



**IMMUNITY** starts with  
**COMMUNITY**  
THE ARIZONA CEAL CONSORTIUM

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**THANK YOU FOR YOUR  
PARTICIPATION**



**In 2021, you participated in one of 34 focus groups conducted by Arizona State University and the Arizona CEAL Consortium, a state-wide Community Engagement Alliance promoting COVID-19 health equity.**

**Thank you for sharing with us how COVID-19 has affected you, your family, and your community, and your views on getting or not getting the vaccine for COVID-19. Your voice was important to helping us understand the impact of COVID-19 in Arizona.**

**In this brief report, we want to share with you what we learned from you and about 150 other individuals representing Hispanic/Latinx, African American/Black and American Indian/Native American communities across Arizona.**

**The experiences you shared with us helped inform leaders in Arizona about concerns and needs in your community. What you told us also helped develop social media posts, radio ads, fact sheets, and video animations. You can see examples of these materials below.**

**Our work continues and you can follow us on social media and find us on the web.**



# WHAT WE LEARNED FROM YOU

## Reasons for Vaccine Hesitancy



Mistrust in the government and medical research because of the abuses and discrimination your community experienced in the past and continues to experience today

Uncertainty created by misinformation about COVID-19, the speed of vaccine development, and concerns about potential side effects of the vaccine

Trust that God will keep you safe

# Reasons to Get Vaccinated



**To protect your family and keep your community safe**

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**Trust that God helped with the creation of the vaccine**

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**Desire to trust Western medicine and fulfill cultural responsibilities**

# **Suggested Strategies to Increase Confidence in COVID-19 Vaccines**



**Use local radio stations, social media or television to provide clear, easy to understand information about COVID-19 and reasons why vaccines are important**

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**Use testimonials from trusted individuals and organizations in your community like local elected officials, elders, religious leaders, traditional/tribal healers, and community members who have received the COVID-19 vaccine**

# WHAT WE CREATED

Recorded and played radio ads in English and Spanish to address vaccine hesitancy

A promotional graphic for a radio advertisement. It features a yellow background with a vintage-style microphone in the center. In the top left, there is a logo for 'IMMUNITY STARTS WITH COMMUNITY THE ARIZONA CEAL CONSORTIUM'. In the top right, there is a logo for 'ASU Southwest Interdisciplinary Research Center Arizona State University'. Below the microphone, there is a photograph of three people: Carlos Hernandez, Crystal Hernandez, and Dr. Maria Aguilar-Amaya. The text on the graphic includes a description of the radio ad and three testimonials from a dad, a young female, and an announcer.

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**ASU** Southwest Interdisciplinary  
Research Center  
Arizona State University

Az CEAL and ASU SIRC produced a statewide radio ad to promote Covid-19 vaccination in Arizona!

Carlos Hernandez, Crystal Hernandez,  
& Dr. Maria Aguilar-Amaya

**DAD:**  
WE CHOSE THE VACCINE AGAINST COVID-19. AT FIRST, I WAS HESITANT, AND NOT SURE IF IT WOULD AFFECT MY DIABETES, BUT I TOOK THE RISK, AND I'M GLAD I DID.

**YOUNG FEMALE:**  
I CHOSE THE VACCINE AGAINST COVID-19 SO I COULD SEE AND HUG MY NANA AND COUSINS; WE FEEL SAFER NOW ABOUT FAMILY GET-TOGETHERS.

**ANNOUNCER:**  
IMMUNITY IN THE COMMUNITY BEGINS WITH YOU, TO GET THE FACTS YOU NEED, VISIT C-E-A-L DOT ARIZONA DOT E-D-U TO FIND OUT MORE.

[click to PLAY RADIO AD](#)


Created social media posts in English and Spanish


"I'm doing it for my family!"



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"(Vaccination) means that I can be safe from COVID-19 and protect my family from it."



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"After getting the 1st vaccine I felt great for the first 4 hours. After that my arm was going through numbness. But as far as how I felt, I didn't notice any difference health wise. Days following the vaccine I felt good and didn't even notice any negative effects."



"(Vaccination) means that I can be safe from COVID-19 and protect my family from it."



"After getting the 1st vaccine I felt great for the first 4 hours. After that my arm was going through numbness. But as far as how I felt, I didn't notice any difference health wise. Days following the vaccine I felt good and didn't even notice any negative effects."





Partnered with the COVID Latino Project to use art, cartoons & animations in English and Spanish



[click to PLAY VIDEO](#)




Partnered with local organizations to create events with representatives from the community

Presented by the Southside Community Association

**The Lived Black Experience Project**



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# COVID-19 & the Black commUnity

Reflections, Concerns, the Science, the Vaccination, the variant, the economic impact, our families, and the future

## Livestreamed CommUnity Conversation

Discussion facilitated by Khara House & Jermaine Barkley



**Dr. Edmond Baker**

Medical Director,  
Equality Care Center

**Deborah Harris**

Board President &  
Executive Director,  
The Southside  
Community  
Association

**Sandra Hickman  
McCoy**

Family Support  
Specialist,  
Head Start/  
Early Head Start

**Crystal  
Warden-Gant**

Assistant Director,  
Hal Jensen Memorial  
Recreation Center,  
City of Flagstaff

# THANK YOU!

Thank you for trusting us with your stories, insight, and your honest lived experiences in the community and how you are navigating the COVID-19 pandemic.

We are truly grateful for the time you took to talk to us.

Sincerely,

*The ASU CEAL Team*



**Dr. Sabrina Oesterle**  
Principal Investigator



**Dr. James Herbert Williams**  
Co-Investigator (Dissemination & Implementation)



**Dr. Wendy Wolfersteig**  
Co-Investigator (Community Engagement & Partnerships)



**Dr. Stephanie Ayers**  
Co-Investigator (Data and Informatics)



**Kate Hamm**  
Project Director



**Dr. Seol Ki**  
Research Specialist, Sr.



**Ann Carver**  
Research Specialist



**Dr. Micaela Mercado**  
Focus group facilitator and coder



**Dr. Matt Ignacio**  
Focus group facilitator and coder



**Dr. Gilberto Lopez**  
Focus group facilitator and coder



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