

# Partnering for **Vaccine Equity**



# Zoom Webinar Features

- Participants will **remain muted** during this webinar
- Use **Q&A feature** in Zoom task bar to submit a question at any time
  - Questions will be addressed during Q&A portion at the end
  - Avoid posting questions for speakers in the Chatroom
- **Webinar slides and recording** will be shared with Learning Community members after event
- **Technical problems?** Email [vaxequitylearning@urban.org](mailto:vaxequitylearning@urban.org)



# Today's Speakers



Chelsea Dade, MS



Robbyn Kistler

# THE CONVERSATION: A Public Information Campaign to Dispel Myths and Provide Accessible Facts about COVID Vaccines

Robbyn Kistler, Social Impact Media Consultant

Chelsea Dade, MS, Community Engagement Manager, Social Impact Media



Filling the need for trusted information on national health issues.

# KFF (Kaiser Family Foundation)

A national non-profit organization focused on pressing health issues in the U.S. (no affiliation with Kaiser Permanente).

As an information-driven organization, we accomplish our mission through policy analysis, polling and survey research, journalism, and social impact media.

Our work in COVID-19 spans all these areas.

**[www.kff.org](http://www.kff.org)**

# Knowledge is Power!

Advances in prevention and treatment are bringing us closer to ending HIV.

[FIND OUT MORE](#)

## Test

HIV testing is recommended as part of routine health care. FREE, confidential, and fast HIV testing is available across the U.S. Most places also offer other STD testing.

[LEARN MORE](#)

## PrEP

For those who do not have HIV, PrEP, a once daily pill available by prescription, offers another powerful means of protection. Most people pay little or nothing for PrEP.

[LEARN MORE](#)

## Treat

Treatment offers significant health AND preventative benefits for people living with HIV. The amount of virus in the body can be reduced to very low, even undetectable levels.

[LEARN MORE](#)

# We will get through this together.

We know how to protect ourselves from COVID-19. And now there are safe, effective vaccines to prevent illness.



## COVID-19 Info

Visit the CDC hub for the latest on all things COVID-19, including current cases and stats, info on symptoms and prevention, travel restrictions and more.

[LEARN MORE](#)

## The Vaccines

Safe and effective vaccines are now authorized to protect against COVID-19 illness. Get the latest on who is eligible, what to expect, and how many vaccines have been distributed so far.

[LEARN MORE](#)

## FAQs

Answers to frequently-asked questions about COVID-19 from the CDC. How does COVID-19 spread? How can I protect myself? When should I get tested? And more!

[LEARN MORE](#)



# THE CONVERSATION<sup>SM</sup>

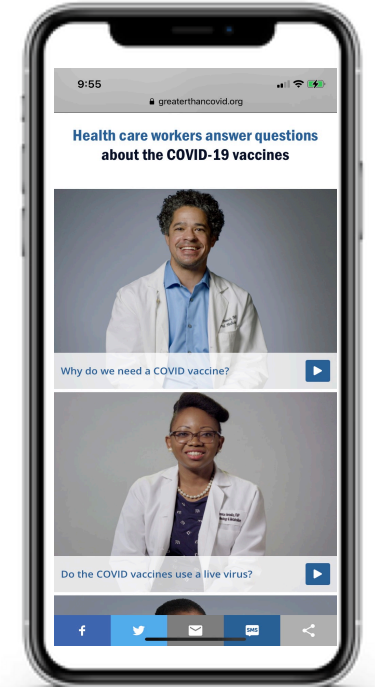
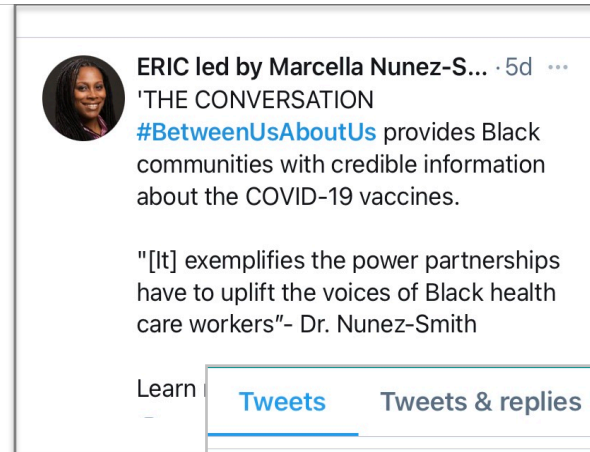
## #BetweenUsAboutUs

**It's time for Black folks to have a conversation between us, about us.**

Despite having one of the highest COVID-19 mortality rates in the U.S., Black people are among those least likely to get the vaccines.

