

“Reasonable Doubt”



Creating Conversation That Combats Mis/Disinformation & Drives Vax Confidence In Communities of Color

COVID-19 African-American & Hispanic Trusted Messenger Toolkit
Counter-Narrative Approach & Messaging Keys

Our Target Segments

At-Risk Populations



“At-Risk Youth/ Young Adults”

- Least Vaccinated
- More Apathetic, Less Knowledgeable About Risk
- Distrustful of Authority
- Influential Online, In Social Media, & In Pop Culture



“At-Risk, At-Workers”

- High degree of vulnerability with great potential for outsized disruption
- High-Risk professions, High use of public transit, less insured



“Female Gatekeepers”

- Influential across generations, households, and online

A Framework For Context-Specific Messaging

“REASONABLE DOUBT”

The Journey to Vaccine Acceptance

DEGREE OF HESITANCY	Higher Hesitancy				Moderate Hesitancy “Movable Middle”			Lower Hesitancy		
DOUBT/DISTRUST	Institutions <ul style="list-style-type: none">• Medical<ul style="list-style-type: none">• Govt.• Big Pharma/ Pharma Industrial Complex<ul style="list-style-type: none">• Elites/ Ruling Class				The Vax Science <ul style="list-style-type: none">• New mRNA Tech• Unnatural Origins• Speed of Process• Perceived Efficacy of Vax/ Breakthrough, etc.			Information At-Hand <ul style="list-style-type: none">• Underlying Conditions & Personal Health Concerns (Fertility, etc.)<ul style="list-style-type: none">• Lay Epidemiology		
	Socio-Cultural <ul style="list-style-type: none">• Histories of Marginalization & Abuse<ul style="list-style-type: none">◦ Race/Ethnicity◦ Neglect/ Underdeveloped infrastructure and solutions<ul style="list-style-type: none">• Current Social Unrest• “The Great Divide” (political division)<ul style="list-style-type: none">◦ etc. <i>Party Affiliation</i>				Health/COVID/Vax Literacy <ul style="list-style-type: none">• Info Deserts (regional)<ul style="list-style-type: none">• Filter Bubble• Education Level			Information Mayhem <ul style="list-style-type: none">• Conflicting Science• Novel Nature of the Virus<ul style="list-style-type: none">• Politicization• Nefarious – Infodemic/ Bad Actors/ Disinformation<ul style="list-style-type: none">• Lay Epidemiology		
NARRATIVES	“It’s About Freedom” (Govt. Control)	“The Big Push”	“It’s About Freedom” (Medical)	“COVID Vax is Unnecessary (Reject Science)”	“People Should Do Their Own Research”	“It’s Not Worth The Risk/Vax Aren’t Safe”	“COVID Vax is Unnecessary (Open But Unaware)”	“COVID Vaccines Don’t Work”	“Waiting For More Info” (Specific Concern)	“I Just Don’t Know” (Overwhelm/ Lack Clarity)
BARRIERS	[See Master Messaging Map]									
COUNTER-NARRATIVES	“Reasonable Doubt”		“Counter-Conspiracy”		“Reality-Check/“True Story”			“Sci-Tlme”		
	“BLK Vax History”					“Calculated Risk / VERZUS”			“Vax Facts & FAQs”	



Elements of Effective Counter-Narrative Strategies

- 1. A Clear **Objective** that targets the vulnerabilities of each Narrative
- 2. **Contextual Insights** that help explain the origins of distrust
- 3. **Facts/ Evidence** that support any claims messaging
- 5. **Emotional & Cultural Connection** through **openers** and **cultural markers** that help convey empathy, establish rapport, and cue cultural congruence
- 6. **“Real World/ Real People”** content that feels less produced/ user-generated by real people, not actors or “authorities”
- 7. **Paradox / Analogy / Humor**

The Seven (7) Counter-Narratives

Higher Hesitancy – Distrust of Institutions

1. **“Reasonable Doubt”** (*survivors, recently vaxxed, etc.*)
2. **“Counter-Conspiracy”** (*expose the untruths in conspiracy theory content*)
3. **“BLK Vax History”** (*Demonstrate the long-standing role BIPOC people have played in the development of vaccines – innovation, oversight, etc.,*)

Moderate to Lower Hesitancy – Distrust of Vax Science & Information

1. **“Reality Check” & “True Story”** (*make it real; keep the dangers of COVID top-of-mind through the data, and emotional and peer-driven or Trusted Messenger storytelling – PSAs and Survivor Stories*)
2. **“Calculated Risk/ VERZUS”** (*prove the reward of vaxxing outweighs the risk through analogies and comparisons*)
3. **“Sci-Time”** (*simplify the science*)
4. **“Vax Facts & FAQs”** (*correct misinformation; provide meaningful information regarding specific concerns/FAQs; The State of COVID/Vax with target populations*)

The Trusted Messenger Counter Narrative Key (Template)

