



**CONVERSATION GUIDES:
HEY YOUNG WORLD**

**EDUCATING OUR YOUNG PEOPLE & THEIR
COMMUNITIES ON THE IMPORTANCE OF
COVID-19 BACK-2-SCHOOL VACCINATION.**

**ALIVE &
IN COLOR**

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.
- **VAX Locations** - Along with many local pharmacies, grocery stores, and other community locations, [free vaccines are available through Fulton County](#). Mobile and pop-up locations are updated daily. [Find a Vax Site near you 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

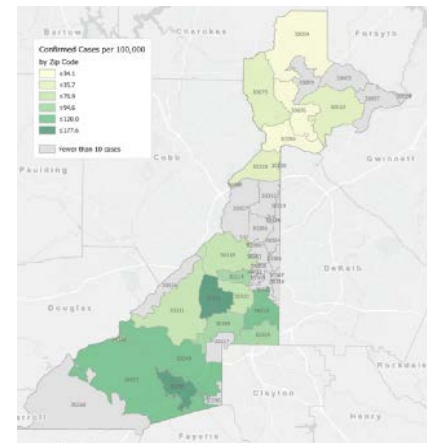


THE COVID GAP

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.

There is much evidence that Black and Hispanic populations are being disproportionately impacted by COVID-19. These disparities are often referred to as “The COVID Gap” and include economic hardship, health outcomes, and vaccine equity (awareness, access, acceptance). 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

Coronaviruses have been around for some time, so we have some fundamental understanding about how they behave. The more that we allow the virus to circulate in high enough numbers, the more that we have the risk of developing variants. We know that the FDA approved vaccines that are available to us do protect us. If we really want to drive down these variants, the way to do it is to increase the rates of vaccinations in your community.

Dr. Lilly Immergluck, Professor, Site Principal Investigator for Morehouse School of Medicine, US CoVID-19 Prevention Network

The Impending Threat of Mutation

Viral mutations, also referred to as variants, can become an ongoing threat to communities. As viruses spread and replicate, there are more mutations in their genetic code, and at times, these mutations are more transmissible, and more deadly. With COVID-19, or SARS-CoV-2, the more people who get infected by the virus, the greater the chance of it producing more dangerous variants.

For example, the Delta variant has become very concerning, showing higher incidence of severe infection it is causing - particularly in young people. As these variants continue to spread they increase the likelihood of even more deadly mutations to emerge.

The Role of Community Immunity on Our Path to Recovery

In general, we like to say that if we can get, in any community, around 70% or above, then the folks around them that aren't vaccinated may be protected....So when we vaccinate, you're vaccinating to help yourself, you're vaccinating to help your household, you're vaccinating to help your community.

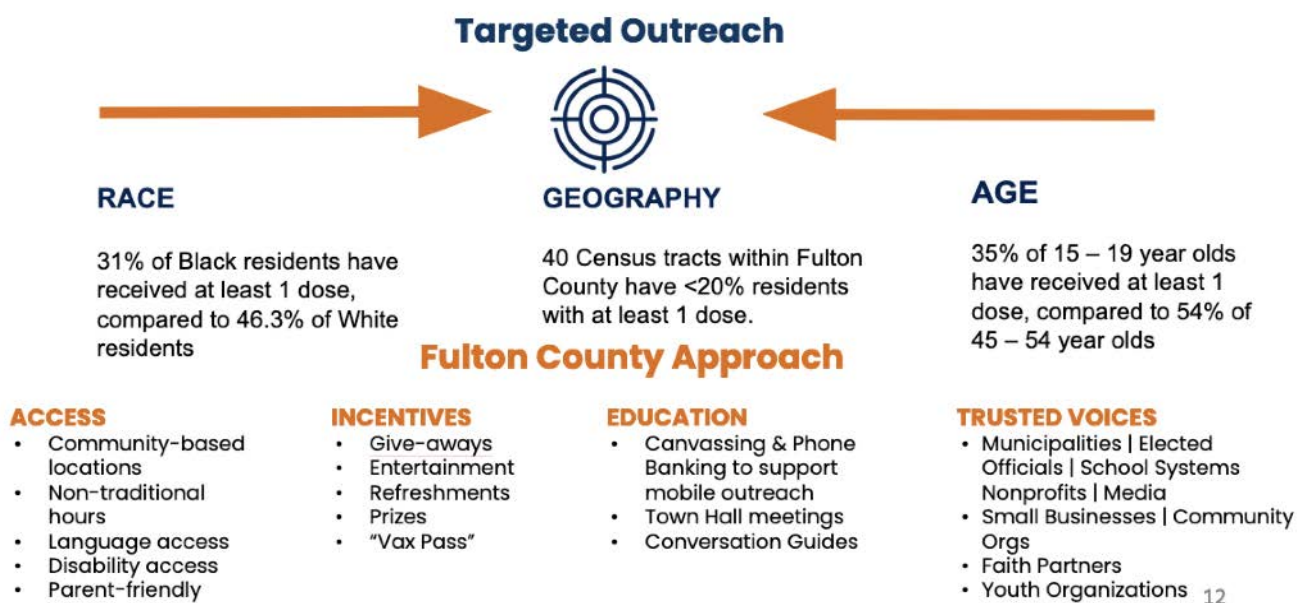
- Dr. Lilly Immergluck, Professor, Site Principal Investigator for Morehouse School of Medicine, US CoVID-19 Prevention Network

