna de Moderna contra el COVID19. #NIHCEAL #VaccineReady https://go.usa.gov/xs63q
Social Media

Infographics
• Journey of a Vaccine
• ¿Cómo se desarrolla una vacuna?

Videos
• What Is a Vaccine?
• ¿Qué es una vacuna?
• How are Vaccines Tested?
• ¿Cómo se prueban las vacunas?

Images
• Resources for Community Partners
Journey of a Vaccine Infographic

POST COPY – ENGLISH

Facebook
Learn about the four phases of clinical research, what questions researchers try to answer in each, and how a vaccine is developed, approved and manufactured.

Twitter
Learn about the four phases of clinical research, what questions researchers try to answer in each, and how a vaccine is developed, approved and manufactured. #NIHCEAL #VaccineReady

Download Video
Resources for Community Partners

POST COPY – ENGLISH

Facebook
Interested in helping your community fight COVID-19? Find resources about vaccines, how they are developed, and the importance of representation in research studies: go.usa.gov/xfShb

Twitter
Looking to help your community fight #COVID19? Find resources about vaccines, how they are developed, & the importance of being included in research studies: go.usa.gov/xfShb #NIHCEAL #VaccineReady
New NIH CEAL Tip Sheets

CEAL research teams have developed tip sheets to help address misinformation, highlight community benefits of COVID-19 research, outline the importance of community health workers, and advise on building community trust in COVID-19 resources. These resources, which are available in English and Spanish, can help your organization build your community’s approach.
Social Media Images for Tip Sheets

When posting to social media, use these images. Social copy to promote the following tip sheets are available on each slide.

Size 1080 x 1080
Instagram

Size 1200 x 630
Facebook, Twitter, and LinkedIn
Addressing COVID-19 Misinformation
A Tip Sheet for Health Professionals Working with Community Members

Summary
This tip sheet outlines key steps to combat misinformation.

1. Identify key misinformation in your community – listen to information circulating from trusted messengers, town halls, and social media.

2. Choose which misinformation to address – prioritize the most urgent, especially from sources such as physicians, faith leaders, community stakeholders, and social media.

3. Acknowledge and empathize – listen to people’s concerns and offer facts.

4. Debunk and explain – use plain, culturally acceptable language.

Social Copy

English
How can I address #COVID19 misinformation in my community? Find promising practices in this tip sheet from #NIHCEAL. go.usa.gov/xs6qt

Spanish
¿Busca métodos y actividades para contrarrestar la desinformación y los rumores sobre el #COVID19 en su comunidad? Vea las sugerencias de la Alianza de Participación Comunitaria contra las Disparidades del COVID-19. #NIHCEAL go.usa.gov/xs6qe
Community Benefits of COVID-19 Research
An Overview for Community Members

Summary
This tip sheet breaks down the importance of COVID-19 research and highlights that research can:

• help doctors and scientists learn if a test or treatment is safe
• show if ways to prevent COVID-19 (including vaccines) work and are safe to use
• show if new ways to test and treat COVID-19 work and are safe to use
• help patients decide which treatment is best for them

Social Copy

English
What are the benefits of participating in COVID-19 research? This tip sheet by #NIHCEAL explains the benefits of participating in research. go.usa.gov/xs6qM

Spanish
¿Se ha preguntado cuáles son los beneficios de participar en las investigaciones sobre el COVID-19? Busque respuestas en este folleto de la Alianza de Participación Comunitaria contra las Disparidades del COVID-19 #NIHCEAL go.usa.gov/xs6qF

Download
English
Spanish
Community Health Workers and Other Lay Communicators
An Overview for Researchers

Summary
This overview highlights the multi-faceted roles that community health workers play. They are trusted messengers who provide outreach, health education, informal counseling and advocacy.

Social Copy
English
Interested in learning about the role that community health workers and other lay health communicators play in benefiting COVID-19 research and advancing community engagement? Check out this tip sheet by NIHCEAL. go.usa.gov/xs6q6

Spanish
Conozca cómo los promotores/as de salud y otros trabajadores de salud comunitarios ayudan a la investigación sobre el COVID-19 y promueven la participación de la comunidad. Lea este folleto de la Alianza de Participación Comunitaria contra las Disparidades del COVID-19 NIHCEAL go.usa.gov/xs6qH
Building and Maintaining Community Trust in COVID-19 Resources

Summary
Key steps for building and maintaining trust include:
• Investing in long-term relationships with community partners.
• Listening to concerns and learning community insights.
• Acknowledging research challenges and mistakes.
• Being transparent.

Social Copy
English
Interested in learning about the role that community health workers and other lay health communicators play in benefiting #COVID19 research and advancing community engagement? Check out this #NIHCEAL tip sheet. go.usa.gov/xs6qs

Spanish
¿Quiere crear materiales con información confiable sobre el #COVID19 para su comunidad? Vea los últimos consejos de la Alianza de Participación Comunitaria contra las Disparidades del COVID-19 #NIHCEAL go.usa.gov/xs6q7

Download
English
Spanish
Questions