



CONVERSATION GUIDES:
GOING FARTHER, FASTER, BY FAITH

**CREATING COMMUNITIES
OF HOPE THROUGH
VACCINE EQUITY**

**ALIVE &
IN COLOR**

TABLE OF CONTENTS

GET A FREE COVID-19 VACCINE	2
CLOSING THE COVID GAP IN FULTON COUNTY	4
THE COVID-19 VACCINATION GAP: FEAR & MISINFORMATION BLOCK VACCINE ACCEPTANCE	6
SAFEGUARDS AGAINST MEDICAL ABUSE IN CLINICAL RESEARCH	9
"IF NOT YOU, THEN WHO?": EMPOWERING COVID-FREE COMMUNITIES OF HOPE	10
COVID-19 RISK MANAGEMENT GUIDELINES FOR THE FAITH COMMUNITY	13
COVID-19 CARE & RESOURCES	15
POSTER AND SOCIAL MEDIA POST	16
ALIVE AND IN COLOR OVERVIEW	17



GET A FREE COVID-19 VACCINE



Getting a COVID-19 vaccine means taking care of yourself so that you, your family, and others are protected from getting severely ill. Getting vaccinated is the gateway to getting back to who and what we love.

- **Eligibility**

- The COVID-19 vaccines are safe and free for [anyone who is eligible](#).
- Youth between the ages of 12 – 17 must be accompanied by a parent **OR** have a [consent form](#) signed by a parent.
- Insurance is not required.

- **At The Site**

- Bring any identification with their name (College or student ID, passport, consular ID, driver's license, social security card).
- If insured, bring the insurance card.
- Mention to the vaccination provider before getting the vaccine:
 - have any allergies
 - have a fever
 - have a bleeding disorder or are on a blood thinner
 - are immunocompromised or are on a medicine that affects your immune system
 - are pregnant or plan to become pregnant
 - are breastfeeding
 - have received another COVID-19 vaccine
 - have ever fainted in association with an injection
- Community health personnel will be available on site to answer any questions around reactions, care, etc.

- **Locations** - Along with many local pharmacies, grocery stores, and other community locations, free vaccines are available through Fulton County. [Schedule an appointment](#), [walk up](#), or [find a mobile location](#) today.
- **Free Rides To Vax Sites**
 - **FREE Rides for Seniors** - Any Fulton County senior who has a confirmed vaccination appointment can call the Senior Services STARline at 404-613-6000 to schedule transportation.
 - **FREE Lyft Rides to Vaccine Appointments - From now until June 30, 2022**
The Vaccine Access Program is a partnership between Lyft and United Way 2-1-1 to help ensure that transportation gaps do not prevent Georgians from being able to receive the COVID-19 vaccine. Anyone in need of vaccine transportation can contact United Way 2-1-1 of Greater Atlanta to receive a free ride from Lyft! If your organization is having a vaccine event, or you know of someone in need of a Lyft, please let them know to contact United Way 2-1-1 to schedule a free ride to vaccine appointments. [How to reach United Way 2-1-1:](#)
 - In the Metropolitan Atlanta area, dial 2-1-1.
 - Outside the Metropolitan Atlanta area, dial 404-614-1000, 8 a.m. to 7 p.m. Monday to Friday, to speak to a Community Connection Specialist and schedule a vaccine ride through Lyft.
- **Homebound Residents** - Georgia residents who are currently homebound due to an ongoing physical or mental disability and are unable to travel to a COVID-19 vaccination site can request to receive the vaccination at their home by phone or email. To leave a voicemail request, please call 888-572-0112 and someone will return the call to obtain additional information. To request services by email please email HVS@dph.ga.gov with the following information for the person who requires at-home vaccination:
 - Name
 - Date of birth
 - Address
 - City
 - County
 - Contact phone number
 - The contact phone number will be used to obtain additional information and schedule the vaccination.
- **What to know after vaccination**
 - **KEEP YOUR VACCINATION CARD** When you get your first dose (if Pfizer or Moderna), you will get a vaccination card to show you when to return for your second dose of the COVID-19 Vaccine. Remember to bring your card when you return.

