Between January and March 2021, UCSF researchers and Community Partners collaborating on the STOP COVID-19 CA program conducted focus groups and interviews with more than 75 Black/African American, Chicano/Latino/Indigena, and Chinese American community members in the San Francisco area to explore their perspectives about COVID-19 vaccination.

Support and Adequately Resource Trusted Messengers

- Develop Aligned Messages: Pair trusted healthcare professionals and community leaders with local and community-based organizations to develop aligned messages and responses to new developments.
- Train Community Leaders: Train existing community peer leaders to implement on the ground outreach, answer questions about vaccine concerns, and directly facilitate vaccine appointments for interested community members.
- FAQs in Multiple Languages: Provide FAQs in multiple languages that can be disseminated on websites and flyers accessible to local communities.
- COVID-19 Vaccine Hotline: Provide a COVID vaccine hotline where trained, knowledgeable, culturally and linguistically capable staff can answer individual questions and schedule vaccination for community members without internet access.

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