

What did we do?

We conducted 7 virtual Townhalls to spread accurate and up-to-date COVID-19 information. In total, 435 people attended.

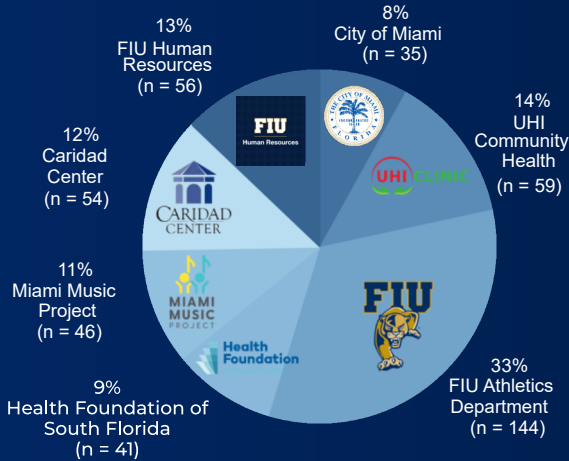
The Townhall consisted of three to five panelists including medical experts, community leaders and representatives of partner organizations, a moderator and public health faculty. Each was a one-hour virtual webinar including:

- Brief presentation on COVID-19
- Vaccines Information
- Implications of being vaccinated and unvaccinated
- Available resources
- Q&A session

During the session, data collection occurred throughout different polls, including a baseline survey provided at time of registration.



How effective was it?



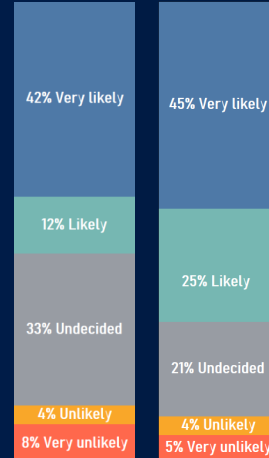
Participant's Characteristics

Of the people who responded to each question:

- 67% of the participants were female, 32.8% were male, and 0.2% identified as non-binary gender queer or gender fluid.
- 65.2% of the participants identified themselves as White, 19% Black or African American, 4.2% Asian, and 0.6% American Indian or Alaska Native.
- 53.4% identified as Hispanic/Latino.

Start

End



To figure out how effective the Townhalls were, we asked unvaccinated participants the likelihood of them taking the vaccine, we did this before and after the session.

After the Townhall session, **the self-indicated likelihood of taking the vaccine increased significantly!**

What else did we find?

A portion of the people who attended the Townhalls answered a survey. Among the people who were more hesitant towards vaccination, these are some of the important things they indicated:

Main barriers to getting vaccinated:

- o About 8 out of 10 were concerned about side effects.
- o About 6 out of 10 were concerned about the vaccine being safe.
- o About 4 out of 10 were hesitant because they did not know how vaccines work.

Main motivators to getting vaccinated:

- o About 6 out of 10 considered vaccination to keep their family safe.
- o About 6 out of 10 would get vaccinated to feel safe around people.
- o About 4 out of 10 considered vaccination to keep themselves safe.

Top 3 trusted sources to provide correct information about COVID-19:

- o About 7 out of 10 reported trusting in doctors and healthcare providers.
- o About 5 out of 10 considered friends and family as trusted sources.
- o About 3 out of 10 reported trusting in the U.S Government.

Community feedback

"To reaffirm the value of that townhall, I was just approached by a staff member that attended and said he changed his mind and will get the vaccine asap! Keep up the great work!!!!"

"The townhall information was amazing. I was able to understand why the myths and how to spread correct information."

"La información que proporcionaron fue muy buena y los panelistas excelentes"

We would like to express our gratitude to our community partners: City of Miami, UHI Community Health, FIU Athletics Department, Health Foundation of South Florida, Miami Music Project, Caridad Center, FIU Human Resources, and Healthy Start Coalition of Miami.