This **new video series** dispels misinformation and provides accessible facts to help Black people with this important decision.

**Black doctors, nurses and researchers** are featured in this living video library offering an open, honest, and credible conversation about the COVID-19 vaccines. **W. Kamau Bell** appears in a launch video for the series.



[CLICK TO VIEW](#)

WE@COVID | BCAC

# THE CONVERSATION BETWEEN US, ABOUT US.<sup>SM</sup>



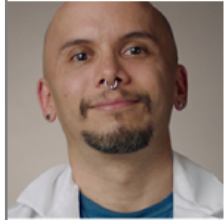
W. Kamau Bell talks with Black health  
care workers about the **COVID Vaccines**

[CLICK TO VIEW](#)

WEOCOVID | UNIDDSUS

# THE CONVERSATION<sup>SM</sup> LA CONVERSACIÓN<sup>SM</sup>

#BetweenUsAboutUs



Latinx doctors, nurses and promotoras answer  
questions on the **COVID-19 vaccines**





THE CONVERSATION™  
LA CONVERSACIÓN™

#BetweenUsAboutUs



Greater Than COVID @gre... · 4/2/21 ...  
Got questions? Black doctors, nurses and researchers dispel misinformation and provide accessible facts about the COVID-19 vaccines in THE CONVERSATION: #BetweenUsAboutUs.

@BCAgainstCOVID @RheaBoydMD  
@KFF



## THE CONVERSATION BETWEEN US, ABOUT US.™

WATCH NOW



YouTube   
31.4M subscribers

HOME VIDEOS PLAYLISTS COMMUNITY CHANNELS ABOUT

### Experts Address Common Covid-19 Vaccine Questions

Answers to your questions about getting the Covid-19 vaccine.

Dr. Fauci Answers Questions About The J&J Vaccine...  
The White House  
260K views · 6 days ago

If I'm young and healthy, why do I need the COVID vaccine?  
Greater Than COVID  
287K views · 1 month ago

What to know about COVID vaccines & new variants - L...  
Greater Than COVID  
155K views · 1 week ago

Marcia Castro: How dangerous are the new...  
Harvard T.H. Chan School of P...  
214K views · 2 weeks ago

COVID-19 Vaccine Safety, Side Effects, and Risks,...  
Digital Medic at Stanford Univ...  
666K views · 1 month ago

Will the vaccine give me COVID? Gina Gregory-Burns...  
Greater Than COVID  
836K views · 1 month ago

### Covid-19 & Health Inequity

Learn more about the racial inequalities of Covid-19's impact.

National Academy of Medicine Members Urge...  
The Skin You're In  
66K views · 2 weeks ago

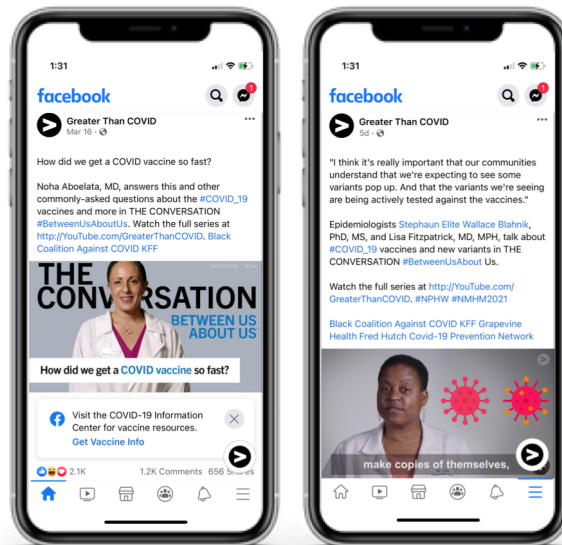
Hello Black America! with W. Kamau Bell & Black Health...  
Greater Than COVID  
1.2M views · 1 month ago

Making It Plain: COVID Facts & Expert Guidance for the...  
BlackDoctor.org  
188K views · Streamed 1 month ago

