

Saint Paul – Ramsey County Public Health  
Community Conversations:  
COVID-19 Vaccination

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Sponsor: Saint Paul – Ramsey  
County Public Health (SPRCPH)  
COVID-19 Incident Command Team

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## Introduction

A committee of Saint Paul – Ramsey County Public Health’s COVID-19 Incident Command Team members and staff from the Racial Equity and Community Engagement Response Team (RECERT) made the decision to hold community conversations specifically about COVID-19 vaccines in order to address vaccine hesitancy. RECERT had previously contracted with community partners for community conversations regarding COVID-19 general awareness and knowledge, but committee members felt more information was needed about how fears/myths/hesitancies impact vaccine decision-making and ways in which the county could help increase vaccine completion among residents. A work group was tasked with implementing the vaccine community conversations project in December 2020. See Appendix A for committee members.

In April 2021, Saint Paul – Ramsey County Public Health (SPRCPH) awarded \$40,000 to eight community partners to hold community conversations to gather perceptions of COVID-19, and what is needed to encourage vaccination among racially, ethnically and culturally diverse communities in the county. Community partners/contractors facilitated 19 culturally, age-specific and linguistically appropriate conversations, gathering information to inform SPRCPH on how to better partner with residents and community partners to advance racial equity and better meet the needs of our diverse communities. Information from the community conversations will be used to tailor vaccine messaging and outreach.

The funding for this project came from dollars allocated to Saint Paul – Ramsey County Public Health from the Minnesota Department of Health’s COVID-19 Vaccine Implementation Fund. Going forward, Ramsey County's Racial Equity and Community Engagement Response Team (RECERT) will also provide funding for trusted messengers to push positive, accurate vaccine messages in cultural communities using information gathered from this project.

A total of 19 conversations were held during April 2021. Table 1 displays the number of conversations held by community partners, including the number of Ramsey County residents reached and the targeted community for each partner.

Community partners were provided with a conversation guide including a set of six required and two optional questions. Partners could also add their own questions. A copy of the conversation guide can be found in Appendix B.

## Data Analysis

Contractors each had a specific target population they wanted to reach for the conversations (see Table 1) but did not limit participation to only that group. For example, a contractor could target the African American community, but Hmong residents could have also joined in. The contractor who targeted youth had several race/ethnicities in their conversations. Because of this, the unit of analysis for this project had to be the conversation rather than a specific cultural community or age group since feedback provided by each contractor did not specify the race/ethnicity of the individual who provided the comment.

Documentation provided from the community partners for each of the conversations was imported into Excel for qualitative analysis. Answers and comments to the questions had to be reviewed manually and resorted because many comments applied better to a different question than what was originally asked. Patterns and themes across conversations and communities were identified by the author and reviewed for accuracy by the COVID-19 Vaccine Conversations Implementation Team.

## Limitations

Contractors each had a specific target population they wanted to reach for their conversations but did not limit participation to only that group therefore analysis by specific racial/ethnic communities cannot be generalized.

The number and level of documentation of the conversations varied widely. Therefore, there was more information to analyze for some contractors than for others. Some partners summarized all audience comments in just a few sentences while some recorded many, many direct quotes.

In addition, all partners used the conversation guide to solicit responses except one who used an interview format, asking the questions to two nurses who had conflicting views on whether people should take the vaccine while letting the audience listen to them debate.

Several partners mentioned that participation was negatively affected because the contracts required that conversations be held during April 2021 while Ramadan and the trial of Derek Chauvin were occurring.

Finally, community perceptions and experiences may have evolved or changed based on the rapidly changing COVID-19 pandemic and response.