Driving Engagement Through Cultural Context

[Counter-Narrative] [Objective –Targets Narrative Fallacy] [At-Risk Segment(s)]	
Contextual Insights	<i>[Socio-Cultural Context, Cultural Interests/ Lifestyle Insights of Target, Conflicting Information, Low Health/COVID Literacy]</i>
Narratives + Barriers + General Messages	<i>[Relevant Narratives + Associated Barriers]</i> <ul style="list-style-type: none">Consult Master Messaging Map for Narrative + Barriers <i>[General Messages – Fact-Based information that works to highlight and correct the fallacy of a belief and overcome the corresponding barrier]</i> <ul style="list-style-type: none">Trusted Messengers should address segment nuances such as cultural context, demographics, etc. in framing general messages for their audienceConsult Master Messaging Map for General Messages
Topics	<i>[Messaging topics that work in combination with general messaging to support the journey to vaccine acceptance]</i>
Opener(s)	<i>[Ways to “soften” or prime the target audience to be more receptive to vax confidence messaging; Framing questions or phrases that drive the audience to reconsider the basis, background, source, fundamental premise of a held belief – openers get at the heel of dis/ misinformation]</i> <ul style="list-style-type: none">Example: “You did your own research, but did you pop the filter bubble?”
Cultural Markers	<i>[Visual/Audible/Conceptual Cues that indicate association with/understanding of a particular cultural group in order to convey empathy, establish rapport, and build trust]</i>

1. "REASONABLE DOUBTS"

Young Adults + At-Risk, At-Workers (Essential Workers/ Lower Income)

Demonstrate that although their distrust of authority and the healthcare system, is reasonable, the abuses of the past are no longer possible.

Contextual Insights	<p>To immediately discount views to which people are emotionally attached or with which they associate as parts of their identities, triggers “fight or flight” responses and <u>strengthens perspectives</u>. Instead, compassion is required. Acknowledge their doubts as reasonable, and then explain how their beliefs are are flawed. For BIPOC communities, their distrust around the COVID vaccine is more than reasonable. A long history of abuse and experimentation on Black Bodies, combined with persistent systemic racism and bias in healthcare, has only been worsened by recent social unrest and a deep political divide. If one looks at the history, one is able to see the connection between a history of forced sterilization of Black & Brown Women, and current beliefs that the COVID vaccine was created to control the population sizes of Black & Brown communities. Reasonable Doubt helps Trusted Messengers empathize and establish rapport with distrustful BIPOC audiences by acknowledging the history and providing education around the safeguards put in place that make these atrocities no longer possible.</p>
Narratives + Barriers + General Messages	<ul style="list-style-type: none">• It’s About Freedom – Government Control (Forced Sterilization/Population Control, Tuskegee)• It’s About Freedom – Medical• The Big Push• It’s Not Worth The Risk/ Vaccines Are Not Safe (Distrust in Government Authority) <p>*Consult Master Messaging Map for Barriers</p>
Topics	<ul style="list-style-type: none">• Onesimus, the African Slave who introduced inoculation the United States• Acknowledge History of Abuse –Tuskegee, Marion Sims, etc.• Safeguards Against Medical Abuse in Clinical Trials• Unprecedented Volunteer participation in Clinical Trials• Unprecedented Oversight of COVID Vax Development Process by Trusted Black Doctors (e.g. Dr. James Hildreth)• Explanation of Vaccine Development Process & Cost to the Government• Each vaccine dose is tagged with information that allows the receiver to track exactly where it came from<ul style="list-style-type: none">○ *See Reference Material in the Appendix○ *Consult Master Messaging Map for General AA/HA Messages with Key Information
Opener(s)	<ul style="list-style-type: none">• “BLKVaxHistory”/“Did you know...” – Did you know the former president of Meharry Medical College oversaw the development of the vaccine?”• “You have questions, and you should. We’ve got answers you can trust.”• “You’re right, a lot has happened in the past to justify your doubts, but the laws have changed since then.”• “I’d like to understand how the government is making money from the vaccine?”• “We built this table” – “We are part of the process this time so it won’t be used against us”• mRNA has been in development for over 30+ years

"REASONABLE DOUBTS"

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Demonstrate that although their distrust of authority and the healthcare system, is reasonable, the abuses of the past are no longer possible.

Cultural Markers

IMAGERY

- Jay-Z/ Jigga Man
- HBCU Markers
- Black Doctors/Scientists
- Dr. James Hildreth
- Dr. Kizzmekia Corbett
- Onesimus
- Infographics explaining the vaccine tracking system

LANGUAGE/ CULTURAL NARRATIVES/ ICONS

- "Reasonable Doubt" - Jay-Z album imagery, song audio, etc.
- "Politics As Usual" Jay-Z album imagery, song audio, etc.
- Pro-Vax Descendants of Tuskegee participants
- HBCUs/ Faculty that participated in vaccine roll-out.
- "Unapologetic Blackness"/Cultural Pride
- "Strictly Business"
- "A Seat At The Table"

HASHTAGS

- #ReasonableDoubt
- #JayZ
- #BetterBLKFutures
- #CombatMisinfo & #PopTheFilterBubble (Infodemic Hashtags)
- #VaxUp2Thrive
- #AliveAndInColor

LIFESTYLE INTERESTS

- **Verzus (Urban Music Fans - Versus Battle)**
- **Key Lifestyle Interests** - Entrepreneurship/Moguldom, Sports/Entertainment, Travel, Concerts/Festivals/Live Events (One Music Fest, Broccoli Fest), 4-Wheelers/ ATVs (male skew), Graphic Arts/Anime, Drill Rap (AA & HA), Comedy (HA Skew), Economic Empowerment, Social Justice, Self-Care
- **Twitter Interests** - News, Social Issues, "Shade", Pop Culture Events
- **IG Interests** - Peers, Community, Sports/Entertainment, Food, Travel, Fashion, Personal Leisure Interests
- **TikTok Interests** - Music/Dance, Comedy, Sports/Entertainment, Food

