

MESSAGING TIPS

HISPANIC AUDIENCES

DO'S & DON'TS

These guidelines will help your organization communicate more effectively with your audiences and avoid language that may generate confusion. For more up-to-date information, go to <https://vaccinetoolkithispaniccommunity.org/>

CUSTOMIZED HISPANIC AUDIENCE DO'S AND DON'TS

| DO'S | DON'TS |
|--|---|
| Leverage peer to peer communication. Compared to the other groups, Hispanics are more receptive to messages from voices within their inner circle such as neighbors, family and influencers they follow on social media. | Rely only on celebrities to convey your message. They can be useful when they are paired with health experts and amplified with peer-to-peer support. |
| Use doctors as trusted messengers. Our research shows that the overwhelming majority of Hispanics who have low confidence are more likely to get vaccinated if they get a strong recommendation from their doctor. | Solely rely on health agencies and institutions like the Centers for Disease Control and Prevention to carry your message. They carry credibility, but it may be better to feature individual experts rather than institutions generally. |
| Present information in a clear and honest way with plain language. | Do not assume high levels of general health literacy and avoid scientific jargon. Do not use terms like "Operation Warp Speed" or "Emergency Use Authorization." |
| Lead with empathy. Respect people's caution and acknowledge that it's okay to have questions. | Discourage asking questions or seeking more information. It's one of the biggest reasons for low confidence: Many Hispanics don't feel they have enough information. |
| Use a variety of images so viewers will see the socioeconomic, geographic and racial diversity of Hispanic communities. | Where feasible, do not rely on one specific image to represent all people who are Hispanic. |

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TO MAKE YOUR COMMUNICATIONS MORE COMPELLING:

| DO | DON'T |
|--|---|
| <p>Use "immunization against COVID-19" or "COVID-19 vaccination"</p> <p>It is OK to refer to vaccination as a shot (as in "got my shot") without including "COVID-19"</p> | <p>Don't use "COVID-19 injection" or "COVID-19 shot"</p> |
| <p>Emphasize that recommended vaccines were proven safe and effective.</p> | <p>Don't reference how quickly the vaccines were developed</p> |
| <p>Do say "Authorized by the FDA".</p> <p>As appropriate, add more context such as "after meeting the agency's rigorous requirements for safety and effectiveness, as shown in clinical testing"</p> | <p>Don't reference "Operation Warp Speed" or "Emergency Use Authorization".</p> <p>Don't say "FDA approved"</p> |
| <p>Do say "Get the latest information"</p> | <p>Don't say "There are many things we still don't know"</p> |
| <p>Do say "We know you have questions, and that's normal"</p> | <p>Don't use the word "hesitant"</p> |
| <p>Do emphasize protecting "your family" and "the most vulnerable"</p> | <p>Don't emphasize protecting "our country"</p> |
| <p>Do say "public health"</p> | <p>Don't say "government"</p> |
| <p>Do say "health/medical experts and doctors"</p> | <p>Don't say "scientists"</p> |

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| DO | DON'T |
|--|--|
| Use "COVID-19" | Don't use "Covid" or "COVID" styling |
| Use "vaccines" plural, or refer to "vaccination" or "immunization" instead | Don't refer to a singular "vaccine" |
| <p>Caveat as needed based on different vaccines, e.g. "Many COVID-19 vaccines..."</p> <p>Present vaccines as one important option in our toolbox to fighting the pandemic, i.e. "Vaccines are a key," or "By getting vaccinated, we help protect ourselves..."</p> <p>Other language: "Everyone should continue to use all available tools to help stop the pandemic..."</p> | <p>Don't make blanket statements about how COVID-19 vaccines work, e.g. "COVID-19 vaccines use mRNA technology" or "COVID-19 vaccines require two doses..."</p> <p>Don't present vaccines as the only tool to ending the pandemic, i.e. "vaccines are the key." Other tools, like mask-wearing and social distancing, will continue to be important.</p> |
| Direct people to have conversations with their doctor, nurse, or other health care provider, i.e. "talk to your doctor" or "start a conversation" | Don't use language that implies your organization's role is to help someone decide whether to get vaccinated, i.e. "we can figure this out together" |
| Plain language descriptions are better | Go into extensive detail about the science behind the vaccinations |