



Key Resources for Vaccine Readiness: *A Toolkit for Vaccine Ambassadors*

While many providers assume community members have already made the decision to be vaccinated, this is not always the case, especially in under-resourced communities, including communities of color. The key resources listed below provide a foundation for community partners and vaccine ambassadors for building and sustaining skills to understand mistrust in communities of color, validate concerns, and educate community members to make an informed decision. They also offer tools for staying up to date on developing information.

The key resources shown below are divided into the following categories:

- 1 Facts about COVID-19 disease & vaccine** that every ambassador should know,
- 2 Addressing vaccine misinformation**, useful after learning about COVID-19 and the vaccine,
- 3 Additional tools to help build trust** and have conversations with community members of color, and
- 4 Major organization websites** offering additional vaccination resources with up-to-date information.

1 Facts about COVID-19 disease & vaccine

American College of Physicians (ACP) Comprehensive COVID-19 Guide

Although geared for physicians, this guide may be used as a reference to learn about the virus that causes COVID-19, risk factors, transmission, symptoms, diagnosis, treatment, and vaccination.

- bit.ly/COVIDGuideACP

Foundation for a Fair Future's COVID-19 Vaccine Courses *

Slide decks for community leaders to understand general characteristics of the virus and vaccine and bust its myths

- bit.ly/4F-Covid

Cornell's Vaccine Ambassador Training Resources

Information and resources on how to talk to patients and community members about COVID vaccines

- bit.ly/CornellCOVID



2 Addressing vaccine misinformation

San Francisco DPH's "Responding to Vaccine Misinformation & Questions" Guide

A tip sheet to address misinformation while acknowledging others' perspectives

▶ bit.ly/TruthSandwich

MetroHealth Webinar: Dispelling the Myths around COVID Vaccines

▶ bit.ly/DispellingMythsMetro

NIH Tip Sheet for Addressing COVID-19 Misinformation *

▶ bit.ly/NIHMyths

ODH Myths vs. Facts and Talking Points *

▶ bit.ly/ODHMyths

Additional resources from organizations, including the CDC, Ohio Department of Health (ODH), Cleveland Clinic, MetroHealth, and University Hospitals, can be accessed in the folder below: *

▶ bit.ly/VaccineLibrary



3 Building trust in black and brown communities

CDC's Guide for Building Confidence in COVID-19 Vaccines

Resources and strategies for understanding community members and building vaccine confidence

▶ bit.ly/BuildingConfidenceCDC

Rockefeller Foundation Vaccine Confidence Message Brief

Results from surveys and focus groups of the motivations and hesitations behind getting vaccinated

▶ bit.ly/RockefellerBrief

COVID Collaborative's Vaccine Hesitancy in Black and Latinx Communities Research

Research on attitudes and impacts of vaccine hesitancy and resistance in the Black and Latinx communities and recommendations for providers and vaccine ambassadors.

▶ bit.ly/HesitancyResearch



Greater Than COVID's "Conversation between us, about us" for Black folks

Answers to commonly asked questions provided by clinicians of color.

- ▶ greaterthancovid.org/theconversation/

Duke Health Article: Convincing those who are skeptical

- ▶ bit.ly/VaccineSkepticism

Additional resources addressing misinformation and mistrust provided by the American Medical Association (AMA), ODH, Cleveland Clinic, University Hospitals, Purdue, and the Black Coalition Against COVID can be accessed in the playlist below: *

- ▶ <http://bit.ly/VaccineReadiness>

4 Trusted organization websites with continuing guidance and resources

- ▶ This toolkit is available at bit.ly/HealthyNEOToolkit
- ▶ CDC *
bit.ly/COVIDinfoCDC
- ▶ ODH *
bit.ly/COVIDinfoODH
- ▶ NIH *
bit.ly/COVIDinfoNIH
- ▶ Ohio Hospital Association
bit.ly/COVIDinfoOHA
- ▶ COVID Collaborative
bit.ly/COVIDinfoCollaborative
- ▶ NEON Health
neonhealth.org
- ▶ Cleveland Clinic
bit.ly/COVIDinfoCCF
- ▶ MetroHealth *
bit.ly/COVIDinfoMH
- ▶ Kaiser
bit.ly/COVIDinfoKFF
- ▶ HealthyNEO
bit.ly/COVIDinfoNEO
- ▶ University Hospitals
bit.ly/COVIDinfoUH

This resource list was compiled by a group of collaborative partners representing the following organizations: *Asia, Inc., Better Health Partnership, Care Alliance, Center for Health Affairs, Circle Health/ The Centers, Cleveland Clinic, Foundation for a Fair Future, MetroHealth System, Northeast Ohio Neighborhood Health Services, Inc. (NEON), Neighborhood Family Practice, Signature Health, and University Hospitals. June, 2021*