"COUNTER-CONSPIRACY"

Young Adults + At-Risk, At-Workers (Essential Workers/ Lower Income)

Expose the truth behind the "so-called truth" of conspiracy theories; Demonstrate the disingenuous and nefarious motives of bad actors

Contextual Insights	BIPOC At-Risk Youth/Young and At-Risk, At-Work segments demonstrate the highest distrust of authority and institutions, making them particularly vulnerable to conspiracy theories and mis/disinformation. They are more likely to believe the vaccine is being used as an element of control. The irony here is that COVID Conspiracy theories tend to exploit the latent distrust and information/health literacy gaps of these historically marginalized and/or politically polarized groups - further disempowering at-risk populations.
Narratives + Barriers + General Messages	<ul style="list-style-type: none">• It's About Freedom -From Govt. Control• The "Big Push"• It's About Freedom - Medical• People Should Do Their Own Research• It's Not Worth The Risk/ Vaccines Are Not Safe *Consult Master Messaging Map for Corresponding Barriers
Topics	<ul style="list-style-type: none">• Microchip vs. Mobile Phone - Which One Should You Fear More? (1-It's About Freedom - From Govt. Control)• Vaccines Work <u>Against</u> Population Control (1-It's About Freedom - From Govt. Control)• The Origins of the COVID-19 Virus - scientifically proven that COVID-19 virus is naturally structured and therefore was not been made in a lab (1-It's About Freedom - From Govt. Control)• The Infodemic & Popping The Filter Bubble with SIFT (5-People Should Do their Own Research)• The Government is Losing Money (not profiting) on the Pandemic (2-The "Big Push")• Beat COVID With The Truth - Help Stop The Spread of COVID-19 & Misinformation• Synthetic mRNA is safe and effective• Explanation of why POC communities are expressly being marketed to for vaccination *Consult Master Messaging Map for General AA/HA Messages with Key Information
Opener(s)	<ul style="list-style-type: none">• "You know what's cap tho'?" (Cap = Fake/False)• "Look at all these rumors..." (Whodini Song)• "Poppin' bubbles in the club?" (reference to "poppin' bottles")• "You did your own research, but did you pop the filter bubble tho'?"• "When an actual doctor/scientist enters the chat"• "Wait, What? Run That Back!" (Discuss the Origins of Vax Conspiracy Theories through the lens of Science)• "Grandma said, do what?"• "Do you know where your favorite conspiracies come from?"

"COUNTER-CONSPIRACY"

Young Adults + At-Risk, At-Workers (Essential Workers/ Lower Income)

Expose the truth behind the "so-called truth" of conspiracy theories; Demonstrate the disingenuous and nefarious motives of bad actors

Cultural Markers

IMAGERY

- Split Screen Tik Tok Video
- Conspiracy theory cultural markers – Tik Tok video/ IG Reel Format, Lexicon such as "sheeple"; "Mark of the Beast" etc.;
- References to known social media disinformation influencers (e.g. David J. Harris, Jr., Candace Owens, Larry Elder, Terrence K. Williams, Leo Terrell)
- Fact-checking public officials

LANGUAGE/ CULTURAL NARRATIVES/ ICONS

- "Cap", "Fraud" = Fake/False
- "Spread love, issa better way"
- "Black Futures"
- "The Good Die Mostly Over B.S." / *Goodie M.O.B.*

HASHTAGS

- #CounterConspiracy
- #FreeUpFromTheFilter
- #PopTheFilterBubble
- #CombatMisinfo
- #AliveAndInColor
- Hashtag hijacking – posting the actual facts under a misleading/conspiracy-theory tag that is trending
 - #TheDefender, #donotcomply, #sheeple, #waxxedvaxxedrelaxed (co-opted)

LIFESTYLE INTERESTS

- **Key Lifestyle Interests** – Entrepreneurship/Moguldom, Sports/Entertainment, Travel, Concerts/Festivals/Live Events (One Music Fest, Broccoli Fest), 4-Wheelers/ ATVs (male skew), Graphic Arts/Anime, Drill Rap (AA & HA), Comedy (HA Skew), Economic Empowerment, Social Justice, Self-Care, Spirituality vs. Religion, Mental Health
- **Key Religious & Socio-Political Interests** – Nation of Islam, Liberation Farming Movement, Holistic Health, "Decolonizing..." (skews HA)
- **Twitter Interests** – News, Social Issues, "Shade", Pop Culture Events
- **IG Interests** – Peers, Community, Sports/Entertainment, Food, Travel, Fashion, Personal Leisure Interests
- **TikTok Interests** – Music/Dance, Comedy, Sports/Entertainment, Food

“BLK VAX HISTORY”

All Segments

“Nothing About Us, Without Us”