**Table 1. Community Conversations**

Partner	# Conversations	Total Reached	Languages	Primary Target Communities
Black Civic Network	2	8 participants, 105 viewers	English	African American/African Descendants of Slavery
Bridgemakers (Youthprise)	2	22	English	Youth up to 24 years
Hispanic Advocacy and Community Empowerment through Research (HACER)	2	13 Zoom, 470 Facebook views, 28 likes, 17 comments, 9 shares 408 people reached and 164 engagements	English/Spanish	Hispanic/Latine/Latinx
Hmong 18 Council MN	2	48	English/Hmong	Hmong
Oromo representative	4	40 Zoom, 8.6K Facebook views, 1339 likes, 168 comments, 949 shares	Oromo	Oromo
Somali representative	2	35 Zoom, 168 Facebook	Somali	Somali
Karen representative	2	89	Karen	Karen
Volunteers of America	3	36	English	African American/African Descendants of Slavery; Elderly

## Findings

This report summarizes the common themes that existed across most of the community conversations. Quotes are included throughout the report that shed light on findings. The contactor and their targeted population from which the quote came is also noted.

### COVID-19 Vaccine Awareness

All participants were generally knowledgeable about COVID-19 vaccines. Individuals with questions could get them answered in real time since a medical person was present for each conversation- usually Dr. Lynne Ogawa, Ramsey County Medical Director.

Participants knew a lot about the vaccines-that there were three highly effective vaccines available, that the Johnson & Johnson vaccine required only one dose and had been paused, that booster shots may be required in the future, some people experience side effects, that the vaccine was developed quickly, and that the vaccine is free.

*What I know about COVID-19 [vaccine] is to protect us from getting COVID virus and to fight the virus - Karen*

*COVID-19 vaccine is a vaccination provided to develop the human immune system which can fight back COVID-19 virus and save our life - Oromo*

*The percentage of help from the vaccine is high so when you are struggling, it will help you fight off COVID - Hmong 18 Council Hmong*

*We know that it is 95% effective in preventing COVID-19 - African American/African Descendants of Slavery; Elderly*

*You can still get COVID if you got the shot - Youth*

*The vaccines were developed in apparently fast track, but there is great amount of research behind them - Latine*

*COVID\_19 vaccine is free and health insurance is not required - Somali*

### Usual Source for Vaccines

Many conversation participants had already received their COVID-19 vaccine(s). This question was originally intended to gather information about where participant usually go for vaccines but was misinterpreted by partners with participants answering where they had received their COVID-19 vaccine. There were a very wide variety of places that people had received their COVID-19 vaccine including:

- Community clinics
- Churches/mosques
- Work sites
- State fair
- Roy Wilkins
- Pharmacies
- Mall of America
- Primary care clinic
- Hmong Village/Hmong Town Market
- Ramsey County vaccine clinics

- Hospital
- Mexican Consulate

## Cultural Considerations

### **Distrust in government and health care systems**

It is important for Ramsey County to understand that there is distrust in government and the health care system in many communities.

*There is distrust of the government because of historical discrimination/oppression of certain communities-especially people of color and trusting the government did on people of color - Youth*

*Black people have been medically abused and experimented on for many years. We feel that America wants to kill us - African American/African Descendants of Slavery; Elderly*

*Some of the stigmas came from being in the refugee camps and had very bad experiences. Some were good and some bad. It is OK to talk about those things. It is good to have access to the vaccine now and it's not like the ones from the refugee camps anymore - Hmong*

*It is important for Ramsey County to know the history of Black people and their experiences with officials in Ramsey County. We feel they do not consider what is best for our neighborhoods. The example of how interstate 94 was routed through the African American neighborhood (Rondo) and families were disconnected and scattered about the community. Homeowners became renters and the wealth in the community significantly declined. Ramsey County has a Black mayor in St. Paul and there is still distrust in city government - African American/African Descendants of Slavery; Elderly*

*The community needs to be involved in any outreaches that occur because there is a lot of mistrust with the health care system - Somali*

*Due to the connection made between vaccines and autism within the Somali community, it is important for the county to understand that vaccines are a touchy subject in the community and should be navigated by a case-by-case process instead of by mass education - Somali*

*In the beginning of the pandemic, the Trump administration sent out so much false and misleading information that people do not believe or trust the government. Trump said that bleach could be used – African American/African Descendants of Slavery; Elderly*

### **Trust in faith and spiritual leaders**

It is important to understand how faith impacts beliefs and behaviors around COVID-19 vaccines.