How were Black people involved in the COVID vacci...  
Greater Than COVID  
200K views · 1 month ago

Can you get the COVID vaccine if you are taking Pr...  
Greater Than COVID  
64K views · 1 month ago

Does the COVID vaccine research reflect the needs o...  
Greater Than COVID  
30K views · 1 month ago



www.youtube.com > watch

### Do the COVID vaccines affect fertility? Sara Whetstone, MD ...

Sara Whetstone, MD, MHS explains that there is no evidence that any of the COVID vaccines cause issues ...  
Mar 3, 2021 · Uploaded by Greater Than COVID

Ad · <https://www.greaterthancovid.org/>

### Getting the COVID Vaccine - What if I'm young and healthy?

Even if you're **young** and healthy, the **COVID vaccine** is still recommended. Doctors, nurses, scientists get to the heart of what you want to know about **COVID vaccines**.

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# Using THE CONVERSATION to support your COVID-19 vaccine outreach!

- ✓ Social Media
- ✓ Web Resources
- ✓ Newsletters
- ✓ Virtual Events
- ✓ Community Outreach
- ✓ Digital Toolkit



## Bring THE CONVERSATION to your community!

All the content is available rights free and designed to be shared on social media. The videos can also be embedded on your website from YouTube.

DIGITAL TOOLKIT





# SOCIAL MEDIA

 **Brigada Digital de Salud**  
May 30 at 1:00 PM · 🌐

If you have any doubts or questions about Covid19 vaccines. Here's a video of conversations where doctors, nurses and promoters talk about vaccine myths. Conversations are from the product of the Kaiser Family Foundation, a nonprofit organization focused on ... [See More](#)

[🔗 See original](#) · [Rate this translation](#)



**Repuestas a tus preguntas sobre las vacunas contra el COVID-19.**

**#EntreNosotrosSobreNosotros** **THE CONVERSATION LA CONVERSACIÓN**

YOUTUBE.COM

**Respuestas a tus preguntas sobre las vacunas contra el COVID-19**  
Doctores latinxs, enfermeras y promotoras brindan información creíble y disipan los mitos sob...

 Visit the COVID-19 Information Center for vaccine resources.  
[Get Vaccine Info](#)

**FREE graphics, videos and other digital resources that you can use to...**

- ✓ **Engage your audiences in a dialogue about the vaccines**
- ✓ **Educate about vaccines and correct myths and misinformation**
- ✓ **Connect with local vaccine providers**
- ✓ **Tag community partners**



## ADDITIONAL RESOURCES

### 50 FAQ Videos About the COVID-19 Vaccines by Black Health Professionals

Black and Latinx health care workers answer questions about the COVID-19 vaccines.

[WATCH MORE](#)