Contextual Insights	<p>“Nothing About Us, Without Us & For Us By Us” – Millennials & Gen-Z of color see themselves as the generation who will assure we have equity and representation – across the board. They are compelled to ensure our seat at the table, especially if the decisions being made, impact our wellbeing.</p> <p>From Onesimus the African Slave, to NIH epidemiologist, Dr. Kizzmekia Corbett, throughout history, African Americans have been critical to the development of vaccines in this country. Additionally, The COVID vaccine development process has enjoyed unprecedented oversight by trusted Black doctors and scientists such as Dr. Valerie Montgomery Rice, President of Morehouse Medical School, and Dr. James Hildreth, immediate past President of Meharry Medical College,. To vax-hesitant African Americans, we say: “these folks made sure to get a seat at the vaccine table so you could safely claim yours. *Consult Master Messaging Map for Barriers</p>
Narratives + Barriers + General Messages	<ul style="list-style-type: none">• It’s About Freedom –From Govt. Control• The “Big Push”• It’s About Freedom – Medical• People Should Do Their Own Research• It’s Not Worth The Risk/ Vaccines Are Not Safe <p>*Consult Master Messaging Map for Corresponding Barriers</p>
Topics	<ul style="list-style-type: none">• Onesimus, the African slave who introduced the concept of inoculation to Cotton Mather & The US• Influential Black/Brown Doctors and Scientists involved in vaccine development across history• Dr. Kizzmekia Corbett• Dr. Mae C. Jemison• Loney Clinton Gordon• Dr. James Hildreth• Dr. Valerie Montgomery Rice• Acknowledge History of Abuse –Tuskegee, Marion Sims, etc.• Safeguards Against Medical Abuse in Clinical Trials (SEE APPENDIX) <p>*Consult Master Messaging Map for General AA/HA Messages with Key Information</p>
Opener(s)	<ul style="list-style-type: none">• “Seat at the table? We built this table.”• “Did you know vaccine science was brought to the US by an African slave?”• “Do it for The Culture”

“BLK VAX HISTORY”

All Segments

“Nothing About Us, Without Us”

Cultural Markers

IMAGERY

- HBCU Markers
- Black Doctors/Scientists
- Onesimus
- Infographics explaining the vaccine tracking system

LANGUAGE/ CULTURAL NARRATIVES/ ICONS

- Pro-Vax Descendants of Tuskegee participants
- HBCUs/ Faculty that participated in vaccine roll-out.
- “Unapologetic Blackness”/Cultural Pride
- “A Seat At The Table”

HASHTAGS

- #BLKVaxHistory
- #BetterBLKFutures
- #BlkAndVaxxed
- #BlackInSTEM
- #VaxUp2Thrive
- #AliveAndInColor

LIFESTYLE INTERESTS

- **Key Lifestyle Interests** – Entrepreneurship, Generational Wealth, Sports/Entertainment, Travel, Urban Music (AA & HA), Community Economic Empowerment, Social Justice, Self-Care, Marvel Universe, Ebony Magazine, BET, Essence Festival
- **Twitter Interests** – News, Social Issues, “Shade”, Pop Culture Events, Politics
- **IG & FB Interests** – News, Peers/Family, Community, Sports/Entertainment, Food, Travel, Fashion, Personal Leisure Interests
- **TikTok Interests** – Music/Dance, Comedy, Sports/Entertainment, Food

KEY INFLUENCERS (National)

- Neil deGrasse Tyson, Henry Louis Gates Jr., Nikole Hannah-Jones, Lynae Vanee Bogues, Taylor Cassidy, @WokeBlackDoctors, Issa Rae, Keisha Lance Bottoms, Ava Duvernay, Jemele Hill, Charlamagne Tha God, Taraji P. Henson, Colin Kaepernick, participants in the #BlackinSTEM community and related hashtags

“REALITY CHECK” & “#TRUESTORY”

All Segments

Keep the severity of COVID-19 and the pandemic top of mind through data and storytelling

Contextual Insights	Many of our at-risk residents do not have an understanding of epidemiology, are not tuned into situation data, and are not exposed to the facts about COVID /COVID Vax. Leveraging peers to tell real stories about the COVID pandemic connects emotionally, culturally, and rationally.
Narratives + Barriers + General Messages	<ul style="list-style-type: none">COVID Vaccines Don’t WorkIt’s Not Worth The Risk/ Vaccines Are Not SafeCovid Vaccines Are Unnecessary/ Low Perceived Threat – open but unaware of developmentsDo Your Own ResearchI Just Don’t Know/ Lack of Clarity (overwhelm; conflicting information) <p>*Consult Master Messaging Map for Barriers</p>
Topics	<ul style="list-style-type: none">LONG Covid Conditions – Highlight the minor inconvenience of short-term side-effects by educating on Long COVIDYouth/ Young, Adult vulnerabilityThose living with underlying conditions vulnerabilityScientist vs. viral moment – have a POC scientist question viral COVID storiesLocal data on transmission rates, hospitalizations, deaths, break-through infections, etc.#TrueStory<ul style="list-style-type: none">Trusted Messenger/ Peer PSAs – Surviving COVID, Family/Community ExperienceTrusted Messenger/ Peer Storytelling – Overcoming Vax HesitancySME & Lifestyle Influencer Storytelling – Herd Immunity, Speed of The Development Process, Participation in Clinical TrialsPeers Living Through Disruption – who haven’t gotten COVID but had their work and living experiences drastically changed because of it <p>*Consult Master Messaging Map for General AA/HA Messages with Key Information</p>
Opener(s)	<ul style="list-style-type: none">“Did you know...”“We are all so tired of this pandemic, but...”“No cap...”“But the numbers tell a different story” + Infographics“Stay woke”

"REALITY CHECK" & "#TRUESTORY"