CLOSING THE COVID GAP IN FULTON COUNTY



THE COVID GAP

There is much evidence that Black and Hispanic populations are being disproportionately impacted by COVID-19. This disparity is often referred to as “The COVID Gap” and includes economic hardship, health outcomes, and vaccination.

The Vaccination Gap

- Awareness & understanding of vaccines/ The COVID-19 vaccine
- Access to the COVID-19 vaccine
- Acceptance of or willingness to get the vaccine - “vaccine hesitancy”

Gap in Health Outcomes

- Hospitalizations
- Deaths
- Impact on mental health

The Economic Gap

- Employment
- Housing
- Rent/ Mortgage Assistance
- Food Security
- Achievement/ Learning

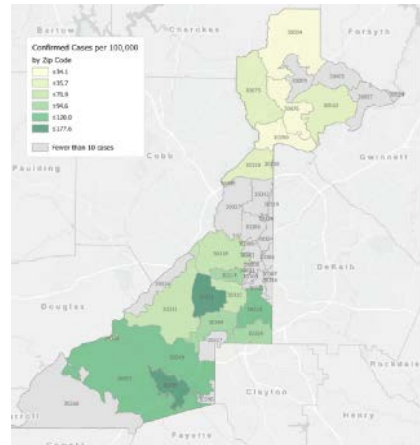
DRIVERS OF THE COVID GAP: BEING BLACK OR BROWN IS A PRECONDITION

While some have resorted to ‘victim-blaming’ we know the socioeconomic status, higher incidence of underlying medical conditions (obesity, asthma, cancer, diabetes, heart disease, immunocompromised conditions, etc.), lack of access to healthcare and work that put them at an even greater risk of getting COVID-19. The reality is that a longstanding history of social inequity drives the COVID Gap:

- Discrimination and bias in the health system and by individual practitioners,
- Limited access to care
- Greater risk of exposure due to essential worker occupations and commutes on public transit
- Insecure housing / densely populated living conditions
- Location in food deserts

THE VACCINATION GAP IS DRIVING HIGHER CASE RATES IN BLACK & BROWN COMMUNITIES

Demographic data shows Black and Latino residents in Fulton County have lower vaccination rates and higher new case rates.



VACCINES ARE THE GATEWAY TO RECOVERY & THE ROAD BACK TO WHO & WHAT WE LOVE

Community immunity also known as population/community immunity is when enough people within a community are protected from getting a disease because the majority of the population has been vaccinated. Through this type of immunity, it is more difficult for the disease to spread from one person to another, including those who are unable to get vaccinated.

In order to reach Community immunity, the goal is to get 70% of the population vaccinated

When enough people in a population have immunity that disease can't spread



REASONABLE DOUBTS: A LEGACY OF FEAR & MISINFORMATION DRIVE THE VAX ACCEPTANCE GAP



Communities of color have withstood a long history of abuse and bias by medical professionals and government agencies that has left them distrustful of government and healthcare institutions. These practices include experimentation on black bodies (living and the dead), eugenics and forced sterilization, and bias in pain assessment - among many others.

Experimentation on the Black Bodies

- **Antebellum South:** James Marion Sims, known as the father of gynecology, conducts experiments on slave women without anesthesia
- **1835 - 1913:** Grave-robbing by Scientists At The Medical College of Ga
- **1930's - 1970's:** The Tuskegee Experiment

Eugenics, Population Control, & The Violation of Reproductive rights

- **1932:** "The Negro Number" - Sanger leads Recruitment of Black Leaders & Black Churches to support eugenic discrimination
- **1950 - 1936:** Black women in North Carolina are forcibly sterilized at 3x the rate of white women
- **1960's - 1970's:** 100,000 AA & HA women forcibly sterilized via Medicaid funded programs

THE STORY OF "THE TUSKEGEE STUDY OF UNTREATED SYPHILIS" (1932-1972)



Many of us have heard of the Tuskegee experiment - but a lot of us don't know the details or the importance to vaccination efforts in communities of color. The Tuskegee Study of Untreated Syphilis has impacted why many communities of color feel hesitant in taking vaccines or engaging in many medical-related activities in relation to the government and healthcare system.

