

Centers for Medicare & Medicaid Services  
We Can Do This Campaign Toolkit Webinar Series:  
Racial and Ethnic Minorities  
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OPERATOR: This is Conference # 1459445

Michelle Oswald: Hi. Good afternoon and welcome to the We Can Do This Campaign Toolkit Webinar Series. I am Michelle Oswald and I'm in the partner relations group in the CMS Office of Communications. The HHS We Can Do This campaign is the national initiative working hand in hand with trusted leaders and community organizations to continue to build confidence in COVID-19 vaccines and get more people vaccinated. This campaign offers tailored resources and toolkit for stakeholders to use to provide COVID-19 vaccine information to at-risk populations.

CMS is partnering with the campaign to offer several webinars that we've held already to walk through each toolkit and its resources, and train community organizations, local voices and trusted leaders to use the campaign tools for vaccine outreach efforts to diverse communities. Today, we will be walking through the toolkit for racial and ethnic minority communities. You will learn about messaging and strategies to help Americans know how to protect themselves from COVID-19, strengthen public confidence in the vaccines so those who are hesitant will be more willing to consider vaccination, and increase vaccine uptake by informing Americans about how and where to get vaccinated and learn more about each toolkit how to use it and how to help increase vaccine confidence.

We'll also share some real-life examples from our partners about how to amplify these messages and share resources. Today, I'm joined by Dr. Lashawn McIver Director of the CMS Office of Minority Health who will provide updates on OMH activities and their COVID-19 vaccine resources. Then, we will hear from Karina Jimenez-Donovan, partnerships lead for the COVID-19 public education campaign in the office of the Assistant Secretary for Public Affairs at the US Department of Health and Human Services. Following Karina's presentation, I'll provide some examples of how our partners have used these materials and finally we'll spend the last few minutes of the call taking your questions.

Before we begin, I have a few housekeeping tips. This call is off the record and for informational and planning purposes only. While members of the press are welcome to attend the call, we do ask that you please refrain from asking questions. All press and media questions can be submitted using our CMS media inquiry form which can be found at [CMS.gov/newsprint/media-inquiry](https://www.cms.gov/newsprint/media-inquiry). We welcome your questions on the topics that we discuss today and you may ask a question at any time by scribing it into the Q&A chat function and we will do our best to get to as many questions as possible. So, at this time, I'm going to turn it over to Dr. McIver for her updates. Dr. McIver.

Lashawn McIver: Thank you, Michelle, and thank you so much for having me today and to everyone who has joined. Thank you for your work you're doing in your community and helping people understand and access healthcare services in particular during this public health emergency and for encouraging and helping people to receive COVID-19 vaccines. As mentioned, I lead the CMS Office of Minority Health. It is one of eight offices of minority health within HHS and we're tasked with addressing the needs of specific populations.

Our office is charged with ensuring that the voices and needs of underserved populations are present as CMS develops, implements, and evaluates our programs and our policy. We envision a future where all CMS beneficiaries achieve their highest level of help and where disparities in healthcare quality and access have been eliminated. So, given our role, we've been focused on COVID-19 for the past year. We've been engaging with partners like you and developing resources for you as underserved populations like Black and Latinos face higher rates of infection and death.

We've curated resources on our website for our population, added to the coverage to care resources to focus on COVID-19 and telehealth, and as often as possible doing webinars like these and other listening sessions to stay in touch with our partners. We know the best way to reach our populations is through you and our trusted community partners. So, we hope this webinar gives you tools and resources and language to help you and your work. The good news is we're seeing improved vaccine confidence among Blacks and Latinos. Yet, we understand that more improvement is need and although slowly changing, some rural populations in particular remain hesitant.

We're now able to reach even more people with the updated Medicare payments that allow for providers to be reimbursed for providing vaccines in the home for Medicare beneficiaries who have difficulty leaving their homes or are otherwise hard to reach. There are approximately 1.6 million adults, 65 or older, who may have trouble accessing COVID-19 vaccinations because they have difficulty leaving home. We hope this too is helpful to you in your work.

Next slide please. Now, I'll go over some resources from CMS and the CMS Office of Minority Health specifically. CMS OMH has two web pages of COVID-19 resources including a page of vaccine specific resources. We have list of resources for healthcare professionals, consumers and patients, non-English speakers, partners who are educating COVID-19 vaccine recipients, long term care facilities and health plans and programs. We also know that for many of you, your communities may want a little more information about the vaccine. Some of you may need to start out with information to build confidence in the COVID-19 vaccine.

