



wisconsin
literacy



wisconsin
health
literacy

Talking About the COVID Vaccine in Your Community

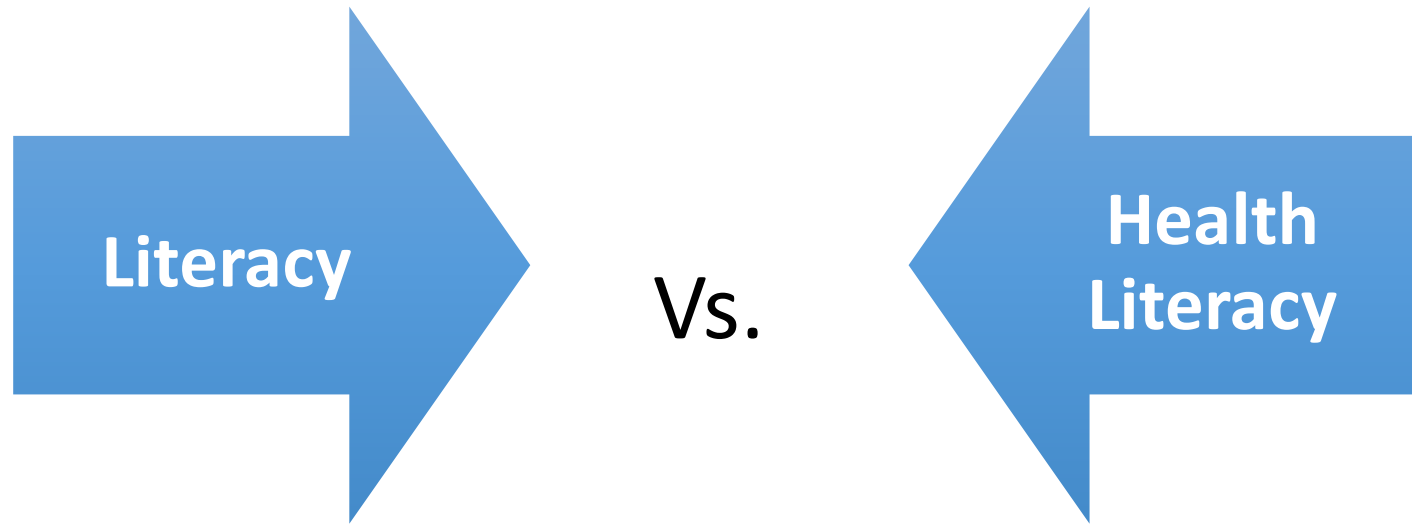
Train-the-Trainer Series

Program supported by the COVID-19 Community Outreach
Grant from the Wisconsin Department of Health Services.

Program Resources

- Wisconsin Health Literacy current programs page
 - <https://wisconsinliteracy.org/health-literacy/programs/current-programs/talking-about-the-covid-vaccine-in-your-community.html>
- Wisconsin Literacy resource page
 - <https://wisconsinliteracy.org/resources/health-resources/health-resources.html>

Heath Literacy Background



- Almost everyone will have difficulty with health literacy at some point
- Much harder for those that do not:
 - Read very well
 - Speak English as primary language

Impact of stress on health literacy

How health literacy is affected by culture and language

- Culture conditions
 - Deference, self-advocacy, gender
- Numerical computing
 - Dosage, health insurance, risk
- Critical thinking & decision making
 - End of life care, decisions, insurance

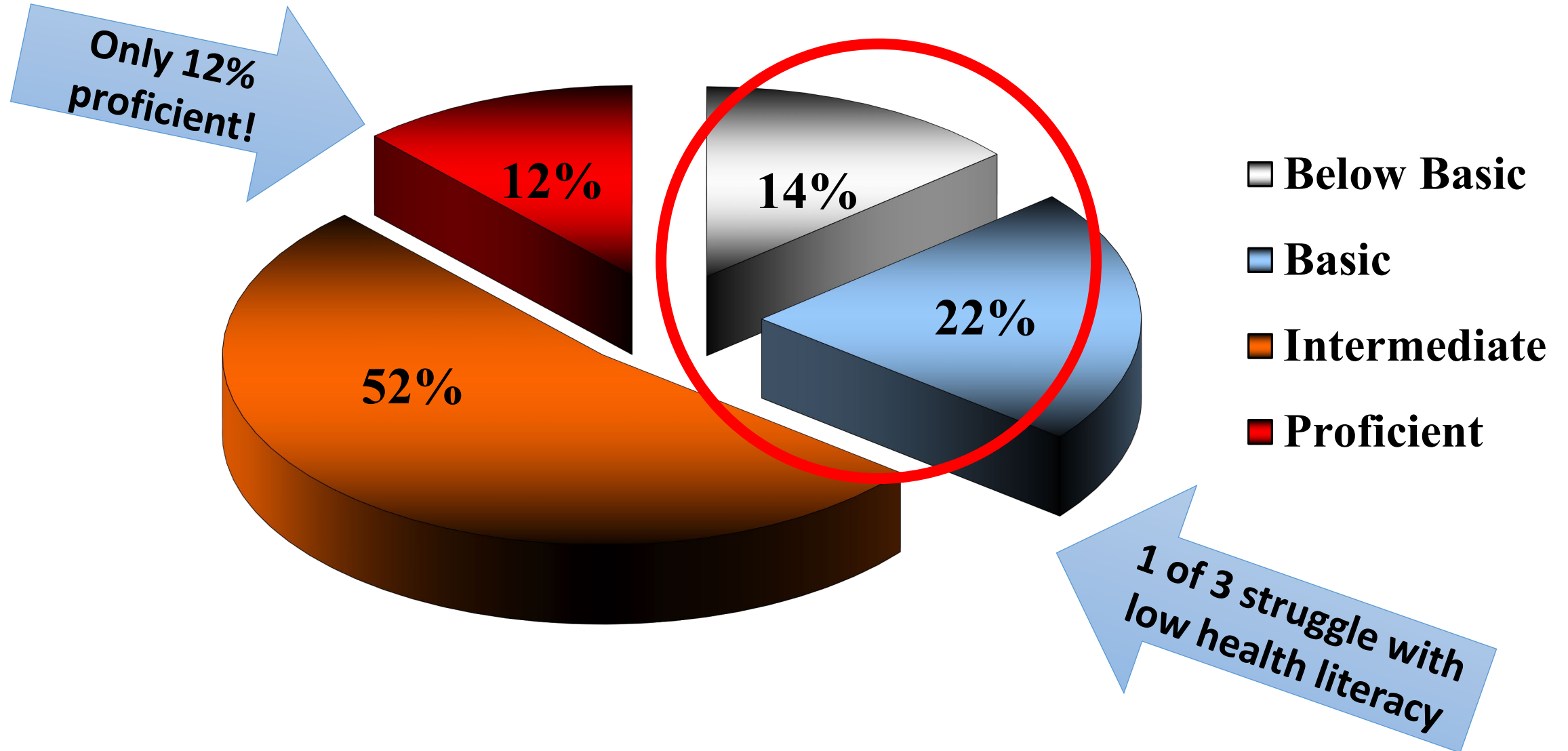
This happens...

Mr. G, 45, a native Spanish speaker, is told his BP is high. He is given a medication to take “**Take once daily.**” 1 week later, he goes to the ED, very dizzy. When asked by a Spanish interpreter how many pills he took each day, he says “**11.**”

Nielsen-Bohlman et al. IOM “A Prescription to End Confusion” 2004

Who is most at risk for low health literacy?

Health literacy of U.S. Adults



Who is most at risk for low health literacy?

- Low literacy
- Poor health status
 - Poor: 69%
- Low education level
 - Some HS/less than HS Grad: 76%

**Compared to
36% of all
adults**

Who is most at risk for low health literacy?