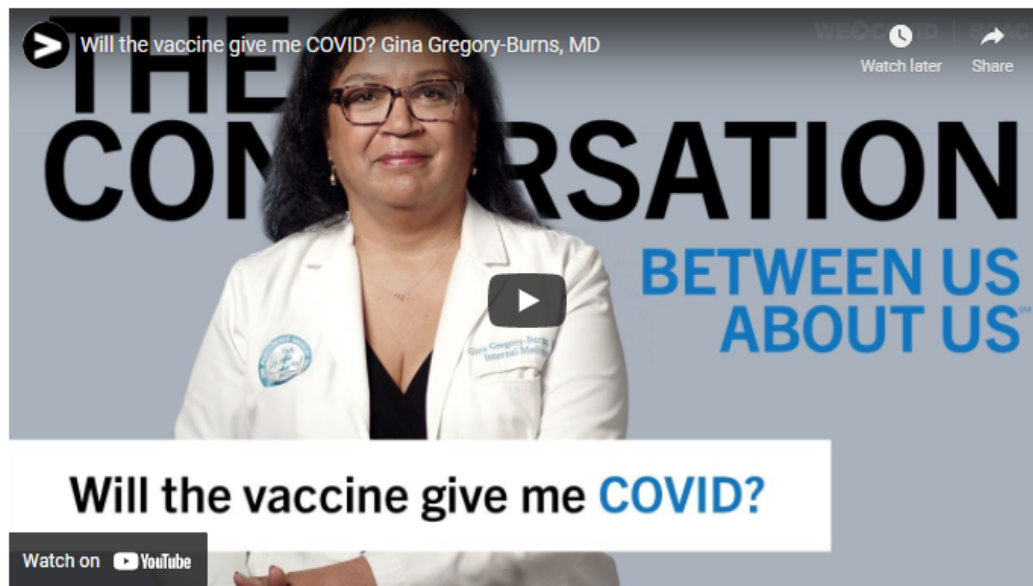




COVID-19

## Will The Vaccine Give Me COVID?

By Black Health TV



TRENDING

- 1 5 QUESTIONS YOU MUST ASK YOUR DOCTOR AT YOUR NEXT APPOINTMENT
- 2 EAT SLOW: ELSE YOUR WAISTLINE WILL GROW
- 3 WHY I JOINED "THE CONVERSATION"
- 4 IS SITTING KILLING ME?
- 5 BEAT WORK STRESS WITH THESE 5 TIPS

Gina Gregory-Burns, MD, explains that the COVID vaccines do not use a live virus and cannot give you COVID.

Black doctors, nurses and researchers dispel misinformation and provide accessible facts about the [#COVID](#) [#vaccines](#) in this new living library of FAQ videos to help

# HOW TO EMBED ON YOUR WEBSITE

The screenshot shows a YouTube video player interface. At the top, the YouTube logo and navigation icons are visible. The browser address bar shows the URL `youtube.com/greaterthancovid`. The video player displays a video titled "Hello Black America! with W. Kamau Bell & Black Health Care Workers (4:58)". The video thumbnail features W. Kamau Bell and a group of Black health care workers. The video title is "THE CONVERSATION BETWEEN US, ABOUT US." Below the video player, the video description is visible, mentioning the #BetweenUsAboutUs campaign and the #COVID #vaccines. An "Embed Video" dialog box is open on the right side of the video player, showing the embed code and options to customize the player.

Embed Video

```
<iframe width="560" height="315"
src="https://www.youtube.com/embed
/qp6S4C6zG_M" title="YouTube video
player" frameborder="0"
allow="accelerometer; autoplay;
clipboard-write; encrypted-media;
gyroscope; picture-in-picture"
allowfullscreen></iframe>
```

☐ Start at 0:00

EMBED OPTIONS

☒ Show player controls.

☐ Enable privacy enhanced mode

COPY



# NEWSLETTERS

## COUNCIL COVID-19

### FlashBlast

June 2, 2021

- CDC MMWR: [Patterns in COVID-19 Vaccination Coverage, by Social Vulnerability and Urbanicity – United States, December 14, 2020–May 1, 2021](#)
- CDC MMWR: [Disparities in COVID-19 Vaccination Coverage Between Urban and Rural Counties – United States, December 14, 2020 – April 10, 2021](#)
- CDC MMWR: [COVID-19 Vaccine Breakthrough Infections Reported to CDC – United States, January 1 – April 30, 2021](#)
- CSH: [Key Considerations for States and Local Jurisdictions Exploring Hotel/Motel Acquisitions as a Housing Strategy for People Exiting COVID-19 Shelters](#)
- CDC Update: Preparation and Administration Summary: [Pfizer-BioNTech](#) and [Moderna](#)
- CDC Update: Standing Orders: [Pfizer-BioNTech](#) and [Moderna](#)
- CDC Update: [COVID-19 Vaccine Quick Reference Guide](#)
- CDC Update: [Interim Clinical Considerations Document](#)
- KFF & UnidosUS: [The CONVERSATION/LA CONVERSACIÓN](#)
- HRSA: [Patient Fact Sheet: HRSA COVID-19 Uninsured Program Fact Sheet](#)
- HRSA: [Provider Fact Sheet: What Providers Need to Know About COVID-19 Vaccine Fees and Reimbursements](#)
- [Health Equity Tracker](#)