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



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



HOW YOUTH ADVOCACY LEADERS CAN HELP CLOSE THE VACCINE ACCESS GAP

Imagine being a young person and trying to navigate this. So I think it's really incumbent on us to find ways to support them, to help develop their knowledge base and the confidence to speak intelligently about how we can all stay safe.

Geoff Streat, CEO, Usher's New Look

- **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: Youth Leaders Partnership** - Partner with other Youth Advocacy 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)
 - Provide rides and transportation vouchers
 - Leverage existing services and community events (e.g. food pantry, pop-up markets, clothing drives, job fairs, etc.) to drive attendance
 - State University Campuses; Community Gathering Spots

THE COVID-19 VACCINATION ACCEPTANCE GAP: UNDERSTANDING THE NUANCES OF VACCINE HESITANCY IN BLACK & BROWN COMMUNITIES

I think that vaccine hesitancy isn't one shoe fits all... you can't just say, 'vaccinations are good for us. It protects all of us.

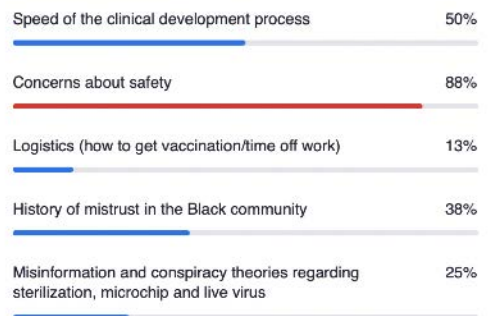
Dr. Lilly Immergluck, Professor, Site Principal Investigator for Morehouse School of Medicine, US CoVID-19 Prevention Network"

BARRIERS TO VACCINATION: THE TOP 4 AREAS OF CONCERN

There are four main areas of concern that shape hesitancy amongst Black & Brown populations.

- Concerns about safety and side effects from COVID-19 vaccination
- Speed of the clinical development process
- Distrust in the political and economic motives of the government and corporations
- Established and novel conspiracy theories involving the vaccine

1. Please select the top three (3) areas of vaccine hesitancy you see among parents in your communities?(Multiple Choice)



Either we have youth who are extremely supportive and excited, then we have those who are skeptical. And the ones who are skeptical and hesitant, they've spoken to the same thing we've already heard already about trust. The overwhelming theme coming from the youth that we serve is that there's a lack of trust in the messenger. And when I say messenger, I'm talking about two different entities. I'm talking about the government and I'm talking about adults.

Dr. Mike Armstrong, Georgia Campaign for Adolescent Power & Potential

COVID-19 Vaccine Hesitancy Among Young People

18 - 29 year olds are less likely to have already been vaccinated and are less likely to intend to get vaccinated as soon as possible

- A quarter (24%) want to "wait and see"
- Half of all young adults say few or no close friends have been vaccinated
- 1 in 5 (18-29 year olds) say none of their friends have been vaccinated

1. Please select the top three (3) areas vaccine hesitancy you see among Youth & Young Adults in your community.(Multiple Choice)



Requiring COVID-19 Vaccine For Travel And Large Gatherings May Lead More Young Adults To Get Vaccinated

- 40% would be more likely to get vaccinated if airlines required passengers to be vaxxed
- 39% if required to attend large gatherings (sporting events/concerts)
- 38% if only one dose was needed

I think that for a lot of adolescents...and the 18 to 24 year olds that we serve, a lot of them are homeless. And so they're actually focusing on seeking out those basic needs. They're looking for food, shelter, employment, and income. And some of the kids, they're just figuring out how to finish school. They might be trying to get to college. And so I think for a lot of people in that age group, unfortunately getting the vaccine is not a priority for them. So I think that the main challenge is just how do we make it appear as more of a priority or make it more of a priority for them.