- Insurance
 - Medicaid: 57%
- Elderly
 - 65 and older: 59%
- Ethnicity
 - African-Americans: 58%; Hispanics: 66%

**Compared to
36% of all
adults**

How can we apply this to our lessons and everyday conversations?

Adopt Universal Precautions

- Since you can't always tell by looking....



- Take actions that minimize risk for everyone
- Use plain language with everyone

9 Steps to Better Communication



Create Shame-Free Environment

Even highly educated people prefer simple, understandable health information.





Practice plain, simple language

20% of American adults read at or below the **5th grade** level.

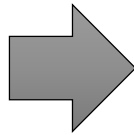


Most health care materials are written above the **10th grade** level.

Use Plain Language

Disease

Prevent

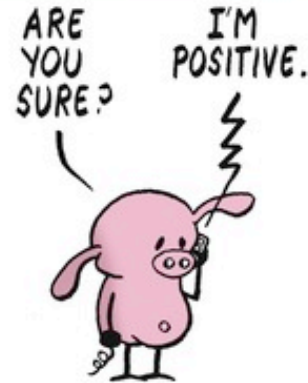
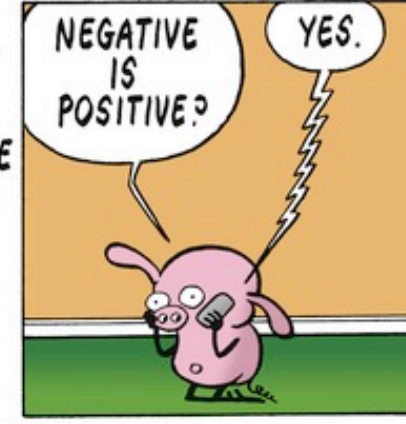


Illness, sickness

Stop, keep from happening

Avoid jargon: we have plenty of it!

PEARLS BEFORE SWINE



BY STEPHAN PASTIS

Vaccine Jargon

- **Immune system** = part of our body that is made to fight an illness
- **Immunity** = when our body keeps us from getting a virus
- **Immunized** = when we get a shot (vaccine) to stop help us from getting an illness
- **Vaccine** = a medicine that helps your body from getting an illness, or fights against an illness

Explain Acronyms

DHS

Department of Health Services

FDA

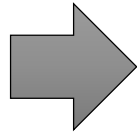
Food and Drug Administration

CDC

Centers for Disease Control

FAQ

Frequently Asked Questions



Use Short Words & Sentences

- You can get your vaccine at ____.
- You do not need health insurance.
- Please sign in.
- Take this form to your boss tomorrow.
- Pay your premium by next Friday.
- Drink plenty of orange juice.

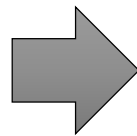
Use active voice

Passive: You will be asked to give information about your medical history.

Active: We will ask for information about your medical history.

It shall be signed

You will be notified

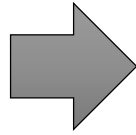


You must sign

We will notify you

Use concrete language (say what you mean)

- Exercise regularly
- Don't lift anything heavy
- Get adequate rest



- Exercise 3-5 days per week for 40 minutes
- Don't lift anything over 10 pounds.
- Get at least 7 hours/night



Slow down

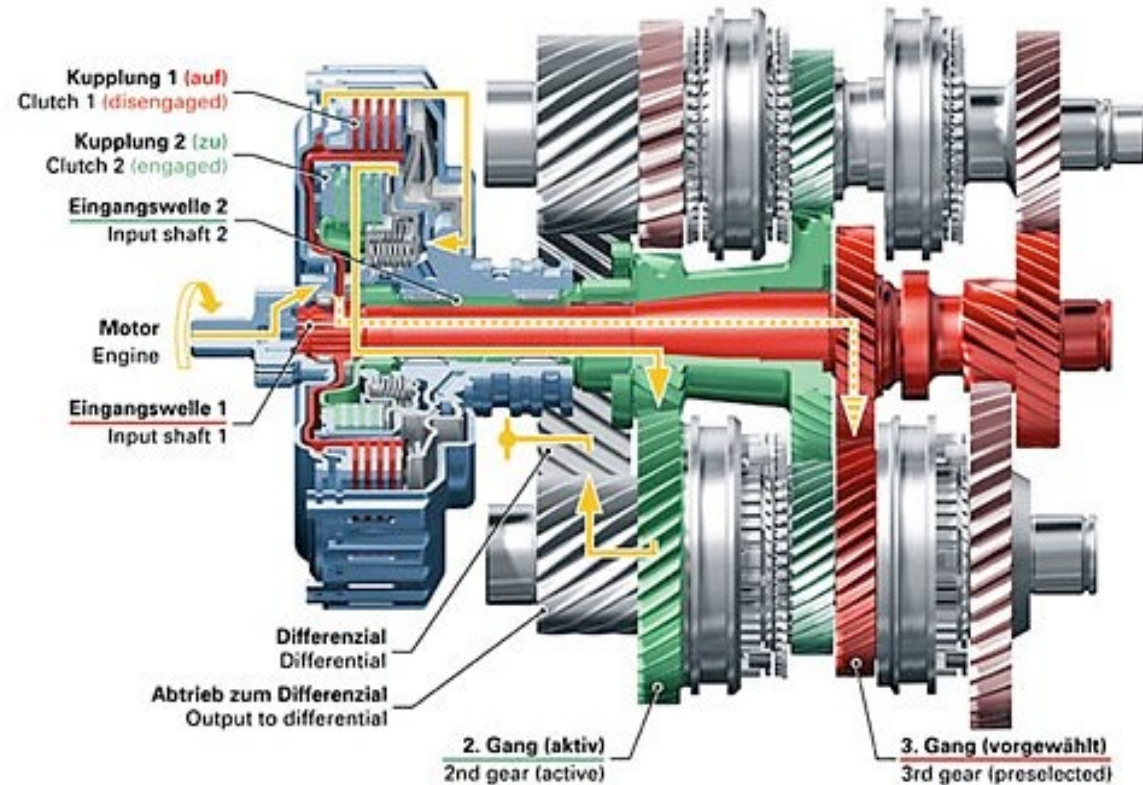
Speak clearly and at a moderate pace.

sorrymyemaillookslikethisbutmycomputerdroppedandmyspacebarbroke



Organize for understanding

Only use need to know concepts



Organization

- Limit information to reasonable amount
- Organize in meaningful “chunks” of reasonable size
- Use headings, subheadings to signal what comes next

Organization

- Short paragraphs
- Bulleted lists

Let's Talk About Viruses

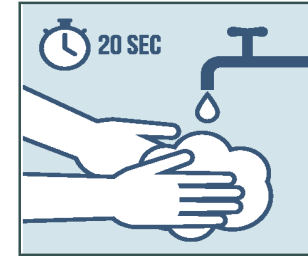
How to Stop the Spread of a Virus

A virus is a germ that can make you sick.

Wash Your Hands

Why? Your hands get germs when you touch things. If you do not wash your hands germs can make you or others sick.

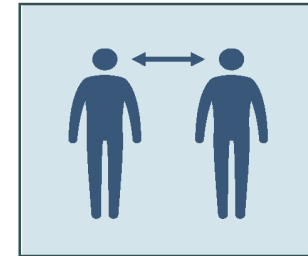
- Use soap and water.
- Scrub hands with soap for 20 seconds.
- Wash after being in public places – example: grocery store or playground.
- Always wash your hands before you touch your face.



Practice Social Distancing: Stay away from others when you or others may be sick.

Why? Being close to people when you or someone else is sick can spread germs.