If we can advance to the next slide, please. We do have resources to address this specifically. So, our office along with guest speakers from the FDA and CDC hosted a webinar on May 13th to provide information and resources to help address vaccine hesitancy in your community. You can watch the recording and download the slide deck from the presentation. We also have a supplemental handout for information and outreach materials you can use to educate your community about the COVID-19 vaccine. You may find information resources and the handouts to be helpful in crafting your response to your community.

Next slide. The CDC has information on this shown on your screen here. Please review the website and download the "Vaccinate with Confidence" fact sheet to learn about CDC tools and technical assistance available to state and territorial health department to increase COVID-19 vaccine confidence and uptake. Like so many of CMS' educational resources, we hope that these above will give you the tools you need to customize this conversation with your community. That may be addressing particular myths or helping people understand the science and the safety behind the vaccine.

Today, Karina will walk you through the We Can Do This resource. We hope you can use these materials in your outreach as you see fit. For some of you, there may be an opportunity to go through a school-based outlet or to use

community health workers as very local ways to reach a community and many partners find it useful to partner with other community groups to expand their reach and share their workload. So, maybe a library and a community health worker at a county health department and the local school system or place of worship and the food bank or providers office, the list goes on.

Before I turn it back to Michelle, I do want to thank you all in advance for your time today and to thank you for the work that you're doing across this country. None of us can address health disparities on our own, but together we can continue working towards health equity and ending the COVID-19 pandemic for everyone and returning everyone to normal. So, thank you again, and Michelle, I'll turn it back over to you. Thank you so much.

Michelle  
Oswald: Great. Thank you so much Dr. McIver. We appreciate this information today. Next, we have Karina Jimenez-Donovan to walk us through the toolkit. Karina.

Karina  
Jimenez-  
Donovan: Thank you, Michelle. Thanks everybody for joining us today. Dr. McIver, I just want to say thank you for being part of the conversation and for all of the work that you do under the CMS leadership that I just admire so much. So, thank you for being part of this conversation and to everyone for being here today. I am Karina Jimenez-Donovan, the partnerships lead on the We Can Do This campaign, and I am going to be walking the group here through a lot of the asset to materials that we have targeting minorities.

So, let me start by sharing my screen right now and Michelle if you can tell me when you do see my screen to make sure that everybody's following along. So, this is that We Can Do This landing page. This is our website as you can see here. There are a ton of resources that we have here for the community to make sure that we provide you with the tools that you need to engage those that you serve. So, before I go into the toolkit, let me just give you a quick overview of what you will find here on our website.

So, when you come to the We Can Do This website, we are going to see this information on the month of action which is going to conclude in a couple of days, but there has been a lot of work that we have done to make sure that we share the word about getting the vaccine across many, many communities in the country. You're also going to see here our campaign resources and toolkit section. That's the section that we're going to be diving into today, but before we do that, let me just also go over the Community Corp section of our website.

This is something that we hope everyone on the call can help us to support. When you join the Community Corp, you become part of a movement to get every American vaccinated and one of the ways that we do that is by sharing information with you, giving you all the resources on a weekly basis. So, when you join the Community Corp, you will get emails with resources and information and news for your community. So, we ask that you please join the Community Corp.

This is a very important part of just making sure that we share information with our communities in a way that is really, really easy to process and again sending you emails on a weekly basis so that you have the very latest at your fingertips. On our website, you can also access our ad. So, I am going to click here really quickly. We are talking today about diversity and minorities. So, you're going to find on our campaign ads are all about representation and inclusion. So, I invite you to take a look at some of these.

In fact, you may have already seen some of our ads on TV and perhaps even hear some of them. We have them in many, many different languages, not just English and Spanish. So again, I invite you to take a look because we have many, many answers presenting many, many communities. So, that's what you will find under the campaign ads section and then you also will find a section on vaccine hesitancy in your community. This just takes you to very specific data regarding your region and where you are geographically by this map that you see here. So, again just information that will help support all the work they are doing and inform you with the very latest.

So, those are the main sections on our website. I also want to just plug that our website We Can Do This is also available in Spanish and the name of our campaign in Spanish is Juntos Si Podemos. You will see here that everything that we have has been translated to Spanish. So, again just sharing with you so that you are aware, but let me click back to the English section and today we're going to be talking about several of our toolkits. These assets that I'm going to be going over today are not the only assets that we are targeting our minority communities, but these are some of the key toolkits that I do want to share with you today.

