

THE CONVERSATION / LA CONVERSACIÓN: A Public Information Campaign to Dispel Myths and Provide Accessible Facts about COVID-19 Vaccines

UCLA Community Leadership Summit
May 21, 2021

KFF

Filling the need for trusted information on national health issues.

KFF (Kaiser Family Foundation)

A national non-profit organization focused on pressing health issues in the U.S. (no affiliation with Kaiser Permanente).

As an information-driven organization, we accomplish our mission through policy analysis, polling and survey research, journalism, and social impact media.

Our work in COVID-19 spans all these areas.

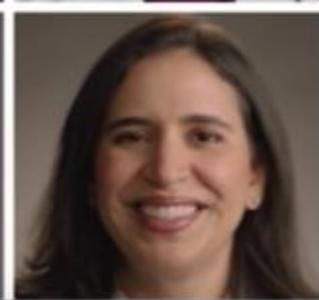
www.kff.org



THE CONVERSATIONSM LA CONVERSACIÓNSM

#BetweenUsAboutUs

YOUR QUESTIONS ABOUT THE COVID-19 VACCINES ANSWERED





Hello Black America! with W. Kamau Bell & Black ...



Watch later



Share

THE CONVERSATION

BETWEEN US, ABOUT US.™



W. Kamau Bell talks with Black health care workers about the **COVID Vaccines**

Watch on YouTube



THE CONVERSATION
BETWEEN US, ABOUT US™

Doctors, nurses and researchers talk about the COVID Vaccines

“This is a chance where we can level the playing field and make sure that we have equitable access to something that is really lifesaving.”

-Dr. Janice Blanchard

BLACK COALITION WE@COVID

JOIN THE CONVERSATION: BLACK COMMUNITY

THE CONVERSATION
BETWEEN US, ABOUT US™

Doctors, nurses and promotoras talk about the COVID vaccines

The COVID vaccine is one of the most effective tools that we have to protect ourselves and our families.

-Dr. Ilan Shapiro

WE@COVID

JOIN THE CONVERSATION: LATINX COMMUNITY

LA CONVERSACIÓN
ENTRE NOSOTROS SOBRE NOSOTROS™

Doctores, enfermeros, y promotoras hablan sobre las vacunas contra el COVID-19

Es una señal de que nos podemos unir y podemos decir “no más, hasta aquí llegó.”

-Dr. Edith Bracho-Sanchez

SOMOS @COVID

LA CONVERSACIÓN: EN ESPAÑOL

THE CONVERSATION

BETWEEN US
ABOUT USSM

If I'm young and healthy, why
do I need the **COVID vaccine?**

THE CONVERSATION

BETWEEN US
ABOUT USSM

*Hector Flores, M.D.
Family Practice, F.C.S.*

Do I have to pay to get
vaccinated for **COVID?**

LA CONVERSACIÓN

ENTRE NOSOTROS
SOBRE NOSOTROSSM

¿Dónde puedo **vacunarme** contra el COVID?



📍 Young Adult Safe Spring Videos

These 15 second videos share variant information for young adults + a call to use caution while gathering.

Includes:

[Game Time video](#)

[Carpool video](#)



👉 Watch + share via social media



📺 Vaccinate Virginia | Local Medical Expert + Community Q&A

Quick, shareable videos covering vaccination questions, answered by medical experts + providers.

Note: Videos include Spanish captions

-

Vaccine [Access](#)

Vaccine [Importance](#)

Vaccine [Safety](#)

Vaccine [Trust](#)



🎥 The Conversation, Between Us, About Us with Kamau Bell

An open + honest conversation between Kamau Bell and Black doctors, nurses + researchers that gets to the heart of Black people's questions.

[Promo](#)