- Stay 6 feet away from other people.
- **Do not** get together with 10 or more people at the same time.



Most important, stay home when you are sick or if you know many people are sick. Staying home to rest can help you feel better.

Before....

Common Side Effects

You may have some side effects, which are normal signs that your body is building protection. On the arm where you got the shot you might have pain, redness, and swelling. Throughout the rest of your body you might experience tiredness, headache, muscle pain, chills, fever, and nausea.

After....

Common Side Effects

On the arm where you got the shot:



- Pain
- Redness
- Swelling

Throughout the rest of your body:



- Tiredness
- Headache
- Muscle pain
- Chills
- Fever
- Nausea

Source from <https://www.cdc.gov/coronavirus/2019-ncov/vaccines/expect/after.html>



Show or draw pictures

Use relevant images

- You can get a COVID vaccine at _____.



Photo by [CDC](#) from [Pexels](#)



Photo by [Alena Shekhovtcova](#) from [Pexels](#)

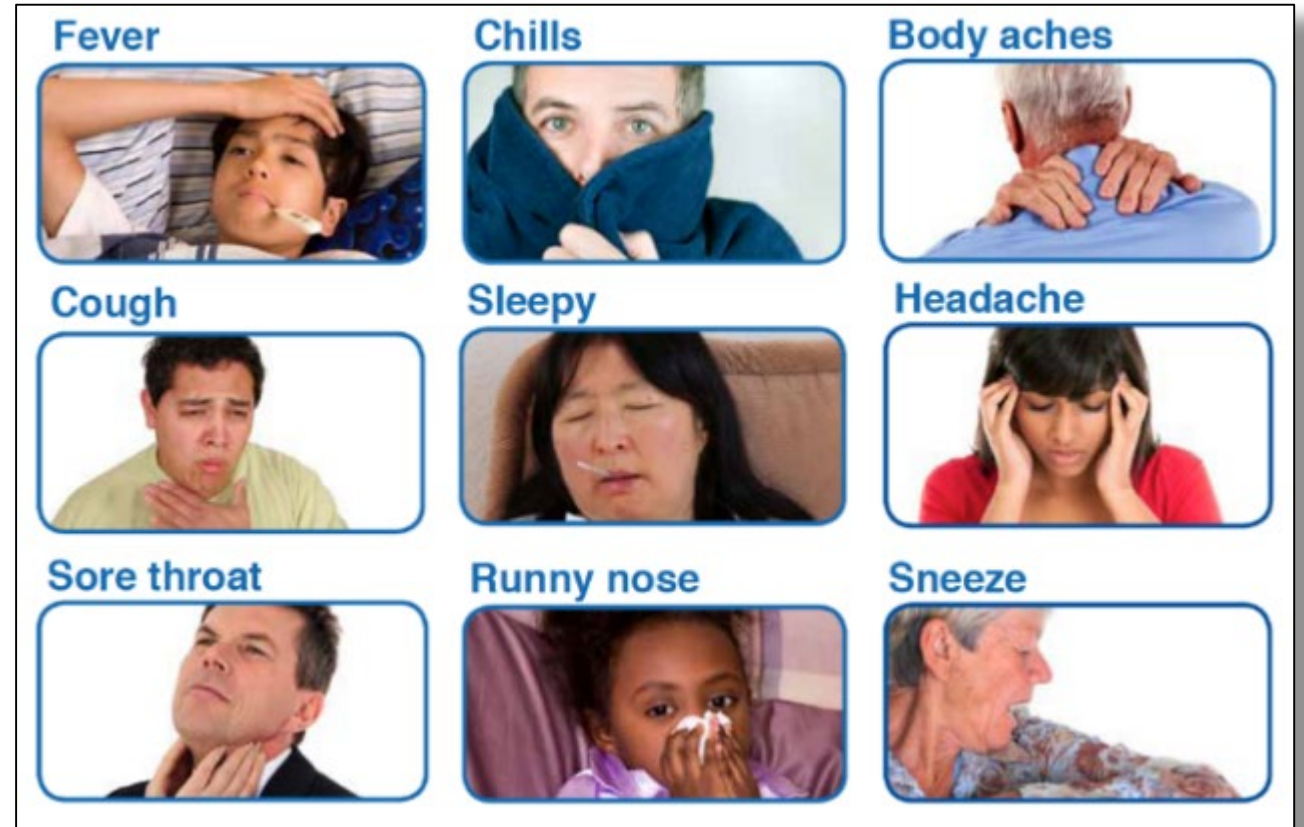
Photos, graphics

- Limit humorous images and caricatures which may confuse or offend readers
- “A vaccine shows the immune system how to fight a new germ like the coronavirus.”



Photos, graphics

- Support words with graphics





Help with numbers

Try calculating

1. A person taking Vaccine A has a 1% chance of having an allergic reaction. If 1,000 people take Vaccine A, how many would you expect to have an allergic reaction?

Answer: 10

2. A person taking Vaccine B has a 1 in 1,000 chance of an allergic reaction. What percent of people taking Vaccine B will have an allergic reaction?

Answer: 0.1%

Less is more

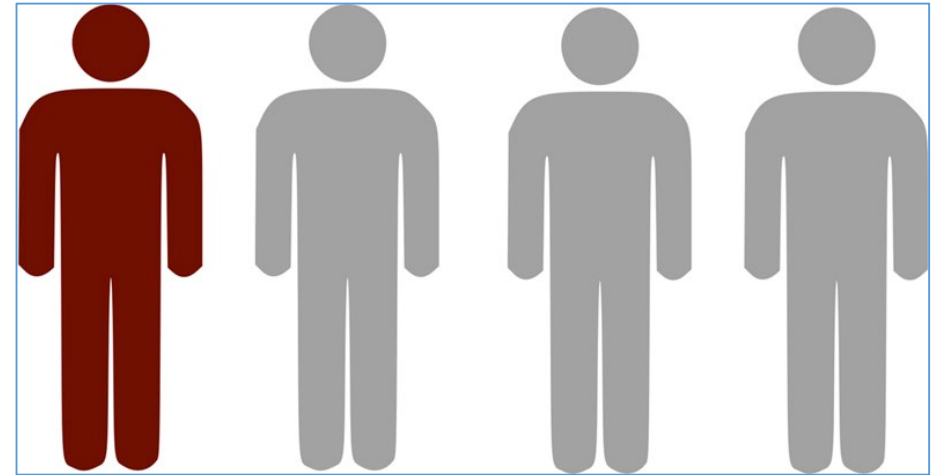
- Only relevant information
- Reduce need for calculations; do the math for them
- Pictographs, diagrams, charts
 - Help interpret



Simple Graphic Displays

3 ways of saying it . . .