A team of researchers from Tuskegee Institute conducted a study in which 400 black men with syphilis were deliberately left untreated in exchange for the promise of free healthcare. After penicillin was established as a treatment for syphilis and informed consent was also established as a hallmark of clinical trials, the men were still left untreated and the study continued.

- **1932:** Over 400 Black men with syphilis and about 200 men without syphilis (controls) begin with the promise of free healthcare for African American Men . Participants are deliberately left untreated
- **1947:** Penicillin established as a highly effective treatment for syphilis, but participants were not offered the drug nor allowed to leave the study.
- **1968:** Concerns raised about ethics by Peter Buxton and others
- **1969:** CDC Panel Votes to continue the experiment

The Tuskegee study has had significant influence on Black Americans' mistrust of health care institutions, especially as it relates to vaccination. But a recent study proves this is not the only culprit - but that current bias in the system must also be addressed.

As result of past medical research malpractice, federal guidelines were adopted that mandate strict research standards and ethical principles be followed, such as required informed consent—meaning complete, transparent information on the study must be shared—prior to the start of the study.

Interactions with the healthcare system are likely more important determinants of medical care mistrust among African Americans than awareness or knowledge of the Tuskegee study...As long as high levels of mistrust exist among African Americans, there may be continued higher rates of underutilization of healthcare within this population.

The Tuskegee study is a form of confirmation of what is already known or speculated about African-American treatment in medical systems.

- *The Legacy of Tuskegee & Mistrust of Medical Care, Journal of the National Medical Association, 2005*

The Continued Plague of Pain & Perceptions of Drug-Seeking

- **Antebellum South:** James Marion Sims - Savior & Sadist
- **2016:** ½ of Med Students & Residents Surveyed in Study from *Proceedings of the National Academy of Science*
 - “Black people’s nerve endings are less sensitive than white people’s.”
 - “Black people’s skin is thicker than white people’s.”
 - “Black people’s blood coagulates more quickly than white people’s.”
- **2020:**
 - Dr. Susan Moore dies of COVID after complaints of pain are downplayed - “He made me feel like I was a drug addict”
 - Distrust is worsened by socio-political events
 - Social unrest around police brutality
 - The politicization of health and healthcare
 - The infodemic: Bad actors and conspiracy theories fuel mistrust in science and medicine

THE LEGACY OF MISTRUST AMONG FULTON COUNTY RESIDENTS (SURVEY)

In The Fall of 2020, Alive & In Color & Fulton County conducted “The Circle of Trust Survey” to better understand the attitudes, beliefs, and behaviors of Fulton County residents toward COVID-19. The findings demonstrated that the mistrust in government institutions has been worsened by exposure to misinformation, and the lack of trust often acts as a barrier to risk mitigation behaviors (such as COVID testing/vaccination) and better health outcomes.

African American residents in Fulton County demonstrate high degrees of mistrust in government.