Health Resources in Action  
Advancing Public Health and Medical Research

About

Services

Work in Action

Ideas & Tools

Imagine a world where  
social conditions foster  
healthy people in healthy

The Community Health Training Institute June Newsletter



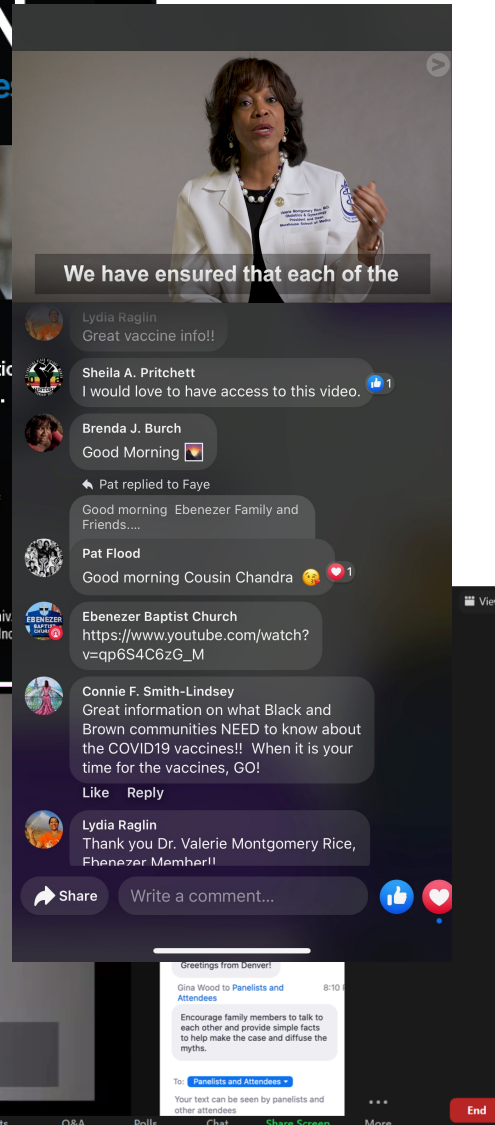
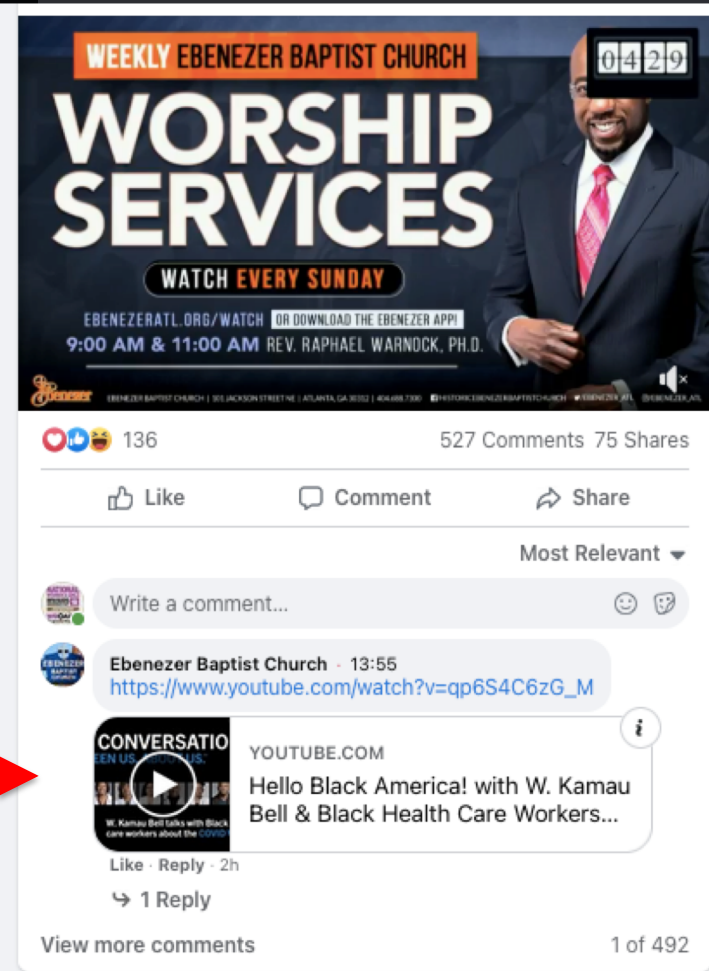
### AND MORE...

- [The Conversation: Between Us, About Us Videos and Toolkit](#) (We>COVID)
- [Pain in the Nation Series Update: Alcohol, Drug and Suicide Deaths at Record Highs](#) (Trust for America's Health)
- [Proposed Limits on Public Health Authority: Dangerous for Public Health](#) (The Network for Public Health Law and NACCHO)
- [Racial Trauma Toolkit](#) (Boston College)
- [Principles for Building Healthy and Prosperous Communities](#) (Build Healthy Places Network)

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# VIRTUAL EVENTS



- ✓ Use videos to kick off town hall events and promote discussion
- ✓ Bring together experts to answer questions during live webinars

of these vaccines.

