

Promoting trustworthiness of the COVID-19 vaccines

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Purpose

- Expand and formalize the Community Vaccine Collaborative (CVC)
- Examine sources of trustworthy information about COVID-19 and vaccines
- Explore strategies to promote vaccine trustworthiness among Black and Latinx communities

Project Description

- Formalize CVC processes into toolkit
- Identify trusted sources of information
- Explore multi-level strategies to achieve trustworthiness of COVID-19 vaccines

Context

- Mistrust vs. building trustworthiness
- Centering community members' voices and perspectives
- Health equity and trustworthiness frameworks

Build an innovative community-academic collaboration (Community Vaccine Collaborative; CVC) to examine trustworthiness needed to address disproportionate impact of the COVID-19 pandemic on Black and Latinx communities

Project Deliverables

By end of Year 1:

- CVC processes, evaluation findings, and development of toolkit
- Dissemination of findings identifying trusted sources of information

By end of Year 2:

- Expansion of CVC model to other examples of community partnered research
- Examining knowledge, skills and attitudes of scientists and researchers regarding building trustworthiness
- Funding to work on specific outreach: rural; immigrant/refugee/English language learners; youth/young adults; LGBTQIA2S+ communities

Potential Impact

- 'strategy bundles' co-created with community members to promote trustworthiness of the COVID-19 vaccine, including vaccine confidence
- CVC serves as a model for tackling other major public health concerns, including attention to workforce development

References and Acknowledgements

Ford CL, Airhihenbuwa CO. Critical Race Theory, race equity, and public health: toward antiracism praxis. *Am J Public Health*. 2010 Apr 1;100 Suppl 1(Suppl 1):S30-5. doi: 10.2105/AJPH.2009.171058.

We are grateful to the many community members, professional scientists and health care professionals who have attended the CVC meetings weekly since July 2020.



Figure 1: Conceptual model integrating Andersen's Access to Care Framework, Trustworthiness constructs, and Critical Race Theory