- **Only 25%** of AA completely/mostly **trusted local governments** as a source of information for Covid-19. Other institutions with similar levels of trust included- State gov, President Trump, Congress
- **38%** of AA respondents believed **COVID-19 based on a secret agenda by the Federal Government**

False information spread purposely to be misleading and create bias also known as disinformation about the origins of the Coronavirus has impacted the attitudes of Black Fulton County Residents:

- **13%** of African Americans respondents did not believe that COVID-19 really exists
- **41%** AA believed it to be a **tool for Population Control**
- **24%** believed COVID-19 was **connected to 5G**

Black Respondents are delaying care when Black providers are not available, which may be resulting in worse health outcomes

- **64% of AA** agreed that **people of their race will not get health care as good as that received by other groups**
- **Less than half of AA (45%)** reported often being able to see health care providers similar to themselves
- **40% of AA reported delaying services** due to cultural concerns

SAFEGUARDS AGAINST MEDICAL ABUSE IN CLINICAL RESEARCH

To make sure unethical research practices like the Tuskegee Study do not happen again, many changes and procedures were put in place and are still used today to make sure the safety and health of study participants are prioritized.

- **1974** - July 12, 1974, the **National Research Act established** the existence of the **National Commission for the Protection of Human Subjects of Biomedical and Behavioral Research** to review biomedical and behavioral research involving human subjects.
- **1976** - The Belmont Report is Published
 - Defined research principles
 - Voluntary Informed consent required
- **Late 1970s** - Ethics Advisory Board was formed. They reviewed ethical issues of biomedical research and came up with the three ethical principles to guide human research - Respect of Persons, Beneficence & Justice
- **1995** - National Bioethics Advisory Commission created to review regulations, policies and procedures
- **1996** - The Health Insurance Portability and Accountability Act (**HIPAA**) was **developed** in 1996 and became part of the Social Security Act.

mRNA Vaccine Involvement of Diversified Communities

Because of the increased risk of COVID-19 to minority communities, It was important that U.S. clinical trials of the COVID-19 vaccine enroll a volunteer population that at least reflects the diversity of the U.S. population, or more ideally—reflects the population of those at increased risk of COVID-19.

[The NIAID-funded COVID-19 Prevention Network \(CoVPN\)](#) is working with stakeholders to reach priority populations, including Native Americans, Black Americans (including African Americans), the Latinx community, people who are at higher risk of exposure to SARS-CoV-2 infection due to occupation, people with pre-existing health conditions, people living in assisted living facilities and communities experiencing health disparities.

[The NIH Community Engagement Alliance \(CEAL\) Against COVID-19 Disparities](#) is conducting outreach and seeking input from communities to raise awareness about COVID-19 and to address misinformation and mistrust about the pandemic and efforts to combat it. CEAL also is working to ensure that COVID-19 prevention and treatment clinical trials include racially and ethnically diverse communities most affected by the pandemic

"IF NOT YOU, THEN WHO?": EMPOWERING COVID-FREE COMMUNITIES OF HOPE



OVERCOMING THE COVID-19 VACCINE ACCEPTANCE GAP THROUGH CONVERSATION

When it comes to getting the COVID-19 vaccine, many people have concerns around the safety and effectiveness of the vaccine. It is important to build trust and confidence in both of these aspects in order to influence vaccine uptake. The more information people know about the vaccine, the greater the likelihood of them getting vaccinated.

- Lead With Empathy, Listen First, and Learn
- Position **"Vax (Facts) Over Fear"** as Empowering Oneself & One's Community & Know The Do's & Don'ts:

DO SAY	DON'T SAY
A safe and effective vaccine, 90% effective in real-world conditions	Operation Warp Speed; A vaccine developed quickly
Authorized by FDA based on clinical testing	Emergency Use Authorization
Get the latest information from reliable sources	These are things we still don't know
Keep your family safe; keep those most vulnerable safe	Keep country safe
Public Health/Centers for Disease Control and Prevention	Government
Medical experts and your doctors	Scientist
People who have questions/doubts	People who are "hard-to-reach", hesitant, skeptical, resistant, or "Anti-vaxxers"
Community immunity	Herd immunity

- Establish Relevance & Simplify The Science
 - Acknowledge their Reasonable Doubts
 - Give credit to [Onesimus \(the Black Slave who introduced inoculation\)](#) & [Dr. Kizzmekia Corbett](#) (the Black viral immunologist from the NIH who lead the development of the COVID-19 mRNA vaccine)
 - Explain The Fundamentals of Vaccine Science
- Know The Nuances of Your Audience & Personalize The Message
 - The 4 Faces of Vaccine Hesitancy