So, just so you know today we're going to go over our LGBTQ plus toolkits. We are going to go over our Black African American civic organizations

toolkit, our HBCU toolkit, the toolkits that target Indian country, our Native American brothers and sisters, and I'm also going to give you an overview of all the materials that we have developed targeting the Latino community. I believe it was last week that we held the webinar where we went specifically into each of our Spanish language resources, but I still want to give you an overview in case you missed it.

So, again we're going to go over several materials today targeting several communities. When you go and visit our website, you will see that there's a lot more. So, again really hoping that you take the time to take a look. So, for today though, we are going to start with the LGBTQ toolkit. So, just to help you navigate the website when you do visit it, we're going to click here on campaign resources and toolkits and then what we're going to do is that we're going to "audience". So, since we are looking at the LGBTQ plus toolkit first, that's what I'm going to click, you see here to the right the we have several, several assets. These are listed separately, but we are going to now look at our toolkit so that you see everything together.

You see here that we have the toolkit targeting the LGBTQ plus community both in English and Spanish, and I'm going to click on the English version. So, what you see here, whenever you click on a toolkit on our website, you're going to see just a graphic of the toolkit itself, but then here at the bottom of that page, you'll see a little blue box that lists every one of the assets under this toolkit and a good place to start whenever you look at our toolkit is to just click on our user guide. So, when you click on the user guide, this just gives you information about what the toolkit is, how it is so you can use our assets and just a list of our toolkit content.

So, that's a good place to start, but I am going to go back to the blue box here and I want to highlight just a few of the assets for this community. This conversation is timely because even though it's July already, we were acknowledging pride month, so again just wanted to once again say that we are always cognizant of wanting to acknowledge and include and represent all of the communities that we want to serve. So, this is something that we did with this toolkit. So, I'm going to start with sharing the FAQs for the LGBTQ community.

So, this is an FAQ document that we hope you can use as you engage this community in particular. Well, you're going to find when you look at our

toolkits, a lot of the information is what we share across all of our assets, but we also want to tailor everything that we share. So, if we go here to the FAQs for this particular community, there is information that we cover that is directly connected to concerns by this community.

So, not only are we talking about the safety of the vaccine and not only are we talking about access, for instance one of the things that we do is that we want to share how it is that one can get vaccinated. So, we immediately link you to [vaccines.gov](https://www.vaccines.gov), which let me see if I can click here hopefully you can see it-I don't think it's going to click, but I will take you to that site. [Vaccines.gov](https://www.vaccines.gov) takes you to information where you can get a vaccine near where you are. So, everything that is on our asset links you back to [vaccines.gov](https://www.vaccines.gov).

As we go through some of our other materials, I will make sure to click on it so that you see it, but again just reminding our communities to go to [vaccines.gov](https://www.vaccines.gov) to get information about where to get vaccinated or to text your zip code to this number that's here 438829 so that you get information about where to get vaccinated or to call our lines so that you can again talk to someone live and figure out where you can get vaccinated. So, again issues about access we want to make sure we tackle on every one of our assets but going back to what I was saying regarding the specifics for each of our communities. We know that when it comes to the LGBTQ plus community, a lot of individuals in that group experience homelessness.

So, we have included information about that on our FAQ and everything that we have here comes from the CDC. All the language that we have is science based and it comes from the knowledge that our groups have working with the community directly so that we know what the concerns are for those who are part of this community. So, again we tackle information regarding homelessness in COVID and how to take care of yourself should you be going through that experience, what it is you need to know if you're experiencing homelessness and you need to get a vaccine, then we also have information about HIV in COVID-19.

One of the things that we have heard is this concern around vaccine safety in general, but specifically talking about people with HIV. What does that mean for them, how is that they can take care of themselves, what does that mean to have an underlying medical condition and how it is that you can take care of yourself to make sure that you protect yourself and those that you love.

So, again this is an asset that is very much focused on the needs that are very specific to this community talking about homelessness, talking about HIV in COVID-19. There's a ton of information here that I'm hoping you have a chance to go through much more thoroughly than I can here given the time that we have, but there's also information here about substance abuse disorders in COVID-19.

