

# How to Use the COVID-19 Trusted Messenger Learning Module for Public Health Staff

## Goal

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

## Key objectives

- 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

## Components of Learning Module

- Video recordings
- Discussion handout
- Large group or small group breakout for discussion

## Learning Module Assumptions

- Understanding of terminology – trusted messenger, trusted space, vaccine hesitancy, community historical and present medical trauma

## Training Session Topics and Timeline

The entire training module is estimated to take approximately 3 hours. You may choose to go through all seven modules or focus on the topics most pertinent to you audience. You can also break up the training, based on participant availability. Each topic is designed to take about 15-20 minutes. Video segments are short, leaving room for discussion.

Topic	Expected Time
Welcome – Introductions, Ground Rules, Agenda Overview	Depending on size of group and if each participant does introductions, recommended minimum of 10 minutes.
Pre-video discussion	Discussion – 15 minutes
Addressing fear, safety and fake news (1:46)	Videos – approx. 4 min , Discussion – 15 min
Historical and present medical trauma (5:47)	Videos – approx. 2 min, Discussion – 15 min
Identifying trusted community spaces, uplifting and supporting trusted messengers (8:09)	Videos – approx. 7 min, Discussion – 15 min
Facilitating conversations about the science behind COVID-19 vaccines (14:59)	Videos – approx. 3 min, Discussion – 15 min
Identifying opportunities amid vaccine hesitancy (17:40)	Videos – approx. 7 min, Discussion – 15 min
Personal beliefs and professional work (25:32)	Videos – approx. 5 min, Discussion – 15 min



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Doing good (30:00)	Videos – approx. 2 min, Discussion – 15 min
Post video discussion, summary and key takeaways	Discussion – 15 minutes

## Training Facilitator Process

1. Determine how you will share and view the video. You may choose to go through all seven modules or focus on the topics most pertinent to your audience. Each topic is designed to take about 15-20 minutes. Video segments are short, leaving room for discussion.
2. Share questions/handout in advance of discussion. Based on group size and training format (in-person versus virtual), decide if discussions should take place as a larger group, or in smaller breakout groups. To create safety and foster greater discussion small groups are recommended with no more than 4 people per group. Prioritize questions or instruct small group to prioritize questions based on time allotted.
3. Before each training session begins, establish a group agreement that supports safety, inclusion, and confidentiality. You may choose to involve staff in establishing these at the beginning of the session or develop prior to the session.
4. During your introduction, note areas of staff concern, if applicable. Some areas may include, but are not limited to, sharing of personal views in groups, individual view of COVID-19 vaccination that may not be shared by others, current attitude of workplace around vaccination hesitancy, staff burnout levels, and any other concerns relevant to your work environment.
5. Before the video, break into small groups and discuss pre-film questions.
6. During the training modules, discussion questions and action items will pop up at the end of a video segment.



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7. Once the training module is complete, discuss the post video questions in groups. Identify action items that are pertinent to your audience and establish priorities and set timelines for follow-up.
8. Share contact information for follow-up questions and reflections after the session.

## Things to keep in mind

- Recognize trauma: Trauma does not exist solely in one community. Recognize that some staff participating in the training will have also experienced trauma. Honor each person's ability to engage and comfort in speaking in group discussions. There may be experiences and emotions that you are unaware of that blossoms up for staff during the session. Give staff permission to step away, if needed, and to return, when ready.
- The module is not comprehensive: This Trusted Messenger module highlights many of the topic areas that have emerged for public health professionals throughout the COVID-19 pandemic. However, there are many other areas that are not covered by the module. If other questions or topic areas emerge that are were not discussed in the module, refer to [www.health.state.mn.us/diseases/coronavirus/](http://www.health.state.mn.us/diseases/coronavirus/) for additional resource.



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