



# Moving at the Speed of Trust: Courageous Conversations About the Covid-19 Vaccine

**A resource for productive conversations regarding COVID-19 and health equity**





# Welcome

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COVID-19 has fanned the flames of inequity and ravaged historically marginalized communities of color that were already suffering and under-resourced long before the pandemic. Now more than ever, especially within CCHS' response to the COVID-19 crisis, we must champion and advance equity in every practice, every policy and in every partnership we undertake. We must disseminate information rapidly and be more innovative in our approaches to reach and build trust with those that neither rely on nor trust the government due to past and present instances of medical and institutional racism. We must introduce new strategies and equip community ambassadors and other trusted partners to lead, listen and engage in ways that are culturally appropriate and relatable. CCHS has partnered countywide to ramp up all levels of community engagement and outreach from co-designing message campaigns and educational materials in multiple languages to bringing vaccination access directly to the places where people live, work, learn and worship. For maximum effectiveness in ending the pandemic, CCHS is committed to continuing to promote COVID-19 health guidance that makes the facts plain in addressing concerns and is responsive to and respectful of the lived experiences of those most at risk, especially Black, Indigenous, People of Color (BIPOC) communities, undocumented populations, limited-English speakers, and essential workers.

The Health Equity Conversations video features a dialogue led by two Contra Costa leaders, West County physician and former Deputy Health Officer, Dr. Rohan Radhakrishna, and CCHS Chief Equity Officer, Gilbert Salinas, where they leverage their unique health equity lenses to discuss the vaccines, personal experiences and address pressing questions. The dialogue also aims to build trust by reducing knowledge gaps, unpacking the root causes of mistrust, naming and addressing medical racism and misconceptions that have also spread dangerously – much like the virus itself, throughout marginalized communities. This accompanying Conversation Guide is designed for use and tailoring by any interested group or partnering agency willing to host a viewing followed by their own live reflection session to gain critical insights on CCHS' opportunities to improve engagement strategies, both now and beyond the current COVID-19 pandemic.

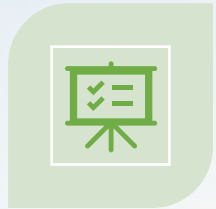
It is our hope that BIPOC communities will choose to watch at least a portion of the video, feel heard within this transparent and empathetic conversation, and find new valuable facts to explore for themselves. In addition, the talking points in the video may also serve as a useful reference and model for clinicians and healthcare workers on the front line navigating a variety of patient vaccination concerns daily.

We fully acknowledge the urgency in our goal to reach community immunity and rebuild after enduring so much fear, loss, and grief over the past year. With Contra Costa community members' perspectives and voices centered, Contra Costa Health Services will continue moving at the speed of trust as we aim to stop the spread of COVID-19, heal our ill, and restore hope and healing across our county. Thank you for your continued partnership. We appreciate your willingness to keep this important transparent dialogue going within your spaces and look forward to supporting and applying your learnings.

*Gilbert Salinas, MPA - Chief Equity Officer*  
*Shannon Ladner-Beasley, MPH - COVID-19 Community Engagement Liaison*  
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# Discussion Guide Outline

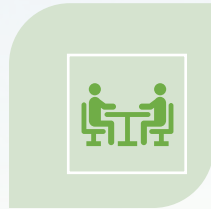
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OBJECTIVES



AUDIENCES



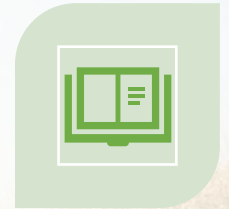
FACILITATOR TIPS



SMALL GROUP  
DISCUSSION  
QUESTIONS



RESOURCES FOR  
DISCUSSIONS



GLOSSARY OF  
TERMS





# Objectives

The purpose of the conversation guide is to extend the reach, deepen the equity roots, and ensure the lasting power of the videos. This guide will empower community-based organizations, ambassadors, and other trusted community messengers to feel prepared, informed, and confident holding space for conversations that focus on each community making informed decisions about vaccination based on facts, not anecdotal evidence.

The decision to receive the COVID-19 vaccine is personal. Our goal is to acknowledge and mitigate the historical apprehension often experienced by impacted communities. This guide can be customized for specific groups. It is a way to educate and foster conversations to build trust in our communities. We will move at the “speed of trust”.