Again, these are all topics that are relevant to this community and that's why we have included it here. So, that was our FAQ for this toolkit and I also want to show you just the key things to know about COVID-19 which has just very straightforward information about how to get vaccinated and the vaccines being safe, the vaccines being free, what to do once you have been fully vaccinated, again just key information that is very, very easy to share. We also have some social media graphics specific to this community.

Again, it's all about representation and inclusion. We encourage you to use them and just to give this community a voice and to let them know that we see them and that we want to help them protect themselves and those that they love. So, encourage you to use these as well, and I'm getting a little sad because I'm looking at the time and I want to go through so much, but let me just go through one more thing here. One of the things that we have done for our toolkit is that we try to be as visual as possible. So, here you have this asset what they were calling, Know Your Risk for Severe Illness from COVID-19.

So, again very specific to this community. What is it that you need to know about COVID-19 and if you have a severe illness, what does that mean in terms of your risk and what is it that you need to do? So, very easy information to share in plain language and just making sure that you can print it or share it and the person that looks at this will have the information that they need right away. So, I encourage you to look at that please.

As you see here, there's a ton of information including videos that I want to make sure that you access. You will see that our assets are as simple as possible. So, just look at them and this is the LGBTQ plus toolkit that I wanted to go over. I'm looking at the time now. So, let me just now go back to our main section for toolkits and what I'm going to do now is that I am going to go into the Black African American toolkit section.



So, again what I am doing is that I go to “audience”, I click on Black African American and for the purposes of today's conversation, I'm going into resource type and toolkit. So, here's what we have. You see here that we have our Black African American civic organizations toolkit and our historically Black colleges and universities toolkit. So, I am going to start with the civic organizations toolkit and what I want to say here is one of the things as Dr. McIver said earlier is that for our communities to trust our words saying they want to hear from those in their community. They want to hear from organizations that they trust that they have interacted with before.

So, that is why for our Black African American toolkits, we cobranded our materials with the Black Coalition Against COVID and that's actually something that your organizations or community organizations can do as well because it's one of the ways that we want to show the collaboration that we want to make sure exists between our work and the work that community organizations are going every single day. So, we do provide you the opportunity to cobrand our assets and that's something that we have done here for our Black African American toolkits.

Again, just wanting to show collaboration and working with a trusted organization within this community. So, just like I did for the LGBTQ toolkit, I am now going to click on the user guide for this particular toolkit. Again, the user guide is a really good starting point for you to look at how you can use this toolkit, the role that a civil community organization leader plays and sharing information about COVID, why it is that they can be so successful in helping us with sharing that message and increasing that trust, the purpose and the goals of the toolkit and then you go here into the tools and resources.

So, for this particular toolkit, we have posters and flyers, we again have social media messaging, we have videos, FAQs, factsheets, talking points, ideas of how to conduct Facebook live events, website content and we also include CDC resources because again everything that we want to share, we want to base on science and we want to base on what we hear from the CDC, the most reliable source right now. So, here you see that we have information on FAQs for the organizational leaders.

So, I am going to click here just so that you see it. It takes you to the main section for that asset and so here we go. You have a frequently asked question document, but we provide you an overview again just to remind our community

and our civic organization leaders of the huge role that they play when it comes to providing valid solid information about COVID-19. So, we start with what is COVID-19, some of the symptoms of course we want to make sure that you know, but then this section here is more direct and specific to civic organization leaders.

So, again for instance you see here like a meeting or chapter would like to meet or host an event in person, what do I need to do to participate safely. Of course now things are starting to change and depending on where you are, organizations are going to be doing things a little bit differently, still though we want to make sure that we follow CDC guidance and this is why we are giving you this information here, how is it that you can still connect it with your membership base and serve your communities again making this document as specific to this audience as possible and providing you with all the information that you need to make sure that you inform your community of everything that they need to know, and to answer the concerns that they have their own safety right because again we have heard and I know that I'm preaching to the choir here because you are the experts, but the distress that exists in some of these communities which is not just linked to historical events right. It's something that it's very much alive today. Those concerns that people have about the healthcare system in general today. So, we want to make sure that we can separate that concern while paying attention and listening with empathy, separating that from the science and the fact.

So, that's what we're trying to do here, providing you all of that information so that we can listen to our community with empathy while still sharing information that is going to help them to protect themselves and those that they love. So, that is our FAQs for Black African American and civic organizations. Let me go back here to the user guide and I also want to go over a couple of other resources that I want to make sure that you see. So, one of the things that we heard when starting to work on our assets is that a lot of times, there isn't enough for presentation in terms of images for the materials that are out there.