All Segments

Keep the severity of COVID-19 and the pandemic top of mind through data and storytelling

Cultural Markers

TRUSTED MESSENGERS

- Culturally Congruent Healthcare Content Creators (e.g. Dr. Darien Sutton, Black Women In Healthcare (IG), Black Nurses, Dr. Jayne Morgan, Dr. Valerie Jacobs (Rural Areas)/ Community Leaders/ Faith Leaders/ Healthcare Advocates
- Peers

IMAGERY

- Lifestyle & Culture "PhotoBombs" that are seemingly unrelated to vaccination, with information in the caption (Cultural Rituals, Holidays, Icons, Sub-Culture References, etc.)
- Blue Collar Professions/ Workwear

LANGUAGE/ CULTURAL NARRATIVES/ ICONS

- "Black Vax Matters" - Black & Brown Facts That Highlight Equity Gap/ Vulnerability

HASHTAGS

- #TrueStory
- #VaxUp2Thrive
- #StayWoke
- #AliveAndInColor

LIFESTYLE INTERESTS

- **Key Lifestyle Interests** - Entrepreneurship, Sports/Entertainment, Travel, Concerts/Festivals/Live Events (One Music Fest, Broccoli Fest), Comedy (HA Skew), Economic Empowerment, Social Justice, Self-Care, Mental Health
- **Key Religious & Socio-Political Interests** - Nation of Islam, Liberation Farming Movement, Holistic Health, "Decolonizing..." (skews HA)
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“CALCULATED RISK” & “VERZUS”

All Segments

Demonstrate that the rewards of vaccination far outweigh the risks.

Contextual Insights	COVID/Vax data and statistics are everywhere these days, but for many, these numbers mean nothing without context. As humans we use comparisons to rationalize our own experiences and think through our options. Calculated Risk encourages those who are vax hesitant to “do the math”. Using simple math, everyday real-world analogies, and paradox to help at-risk populations understand their relative risks associated with COVID-19 and COVID Vaccination.
Narratives + Barriers + General Messages	<ul style="list-style-type: none">• It’s Not Worth The Risk/ Vaccines Are Not Safe• COVID Vaccines Don’t Work• Covid Vaccines Are Unnecessary/ Low Perceived Threat - Open But Unaware of Developments• It’s About Freedom - Medical• I Just Don’t Know/ Lack of Clarity (overwhelm; conflicting information)• Waiting For More Information - Missing Information on Specific Concerns <p>*Consult Master Messaging Map for Barriers & General Messages</p>
Topics	<ul style="list-style-type: none">• Fertility/Erectile Dysfunction - Calculate the risk of fertility issues or erectile dysfunction from the COVID Vax vs. COVID Infection• Breakthrough Infections/ Booster Shots - Calculate the risk of severe infection/ hospitalization or death for vaccinated vs. unvaccinated persons• Death By COVID - Show the severe threat COVID poses to youth/young-adult lives, vs. other well-known causes of Death• Vax Risk For Vulnerable Populations - Calculate the relative risk of vaccination <u>vs.</u> risk of severe COVID-19 infection or death for:<ul style="list-style-type: none">◦ People with underlying conditions (cancer, diabetes, allergies), Pregnant women, Children• Long COVID - Calculate the risk of long-term side-effects <u>vs.</u> the risk of contracting Long Covid; Compare short-term side-effects to Long COVID symptoms• COVID Costs More - Calculate the potential cost of medical bills, chronic illness, the loss of a family member <u>vs.</u> the cost to miss work for vaccination or short-term side-effects• Blood Clots: Vax vs. Birth Control - Calculate the risk of Blood Clots from the vaccine vs. blood clots from birth control medications• Mandates Force You To Make A Choice (<i>1-It’s About Freedom - From Govt. Control</i>)• Natural Immunity vs. Vaccination (Efficacy-Based)
Opener(s)	<ul style="list-style-type: none">• “Freedom starts with facts”• “Do the math”• “Today’s mathematics”• “Calculate your risk”• “When an actual doctor/scientist enters the chat”• “Want to build better Black Futures?”• “Take the wheel, tell your own story”• “Black Excellence is Black Health”

"CALCULATED RISK" & "VERZUS"

All Segments

Demonstrate that the rewards of vaccination far outweigh the risks.

Cultural Markers

TRUSTED MESSENGERS

- Culturally Congruent Healthcare Content Creators (e.g. Dr. Darien Sutton, Black Women In Healthcare (IG), Black Nurses, Dr. Jayne Morgan, Dr. Valerie Jacobs (Rural Areas)/ Community Leaders/ Faith Leaders/ Healthcare Advocates
- Peers

LANGUAGE/ CULTURAL NARRATIVES/ ICONS

- "Today's mathematics" (Hip-Hop & 5 percenter references)
- "Stakes is high" / De La Sol
- "Risky Business or Boss moves"
- "Black Excellence"
- "Black Futures"
- "The Good Die Mostly Over...." / Goodie M.O.B.