# Audience

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- Community-Based Organizations
- Safety Net Providers
- Faith-based Organizations
- Youth Groups
- Schools/ Educational Institutions
- Community Advocates, Messengers, and Ambassadors



# Viewing Planning Suggestions

- We suggest having a facilitator, agreement keeper, timekeeper, and a note taker for each viewing. Having a different person handle each of these tasks encourages participation from the entire group.
- CCHS would appreciate receiving copies of your discussion summary notes and any feedback. Please send these to [covid\\_engageoutreach@cchealth.org](mailto:covid_engageoutreach@cchealth.org).

# Facilitator tips

- Your role as a facilitator is to pose general questions during the viewing to stimulate thoughtful dialogue and steer audiences toward facts and away from myths and misconceptions.
  - Provide clear and plain answers reflecting the expertise shared in the video.
  - Myths and Misinformation - How to respond:
    - Start from a place of empathy and understanding, show respect and withhold judgement.
    - Listen to and respond to questions from the community.
    - Address misinformation by sharing key facts.
    - Encourage people to use credible sources of information such as the CDC and other scientific institutions.
    - Emphasize what we know and acknowledge what we don't know.



# Ground Rules

## Before the meeting, share the following Ground Rules:

- The goal is not to agree – it is to gain a deeper understanding.
- Be conscious of body language and nonverbal responses -- they can be as disrespectful as words.
- Stay engaged - regardless of the engagement of others! It means remaining morally, emotionally, intellectually, and socially involved in the dialogue, while always being culturally respectful.
- Listen actively -- respect others when they are speaking.
- Refrain from personal attacks -- focus on ideas.
- Speak from your own experience instead of generalizing ("I" instead of "they," "we," and "you").
- Participate to the fullest of your ability.
- Emphasize what we know and acknowledge what we don't know.



# Small Discussion Questions

- What was your initial reaction after watching the clips? What was a new insight or key takeaway?
- Your personal environment matters. Are COVID-19 infections common in your community? Do you know if many people are vaccinated or plan to be vaccinated? What do you hear about their reasons to be vaccinated or not?
- Where do you receive information you trust about the COVID-19 vaccines?
- As an advocate for under-resourced communities, how can you use your voice to address the fears and misinformation people have surrounding COVID-19 and vaccination?



# Resources for Community Education

[Vaccination | Coronavirus \(cchealth.org\)](#)

[CDC Social Media Toolkit | CDC](#)

[COVID-19 Vaccines | CDC](#)

[Get the Facts about COVID-19 Vaccine](#)

[Answers to Frequently Asked Questions](#)

Please check with your health care provider for more detailed, accurate information



# Glossary of Terms

- **Efficacy** - the ability to produce a desired or intended result.
- **Equity** - Instead of equality which provides everyone the same resources, equity aims for fair distribution of resources and accounts for historic, structural, environmental and systemic oppression. Equity may look like providing varying levels and types of support and assistance depending on one's specific needs, abilities and access.
- **Johnson & Johnson (Janssen)** – is an American multinational corporation founded in 1886 that develops medical devices, pharmaceuticals, and consumer packaged goods.
- **Moderna** - is an American pharmaceutical and biotechnology company based in Cambridge, Massachusetts. It focuses on drug discovery, drug development, and vaccine technologies based on messenger RNA.
- **MRNA Vaccines** – vaccines that teach our cells how to make a small amount of protein that triggers an immune response. They do not alter our DNA and they also do not put a weakened virus into our bodies.
- **Pfizer** - is an American multinational pharmaceutical corporation.
- **Vaccine** – a substance used to stimulate the production of antibodies and provide immunity against one or several diseases. It is prepared from the causative agent of a disease, its products, or a synthetic substitute and is treated to act as an antigen without inducing the disease.



A photograph of two young people walking outdoors. On the left is a Black person wearing a tan beanie, a white face mask, and a plaid shirt over a hoodie, carrying a laptop. On the right is an Asian person with long dark hair, wearing a white face mask and a grey jacket over a black shirt. They are walking on a path with trees and a building in the background.

# Acknowledgments

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Marivel Mendoza-Matheu - COVID-19 Latino Workgroup

Jasmine Turner - COVID-19 Youth & Young Adult Ambassadors

Gilbert Salinas - CCHS Chief Equity Officer

Dr. Rohan Radhakrishna - Former CCHS Deputy Health Officer

COVID-19 Community Engagement and Outreach Team

COVID-19 Older Adults Workgroup

COVID-19 Adult Ambassadors & Ambassadors Street Team

CCHS African American Health Conductors

CCHS Community Education and Information Unit

Lowie Consulting Group