Unique Barriers	Safety / Speed of Process	Financial Cost / Time	Community Norms	Misinformation / Conspiracy Theories
		Convenience		
Shared Barriers		Access		Access
	Vaccine safety for special populations			
Targeted Solution Examples	Educate around 10 yr. history of mRNA vaccine tech / Oversight / Address Reasonable Doubts Through Education	Bring vaccines to them/ Offer time off/ Incentivize / Address Reasonable Doubts Through Education	Make it visible that peers have been vaccinated or intend to be / Address Reasonable Doubts Through Education	Listen first/ Acknowledge reasons for Distrust / Address Reasonable Doubts Through Education

- Provide answers to audience-specific FAQ's
 - E.g. Provide parents with information on vaccine safety and efficacy, specific to children and youth
- **Provide A Clear Call To Action: Fulton, don't get left behind worrying in the dark.** - Get The Facts on Vaccination and let's ALL get back to who & what we love! Visit AliveAndInColor.com for more information.

CLOSING THE VACCINE ACCESS GAP: FULTON COUNTY'S VACCINE EQUITY RESPONSE



SHOTS TO DATE	4,686	5,300	19,600	7,826	3,636
TARGET	55+ and IDD, clients, caregivers, senior high-rise partners, and elected official referrals.	Large congregations in low-access, at-risk communities.	Partner with Mexican Consulate and Latin X, to schedule hispanic population at locations of familiarity	Partner with Tuxedo Pharmacy to deliver vaccines to LTCF not registered with the state.	Beginning with the community surrounding MBS, develop capacity to deploy street teams with iPads to book appointments. Also leverage library and other online courses
ENROLL	Referral	On-Site	Referral & On-Site	On-Site	On-Site
MODEL	Fixed Site/Mobile	Mobile	Fixed Site/Mobile	Mobile	Fixed Site/Mobile

HOW FAITH LEADERS CAN HELP CLOSE THE VACCINE ACCESS GAP

- **Get The Vax Facts** - Host a Vaccine Education Virtual Town Hall. For more information, register to become an Advocate at www.aliveandincolor.com and download our **Vaccinated: Now We Gather in Service** one-sheet.
- **Vax-Up Fulton: Faith Leaders Partnership** - Partner with other Faith-Based Leaders & Institutions in your community to host a vaccination event for at least 50 people. For more information, register to become an Advocate at www.aliveandincolor.com and email us at aliveandincolor@theblkcross.co.
 - Mobile units (minimum of 50 people)
 - State University Campuses
 - Community Gathering Spots

COVID-19 RISK MANAGEMENT GUIDELINES FOR THE FAITH COMMUNITY



VACCINATED: NOW WE GATHER

- [General Guidelines](#)
- [Best Practices for Worshipping Safely](#)
- Memorial Guidance
 - [COVID-19: Funeral Guidance for Individuals and Families](#)
 - [How to Plan A Virtual Service](#)
 - [Planning A Remote Funeral](#)
- [Memorial Assistance \(Fulton County\)](#)
- [Memorial Assistance \(FEMA\)](#)

MANAGE RISK & WATCH FOR SYMPTOMS

Keep Your Immune System Strong To Help Protect Your Health

Take care of yourself! Proper rest, stress management and a healthy diet will help your body's immune system work properly and fight off a possible infection. For more information on healthy practices, [click here](#).

Practice Risk Mitigation

Public health officials recommend these (5) things:

- **Get** a COVID-19 vaccine when it is available to you
- **Wear** a mask/cloth covering.

