Promoting trustworthiness of the COVID-19 vaccines

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

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

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

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