## Promoting trustworthiness of the COVID-19 vaccines

Fr. Paul Abernathy (Neighborhood Resilience Project) Jamil Bey (Urban Kind Institute) Patricia Documet (Pitt Public Health) Ben Gutschow (Casa San Jose) Judy Martin (Pitt Pediatrics) Liz Miller (Pitt Pediatrics) Maya Ragavan (Pitt Pediatrics) Daniel Rosen (Pitt SSW) Claudia Sanchez (Casa San Jose)

## 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

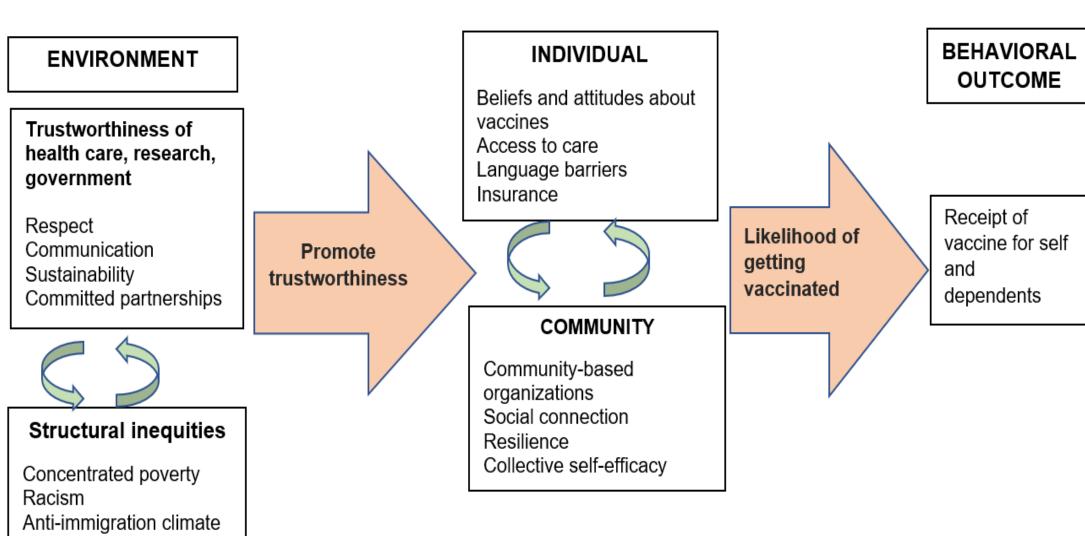
## **Project Description**

- 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

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





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.