So, everything that we have showed those we're trying to serve. That's what you're going to see here on all of our posters and our flyers. So, again I am inviting you to please visit that, and I think I'm going a little too fast, I'm sorry and you may be getting a little bit lost, but let me take you back to the user guide, my apologies for that. I'm so excited to be sharing everything with you today. We have talking points that again are very specific to those serving

communities in terms of civic organizations, very, very specific to your work, for your civic minded community.

We give information about how to relate to your community, conversations that you want to have about promoting health practices, socializing, COVID-19 protocols, how to talk about safety and effectiveness, what an emergency authorization is in terms of the vaccine and the ways we can continue to take care of one another while still keeping connected. So, that is our talking points asset under this toolkit. Let me just show you one more under our civic organization's toolkit. I also want to say that you will find that there is not only do we have things like a newsletter for instance or website content for your site, but we have videos as well. So, I want to make sure that when you can that you checkout the videos that we have featuring trusted messengers for these communities.

So, we have a lot of trusted leaders talking to the community directly about ways that they can protect themselves. So, I'm going to make sure that I show you that section of videos, but I just want to say that in addition to everything that you have here on our toolkits, there are videos featuring trusted messengers which is so, so important for these communities. So, let me just click on the social media information that we have here. So, again just making sure that these messages speak to those serving in the community and involved in civic organizations as you see there. those are cobranding by BCAC acknowledging how important it is to work with those at these community's trust.

So, that's what we have done here. Please feel free to access these assets and share them with those that you are working with. So, that is our civic organizations toolkit. I am looking at the time here. So, let me just go back now to this section which is where we started. We just looked at the civic organization's toolkit. So, now what I want to do is that I'm going to go into the historically black colleges and universities toolkit and this toolkit is particularly relevant now because as we know we're going to start getting ready to go back to school, we are hearing new things and people still have questions right. So, that is why it's so important that we shared these types of assets and materials with the youth, the group that right now we're sharing that it is a bit more hesitant than others when it comes to getting the vaccine. So, I am going to click on our FAQs for this toolkit and again a lot of the information that I have already showed here too regarding safety, regarding how to access vaccines, which is very, very important. Again, another plug for [vaccines.gov](https://www.vaccines.gov) which gives you a

ton of information on that and I will get to it in a little bit but let me just highlight information that we have here that is very specific to HBCU.

So, the “prevention on campus”. This is information that we want to make sure that you hear about how to protect yourself if there is some COVID-19 while you are on campus. What it says that you can do if you want to attend classes with student activities but are feeling sick or have concerns about your health. What steps are you supposed to take?

If you live on campus with the roommate who's not vaccinated yet, what is it that you can do and we give you all of that information about how to prevent getting COVID-19 while you are off campus. Again, so that you can protect yourself no matter where you are and we need information about access on how to make things as convenient as possible when it comes to getting the vaccine.

So, you see all of that here, very relevant information for individuals in this age group which again as we know is a little bit more hesitant than the older group to get the vaccine. So just making sure that we put everything in one place to answer all of your questions so that you can feel like you have all the information that you need, and you can get vaccinated.

So that's our FAQs for HBCUs. I also want to show you just some graphics or some posters that we have here. Again, “let's make COVID history”. This is something that we came up with based on feedback that we got from the vaccine. So, everything that we have here the language that is reflected on our materials comes from what we heard from the community and again looking at the presentation and access, go to [vaccines.gov](https://vaccines.gov), type your zip code, call the 800 number and get vaccinated.

Again, this is something that you can print, then you can share digitally, something that you can co-brand and we just want to make sure that we show representation and we are as inclusive as possible of all of the communities that were trying to save.

I'm sharing with you here some of our social media postings as well. So that you see that we're trying to represent the communities that we serve as much as possible. It's all about increasing confidence, it is all about making this information as relatable and in plain language as much as we can. So, that you can feel comfortable using it.

So that is the HBCU tool kit and before I go any further actually because I think it's important that you see just the emphasis that we put on engaging trusted messengers. So, I have shown you a couple of toolkits now. And so what I want to do now gets us a little break from going through things and just materials. Let me go back to our landing page and what I'm going to do is that I am going to show you videos featuring trusted messengers.