*Since our community have a big trust from religious leaders and organization having close relation with different Oromo religious organizations like mosques and churches and reaching out to all Oromo community organizations could further advance awareness about COVID-19 vaccine in our community - Oromo*

*Members of a small church said they are waiting for the Pastor to say it's OK - African American/African Descendants of Slavery; Elderly*

*[I'm] waiting to hear from the holy spirit - African American/African Descendants of Slavery; Elderly*

*The way to go and outreach Karen people will be with their churches because they receive the message from church leaders and pastors - Karen*

*The most important content of the conversation the Karen people would like to bring out is the*

*culture and religion. Ramsey County will have to understand the Karen culture and small religious groups - Karen*

### **Communities get their information in different ways based on their history and culture**

*The Somali community generally communicates orally by sharing stories of their personal experiences and what they have read on Facebook, WhatsApp or another social medium - Somali*

*The community uses their experience as well as conversations had with others to form their opinion... - African American/African Descendants of Slavery*

*I think for younger people, they are reading information online or getting information from social media - Hmong*

*We pay attention to the information that schools send us. If we could receive emails or communications from schools...we would be more inclined to think that vaccines are safe - Latine*

*Because of political crisis back home our people always follow Oromo social media, Oromo politicians, and Facebooker an activist who is most of the time based here in the USA...Creating close contact to those could make it easy for the department of health message to go through all our community easily - Oromo*

*The older generation gets the wrong information through word of mouth... - Hmong*

*Some Karen people still have trust issues if a Karen speaker shares the information, but if there is a doctor who is there to answer questions, they feel more involved. They like the doctors to share the information and someone who speaks Karen interprets it they would feel more comfortable - Karen*

### **Other Cultural Considerations**

*Back to where I came from, when we live in the jungle, we don't use vaccines or medication and we don't know anything about the disease. We don't get sick often and many people live healthy for a long time - Karen*

*We are family oriented... - Latine*

### **Overall Barriers to Vaccination**

Participants indicated that vaccines are not being taken for a variety of reasons.

#### **There remain knowledge gaps regarding the COVID-19 vaccine**

*For me, it is really easy to get the vaccine because my doctor keeps offering [it to] me. The issues are that I am still scared because I like to get more information. I don't want my doctor to feel bad for not getting my vaccine, all I want is a confirmation that I will be safe not to worry. I will wait for more people in my community to get it first - Karen*

*The news is giving out lots of scary information [about the vaccine] and saying things in ways that are scaring or misinforming people - Youth*

*One reason why some people might not get go get the vaccine is because of lack of information. They say will do it later - Hmong*

#### **There is a lack of trust in the vaccine, its development and effectiveness**

Lack of trust in general:

*Politicization of vaccines are hurting the process - African American/African Descendants of Slavery*

*We do not trust what the government officials are saying. The Trump administration appointed the Black Surgeon General Jerome Adams, and we did not believe anything he said - African American/African Descendants of Slavery; Elderly*

*There is a history of forced vaccination of African Americans - African American/African Descendants of Slavery*

*People are getting news from social media and mainstream media that have their own agendas and that people distrust, it's all strangers telling you things, not people from your own community - Youth*

*Conservative republicans do not want to be vaccinated; this heightens our hesitancy - African American/African Descendants of Slavery; Elderly*

#### **Lack of trust in vaccine development and effectiveness:**

*We want more information and studies [about the vaccine development] that have involved African Americans. Were we part of the case study and who were the participants? If we could hear from Black doctors and they share with us their findings, we may feel differently - African American/African Descendants of Slavery; Elderly*

*Vaccines were made very quickly, and most vaccines take way longer to develop and test - Youth*

*Vaccine manufacturing process was really expedited and so many people find it concerning - Somali*