- **Wash** your hands often (for at least 20 seconds) or use hand sanitizer with at least 60% alcohol. Don't touch your face or mask until you're able to clean your hands.
- **Watch** your distance. Stay at least 6 feet from any person not from your household.
- **Avoid** crowds and poorly ventilated indoor spaces

KNOW YOUR STATUS (GET TESTED IF EXPOSED)

Recognize the symptoms of COVID-19

Symptoms are mild for most people who are infected with COVID-19 and will likely appear anywhere from two to 14 days after being exposed to the virus (on average five to six days).

When to seek emergency medical attention

Look for emergency warning signs* for COVID-19. If someone is showing any of these signs, seek emergency medical care immediately:

- Trouble breathing
- Persistent pain or pressure in the chest
- New confusion
- Inability to wake or stay awake
- Blush lips or face

Call 911 or call ahead to your local emergency facility: Notify the operator that you are seeking care for someone who has or may have COVID-19.

[Click here](#) for the latest information about symptoms from the Centers of Disease Control and Prevention.

GET TESTED FOR COVID-19

Know When To Get Tested

If you have been in close contact with someone with a COVID-19 infection, or suspect that you may have been in contact, you should get tested even if you don't have symptoms. For information on what constitutes "close contact" [click here](#).

Know how and where to get tested.

Testing is available for free through Fulton County, and the Department of Public Health. No insurance or ID needed. Testing is available to anyone. Y se habla Español. [Click here for information on where to get tested.](#)

Follow safe practices while you are waiting for test results

Even if you don't have symptoms (asymptomatic), you can still pass the virus to someone else. So, make sure to wear a mask and keep a 6 ft distance from others. It might be difficult or feel like it's too much of a hassle, but it's important to try not to infect loved ones. Each person is different and even a younger, healthy person could get severely ill and end up in the hospital.

Also follow the [appropriate steps](#) if you test positive.

COVID-19 CARE & RESOURCES



For a complete list of care and resources (including Youth Outreach, Senior Services, Household Assistance, Mental & Behavioral Health Services, and others) serving Fulton County, please visit [AliveAndInColor.com](https://www.aliveandincolor.com).

COVID-19 VACCINATION

[Get a COVID-19 Vaccine](#)

[COVID-19 Vaccine information + vaccine consent forms](#)

COVID-19 GET TESTED

[Fulton Co. COVID-19 Testing Sites](#)

COVID INFORMATION

[Centers for Disease Control and Prevention](#)

[Georgia Department of Public Health](#)

[Fulton County COVID-19 Information Hub](#)

[Fulton Co Epidemiology Reports](#)

[Morehouse Healthcare Telemedicine Services](#)

POSTER AND SOCIAL MEDIA POST



FULTON, DON'T GET LEFT BEHIND WORRYING IN THE DARK.

Get the facts on vaccination and let's all get back to who & what we love!

ALIVE & IN COLOR

VISIT ALIVEANDINCOLOR.COM FOR MORE INFORMATION.

SOCIAL MEDIA POST



FULTON, DON'T GET LEFT BEHIND WORRYING IN THE DARK.

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ALIVE & IN COLOR

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POSTER

***Alive & In Color* was created as a movement for the community, by the community.**

The multi-channel behavior change and outreach initiative was conceived to empower Fulton County's at-risk Black & LatinX Communities & their Advocates, with guidance and resources to halt the spread of COVID-19 and mitigate its impact. The messages were simple but smart:

TRAIN

- Arm yourself with knowledge
- Be proactive with your health
- Manage Risk

TEST:

- Know your status - Get tested

TREAT (Early)

- Get treated
- Take advantage of care and resources provided by Fulton Co. & Partners

In 2021, *Alive & In Color* is focused on communications around vaccine equity and increasing vaccine acceptance, while encouraging Fulton County residents to continue to practice the 3W's of risk mitigation (*Wear a Mask, Wash Your Hands, Watch Your Distance - practice physical distance*).

ALIVE &
IN **COLOR**

FOR MORE INFORMATION, EMAIL US AT ALIVEANDINCOLOR@THEBLKCROSS.CO