25%



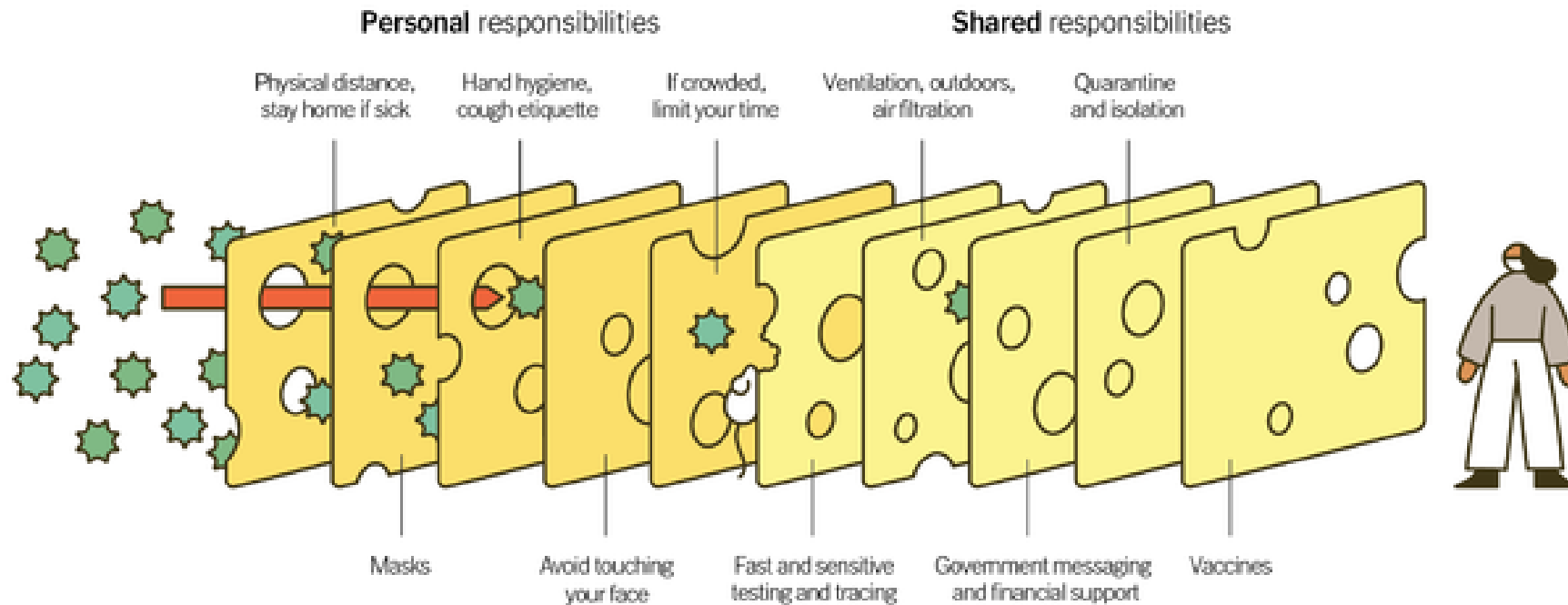
1 out of 4



Use familiar objects as analogies

Multiple Layers Improve Success

The Swiss Cheese Respiratory Pandemic Defense recognizes that no single intervention is perfect at preventing the spread of the coronavirus. Each intervention (layer) has holes.



Source: Adapted from Ian M. Mackay (virologydownunder.com) and James T. Reason. Illustration by Rose Wong



Verify understanding using “Teach Back”

What is Teach Back?

- Asking people to repeat in their own words
- Non-shaming
- Not a test of the person
- Chance to check for understanding

Using Teach Back...

- Ask to demonstrate understanding
 - “We have gone over a lot of information today. What will you tell your neighbor about vaccines?”
 - “I want to be sure I explained everything clearly. Please tell me, how can you make an appointment.”
- Avoid: “Do you understand?”

Teach Back “Lite” Practice

- Explain one of these to your neighbor, using Teach Back:
 - How to make a s'more
 - Why it's important to wash a car
 - How to grill a steak
 - How to prevent a cold



Teach Back Tips

- Start slowly – practice 1 time a day
- Plan and practice your approach
- Use handouts

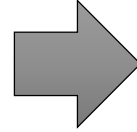
Once you get used to Teach Back, it doesn't take any more time. It becomes natural.



Ask the right questions

“Some” vs “Any”

Is there something else you want to talk about in our lesson today?



Is there anything else you want to talk about in our lesson today?

Reducing patients' unmet concerns in primary care: The difference one word can make.
Heritage j, et al. J Gen Int Med 2007;22;1429-1433.

Encourage questions

- What questions do you have?
- Tell me your questions.

If you only remember 3 things:

1. Practice plain language
2. Slow down
3. Teach back – confirm understanding

(3 Best Practices: DeWalt et al, 2010)

Additional Tips

How plain language principles apply to email

- Simple words, short sentences
- Limit to 3 key messages
- Concrete subject line (not vague)
- Organize: headings, numbers, bullet points
- Don't use ALL CAPITALS!

Plus, also remember these for successful emails:

- Put most important information first
 - Purpose; action needed
- If for group, identify whom it's for
- Proofread
 - Tone is not always understood
- Don't use for differences of opinion
- Don't rush a response

Social Media Tips

- Can be:
 - Low-tech
 - Cost-efficient
- Opportunities
 - Become a trusted source – less misinformation
 - Create messages from trusted community members
 - Reach a large population
 - Share with other community pages

Social Media Example

- [Florence County Health Department Facebook Post](#)

Workshop Example

English and Spanish vaccine basic information by the Centers for Disease Control and Prevention



COVID-19 Vaccine Information



JANUARY 2021

FOR MORE INFORMATION: cdc.gov/COVID19



COVID-19 and Vaccine Basics

What is known about COVID-19?

- Infection with SARS-CoV-2, the virus that causes COVID-19, can result in a range of illness, from mild symptoms to severe illness and death.
- We don't know how SARS-CoV-2 will affect each person.
- Some people, such as adults 65 and older or people with certain medical conditions, are more likely than others to become severely ill.



How to prevent COVID-19

- Wear a mask that covers your mouth and nose.
- Avoid close contact with others. Stay at least 6 feet (about 2 arm lengths) from other people.
- Avoid crowds and poorly ventilated spaces.
- Wash hands often with soap and water.
- Use an alcohol-based hand sanitizer with at least 60% alcohol if soap and water are not available.
- Avoid touching your eyes, nose, and mouth with unwashed hands.
- Clean and disinfect frequently touched surfaces daily.
- Get a COVID-19 vaccine.



COVID-19 vaccination is a safer way to build protection

- Getting the virus that causes COVID-19 may offer some natural protection, known as an antibody or immune. But experts don't know how long this protection lasts.
- The risk of severe illness and death from COVID-19 far outweighs any benefits of natural immunity.
- COVID-19 vaccination will help protect you by building immunity without the risk of severe illness.



Key facts about COVID-19 vaccination



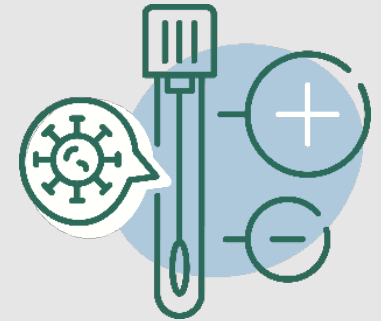
Getting vaccinated
can help prevent
getting sick with
COVID-19



People who have
already gotten sick
with COVID-19 may
still benefit from
getting vaccinated



COVID-19 vaccines
cannot give you
COVID-19



COVID-19 vaccines
will not cause you to
test positive on
COVID-19 viral
tests*

<https://www.cdc.gov/coronavirus/2019-ncov/vaccines/about-vaccines/vaccine-myths.html>

*<https://www.cdc.gov/coronavirus/2019-ncov/hcp/testing-overview.html>

Safety of COVID-19 vaccines is a top priority

COVID-19 vaccines are being held to the **same safety standards** as all vaccines.

Before Authorization



- **FDA** carefully reviews all safety data from clinical trials.
- **ACIP** reviews all safety data before recommending use.

After Authorization



- **FDA** and **CDC** closely monitor vaccine safety and side effects. There are systems in place that allow CDC and FDA to watch for safety issues.

VAERS Vaccine Adverse Event Reporting System
www.vaers.hhs.gov

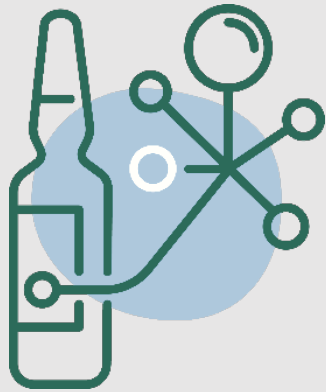


V-safe:

<https://www.cdc.gov/coronavirus/2019-ncov/vaccines/safety/vsafe.html>

COVID-19 vaccination will help protect you from COVID-19

Getting a COVID-19 vaccine...