*How is it possible that the vaccines got developed in such a short period of time? - HACER:Latine*

*One concern is that the effectiveness of the vaccine is at 95% only. That 5% makes people hesitate - Hmong*

#### **Long term studies/experiences with the vaccine are missing**

*[I'm] feeling nervous about the long-term effects of both the COVID virus and its associated vaccines on the body - Somali*

*We have yet to see the long-term outcome of vaccination so for people who are unsure, it will be tough to convince them for some time - African American/African Descendants of Slavery*

#### **Personal health conditions**

*Some elders are hesitant because of having lots of health conditions like diabetes, asthma, high blood pressure - Hmong 18 Council Hmong*

#### **Fear of short and long-term side effects, including the recent pause with the Johnson & Johnson vaccine**

By far, the most comments received from participants regarding vaccine hesitancy centered around the potential side effects of the COVID-19 vaccines.

*One of the church members experienced paralysis after he got his second vaccine. Now he is feeling better. I don't want to experience the same thing - Karen*



*The long-term effects of vaccines are unclear because we are just one year into the pandemic. People are scared of the side effects - Youth*

*There are people who [are] scared to take COVID-19 vaccine because some of the vaccine type is already making blood clot in those who took it and worrying them more if it may have other effects too - Oromo*

*The vaccines make you sick. People use the term "I got sick" - Latine*

*Vaccinations causing other health effects are reasons why many African Americans are hesitant of the COVID vaccine - African American/African Descendants of Slavery*

*Many of the Hmong seniors who talk to me says they are scared of the recent Johnson & Johnson pause of the vaccine. Now they are scared of all the vaccines. These seniors do not know how to read so they don't know the specifics of which vaccine is on pause, so they want to avoid all vaccines - Hmong 18 Council Hmong*

## Myths

Community members shared specific myths about the COVID-19 vaccine that exist their communities.

1. The vaccine causes infertility
2. They will not get the virus because they keep things clean
3. The vaccine will make a health condition worse/cause autism
4. Herbal medicines will cure COVID-19 so no need for vaccine
5. The vaccine is a conspiracy by government/COVID-19 is not real
6. The vaccine will kill you
7. People have to pay for the vaccine
8. God will heal COVID-19 so there is no need for a vaccine
9. The vaccine contains fetal tissue/pork
10. The vaccine was created too fast therefore it's dangerous

## Vaccine Hesitation to Vaccine Completion

Five themes emerged when participants were asked why they decided to get the vaccine if they were initially hesitant:

1. Participants conducted their own research and/or learned about the vaccine from trusted sources.
2. Participants followed the example of others or were encouraged by others who had already received the vaccine.
3. Participants stated that they were required to get the vaccine by their employer.
4. Many participants got their vaccine because they wanted to travel and/or be around loved ones.
5. Participants got the vaccine to protect themselves and their loved ones from COVID-19 and to set a good example for others in their community.

## Messaging Needed from Ramsey County

Conversation participants suggested that Ramsey County promote several messages regarding the COVID-19 vaccine.

- Effectiveness and benefits of the vaccine and why it is important
- Where people can get a vaccine and how to sign up
- Side effects of the vaccine and why the Johnson & Johnson vaccine was paused
- The process used to develop the vaccines and vaccine ingredients

- Vaccine completion rates by race/ethnicity/age
- Explain herd immunity
- Vaccine information for special populations (pregnant and breastfeeding women, people with health conditions)

### Other Vaccine Support Needed (Optional question)

Conversation participants offered suggestions to Ramsey County in nine areas. The list below includes suggestions that were made by more than one community partner/target population (See also appendix C).