HASHTAGS

- #CalculateTheRisk
- #DoTheMath
- #FactVsFear
- #Verzus
- #AliveAndInColor

LIFESTYLE INTERESTS

- **Verzus (Urban Music Fans - Verzus Battle)**
- **Key Lifestyle Interests** - Entrepreneurship, Sports/Entertainment, Travel, Concerts/Festivals/Live Events (One Music Fest, Broccoli Fest), 4-Wheelers/ ATVs (male skew), Graphic Arts/Anime, Drill Rap (AA & HA), Comedy (HA Skew), Economic Empowerment, Social Justice, Self-Care
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- Neil deGrasse Tyson, Henry Louis Gates Jr., Nikole Hannah-Jones, Lynae Vanee Bogues, Taylor Cassidy, @WokeBlackDoctors, Issa Rae, Keisha Lance Bottoms, Ava Duvernay, Jemele Hill, Charlamagne Tha God, Taraji P. Henson, Colin Kaepernick, participants in the #BlackinSTEM community and related hashtags

"SCI-TIME"

All Segments

Simplify the Science Behind COVID, Transmission, & COVID Vaccination

Contextual Insights	<p>Not only are many individuals distrustful of scientific institutions and the information behind them – believing they are better off with holistic health practices – there are just as many, if not more, who struggle with understanding COVID-related information due to a significant science and medicine literacy gap. How can we:</p> <ol style="list-style-type: none"> 1. Help fill key gaps in knowledge 2. Make science more approachable, and 3. Help reconcile medical/scientific principles and practices with the alternative and holistic healthcare practices within BIPOC communities?
Narratives + Barriers + General Messages	<ul style="list-style-type: none"> • Covid Vaccines Are Unnecessary/ Low Perceived Threat – Rejection of Science • It's Not Worth The Risk/ Vaccines Are Not Safe • COVID Vaccines Don't Work • People Should Do Their Own Research • It's About Freedom – Medical/ Religious • I Just Don't Know/ Lack of Clarity (overwhelmed; conflicting information) <p>*Consult Master Messaging Map for Corresponding Barriers</p>
Topics	<ul style="list-style-type: none"> • How mRNA vaccines work • How your immune system works • The science of viral transmission, mutations & variants • Breakthrough infections are normal • Vaccines provide a protective layer, they are not a cure • The mRNA Vax CANNOT possibly alter your DNA • The Power of Practice + Prevention – diet/exercise/rest + risk mitigation + <u>vaccination</u> • Critical thinking is not research • Holistic medicine is a compliment, Not a holistic cure <p>*Consult Master Messaging Map for General Messages with Key Information</p>
Opener(s)	<ul style="list-style-type: none"> • “When an actual scientist/doctor enters the chat” • “No. Vicks aint it...” • “Where'd you get that vax info?” • “Jesus saves and so does Science” • “Back up, remember when you vaxxed up...” (The standard ones, not COVID)

Cultural Markers

TRUSTED MESSENGERS

- Culturally Congruent Healthcare Content Creators (e.g. Dr. Darien Sutton, Black Women In Healthcare (IG), Black Nurses, Dr. Jayne Morgan, Dr. Valerie Jacobs (Rural Areas)/ Community Leaders/ Faith Leaders/ Healthcare Advocates
- Peers

LANGUAGE/ CULTURAL NARRATIVES/ ICONS

- "Risky Business or Boss moves"
- "Black Excellence"
- "Black Futures"
- References/Responses to Known Social Media Disinformation Influencers (e.g. Bo Snerdley, Wayne Dupree, Burgess Owens, Brandon Tatum, Herschel Walker)

HASHTAGS

- #Sci-Time
- #ScienceSaves
- #FactsOverFear
- #VaxUp2Thrive
- #AliveAndInColor

LIFESTYLE INTERESTS

- **Key Lifestyle Interests** - Entrepreneurship, Sports/Entertainment, Travel, Concerts/Festivals/Live Events (One Music Fest, Broccoli Fest), 4-Wheelers/ ATVs (male skew), Graphic Arts/Anime, Drill Rap (AA & HA), Comedy (HA Skew), Economic Empowerment, Social Justice, Self-Care
- **Twitter Interests** - News, Social Issues, "Shade", Pop Culture Events
- **IG Interests** - Peers, Community, Sports/Entertainment, Food, Travel, Fashion, Personal Leisure Interests
- **TikTok Interests** - Music/Dance, Comedy, Sports/Entertainment, Food

KEY LIFESTYLE INFLUENCERS (National)