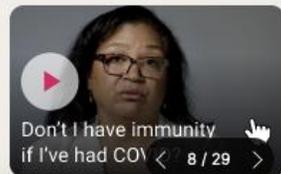
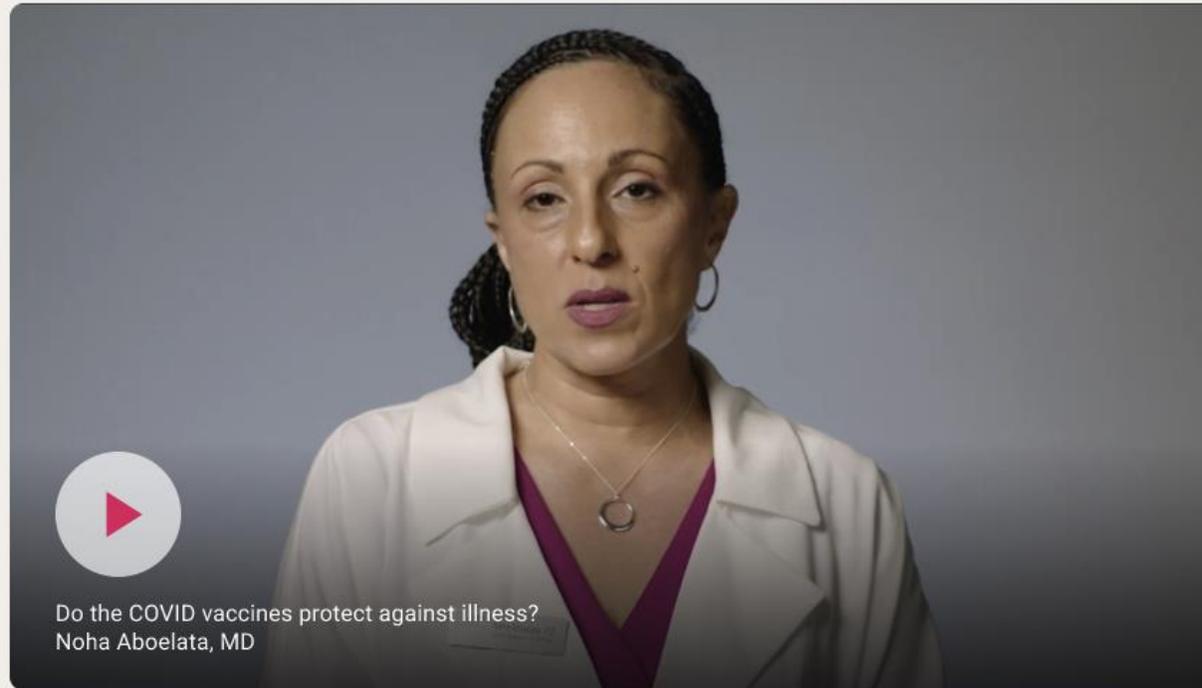
[Website](#)

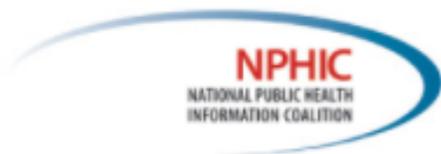
[The Conversation \(50+ videos\)](#)





Learn why doctors and health care experts recommend getting vaccinated and why many Californians have already gotten theirs.



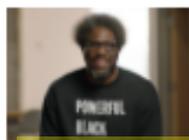


“making public health public”



Forward this e-mail to a colleague |

NEWS HIGHLIGHTS



THE CONVERSATION #BetweenUsAboutUs Webinar

Register [here](#) for THE CONVERSATION #BetweenUsAboutUs webinar on Tuesday, April 20 from 1-2 pm ET / 10-11 am PT to learn how you can use a new campaign from KFF and the Black Coalition Against COVID to reach communities of color with credible, fact-based information about the COVID-19 vaccines. Bring THE CONVERSATION to your Community! You'll learn about using the campaign content on your social media to engage with your audiences, embedding the videos on your website to create a digital FAQ resource, and incorporating the campaign assets into grassroots outreach. The event is presented in partnership with AIM, ASTHO, NACCHO, and NPHIC.



Association of
Immunization
Managers



National Association of County & City Health Officials



ASSOCIATION OF STATE AND TERRITORIAL HEALTH OFFICIALS

WEEKLY EBENEZER BAPTIST CHURCH

WORSHIP SERVICES

WATCH EVERY SUNDAY

EBENEZERATL.ORG/WATCH OR DOWNLOAD THE EBENEZER APP!

9:00 AM & 11:00 AM REV. RAPHAEL WARNOCK, PH.D.

136 527 Comments 75 Shares

Like Comment Share

Most Relevant

Write a comment...

Ebenezer Baptist Church · 13:55
https://www.youtube.com/watch?v=qp6S4C6zG_M



CONVERSATION
 YOUTUBE.COM
 Hello Black America! with W. Kamau Bell & Black Health Care Workers...

Like · Reply · 2h
 ↳ 1 Reply

View more comments 1 of 492

We have ensured that each of the

- Lydia Raglin
Great vaccine info!!
- Sheila A. Pritchett
I would love to have access to this video.
- Brenda J. Burch
Good Morning
- Pat replied to Faye
Good morning Ebenezer Family and Friends....
- Pat Flood
Good morning Cousin Chandra
- Ebenezer Baptist Church
https://www.youtube.com/watch?v=qp6S4C6zG_M
- Connie F. Smith-Lindsey
Great information on what Black and Brown communities NEED to know about the COVID19 vaccines!! When it is your time for the vaccines, GO!
- Lydia Raglin
Thank you Dr. Valerie Montgomery Rice, Ebenezer Member!!