Aisha Williams, Program Manager, CHRIS180

COVID-19 Vaccine Hesitancy Among Parents

- Less than half of parents (40%) say their adolescent (12-17) has already received a COVID-19 vaccine or will do so soon
- **20%** of parents to adolescent children say they **“will wait and see”**
- **14%** of parents say they will only vaccinate their child **if it is mandated** by the school system
- 20% say they will definitely not get their 12-17 year old adolescent vaccinated

1. If asked about their intentions, what are parents in your communities most likely to respond?



For more information on the COVID-19 vaccine for children and young people, visit [Alive & In Color vaccination HUB](#).

"IF NOT US, THEN WHO?": OVERCOMING FEAR AND MISINFORMATION & DRIVING BACK-TO-SCHOOL VACCINATION THROUGH CONVERSATIONS THAT MATTER



These are some of the fears, the concerns that people have, but the question is, how do we get over that? How do we encourage and get beyond it? ... How do we deal with these well-founded doubts, these reasonable doubts that people have?

Syrita Jackson, Instructor, Georgia State University-Early Childhood Education

OVERCOMING THE COVID-19 VACCINE ACCEPTANCE GAP THROUGH CONVERSATION

The message is critically important. It has to be medically accurate. But the messenger has to be trusted and we have to empower young people to be those messengers when there's not enough trusted adults around.

Dr. Mike Armstrong, Georgia Campaign for Adolescent Power & Potential

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:

I would say that even beyond COVID, adults who work with youth, we have got to do a better job at supporting and communicating...that communication has to involve speaking their language, using the right communication channels, and quite frankly, a lot more listening and a lot less talking. So the way GCAPP overcomes these barriers is that we train our youth to not only be consumers of health information, but we empower them to be advocates and agents of change in their communities.

Dr. Mike Armstrong, CEO, Georgia Campaign for Adolescent Power & Potential

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

We talked about trusted voices and getting people that are celebrities or respected in communities to show themselves getting vaccinated, and talking about the why, or even talking about some of their challenges that they faced in terms of getting vaccinated... that's approaching people like humans and saying, 'I have some of the same challenges or some of the same reservations you may have, but this is what helped me to make the decision to move forward.' That trust has a lot to do with the motivation to change my behavior. And a lot of that is about confronting these myths and this misinformation through conversations like this.

Geoff Streat, CEO, Usher's New Look

- **Establish Relevance**
 - 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)
- **Simplify The Science to Build Confidence in Efficacy & Safety**
 - Explain How Vaccines Work
 - Demystify The Vaccine Development Process (See Vaccine FAQs) & Speak to Safeguards & Oversight
 - Speak to 90% efficacy at preventing hospitalization and death





- **Know The Nuances of Your Audience & Personalize The Message**

- Learn The 4 Faces of Vaccine Hesitancy most common in our communities
- Provide answers to audience-specific FAQ's
 - E.g. Provide young adults with information on vaccine safety and efficacy, specific to youth

1. Which kind of vaccine hesitancy do you see among parents in your community most?



- **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.**

	EDUCATED SKEPTICS	DOUBTFUL DELIBERATORS (COST)	DOUBTFUL DELIBERATORS (WAIT AND SEE)	DISAFFECTED & DISTRUSTFUL
				
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

I do think incentivizing or mandating it, especially for young adults, is needed. If it's inconvenient in any way, then they're not going to bother necessarily going to get it. But that's where I think schools and other institutions have to make it very convenient. We turned our parking deck into a vaccination site, we took our mobile unit out to vaccinate. We have to get to the population and not make the population get to us.

Dr. Lilly Immergluck, Professor, Site Principal Investigator for Morehouse School of Medicine, US COVID-19 Prevention Network

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](#)

***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, VISIT ALIVEANDINCOLOR.COM