

OHNEP COVID-19: Promoting Vaccine Confidence #2

Case Study

- ◇ **Marjorie** is a 92-year-old black woman getting her hair done at her local beauty parlor. Her hairdresser receives a call from the church secretary asking if there is anyone there who would like a vaccine on Sunday at church.

In order to get vaccine information to BIPOC groups, collaboration with trusted messengers, such as faith-based and community leaders, will help to tailor and share culturally relevant messages and materials with diverse communities. Ensuring access to vaccine through using community gathering places such as churches and beauty parlors, will enable access which will meet the community needs.

***Read:** Centers for Disease Control and Prevention (CDC). *Vaccinate with Confidence: CDC's Strategy to Reinforce Confidence in COVID-19 Vaccines*. Updated December 6, 2020. Accessed March 23, 2021. At: <https://www.cdc.gov/vaccines/covid-19/downloads/how-build-hcp-confidence-covid-19-vaccines-508.pdf>.*

- ◇ **The hairdresser Laticia asks Marjorie if she would like to get the vaccine.**

Marjorie: No, not me.

Laticia: Why not?

- ◇ **You can help by listening without judgement and identifying the root of their concerns.**

Marjorie: They are just trying to experiment on us black folks again.

Laticia: What do you mean?

- ◇ **Try not to sound judgmental and ask questions that help you understand their concerns.**

Marjorie: When I was a girl, my uncle was a sharecropper in Tuskegee, and he was told he was getting free health care from the government. It was a lie, he had syphilis and they never told him, and they never treated him for it and he died.

- ◇ **Once you understand their concern, ask if you can provide some information, and tell them where you get information you trust.**

Laticia: Yes, I have heard of that. It was terrible. My niece who is in college told me that because it was such an unethical study, it caused many new laws to be written so that this would never happen again. She told me there are lots of rules and laws and people who oversee this now, so it can't happen.

- ◇ **Is the vaccine safe?**

Marjorie: They made the vaccines so fast, they can't be safe

Laticia: Because this is a world-wide pandemic, lots of money was spent in finding a vaccine as soon as possible and lots of people volunteered to help by being in the studies.

Marjorie: How do you know they are safe?

Laticia: Many thousands of people participated in the studies and now millions of people have taken the vaccine. There are very few problems. The vaccine has some side effects which are usually very mild and include tiredness and muscle aches. Some people may experience a fever. Usually this only lasts a day or so. All of the vaccines prevent people from getting seriously ill or becoming hospitalized with COVID.

◇ **Helping them find their own reason to get vaccinated can steer the conversation from “why not” to the important reasons that matter to them—their “why.”**

Laticia: Have you seen your great-grandchildren?

Marjorie: No, not in a year

Laticia: **The sooner you get vaccinated, the sooner we can get back to normal.**

Marjorie: What do you mean?

Laticia: After you get your shots (either 2 for Pfizer and Moderna or 1 of Johnson & Johnson) you have to wait 2 weeks and then you are fully vaccinated. You can then be inside without masks with other fully vaccinated people like your friends, or with low-risk unvaccinated people like your great-grandchildren. You will still have to wear your mask and socially distance when you are in public or with unvaccinated high-risk people.

Marjorie: I do miss my grandchildren. I will think about it.

Laticia: Give me a call when you are ready. I will help you get an appointment. You can text 438-829 and put in your zip code or in Spanish text 822-862 (VACUNA) and enter your zip code to see where you can get an appointment nearby.