Share Write a comment...

IX COLORS OF COVID - 19 IX
BARBERSHOP
& SALON TALK

Hosted by
QUICKSILVA



SCHOOL OF
PUBLIC HEALTH
CENTER FOR HEALTH EQUITY

COVID-19
Citizen Science



QUICKSILVA



Dr. Stephen B. Thomas (Dr. T)



Dr Carol Ritter



Tuesday Cook, MD



Dr. Christina



Omar Neal



Rhea Boyd, MD MPH

Presented by Citizen Science ..

Welcome to Colors



Montgomery County, PA

April 8 at 2:30 PM · 🌐

Have an opportunity to get vaccinated but thinking about putting it off? This Greater than COVID-19 video explains why that's the wrong move: https://www.youtube.com/watch?v=_j_gciVGSiA #VaccineReady #NMHM2021



YOUTUBE.COM

Why not wait to get the COVID vaccine? Florence Awosika, DNP, CRNP (0:54)
Black doctors, nurses and researchers dispel misinformation and provide accessible facts ...



Montgomery County Office of Public Health

March 30 at 4:57 PM · 🌐



Montgomery County Immunization Coalition

March 30 at 7:49 AM · 🌐

I'm not worried about getting COVID, why should I get vaccinated?
Noha Aboelata, MD, answers this and other commonly-asked questions about the #COVID19 vaccines and more in THE CONVERSATION #BetweenUsAboutUs
[Montgomery County Office of Public Health Montgomery County, PA](#)



If I'm not worried about getting COVID, why should I get vaccinated?





Florida Health Justice Project @FLHealthJustice · 5h

¡Hablemos! Let's Talk! Latinx doctors, nurses & promotoras join THE CONVERSATION/LA CONVERSACIÓN to provide facts about #COVIDvaccines. 75+ videos about safety, eligibility, access & more!

[BetweenUsAboutUs.org](#) @KFF @WeAreUnidosUS #BetweenUsAboutUs via @greaterthanCV19

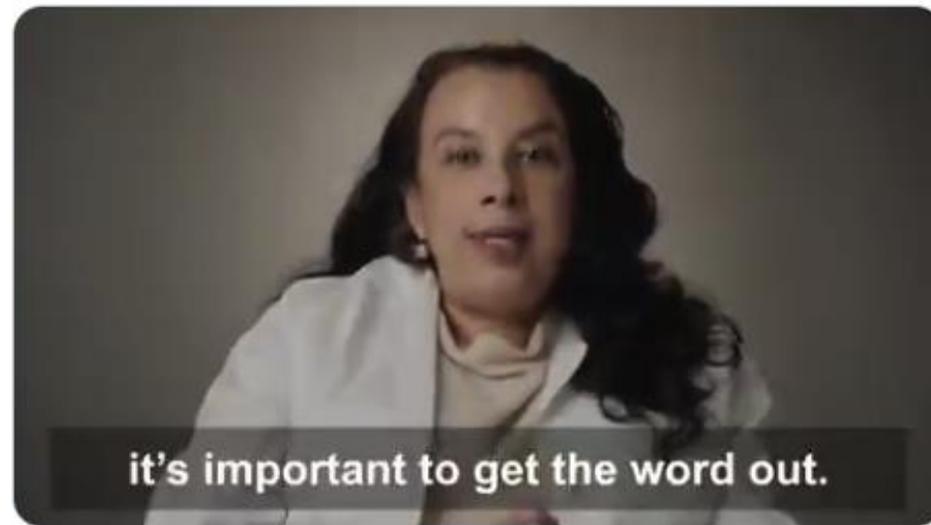


Join THE CONVERSATION #BetweenUsAboutUs
Doctors, nurses and promotoras provide facts and dispel misinformation about the COVID-19 vaccines.
greaterthancovid.org



UnidosUS @WeAreUnidosUS · 8h

¡Hablemos! Let's Talk! Latinx doctors, nurses & promotoras join THE CONVERSATION/LA CONVERSACIÓN to provide facts about #COVIDvaccines. 75+ videos in Eng & Sp about safety, eligibility, access & more! [BetweenUsAboutUs.org](#) @KFF @GreaterThanCV19 #BetweenUsAboutUs



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