#### 1. Conduct in-person outreach events in the community, especially at faith-based organizations

*Support religious leaders to teach their community about this vaccine and make required understanding [e]specially concern[s] the community may have about this vaccine in relation with religion - Oromo*

*Go to Latinx gathering places such as shops and host a guest speaker, a medical specialist. If you are shopping and have doubts but if you hear a specialist talk in that space maybe you would be inclined to then show up at the vaccination clinic- Latine*

*A guest speaker from Ramsey County to stop by churches on Sunday, and Saturday when youth are gathering at church- Karen*

*Get all the Black churches, large and small involved- African American/African Descendants of Slavery; Elderly*

*Talk to religious leaders- Latine*

*Accessibility, more outreach would be good. Put it out there more - Hmong*

*Doing more community outreach events to build trust within the community- Somali*

*Personal contact from Ramsey County would be helpful in putting out information- Youth*

#### 2. Ensure resources and materials are provided in languages other than English

*Provide resources in different languages - Youth*

*Sharing flyer and make more video about the facts, side effects, and the benefit of the vaccine in the Karen language- Karen*

*More messages in Spanish-Latine*

*Publish digestible information about the COVID-19 vaccine in Somali- Somali*

*Providing all COVID-19 vaccine related document and fund to be presented or released to the community with Oromo language translation- Oromo*

#### 3. Develop community relationships and partnerships

*Developing more relationships with people... -Latine*

*Support with fund[s] and or creating more close ties with the community, community leaders, different Oromo youth association[s] and other Oromo organization[s] [e]specially Oromo clinic and pharmacy so that they can reach out to everybody and teach our community about COVID-*

*19 vaccination - Oromo*

*Too many times when we as African Americans have put our trust in the system, it has failed us. You must be present in our communities and prove your trustworthiness- African American/African Descendants of Slavery; Elderly*

*Form partnerships with organizations in St. Paul-mosques, Somali non-profits, Somali media, Islamic schools (Higher Ground, Dugsi Academy) - Somali*

*Encourage Black barbers and hair stylists who have received the vaccine to talk with their clients about getting the vaccine. This profession spends one on one time with clients and most people are close to their barber or hair stylist- African American/African Descendants of Slavery; Elderly*

**4. Provide access to information and health care professionals for vaccine questions**

*...resources like a COVID-19 hotline where you can have conversations – Latine*

*Set up vaccine information sites in our Black owned businesses- African American/African Descendants of Slavery; Elderly*

*Debunk common myths and provide access to health care professionals who can answer questions- Youth*

*More flyers in Latinx shops- Latine*

*Since I am not a health care worker, people don't want to listen to me at all so it will be best for someone from the health department to do community conversations like this- Karen*

**5. Hire more BIPOC people.**

*Ramsey County should hire more people of color, bring them into our community with medical information and we can start building relationships with the county- African American/African Descendants of Slavery; Elderly*

*Hire public health workers from the community- Somali*

*Create jobs, Vaccine Ambassadors - African American/African Descendants of Slavery; Elderly*

**6. Use social media and culturally specific media for messaging**

*Promote on social media- African American/African Descendants of Slavery; Elderly*

*More Facebook ads, or if you want to watch a video...make a COVID [ad] compulsory, so that you have to watch it before getting to the content you want- Latine*

*There should be more promotions of facts from Ramsey County in Hmong TV and Hmong news so elders who listen and watch it most of the time will get the facts through those media outlets - Hmong*

*Social media is the best way to contact youth- Youth*

*...request social media posts from Ramsey County in Karen...- Karen*

**7. Make phone calls to residents**

*Make follow up calls to people after being vaccinated- African American/African Descendants of Slavery; Elderly*

*Follow up calls should be made to people who have received the vaccine especially the elders-  
VOA:African American/African Descendants of Slavery; Elderly*

*Reaching out thru phone calls especially for elderly people- Youth*

*Using interpreters to call those who are eligible- Somali*

**8. Bring mobile vaccine clinics to where residents gather; offer transportation**

*The county should make it as easy as possible for people to get vaccinated. Take the vaccines to places where the community is, not make them go to unfamiliar places- Latine*

*Utilize mobile clinics to increase access to vaccines. We should not be waiting for the patients to reach out to us alone, we must reach out as well- Somali*

