



## Trusted Messages - Conversation Guide

### Setting the Tone:

- Acknowledge that the individual's concerns about the vaccine are real and that some African Americans in particular have very genuine anxiety, fear and mistrust based on a history of exploitation in research, institutional racism and discrimination which have been heightened during recent activism over racial injustice
- Point out that some of the nation's most trusted scientists and health experts have not only validated the benefits of the vaccine but have received the vaccine -- demonstrating the vaccine's value and safety
- Share a sense of optimism that the vaccine is a promising turning point in the fight against COVID-19 that will help all of us get to the other side of the pandemic. **Vaccination is the first day of the end of COVID-19** – and something many are opting to do to protect others, as well as themselves
- Encourage the individual to share his/her questions, thoughts and feelings with you
- If you feel comfortable, share your perspective and decisions about the vaccine.
- Education is your role; avoid trying to convince or persuade

### Share the Facts:

- Share the *Myths and What to Expect* fact card
- Refer to the vaccine FAQs and encourage people to visit the CDC website for the most current FAQ updates: [www.cdc.gov/coronavirus/2019-ncov/vaccines/faq.html](http://www.cdc.gov/coronavirus/2019-ncov/vaccines/faq.html)
- Reinforce that vaccinations are being administered in a phased approach that is being directed by the government.

### How You Can Influence:

- Offer to be a sounding board, resource, etc. to answer questions
- Share educational materials
- Hold informal conversations
- Actively reach out to other colleagues who could also be seen as trusted messengers, who are not in positions of authority, but rather have good rapport with other others

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