- Will help create an immune response in your body against the virus



- May help keep you from getting severely ill, even if you do get COVID-19

What to expect before, during, and after COVID-19 vaccination

Before



- Learn about COVID-19 vaccines.
- See if COVID-19 vaccination is recommended for you.

During



- Read the fact sheet that tells you about the specific COVID-19 vaccine you receive.
- Receive a vaccination record card.

After



- Expect some side effects.
- Enroll in v-safe. V-safe will remind you if you need a second shot.
- Continue using all the measures to protect yourself and others.

V-safe: <https://www.cdc.gov/coronavirus/2019-ncov/vaccines/safety/vsafe.html>

Vaccination is one measure to help stop the pandemic

- While COVID-19 mRNA vaccines appear to be highly effective, additional preventive tools remain important to limit the spread of COVID-19.
- The combination of getting vaccinated and following CDC recommendations to protect yourself and others offers the best protection from COVID-19.
 - Cover your nose and mouth with a mask.
 - Stay at least 6 feet from people who don't live with you.
 - Avoid crowds and poorly ventilated indoor spaces.
 - Wash your hands.

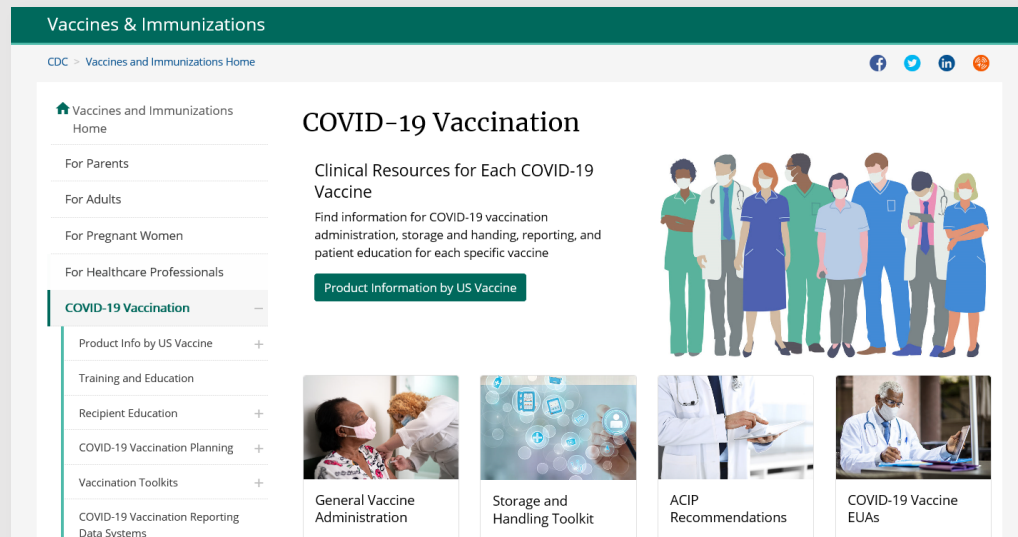


Protect yourself, your family, friends, coworkers, and your community. Get vaccinated.

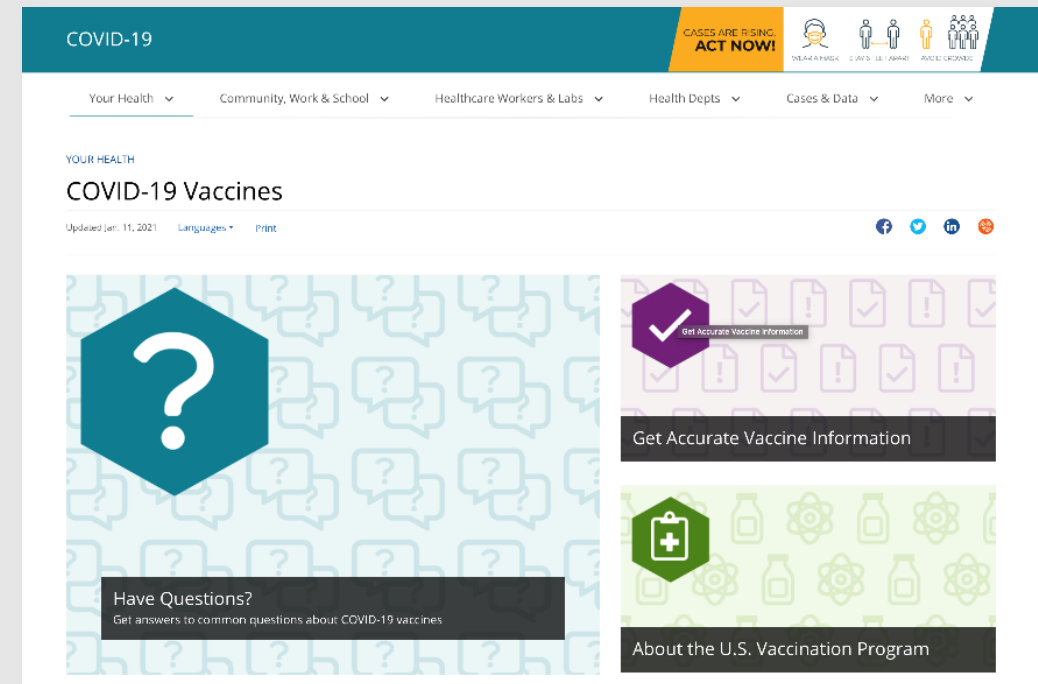
- Choose to get vaccinated when it is offered.
- Participate in **v-safe** and help CDC monitor for any health effects after vaccination.
- Share your experience with coworkers, friends, and family.
- Know the basics about the COVID-19 vaccine.
Help answer questions from your family and friends.
- Show you received the vaccine by wearing a sticker or button prominently.



CDC COVID-19 Vaccine Websites



<https://www.cdc.gov/vaccines/covid-19/index.html>



<https://www.cdc.gov/coronavirus/2019-ncov/vaccines/index.html>



Getting Vaccinated

Getting Vaccinated

<https://www.vaccines.gov/>



Vaccines.gov

Home

Find Vaccines

[Español](#)



Find a COVID-19 vaccine near you

Use Vaccines.gov to find a location near you, then call or visit their website to make an appointment.

Find COVID-19 Vaccines

Powered by VaccineFinder

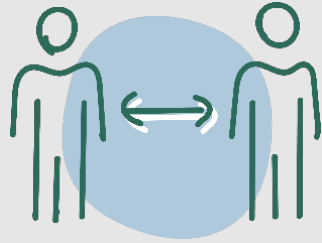


After Vaccination

- Continue COVID-19 prevention measures:



Cover your
nose and mouth
with a mask.



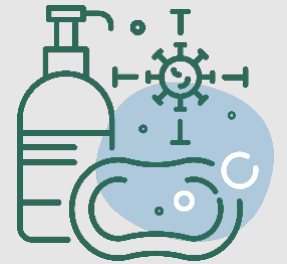
Stay at least 6
feet from people
who don't live
with you.



Avoid crowds
and poorly
ventilated
spaces.



Wash your
hands.



Clean and
disinfect
frequently touched
surfaces.

- Enroll in **v-safe**
- If you have questions about your health and vaccination, call your doctor, nurse, or clinic.



Información sobre la vacuna contra el COVID-19



ENERO DEL 2021

FOR MORE INFORMATION: cdc.gov/COVID19



Información básica sobre el COVID-19 y la vacuna

¿Qué se sabe acerca del COVID-19?