*Consider transportation ability in order to make connection to vaccine more accessible- Youth*

*Continue COVID-19 vaccine clinics at the mosque- Somali*

**9. Be positive with vaccine messaging; consider using celebrities and public figures**

*Share a positive message- African American/African Descendants of Slavery; Elderly*

*The government should be more positive and caring, have celebrities and public figures influence the public and frame it in a more positive light- Youth*

*...Have Gov. Tim Walz make a communique where it shows he cares about the Latinx community in the state... Latine*

Other suggestions (see appendix C)

### Roles for Community (Optional question)

Most conversation participants said they were willing to share vaccine information with others and serve as a positive role model for people who are vaccine hesitant.

## Appendix A: COVID-19 Vaccine Community Conversation Committee Members

Name		Representing
Jocelyn	Ancheta	PH ICT-Community Outreach Branch
Laura	Anderson	PH ICT-Incident Command
December	Brakefield	PH ICT-Community Outreach Branch
Chris	Burns	PH ICT-Communications Branch
Mee	Cheng	RECERT
Prince	Corbett	RECERT
Sara	Hollie*	RECERT
Kim	Klose*	PH ICT-Community Outreach Branch
Lynne	Ogawa*	PH ICT-Medical Director
Gina	Pistulka	PH ICT-Operations Branch
Hibat	Sharif*	PH ICT-Community Outreach Branch
Kari	Umanzor*	PH ICT-Community Outreach Branch
Kee	Vang	PH ICT-Community Outreach Branch
Allison	Winters	PH ICT-Communications Branch
Julia	Wolfe	PH ICT-Community Outreach Branch
Amee	Xiong	RECERT

*\*Implementation team member*

PH ICT = Public Health COVID-19 Incident Command Team

RECERT = Racial Equity and Community Engagement Response Team

## Appendix B: COVID-19 Vaccine Community Conversations Guide & Questions

### COVID-19 Vaccine Community Conversations Guide & Questions

#### Facilitator Opening Remarks

**Note:** *Facilitators can use the following introduction to the conversation.*

Thank you all for choosing to take part in this conversation. Today, we are engaging you in this conversation to gather input and knowledge on your perceptions of COVID-19, and what is needed to encourage vaccination among racially, ethnically and culturally diverse communities in Ramsey County during the pandemic. We are aware that several groups are now eligible for the COVID-19 vaccine, but our Public Health department's supply remains limited. The conversation today will focus on addressing the barriers, fears, myths, or hesitations about the vaccine, so that when it does become available to everyone, people will be willing to receive it and/or consider it.

This will inform Saint Paul - Ramsey County Public Health (SPRCPH) on how they can better partner with residents and community partners in Ramsey County to advance racial equity in during this pandemic to meet the needs of the diverse communities.

The suggestions and recommendations you develop will be shared with the SPRCPH, as well as leadership and staff at Ramsey County. Ramsey County will compile all the feedback we gather and make this information available to Ramsey County residents at the end of the project.

Over the next **90 minutes** we will go through a series of questions intentionally designed to bring up your thoughts and perceptions on this topic. There are no wrong ideas or answers to these questions. Some of your contributions may conflict with others – and that's ok! We want to make sure everyone is heard, and we include everyone's ideas as we understand what this topic might mean for the Ramsey County.

**Note:** Do introductions if feasible or collect attendance via the online chat feature or via registration for the event.

#### **Current updates on the status of the vaccine (5-10 minutes):**

Overview from Ramsey County Medical Director, Dr. Lynne Ogawa, or a selected medical expert that will provide factual and accurate medical information about COVID-19 and the vaccine.

