

COVID-19 Trusted Messenger Discussion Questions for Public Health Audience

Objectives

To improve knowledge and competency of public health professionals to support effective COVID-19 vaccine conversations with patients and communities, including the sharing of credible COVID-19 vaccination information and responding to misinformation

To increase competency of public health professionals to have effective COVID 19 vaccination conversations with patients and communities

- To increase understanding of key areas/concerns patients and communities may have around COVID 19 vaccination
- Identify steps to take to support trusted messengers and practitioners to increase effectiveness of COVID 19 vaccination conversations
- Explain the importance of trusted messengers and trusted spaces within communities

Public Health Staff Discussion Guide

The questions below can be used, along with the [General Discussion Guide](#), to generate conversations with public health staff watching the documentary. Questions can be modified to meet specific needs for a particular area or role within public health.

<https://www.tpt.org/trusted-messenger/>

Discussion Questions for Before the Film

1. How would you define a successful conversation about the COVID-19 vaccine?
2. Which platforms have you been using to engage in conversations with community on COVID-19 vaccines?
3. What are your own personal opinions on the COVID-19 vaccine and how might it influence this video training?
4. What is your own comfort level with engaging in conversations about the COVID-19 vaccine.
 - a. What areas do you find most challenging? Fake news, misinformation, addressing personal beliefs, fear and safety, explaining the science, uplifting trusted messengers?

Action item: Based on the challenges shared, identify topic areas to discuss, or, to create small group discussion around.

Discussion Topic 1: Addressing fear, safety, and fake news

1. In these conversations, do you think building trust could change the direction of the discussion? Are there additional ways that public health professionals can continue to foster trust and find ways to engage with and listen to the community?
2. What did the two health professionals do to build trust and address concerns/fear? Is there a way to move past the 'fear stage' when having a conversation?
3. The second mother seems to have trust in many of the vaccines that have been available for some time. What is the difference for the COVID-19 vaccine for her? How can public health professionals create better resources and messages for individuals like this mother, who isn't "vaccine hesitant" but rather "COVID-19 vaccine hesitant"?



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Action item: Partner with a colleague and role play a common conversation around mistrust of the COVID-19 vaccine and practice listening, validating fears and building trust.

Discussion Topic 2: Historical and present medical trauma

1. The Tuskegee study is often cited as a damaging event that has fostered mistrust by African American communities. What other events or patterns have occurred that contribute to the mistrust that exists in numerous diverse communities in terms of health care and public health?
2. Taking these events into consideration, how can we approach starting conversations about COVID-19 vaccination with our communities?
3. Hearing those stories of mistrust and medical trauma, how does that make you feel as a public health professional, given your own lived experience?

Action item: Take some time to learn the history of the communities you serve or reflect on your own lived experience and how it might impact communities' trust of COVID-19 vaccine and public health professionals.

Discussion Topic 3: Identifying trusted community spaces, uplifting and supporting trusted messengers

1. What is the value of trusted spaces?
2. Can you think of some trusted spaces in your community? Can you think of individuals who may be able to connect you to trusted spaces?
3. Watching this scenario, how can public health professionals help get the information that is needed to our trusted messengers like Elder (the pastor) and Teto (the barber)?



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Action item: Create a list of potential trusted spaces in your community and identify some individuals or organizations in these trusted spaces that you can reach out to. Consider how your own background affects which spaces you are trusted in and what spaces you place trust in.

Discussion Topic 4: Facilitating conversations about the science behind COVID-19 vaccines

1. What have been some of the community concerns and conversations surrounding the different types of COVID-19 vaccines?
2. How would you go about explaining and simplifying this scientific information to communities?
3. How and where/when does the scientific information about vaccines fit into the conversation?

Action item: Review the most up to date information on COVID-19 vaccination. Think about how you can navigate conversations where you don't know all the answers without misleading or adding to misinformation while still making sure that the concerns of your community are heard.

Discussion Topic 5: Identifying opportunities amid vaccine hesitancy

1. After hearing some reasons why individuals don't want to get vaccinated, which of those could be addressed in your role as a public health professional? What are some other reasons you are hearing that perhaps are out of the scope of public health?
2. How can you acknowledge where individuals are at in their beliefs and perceptions, while still making space for conversation about COVID-19 vaccines?
3. Some individuals and communities have a lower perceived risk for getting COVID-19 and being negatively impacted by it, as seen in Every's video. What strategies and information can public health professionals use that could



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help convey the seriousness of COVID-19 to communities with perceived low risk of COVID-19.

4. How can public health professionals work with misinformation?

Action item: In a small group, select one reason for vaccine hesitancy that was shared in the video that stems from misinformation and practice providing more information for community members in response to the concern.

Discussion Topic 6: Personal beliefs and professional work

1. As public health workers we are working to promote vaccination, but we as individuals still need to address our doubts and questions and make decisions for ourselves and our families. How has this experience been for you?
2. What helped you get vaccinated? Or if not, what do you need to feel comfortable getting vaccinated?
3. What questions/doubts about the vaccine still remain for you?

Action item: In a breakout group, or in pairs, share a question or doubt about the vaccine that **you** have with each other. Have a conversation about that question/doubt and how it might influence discussions you have with the community about COVID-19 vaccine.

Discussion Topic 7: Doing good

1. We all want to help our community – what community do you belong in where you can help and share the message out?
2. What methods did the leaders in the film use to help their communities?
3. With whom else can we make alliances to fight misinformation?

Action item: Take some time to brainstorm 2-3 different contacts that you can connect with to further develop relationships in the community or better understand concerns in the community.



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Discussion Questions for After the Video

1. What gives you hope to carry on in COVID-19 vaccination work?
2. From the possible community trust issues you picked in the film, what facts could help to address the community concerns/insecurities about the COVID-19 vaccines?
3. What will you do differently, begin doing, or stop doing?
 - a. For example, after seeing the video, are there implications for grants and resource sharing in your work?
4. What do you need to feel more confident or effective in having a conversation about COVID-19 vaccine?

Action Item: Identify one area you want to improve on to have a more effective conversation around COVID-19 vaccination.



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