

# Evidence-based Communications to Support Equitable COVID Vaccine Uptake

Media Impact Funders, March 2021



The Colorado Health Foundation™

# What We're Solving For

## One month in, racial disparities have begun to emerge in Colorado coronavirus vaccination rates

Black and Hispanic Coloradans are less likely to be vaccinated than whites, though the data are incomplete

## Here's how Colorado health officials aim to close the racial and socioeconomic coronavirus vaccine gap

Gov. Jared Polis is opening up clinics at Black churches, Hispanic health care clinics and retirement communities that predominantly house people of color

NEWS HEALTH • News

## Colorado COVID-19 vaccination data shows another layer of racial inequity

Local public health agencies ask state officials to make people of color a priority when it comes to being vaccinated



## History Of Mistreatment Is Fueling Vaccine Hesitation For People Of Color In Colorado

 By Andrea Dukakis | February 8, 2021

## 'Work is not done': County data show gaps in Latino vaccination rates

## How will Colorado make sure communities of color get vaccinated against COVID-19?

Government must work on repairing relationships and distrust, advocates say



# CHF's Public Perception Research Portfolio

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Public  
opinion  
polling

Pulse annual poll

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COVID-specific poll in 2020

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Ethnographic  
messaging  
research

Health equity messaging research

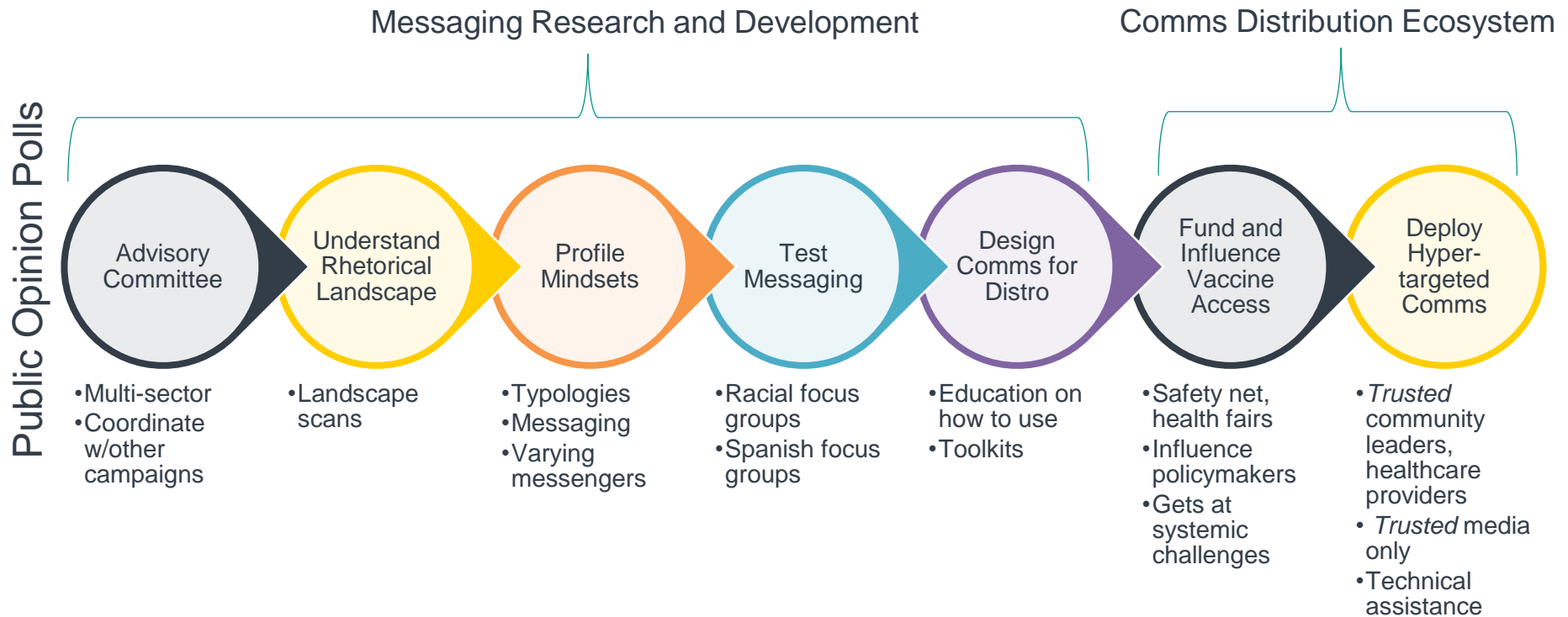
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COVID vax uptake messaging for BIPOC  
communities

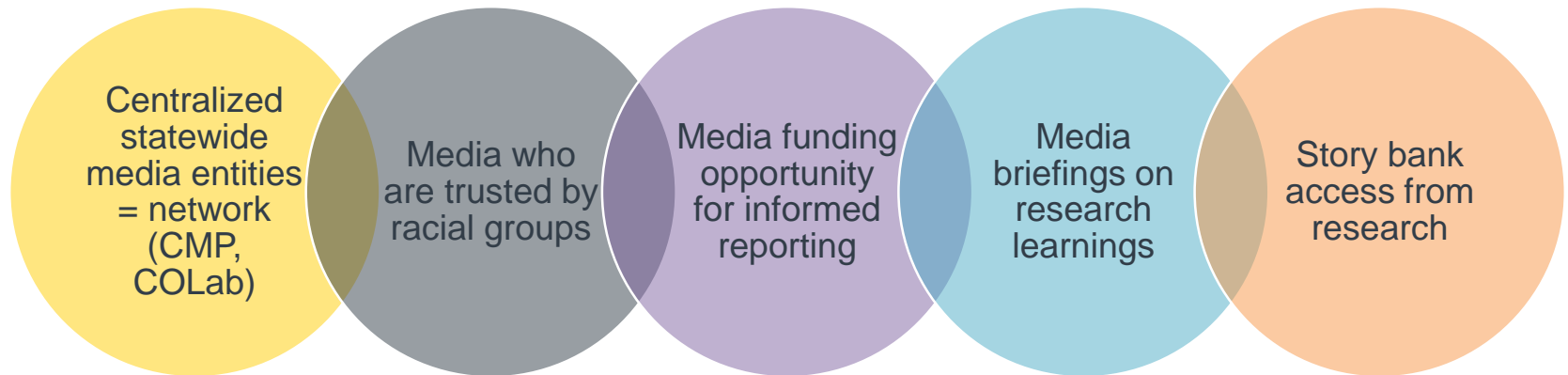
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# The Path(s) We've Imagined to Support Equitable Vaccine Uptake



# Engaging with Colorado's Media Ecosystem



# Research Findings... More to Come

**Details must be addressed**

- Lots of questions need answers
- Safety/efficacy
- Long-term effects unknown
- Vax effectiveness
- Be respectful, no matter what is asked

**Tone must be hopeful/ aspirational**

- Fear won't work
- Acknowledge economic harm
- Protecting family, community

**Misinformation is widespread**

- Conspiracy theories
- Confusion from mixed messages

**Distrust**

- Fear of being tricked
- Historic racism is leading to "wait and see" attitudes
- Health care providers trying to "sell"
- Frustration, sense of being controlled by govt or corporations

**Messengers**

- Mix of grassroots messengers on ground
- Community leaders
- Healthcare providers

