

Prioritizing Communities of Color

Vaccination is our national priority.

Yet many Americans – up to 45 percent according to a recent Jarrard Inc. survey – are on the fence about getting the shot. As more doses become available, healthcare providers are facing very real challenges within some groups – particularly Black, Hispanic and other minority communities – who are highly reluctant to receive the vaccine.

Mission-driven healthcare leaders who are determined to drive vaccination rates higher need a roadmap to engage, educate and protect these important communities.

We can help.

As an extension of your team, we quickly activate our best-practices-based process to build a custom communication plan for alleviating COVID-19 vaccine concerns, generating trust and increasing acceptance.

Armed with proven strategies from our vast network of providers and guided by a smart communications checklist, our team helps you harness the power of a tailored, audience-specific communication.

Together, we:



Uncover the data. Our qualitative and quantitative diligence quickly assesses your region’s patient populations and healthcare needs. We field an online survey to targeted groups to understand their concerns and beliefs about the COVID-19 vaccine.

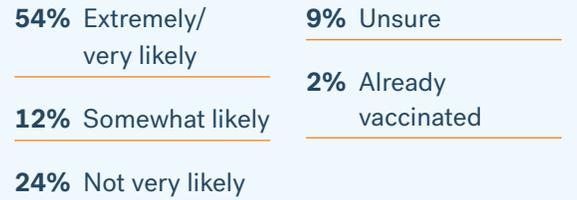


Listen. We facilitate listening sessions for employees, patients or community members to understand their concerns and how to allay their fears, keenly mindful of minority voices and cultural nuances.

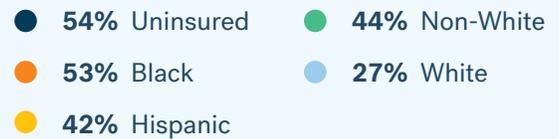


Produce strategic messages. We deliver a robust communications and engagement strategy with targeted messaging to resonate with your unique communities and non-English speaking groups.

How likely are you to take a vaccine for the coronavirus when one is available to you?

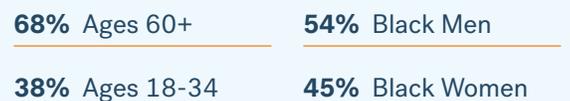


American Groups Unlikely to Take/Unsure About the Vaccine



Source: Jarrard Inc. National Consumer Survey, 2021

Vaccination Willingness in Black Americans by Age and Gender



Source: National Foundation for Infectious Diseases, 2021

Our Framework

According to the Kaiser Family Foundation, almost half (48%) of Black adults and more than a third of Hispanic adults (36%) say they are not confident that the development of COVID-19 vaccines has taken their population's unique needs into account. Our engagement program targeting these special groups incorporates three critical pillars:



Discern and Educate

Study your community demographics for effective education and sharing of relevant data about their group's representation.

- » Ex: Show percentages of people of color who were tested in the trials; outcomes and point out the efficacy in those demographics
- » Ex: Elevate scientists from the relevant minority groups who helped to develop the vaccine



Lead with Science

Separate fact from fiction.

- » Facts: Break down the pros and cons of getting vaccinated, particularly for populations with more comorbidities which increase their mortality if they do contract COVID-19
- » Fiction: Issue messages that combat myths and misinformation including fear of contracting the virus from the vaccine and other alarming side effects



Create and Build Trust

Make sure the audience you're engaging with can see themselves in the messaging — always.

- » Routinely depict people of color both receiving the vaccine and giving it as care providers
- » Highlight stories of trusted senior leaders and community influencers of color getting a vaccine to model behavior and instill confidence

Healthcare providers should see this moment not just as one focused on vaccine adoption, but also as an opportunity to build bridges and trust with communities who have long been marginalized across our healthcare system. What an important moment to seize.

About Us

With offices in the healthcare hubs of Nashville and Chicago, Jarrard Phillips Cate & Hancock, Inc. is a U.S. Top 10 strategic communications consulting firm for the nation's leading healthcare providers experiencing significant change, challenge or opportunity. Founded in 2006, the firm has worked with more than 500 clients in 45 states and served as a communications advisor on more than \$60 billion in announced M&A and partnership transaction communications. The firm specializes in M&A, change management, issue navigation and strategic positioning. Jarrard Inc. is a division of The Chartis Group, one of the nation's leading healthcare advisory and analytics firms. For more information, visit jarrardinc.com or follow us @JarrardInc.

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