So, I'm going to go to resource type. And I'm going to go to video and what you're going to see here is that we have a ton of trusted messenger videos that we hope that you can use. So here for instance we have one featuring a pharmacist in the Philadelphia region, talking about safety effectiveness and the importance of COVID-19 vaccine, again highlighting the relevance of working with trusted messengers when it comes to minority organizations.

I also want to show you another set of tool kits or videos featuring trusted messengers. So that you can take advantage of them and you can combine these videos with the toolkits that we have. So that you can have that full package of not just written materials, but also videos.

So, here for instance if I click on this particular video, you are going to see that we have Dr. Marcella Nunez-Smith, who is a senior adviser with the White House COVID-19 response team and she's talking about representation in vaccine development and the distribution of the vaccine. This is a topic that is super relevant to the Black African American community, really to the minority community in general.

So, I invite you to please take a look at this video along with all of the other trusted messenger videos that we have on our website that speak directly to a lot of the concerns that we hear from our minority communities we have even some faith based leaders we are featuring information about how to come back vaccine this information through again doctors that are working with our communities directly.

All trusted voices, all helpful in answering questions that minority communities have. And in fact, I also want to talk about something else before I go back to our toolkit. Right now, something that is really important for our younger population is this concern around COVID-19 vaccines and infertility. So, we have information on that, we have doctors and we have trusted messengers

talking about how COVID-19 vaccines for instance do not affect fertility and how it is safe for anyone who's looking to get pregnant to get the vaccine.

Trusted messengers are speaking to our community directly, answering very specific questions from our community. So, again just encourage you to look at these videos and our trusted messengers who are working directly with our community.

Okay, so we have gone over LGBTQ toolkit. We have looked at our Black African American civic organizations and HBCU toolkits and so what I want to do now is that I want to look at AIAN assets. So, let me go back to audience and what I'm going to do is that when I click on American Indian Alaskan Native, and I'm going to go through toolkit.

And here we are. American Indian Alaskan Native Tribal Leader's toolkit. Once again, this is our main section for this toolkit. But a good place to start is always a user guide because again here is all of the information and they still get it in one place. It talks about the role of the tribal leaders in this particular instance play when it comes to sharing any information about COVID-19, the purpose and the goals of this toolkit, and of course our tools and resources which for this one includes factsheets, both as a flyer, social media messaging, and as always CDC resources.

So here we go. I'm going to click on the facts sheet here. This fact sheet has to do with making clear what the risk is regarding COVID-19 vaccines. We had heard that a lot of individuals who didn't understand really what the risk was, they didn't understand where they needed to, what they needed to do to protect themselves.

So, we have this fact sheet here and one of the things that you're going to notice when you access our AIAN assets is that we have tailored everything that we have for the different regions that we are targeting. So, you're going to see here for instance that we have this particular asset answering questions about vaccine but targeting different regions.

And the way that we did that based on what we heard from the community is to include graphics that speak to each of the regions and each of the individuals and the each of the regions that we are looking to serve. So, I am going through this quickly just to -- so you see the difference. It's really about you see at the

bottom of the document, each of the graphics and images that you see here represent each of the regions that we are serving.

It is something that we heard directly from the community and wanted to make sure and encourage those that we are trying to serve to use our information and use our materials. So, those are the four tailored set of material that we have for Indian country, again looking at the region so that we encourage our individuals in this community to use our materials and so that they resonate with them.

And this asset focuses on the questions that more often come up from this community and we develop them not just hearing from our brothers and sisters from Indian country, but also working with CDC and exposed on that side, serving that community. So that we include information, that's relevant to this community.

So, something that's really important is to make sure that we always, always convey that vaccines are safe. Asked the question on whether you get sick from getting a COVID-19 vaccine. Of course, the answer there is no. Information about safety being a priority and what it means when it comes to Pfizer, Moderna, and the Johnson and Johnson vaccine.

If you information about whether or not you need to be vaccinated if you've already had COVID-19 and have recovered and what it is that you need to do once you are fully vaccinated? What does that mean to you in terms of how you can relate to your community? How you can take care of yourself? And of course at the bottom of this, we include more information about on resource coming straight from CDC to help this community.

So that was our facts sheets for our Native American toolkit, then I walk you through another one of our assets I showed you that each one of our fact sheets has been tailored for each of the region. So, we're looking to serve, so we already looked at that of course that includes the north west region, the plains region, the southwest region and of course the northeast.