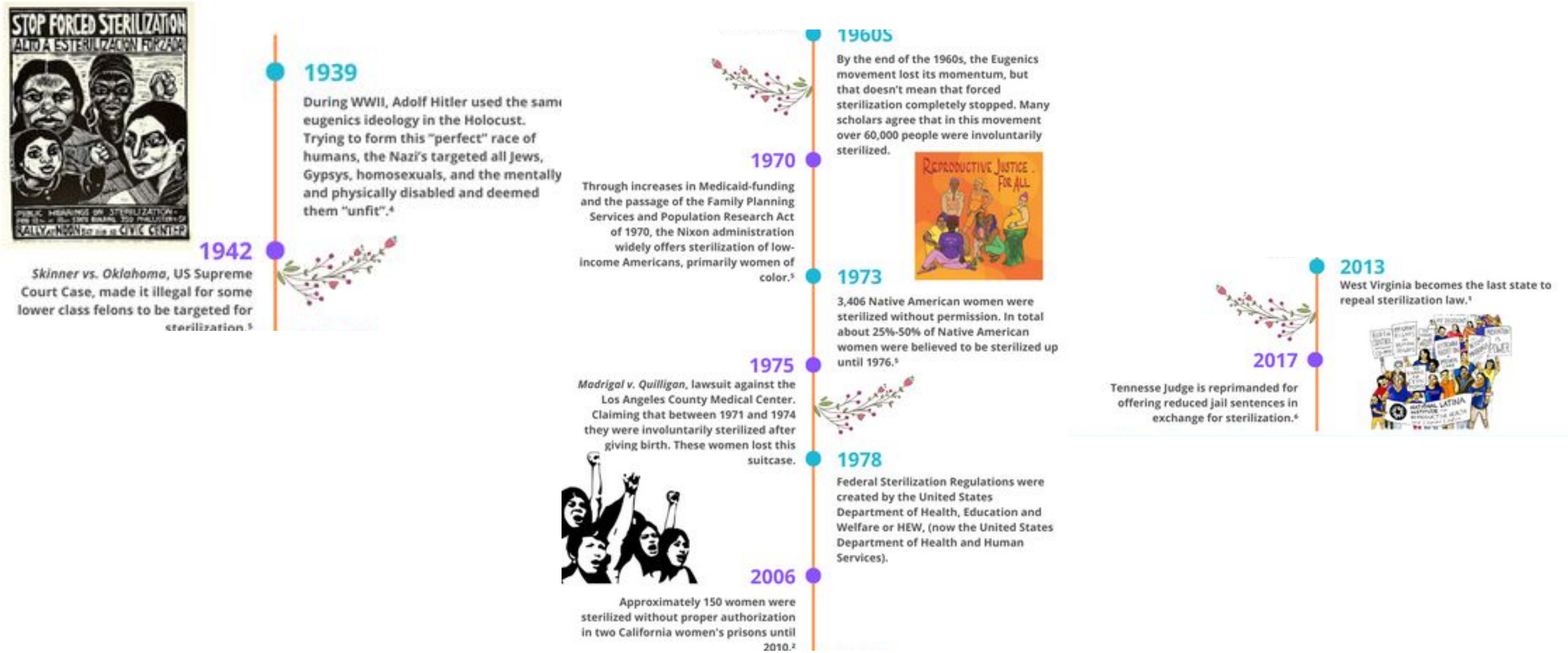
- Neil deGrasse Tyson, Henry Louis Gates Jr., Nikole Hannah-Jones, Lynae Vanee Bogues, Taylor Cassidy, @WokeBlackDoctors, Issa Rae, Keisha Lance Bottoms, Ava Duvernay, Jemele Hill, Charlamagne Tha God, Taraji P. Henson, Colin Kaepernick, participants in the #BlackinSTEM community and related hashtags

APPENDIX

Reasonable Doubts: Historical Reference Material


1. Reasonable Doubts

A Brief History of The Eugenics Movement & Forced Sterilization in the U.S.



Reasonable Doubts

A Brief History of The Eugenics Movement & Forced Sterilization in the U.S.



1883

The term "Eugenics" was coined by Francis Galton. His basic premise was that since intelligence and character were transmitted by descent, society should take steps to encourage the procreation of people of superior stock.¹

1906

First U.S. national eugenics organization formed by American Breeders' Association

Eugenicist aimed to prevent socially undesirable people from procreating. Eugenicist advocated compulsory sterilization to improve society by eliminating its "socially inadequate" members.


1907

Indiana passes first eugenic sterilization statute in the United States. The law required all criminals, rapists, idiots, and imbeciles residing in state institutions to be sterilized.¹

1909

Other states like California, Washington, and Connecticut all passed eugenics and sterilization related laws.¹

California carried out over 20,000 sterilizations until the 1970s. These cases largely affected Latinas and Black women.²




1917

Court in New York deems sterilization law as unconstitutional.¹

1927

Buck vs. Bell legal basis for eugenic sterilization. This was a Supreme Court case decision that upheld Virginia's sterilization laws. Reinforced forced sterilization based on a person's lack of "social adequacy".¹




1929

North Carolina passed a eugenic sterilization law. From 1929 until 1975 over eight thousand eugenic sterilization was authorized by the North Carolina Eugenics Board.³

1937

Georgia was the last state to enact sterilization legislation. Despite being last, from 1937 until 1963, Georgia sterilized over 3,200 people.¹



1937

Puerto Rico passes Law 116. Puerto Rican Governor, Menendez Ramos, implemented sterilization programs for Puerto Rican women in order to fight poverty and as a form of population control. "In 1976, the U.S Department of Health, Education, and Welfare reported that over 37% of women of childbearing age in Puerto Rico had been sterilized. The vast majority were in their twenties."⁴

Interactions with the healthcare system are likely more important determinants of medical care mistrust among African Americans than awareness or knowledge of the Tuskegee study...