- La infección por SARS-CoV-2, el virus que causa el COVID-19, puede provocar una enfermedad que varía desde la presentación de síntomas leves a casos graves de enfermedad y muerte.
- No sabemos cómo el SARS-CoV-2 afectará a cada persona.
- Algunas personas, como los adultos de 65 años y mayores, o quienes tienen ciertas afecciones, tienen más probabilidades que otras de enfermarse gravemente.



Cómo prevenir el COVID-19

- Póngase una mascarilla que le cubra la nariz y la boca.
- Evite el contacto cercano con otras personas. Manténgase a por lo menos 6 pies o 2 metros (alrededor de 2 brazos de distancia) de otras personas.
- Evite los lugares donde haya mucha gente y los espacios con poca ventilación.
- Lávese las manos a menudo con agua y jabón.
- Use un desinfectante de manos que contenga al menos un 60 % de alcohol si no hay agua y jabón disponibles.
- Evite tocarse los ojos, la nariz y la boca con las manos sin lavar.
- Limpie y desinfecte todos los días las superficies que se tocan con frecuencia.
- Vacúnese contra el COVID-19.



La vacunación contra el COVID-19 es una manera más segura de desarrollar protección

- Infectarse con el virus que causa el COVID-19 quizás ofrezca algo de protección natural, conocida como anticuerpos o inmunidad. Pero los expertos no saben cuánto tiempo dura esta protección.
- El riesgo de enfermarse gravemente y de morir a causa del COVID-19 supera con creces cualquier beneficio de la inmunidad natural.
- La vacunación contra el COVID-19 lo ayudará a protegerse al desarrollar la inmunidad sin el riesgo de enfermarse gravemente.



Datos importantes sobre la vacunación contra el COVID-19



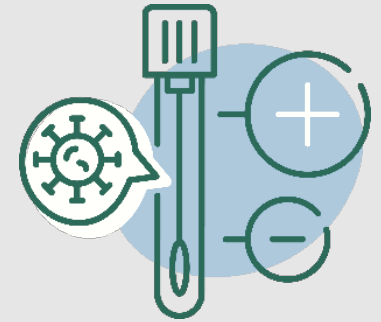
Vacunarse puede ayudar a prevenir que se enferme de COVID-19.



Quienes ya se hayan enfermado de COVID-19 aún podrían beneficiarse al vacunarse.



Las vacunas contra el COVID-19 no pueden darle COVID-19.



Las vacunas contra el COVID-19 no harán que dé positivo en las pruebas virales de COVID-19*

<https://espanol.cdc.gov/coronavirus/2019-ncov/vaccines/facts.html>

*<https://www.cdc.gov/coronavirus/2019-ncov/hcp/testing-overview.html>

La seguridad de las vacunas contra el COVID-19 es una de las principales prioridades

Las vacunas contra el COVID-19 deben cumplir con los mismos estándares de seguridad que todas las vacunas.

Antes de la autorización



- La FDA revisa cuidadosamente todos los datos de seguridad provenientes de los ensayos clínicos.
- El ACIP revisa todos los datos de seguridad antes de recomendar el uso.

Después de la autorización



- La FDA y los CDC monitorean rigurosamente la seguridad de las vacunas y los efectos secundarios. Hay sistemas implementados que les permiten a los CDC y a la FDA estar atentos a los problemas de seguridad.

VAERS Vaccine Adverse Event Reporting System
www.vaers.hhs.gov

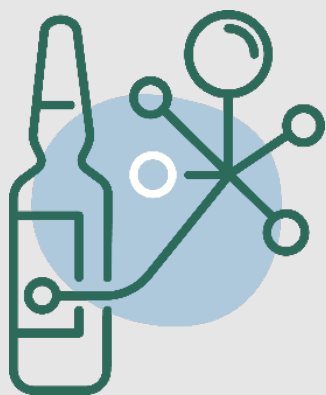


V-safe:

<https://www.cdc.gov/coronavirus/2019-ncov/vaccines/safety/vsafe.html>

La vacunación contra el COVID-19 ayudará a protegerlo de esta enfermedad

Vacunarse contra el COVID-19...



- Ayudará a su cuerpo a desarrollar una respuesta inmunitaria contra el virus.



- Podría ayudar a que no se enferme gravemente si llegara a contraer el COVID-19.

Qué esperar antes, durante y después de la vacunación contra el COVID-19

Antes



- Infórmese sobre las vacunas contra el COVID-19.
- Vea si es recomendable que se aplique la vacuna contra el COVID-19.

Durante



- Lea la hoja informativa que incluye datos sobre la vacuna contra el COVID-19 específica que le van a aplicar.
- Reciba la tarjeta de registro de vacunación.

Después



- Prevea algunos efectos secundarios.
- Inscribese en v-safe. "v-safe" le recordará si necesita una segunda inyección.
- Continúe usando todas las medidas para protegerse a sí mismo y a los demás.

v-safe: <https://www.cdc.gov/coronavirus/2019-ncov/vaccines/safety/vsafe.html>

La vacunación es una medida para ayudar a detener la pandemia

- Si bien las vacunas de ARNm contra el COVID-19 parecen ser altamente eficaces, las herramientas preventivas adicionales continúan siendo importantes para limitar la propagación del COVID-19.
- La combinación de vacunarse y seguir las recomendaciones de los CDC para protegerse y proteger a los demás ofrece la mejor protección contra el COVID-19.
 - Cúbrase la nariz y la boca con una mascarilla.
 - Mantenga al menos 6 pies o 2 metros de distancia de las personas que no vivan con usted.
 - Evite los lugares donde haya mucha gente y los espacios interiores con poca ventilación.
 - Lávese las manos.

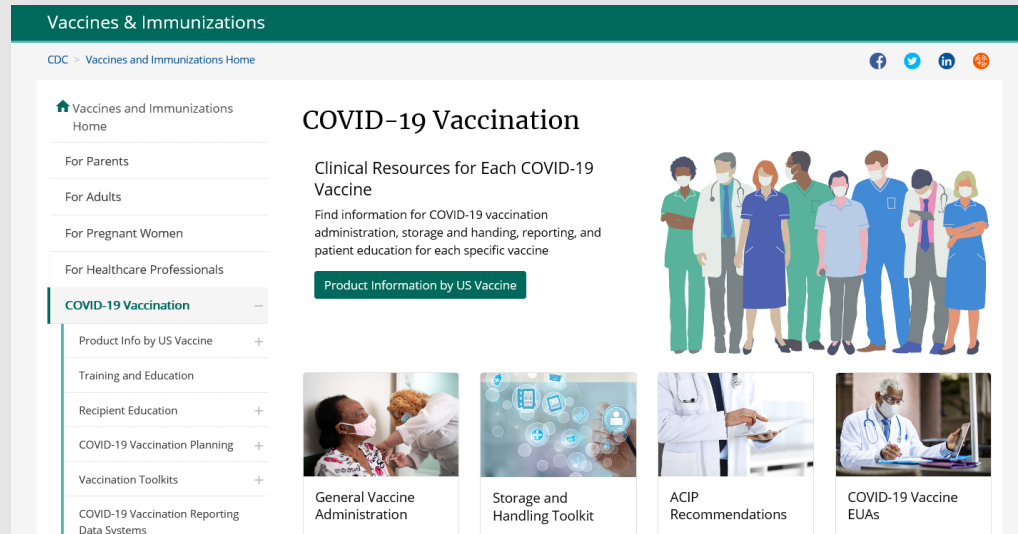


Protéjase y proteja a su familia, amigos, compañeros de trabajo y comunidad. Vacúnese.