Something that I want to show you too is our posters. So again, this is all about representation, and “together we can do this”, right. The COVID-19 vaccination is an important tool to help stop the pandemic in our communities. Information about how to get the vaccine, going to [vaccines.gov](https://www.vaccines.gov), type in your zip code,

calling the number, and using language and images that will speak to this community.

So those are -- that's just an example of our posters. We have once again will have posters tailored for the 4 regions that I already went over as you can see here. Together we can do this, each image representing each of our regions with language that is really easy to understand, super plain language. We have regional posters, it's all about doing our part. This heading that you see here doing our part is something that we heard from the community, a message that resonated with our brothers and sisters in Indian country.

So, that's why we included it here and I want to point out once again and I think you saw it here-I want to point out once again, that we encourage our communities to co-brand, so you will see here at the top of our materials that we are asking to if a community wants to include their logo that they can.

So, hopefully that's another way that we can encourage, those we're trying to serve, the user materials, they can also include their information and their community logo and our materials to show the collaboration and the work together that we need to make sure takes place to protect all of our communities.

So those were our posters and our factsheets for Indian country tailored and adapted for each of the regions to make sure that we resonate and just like we do for every one of our other toolkits, also we have our social media. When you go to our website, you're going to see that our messaging is about representation, it's about inclusion and we are using language so we have heard resonates with this community, so that is our Native American Alaska Native toolkit.

And I just want to put a little plug here for more information that you can access via the CDC. There is even more information about this particular community and ways that you are going to serve with all other materials, all other resources collaborating with trusted messengers, ways to show social support and planning for vaccination.

Always thinking back to CDC and I also want to say, specifically for this toolkit that we are working on additional materials because in addition to the information that you find on our website, we also are engaging with our



communities with town halls, through events, where we engage our government subject matter experts with community leaders.

So, that we can have a conversation about COVID-19, concerns about COVID-19 vaccines and ways to work together. In many of the town halls that we have held with Indian country for instances we have heard that concerns around the toll that the COVID-19 pandemic has taken on the mental health of this community is something that is top of mind and so because we're constantly updating our information and constantly evolving everything that we're sharing, you are going to see in the coming weeks that this toolkit is specifically is going to share more information about mental health and the COVID-19 pandemic.

Because again that's a topic that has continued to come up as a theme for this community. So, we will continue to build on what we have here and if you visit our website in the coming weeks, you will see that our toolkit will have grown to include information around mental health.

So again, just inviting you to always visit our website so you can get the very - the most recent information from CDC and the most recent information as it is relevant to our communities based on what we hear when we go out there to the community and hear from trusted messengers and the concern is that they are hearing from the community.

So, that is information on the AIAN toolkit and what I want to do now is that I want to show you very quickly information on the Spanish language and Latino community materials, but actually some looking at this, and I think this is very relevant to this group listening today. I want to just mention that we also have information on faith-based leaders.

This tool kit is supposed to be a multicultural toolkit that includes information from many different minority communities when it comes to faith-based information and wanting to engage faith-based leaders. So, just another way that we're trying to engage in minority communities or groups that have very specific concerns and want to hear from those that they trust in this case faith-based leaders.

So, we have our FAQs and if I click here, you're going to see that just like I have said before, not only do we talk about COVID-19, but we're talking about how it is that faith-based leaders can deal and address some of the issues that

are coming up because of because of COVID-19 and the way that we're doing things now, very specific to concerns from faith based leaders, answering all of their questions about how to prepare for working with our congregation, and engaging the congregation once again the procedures that they need to follow.

Information about COVID-19, and specifically how it is so we can protect our communities and a lot of times when it comes to for our communities to talk to their faith leaders, they feel much more comfortable talking about things that they maybe don't feel comfortable asking or talking about with all their groups.

So, for the faith-based organizations toolkit, we also included information that's relevant to minorities regarding for instance, “do you need to be an American citizen to get a vaccine. What is true about this that I hear that the vaccine, the COVID-19 vaccine changes a person DNA, is that true?”

So, just providing information that faith-based leaders may come across, so they can answer those questions that people may feel more comfortable asking them directly then asking somebody else that they may not have a close relationship with.