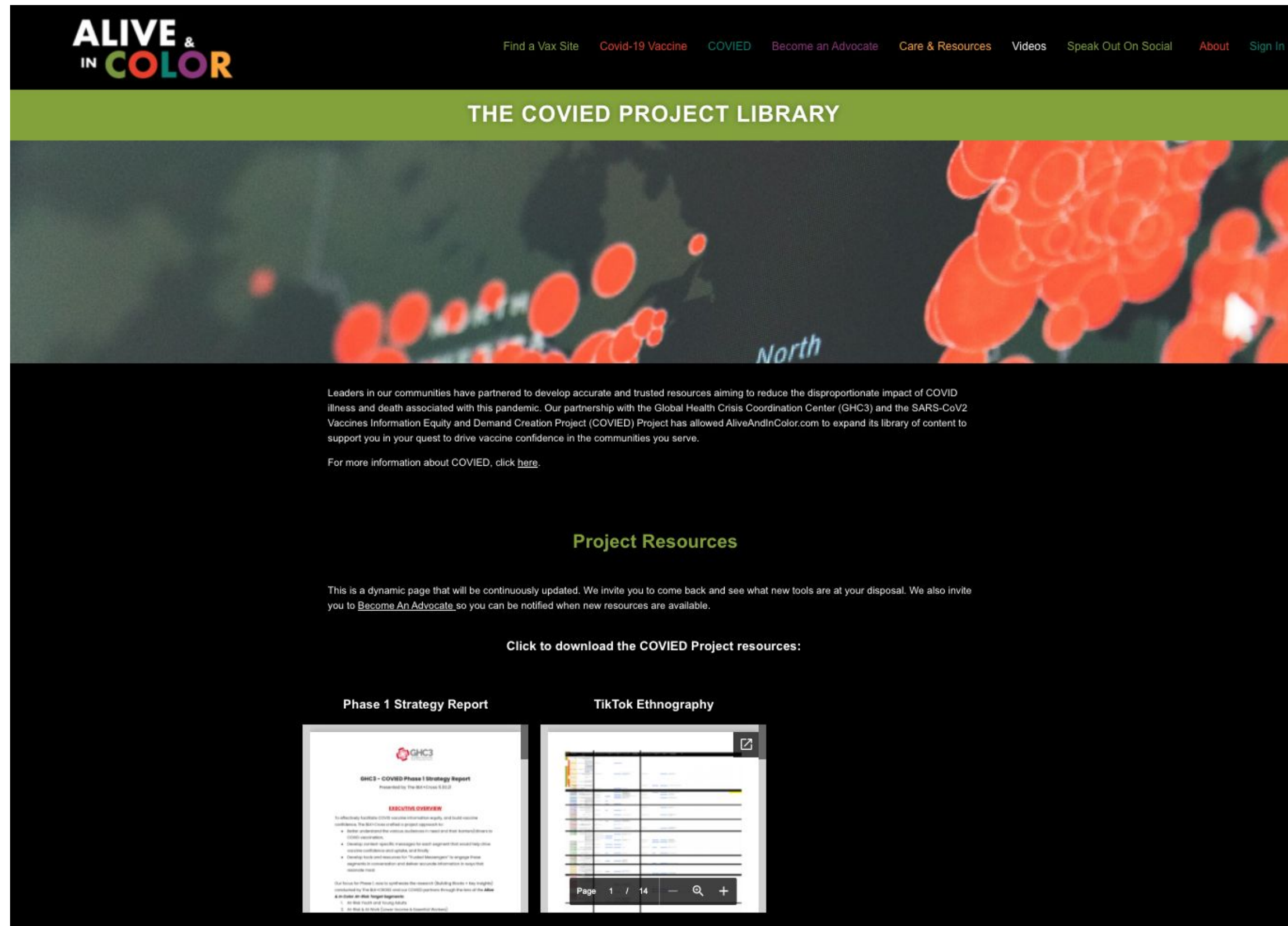
As long as high levels of mistrust exist among African Americans, there may be continued higher rates of underutilization of healthcare within this population.

The Tuskegee study is a form of confirmation of what is already known or speculated about African-American treatment in medical systems.

– The Legacy of Tuskegee & Mistrust of Medical Care, Journal of the National Medical Association, 2005

How To Access Our Tools & Resources

Alive & In Color Community Engagement HUB



All tools and resources will be made available for download in the [COVID Project Library](#) on the Alive & In Color Community Engagement Hub. Register to become an Advocate to access additional Alive & In Color Trusted Messenger resources available <https://www.AliveandInColor.com>

Additional Resources on Fighting COVID Misinformation

- American Psychological Association (2021). Controlling the spread of misinformation. <https://www.apa.org/monitor/2021/03/controlling-misinformation>
- Brookings (2017). *How to combat fake news and disinformation*. <https://www.brookings.edu/research/how-to-combat-fake-news-and-disinformation/>
- FactCheck.org (2016). How to spot fake news. <https://www.factcheck.org/2016/11/how-to-spot-fake-news/>
- First Draft News (2021). Covid-19 vaccine misinformation and narratives surrounding Black communities on social media. <https://firstdraftnews.org/long-form-article/covid-19-vaccine-misinformation-black-communities/>
- NPR (2019). Fake news: How to spot misinformation. <https://www.npr.org/2019/10/29/774541010/fake-news-is-scary-heres-how-to-spot-misinformation>
- Office of the Surgeon General. (2021). Health misinformation reports and publications (includes misinformation community toolkit, talking to your community infographic, and health misinformation checklist). <https://www.hhs.gov/surgeongeneral/reports-and-publications/health-misinformation/index.html>
- UNICEF. (2020). Vaccine misinformation management field guide. <https://vaccinemisinformation.guide/>
- The Verge (2019). How to fight lies, tricks and chaos online. <https://www.theverge.com/21276897/fake-news-facebook-twitter-misinformation-lies-fact-check-how-to-internet-guide>

THANK YOU!

For More Information:
email us at info@aliveandincolor.com