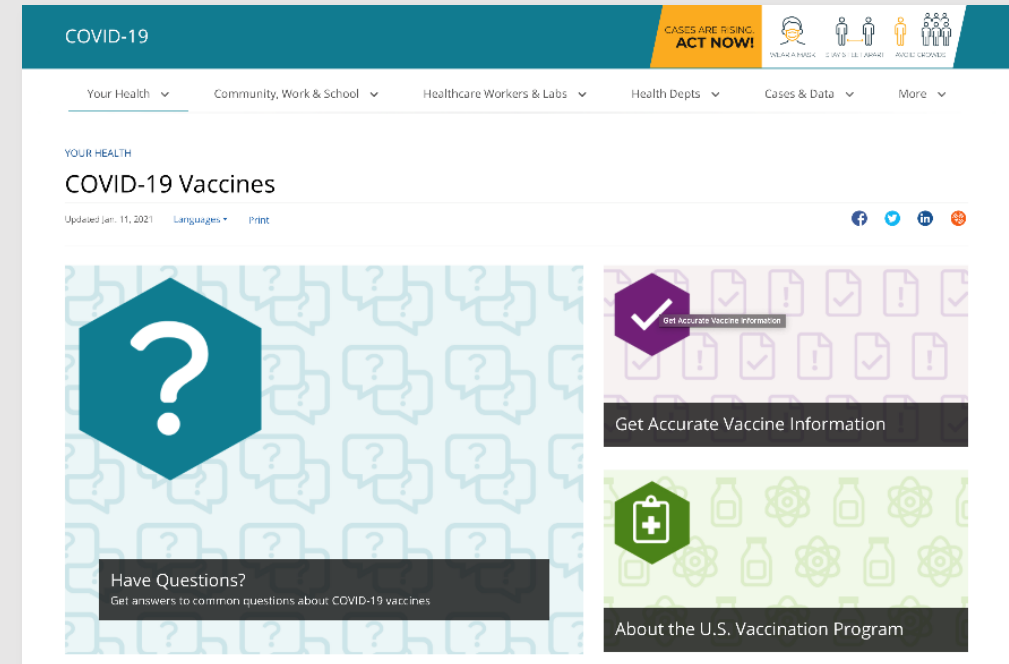
- Elija vacunarse cuando se lo ofrezcan.
- Participe en v-safe y ayude a los CDC a monitorear cualquier efecto en la salud después de la vacunación.
- Comparta su experiencia con sus compañeros de trabajo, amigos y familiares.
- Sepa la información básica sobre la vacuna contra el COVID-19. Ayude a responder las preguntas de su familia y amigos.
- Muestre que se puso la vacuna, usando en forma prominente una etiqueta o prendedor que lo diga.



Sitios web de los CDC sobre la vacuna contra el COVID-19



<https://www.cdc.gov/vaccines/covid-19/index.html>



<https://www.cdc.gov/coronavirus/2019-ncov/vaccines/index.html>



Vacunarse

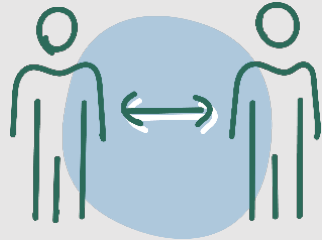
Dónde y cuándo aplicarse la vacuna

Después de la vacunación

- Continúe con las medidas de prevención del COVID-19:



Cúbrase la nariz
y la boca con
una mascarilla..



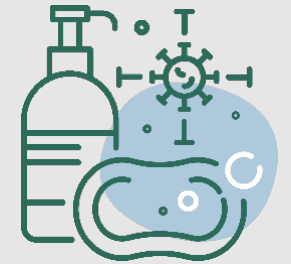
Mantenga al menos
6 pies o 2 metros de
distancia de las
personas que no
vivan con usted.



Evite los lugares
donde haya mucha
gente y los
espacios con poca
ventilación.



Lávese las
manos.



Limpie y
desinfecte las
superficies que se
tocan con
frecuencia.

- Inscribábase en [v-safe](#).
- Si tiene preguntas acerca de su salud y la vacunación, llame a su médico, personal de enfermería o centro médico.

Workshop Example

*Scenario-based activity from
Kalamazoo Literacy Council*

kalamazooliteracycouncil

Who in the Juarez-Jones Family Should Get the Vaccine & Why?



Juanita is 40 years old. She works in a bank and she had CoVid-19 four months ago.



Frank, Juanita's husband is 45 and he works in a nursing homes.



Mary their 10 old daughter. Typical kid doing school online

Maria, Juanita's mom, is 66 years old and she has diabetes.



Juanita Asks An Expert



Juanita calls Zainab Mohamed, a public health nurse who helped her when she was sick



She asks Zainab, “Should everyone in my family get a vaccine?”

Zainab says, “Everyone who can should get a vaccine for three reasons: 1. it could keep you from getting sick. 2. It could keep you from getting anyone else sick 3. Many people need to get vaccinated to stop the pandemic and get back to normal



“So, you said that everyone who can should get it.
Can my whole family get it!”

“ Everybody but Mary. We don’t have a
vaccine for kids under 12 yet. We are
working on it.”



“But, I don’t get it do I? Remember I already had CoVid”

“Yes, the immunity from having CoVid may not last long. As long
as its been 90 days since you were sick you should get it. ”





“How Do We Get It?”

“ There are different ways to get the vaccine and new ways starting all the time.”



How Can We Sign Up?

- Some employers can sign up their employees
- Some doctors can sign up their patients
- Everyone can sign themselves up
- Many communities have walk-in vaccine clinics that don't need appointments





Vaccines.gov

Home

Find Vaccines

[Español](#)



← [Back to Search](#)

We found 50 Providers

Powered by **VaccineFinder**

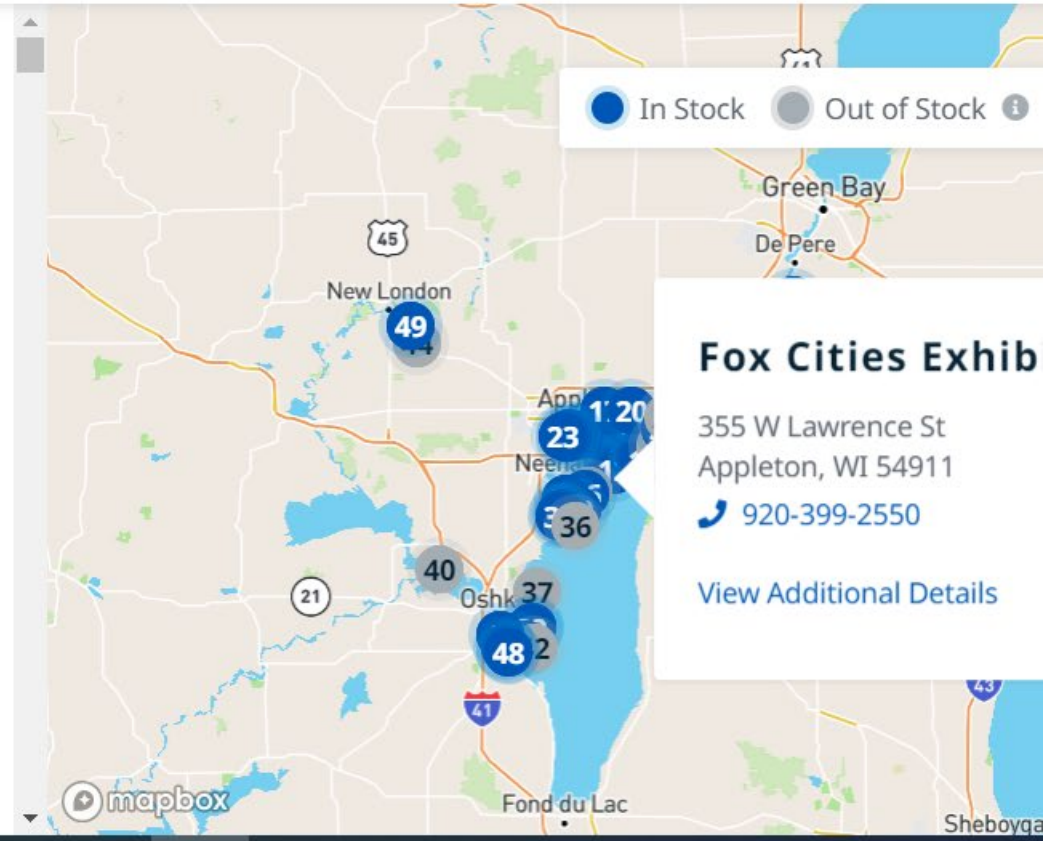
Showing results for **Moderna (age 18+), Pfizer-BioNTech (age 12+) and Johnson & Johnson/Janssen (age 18+)** near **54911** within **25 miles**

