

# Best Practices for Engagement

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*The rising STAR of Texas*

# Context



PANDEMIC  
DISTRESS



VACCINE  
PROMISE



UNCERTAIN  
UPTAKE

Communicate in meaningful terms, crowding out misinformation.

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# Meaningful Communication: Scenario

- Practical realities of vaccines may not match public expectations
- Communicating successfully during a public health crisis is always difficult (e.g. how to engage, educate, and empower audiences who have diverse beliefs, and may not all be motivated by scientific facts); the nature of the COVID-19 response further complicates matters
- Communication faces an uphill battle with a crowded communication atmosphere, where misinformation is widespread

# Meaningful Communication: Best Practices

- Temper expectations of a “quick fix” and persist in transparency around vaccine technologies and safety
- Engage communities to discern the matters of most importance to them in relation to COVID-19 vaccination and keep listening
- Utilize community spokespersons
- Adapt messages as needed



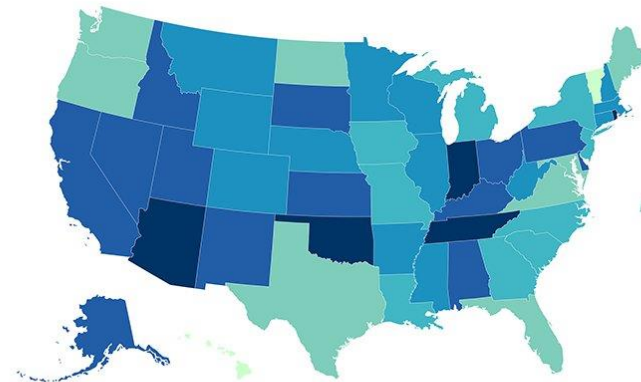
## RECOMMENDATION:

Earn the public's confidence that vaccine allocation and distribution are evenhanded.

U.S. COVID-19 Case Rate Reported to the CDC  
in the Last 7 Days, by State/Territory (cases per 100K)

**LATEST  
DATA**

AS OF  
DECEMBER 15, 2020



Cases in last 7 days  
per 100,000

- 0 - 21.1
- 30.3 - 46.1
- 50.2 - 60.4
- 61.2 - 70.5
- 70.8 - 86.9
- 89.6 - 168.1

[cdc.gov/coronavirus](https://cdc.gov/coronavirus)

Territories AS FSM GU MP PR PW RMI VI



# Fair Allocation/Distribution: Scenario

- Early allocation of vaccines is necessary, this prompts the complex question of who should receive vaccines in what order
- Preexisting inequalities may influence public perception about fairness or favoritism with vaccine allocation/distribution
  - Disproportionate pandemic impacts on communities of color
  - Uneven access to testing sites (Houston and LA)
- Politicization of the pandemic—both real and perceived—may prime expectations of partisan-based vaccine allocation/distribution

# Fair Allocation/Distribution: Best Practices

- Provide vaccines at no cost to everyone who wants them
- Develop allocation and distribution strategies that account for racial, ethnic, and social factors
- Assure allocation decisions and distribution protocol are being consistently applied



**RECOMMENDATION:**  
Allow and encourage  
public ownership of  
COVID-19 vaccination.



# Public Ownership: Scenario

- Trust is critical to vaccine acceptance. However, trust in public health is low within some populations, including many communities of color
  - Long-standing and increasing levels of vaccine hesitancy
  - Opposition to mask wearing and social distancing
  - Historical lapses in ethics, uneven access to health care, current events including Black Lives Matter protests
- Public oversight and community engagement have the potential to inspire greater public confidence in COVID-19 vaccination

# Public Ownership: Best Practices

- Actively seek engagement with the public/organizations that seek to further the public's interest
- Listen to feedback and adapt accordingly
- At local and state levels establish public oversight committees
- At a national level develop guidance on best practices for community engagement





A Coalition to Strengthen the Community's Role  
in an Equitable COVID-19 Vaccination Campaign

**Purpose 1:** Advance awareness of, access to, acceptability of, and ultimately, **uptake of COVID-19 vaccines** among Black, Latino, and Indigenous communities in the United States

**Purpose 2:** Develop local public health governance systems through which marginalized populations can evolve and **exercise collective agency** over their health and wellness, now and later

<https://www.centerforhealthsecurity.org/our-work/Center-projects/CommuniVax.html>

# Thank you.

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