So, this is all information that is here for you to leverage this and the faith-based leader toolkit is available both in English and in Spanish. So, oh my gosh I'm looking at the times. Let me just unclick these two categories here and now I'm going to click on the Latino/Hispanic session and tool kit.

And I just want to say even though we already went over some of these toolkits in a previous webinar, I do want to say that we have a toolkit on Puerto Rico and the Puerto Rico community. We want to make sure that we tailor everything as much as possible for our communities and we heard that the community, the Puerto Rico community has its own needs and the way that they have been dealing with a pandemic, that is very specific to the island.

And so that is why we have this information regarding this community specifically. We also have our essential workers toolkit. This is a population that is still key that we want to make sure that we engage, so we have this information for essential workers both in English and Spanish and we also have a toolkit for community health workers or promodoras.

So, you will see that we have that information here both in English and in Spanish serving this community and making sure that we give community health workers all the information that they need to engage our communities in one place showing representation and images that will resonate with them again in plain language and providing many, many suggestions for how to use the materials that we have here.

So, we see FAQs, we see facts sheet, we see flyers, and posters lots and lots of information. So once again just to summarize what we have here in terms of Spanish language toolkits, we have our Puerto Rico toolkit, we have our essential workers toolkit, our community health workers toolkit that are very specific to the concerns that our minority communities have.

So, I invite you to use them. I also want to say that when it comes to representation, we are thinking about people with disabilities to, again trying to be very, very inclusive. So, if you look at our website, you will see that we have information for people with disabilities and what it means when it comes to taking care of themselves and COVID-19. So I invite you use that information, some of this information is available in Spanish, some of this information is through video, through ASL video, so American Sign Language videos.

So, that we can make this information as accessible as possible. You see here on the left side, a lot of our audiences are focusing on minority communities, so please make sure that you check it out, make sure that you look at our videos featuring our trusted messagers which is really, really important and we are always as I said always updating our materials as we hear from the community.

So, please make sure that you visit our website, and we hope that the information that is here is something that you can use. It's always evolving, it's always growing, and we are always wanting to work with the community that we aim to serve.

So, with that, I'm going to turn it back over to you, Michelle.

Michelle  
Oswald: Great, thank you so much, Karina. So much great information and appreciate you walking through all of the different aspects to each of those. I'm going to ask at this time we've been answering the questions in the Q&A function. I'm going to ask that we advance to the last slide, so the participants have a chance to see those URLs on that slide.

And at this time, I mean if we took a little bit about what some of our partners have been doing, Katrina, as you mentioned, we're wrapping up the national vaccine month of actions. So, CMS has been working closely with our national state and federal partners to share all of this information, and encourage as many people to get vaccinated by July 4<sup>th</sup>.

And we are very grateful for the support of our partners and I want to share just a few examples today as how they have been using the tool kits and those pieces to share the important information. So first, many of our partners have shared the information and taking advantage of things electronically.

So, whether it's through email list serve or electronic newsletters or adding information and links to websites, that's always an easy way to share information with people. Partners have also done a lot of sharing on social media. We have hosted and participated in Twitter chat and shared information on Twitter and Facebook, also in multiple languages.

And many times as a partner it's easy to just simply retweet resources that have been put out and shared by HHS, CMS, or CDC. Many of our partners have printed off the posters and Karina, your co-branding, these have been shared through churches, community centers, barber shop and so on, and of course doctors' offices and clinics.

And then our partners have also been using the slide deck for virtual conferences since we're not attending conferences in person and then using this for virtual education session. So, these are just some of the examples the way that the toolkits have been used, particularly those of you that are trusted partners in your community, sharing the information in different languages, and sharing the information based on the toolkits that are provided are great ways for us to get the information now.

And so, with that on our last slide, if we can get to that slide and we do have a couple of links that talk about the information that we have provided and how you can first join the COVID-19 community core and link there and also just a reminder that we do have the information from our past webinars that we've held, Karina mentioned they are on our COVID partner website, the CMS partner website, and you can find the link here on the last slide as well.

And then there's one more webinar that we're hosting next Thursday for virtual care for older adults and that would be on Thursday July 8<sup>th</sup> at 1 PM eastern time. So, with that, I am not seeing any more questions. So, please join the COVID-19 community core, check out the recordings that are on our COVID partner website and please join us during our last webinar next week.

So, at this time, this concludes our webinar for today. Thank you so much for joining us and have a great afternoon.

Karina  
Jimenez-  
Donovan: Thank you everyone.

End