#### Facilitator(s) Questions

**Note:** *Please ask the required questions in the order below that have an asterisk (\*) next to them. Feel free to add questions that you think would be important for community to share with Ramsey County. Translate any questions below to be linguistically appropriate. Restate the questions below to be culturally appropriate and/or age appropriate.*

*Record conversations if possible, for transcription purposes. If you are recording the conversation it's required that you let participants know it for documentation purposes, so they can opt-out if needed.*

*If this conversation has a chat feature, allow participants to put their answers to the questions in the chat box. You can screen shot the chat box at the end of the conversation for additional documentation of the conversation.*

**So, let's get into our first question:**

- 1. What facts do you know about the COVID-19 vaccine? (10 minutes) [Required]**
- 2. Where do community members usually get vaccines? (10 minutes) [Required]**

*Facilitator: we know there is a supply/demand issue, and distribution phases (out of our control). Let's focus on where people could get it once it's available.*

- 3. What is important for Ramsey County to understand about your culture and community in terms of vaccine hesitancy? (15 min) [Required]**
- 4. What are the specific barriers, myths and reasons why people do not want to be vaccinated? Why do you think that? (20 mins) [Required]**
  - Probe: What specific sources are you using to get information? (not required)
  - Probe: What information is your community getting and not getting? (not required)
- 5. If you were hesitant about the vaccine, but are no longer hesitant, what changed your mind? (10 minutes) [Required]**
- 6. What messages can Ramsey County create/promote to better address the concerns of your community regarding the COVID-19 vaccine? (10 mins) [Required]**

#### **Facilitator Closing**

A quote to consider (*or please share a culturally specific quote or saying*)

"Not everything that is faced can be changed, but nothing can be changed until it is faced" – James Baldwin

Thank you for joining this conversation.

Your feedback and time are appreciated.

(Include other closing information here per the facilitator)

For more information and access to Ramsey County COVID-19 Resources visit:

- <https://www.ramseycounty.us/covidvaccine>
- <https://www.ramseycounty.us/coronavirus>

## Appendix C: Suggestions for Ramsey County by Community Partner/Target Population

This table displays the suggestions that community conversation participants had for Ramsey County. The community partner (and primary targeted population) is also indicated. It is important to note that just because a finding is not checked, it doesn't mean that issue doesn't exist. It could be that the topic did not come up in the conversation. This question was optional.

Finding	BCN: Black/ ADOS	Bridgemakers: Youth	HACER: Latine	Hmong 18 Council: Hmong	Oromo rep: Oromo	Somali rep: Somali	Karen rep: Karen	VOA: Black/ ADOS, Elderly
1. Conduct in-person outreach events in the community, especially at faith-based organizations		X	X	X		X	X	X
2. Ensure resources and materials are provided in languages other than English		X	X		X	X	X	
3. Develop community relationships and partnerships			X	X	X	X	X	X
4. Provide access to information/health care professionals for vaccine questions		X	X				X	
5. Hire more BIPOC people; Hire community residents to be "Vaccine Ambassadors"						X		X
6. Use social media and culturally specific media for messaging		X	X	X	X	X	X	X
7. Make phone calls to residents		X				X	X	X
8. Bring mobile vaccine clinics to where residents gather; offer transportation		X	X	X		X		
9. Be positive with vaccine messaging; consider using celebrities and public figures		X	X					X
<b>Other suggestions:</b>								
Bring vaccines to home-bound residents				X				
Have all Ramsey County staff who provide direct service encourage the vaccine with their clients							X	
Encourage residents to connect to primary care						X		
Mail official letter to all residents re:vaccine							X	



Promote a day off work to receive vaccine to employers		x						
Assist residents with vaccine registration						x		
Offer partners incentives to promote messages								x
Have a community vaccine bus to transport people to vaccine clinics								x
Distribute informational flyers to people getting vaccine to share with others			x					
Pay School for Recording Arts to write rap song for vaccine promotion								x
Promote vaccine at bus stops			x					
Design and distribute "I've been vaccinated" t-shirts								x
Ask owners of Brooks Funeral Home to give a public service announcement at funerals								x
Have welcome greeters at vaccine sites reflect the target community								x
Make a way for people in the community to volunteer (not just health care people)						x		
Provide laptops with internet access to register for vaccine								x