Vaccine availability is subject to change. Appointments are required at most locations. Click a location with vaccine "In stock" to take the next step.

1. [Fox Cities Exhibition Center](#)

⊖ Out Of Stock

0.03 miles





1. [Fox Cities Exhibition Center](#)

⊖ Out Of Stock

0.03 miles

355 W Lawrence St
Appleton, WI 54911

2. [Walgreens Co. #5102](#)

✓ In Stock

0.36 miles

700 W College Ave
Appleton, WI 54914

3. [Ascension NE WI St. Elizabeth Hospital](#)

✓ In Stock

0.87 miles

What will they ask on the phone?

- Name
- Address
- Are you a Health care worker?
- Are you a frontline essential employee?
- Do you have any of these medical conditions?
 - COPD
 - Hypertension
 - Chronic Kidney Disease
 - Diabetes
 - Obesity
 - Immune Disorder

Lesson Plan Ideas

Lesson Template

- Use in 1 to 1 tutoring or group classes
- Length will depend on learners' experience and concerns
- Can be used in one lesson or over several lessons
- Includes links to handouts and videos
 - Most handouts are available in Spanish, Hmong, Somali
 - Learners may not be able to read in their native languages, but the handouts may help interpreters

Lesson Template

Before you teach:

- Look over Vaccine FAQs:
 - <https://www.cdc.gov/coronavirus/2019-ncov/vaccines/faq.html>
- Research potential causes of government mistrust
 - <https://www.usatoday.com/story/news/2021/02/16/black-history-covid-vaccine-fears-medical-experiments/4358844001/>
 - <https://apnews.com/article/language-migrant-workers-immigration-coronavirus-pandemic-california-4565a299c825f013ee43d07cdfa019a8>

Lesson Template

Before you teach:

- Choose activities based on learners' concerns and experiences
 - break the lesson up over several sessions or revisit information
- Research how to schedule a vaccine

COVID-19 Outreach Survey

- <https://www.surveymonkey.com/r/STJ9PKM>
- Complete for all outreach

What questions do you have?

Contact Information:

Anna: anna@wisconsinliteracy.org

Caitlyn: caitlyn@wisconsinliteracy.org

Stan: stan@wisconsinliteracy.org



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Training Evaluation

<https://www.surveymonkey.com/r/KHTF2F3>



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Talking About the COVID Vaccine in Your Community

Train-the-Trainer Series

Program supported by the COVID-19 Community Outreach Grant from
the Wisconsin Department of Health Services.

Community Engagement

Find Local Concerns

- One of the most important steps:
 - Get to know your intended audiences and include them in the process
 - Ask, listen, and respond

It's a planning process

- Implementing programs is not a one-size-fits all approach. Think about:
 - Cultural beliefs and values
 - Primary language – would interpreters help
 - Accessibility to internet and finding information

Address Local Concerns

- Access to get the vaccine
- Transportation
 - Inclusive providing resources in select counties
 - Bus passes
 - Taxi
- ID requirements
- Tracking by government
- Immigration status
- Insurance

Establishing community partnerships

- Research and reach out to community members
- Not always the “standard” community centers where people gather. It might be:
 - Parks
 - Bars and restaurants
 - Church basements
 - Pride celebrations
 - Community members’ houses
 - Beauty salons and barber shops
 - Social media
 - Virtual town halls

Establishing community partnerships

- Identify community stakeholders and leaders
- Plan WITH community members at the table = allow for cultural competency
- Partner with organizations that have same goals

Community Messaging

Key Messages

- **Encourage organizations to tailor in the best way that works for community.**
 - COVID-19 vaccines work.
 - COVID-19 vaccines are safe.
 - COVID-19 vaccines are FREE.
 - You do NOT need an ID or insurance to get a vaccine.
 - Some are one dose, some are two (16-17 Pfizer only).
 - Keep vaccine records safe.

LARA Communication Strategy

Listening Strategies

- TING : is a Chinese character for “listening” that incorporates part of the characters for:
 - *eyes & ears*—illustrating the importance of hearing and also attending to nonverbal cues,
 - *heart & mind*—reflecting the need to understand cognitively and connect empathically,
 - *unity, or universal*—speaking to the potential for finding common ground and connection in what the other person is saying, and
 - *king/queen*—meaning that we should hold what someone is saying in the highest regard, as though they are royalty, as they are sharing a piece of themselves with you.



L

Listen – Listen with TING. Don't listen to form an answer. Listen to find out what is at the heart of their message, what beliefs or values you hear in it.

A

Affirm – Find something in which you agree or find common ground and say so. Allow the other person some moral ground to stand on.

R

Respond – Make a response to the question/statement asserting your belief. Don't dodge the issue or talk around it. Note that in facilitating, a response might be in the form of a critical question to engage others thoughts & ideas.

A

Add Information – Provide additional information related to the content of the other person's thoughts, or raise a critical question to further explore the topic, with the aim of furthering dialogue (not necessarily changing the other person's mind). Then start all over again by listening to what the person thinks/feels/experiences related to the new information.

LARA Activity

- Divide into pairs
- 1 person think of a potential concern or fear and act out that part
- Practice responding to that concern for 10 minutes
- Switch places and let the other person practice for 10 minutes

De-escalation

- Goal is not to debate
- Goal is to provide information in a respectful way, so people can make their own decisions
- Set boundaries. If you can't have a respectful conversation, walk away.

LARA Activity – Debrief

- What did you notice about yourself during this exercise? What did you see and hear from your partner?
- How did it feel when someone used LARA to communicate with you?
- How was this different than times you've shared your perspective before?
- How can LARA help you communicate with others in your community?

De-escalation

- Be empathetic and non-judgmental
- Keep your tone and body language neutral
- Ignore challenging questions
- Focus on the thoughts behind the feelings
- Allow time for decisions and silence

COVID Resources

- Wisconsin DHS repository: Partner communication toolkit – coming soon
- [CDC flyers in English and Spanish](#)
- [Common Craft Communications - templates for programs and videos](#)
- [We Can Do This - vaccine campaign toolkits](#)
- [Orleans Community Health - vaccine plain language resource](#)
- [NY Times Article - Responding to someone who does not want the vaccine](#)

Program Resources

- Wisconsin Health Literacy current programs page
 - <https://wisconsinliteracy.org/health-literacy/programs/current-programs/talking-about-the-covid-vaccine-in-your-community.html>
- Wisconsin Literacy resource page
 - <https://wisconsinliteracy.org/resources/health-resources/health-resources.html>

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Training Evaluation

<https://www.surveymonkey.com/r/KHTF2F3>