# COMMUNITY OUTREACH



## FREE COVID-19 Vaccine Community Toolkit

Click the button below to request FREE informational materials to support community outreach about the COVID-19 vaccines. Available in English and Spanish.



### Each community toolkit includes:

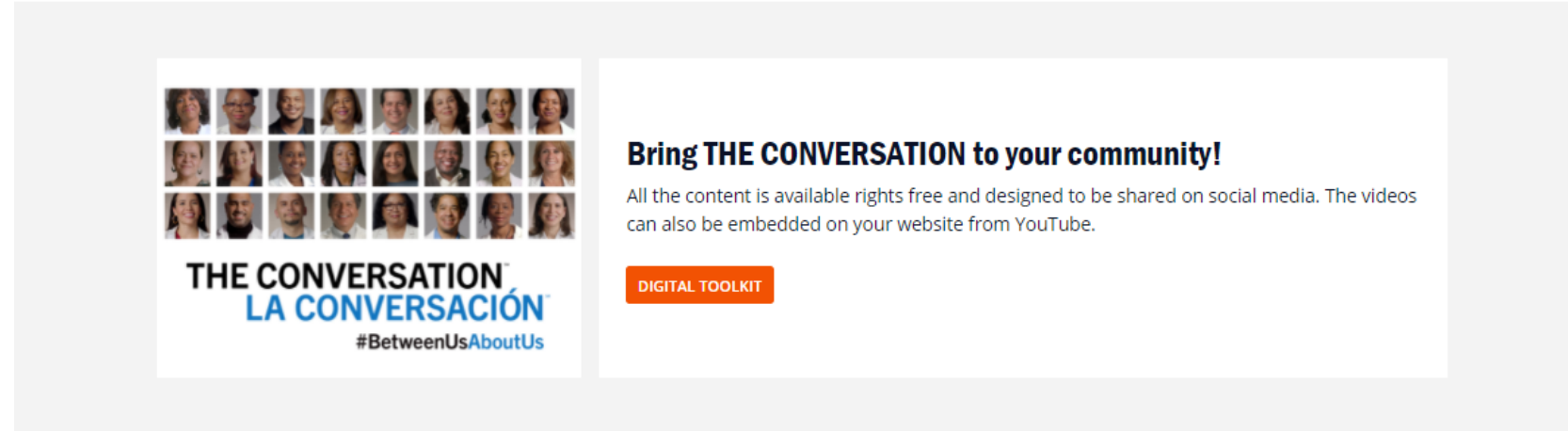
- (100) Door hangers ([preview bilingual](#))
- (150) Tri-fold palm cards ([preview in English, Spanish](#))
- (10) Let's Talk about the COVID-19 Vaccines buttons ([preview in English, Spanish](#))

**Supplies are limited. Please place your order as soon as possible.**

[www.GreaterThanCOVID.org/Order](http://www.GreaterThanCOVID.org/Order)

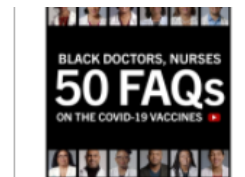
# DIGITAL TOOLKIT

- ✓ Downloadable content, including FAQ videos, PSAs, graphics
- ✓ All content is rights-free and designed to be shared on social media
- ✓ Easy to embed on your websites



W. Kamau Bell with Black HCWs  
Promo graphics (static & motion)

[VIEW NOW](#)



Black HCWs FAQ Series  
Promo graphics (static & motion)

[VIEW NOW](#)



THE CONVERSATION - Black HCWs  
Video stills (static)

[VIEW NOW](#)

[www.BetweenUsAboutUs.org](http://www.BetweenUsAboutUs.org)

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# THE CONVERSATION<sup>SM</sup> LA CONVERSACIÓN<sup>SM</sup>

#BetweenUsAboutUs

[www.BetweenUsAboutUs.org](http://www.BetweenUsAboutUs.org)

[www.YouTube.com/GreaterThanCOVID](http://www.YouTube.com/GreaterThanCOVID)

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Facebook & Instagram  
**@wearegreaterthancovid**

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Partnering for **Vaccine Equity**

