

# Hispanic Audience

## Messaging Tips Do's & Don'ts

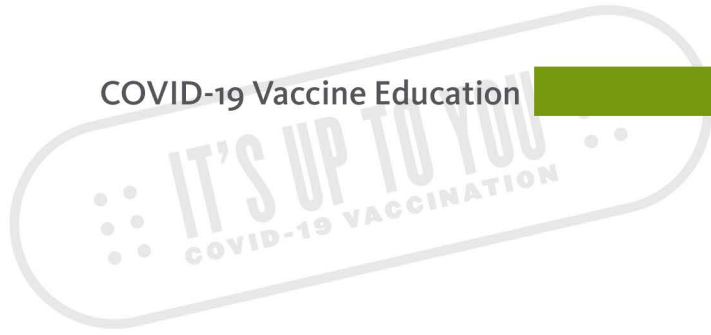
These guidelines will help your organization communicate more effectively with your audiences and avoid language that may generate confusion.

### COMMUNICATION 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. Recognize distrust of medical professionals.	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.
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.
Use doctors, community health providers, and co-workers 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.
Emphasize protecting "those you care for", "your family" and "the most vulnerable".	Don't Emphasize protecting your country.
Acknowledge low confidence in vaccines among Hispanic Americans is partly due to concerns about safety and side effects and distrust of government, as well as systemic health care inequities, especially laid bare by the pandemic.	Simply say Hispanic Americans have lower rates of vaccine confidence without explaining why nor imply that vaccination uptake rests entirely on their shoulders.

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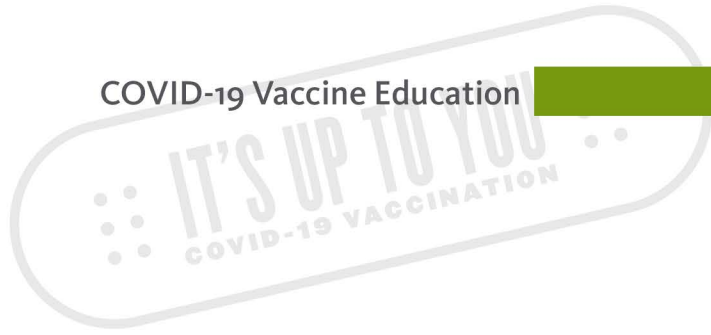


### TO MAKE YOUR COMMUNICATIONS MORE COMPELLING:

DO	DON'T
Use “immunization against COVID-19” or “COVID-19 vaccination”	Don't use “COVID-19 injection” or “COVID-19 shot”
It is OK to refer to vaccination as a shot (as in “got my shot”) without including “COVID-19”	
Emphasize that recommended vaccines were proven safe and effective	Don't reference how quickly the vaccines were developed
Do say “Get the latest information”	Don't reference “Operation Warp Speed” or “Emergency Use Authorization”.
Do say “We know you have questions, and that's normal”	Don't say “There are many things we still don't know”  Don't use the word “hesitant”
Do say “public health”  Do say “health/medical experts and doctors”	Don't say “government” or “scientists”
Encourage asking questions about COVID-19 vaccines as its empowering and demonstrates self-care.	Frame asking questions as a negative. Many people have valid concerns about COVID-19 vaccines and simply want the answers. Ad Council research showed that Hispanic women, who are often lead decision-makers in households, have a number of questions.
Do emphasize protecting “those you care for”, “your family” and “the most vulnerable”	Don't emphasize protecting “our country”

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## Messaging Tips



### LANGUAGE DO'S AND DON'TS

DO'S	DON'TS
Use "COVID-19" and Variants (i.e., Delta, Omicron)	Don't use "Covid" or "COVID" styling
Use "vaccines" plural, or refer to "vaccination" or "immunization" instead	Don't refer to a singular "vaccine"
Adjust messaging as needed based on different vaccines, e.g. "Many COVID-19 vaccines..."  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, our families, and our communities". Mask-wearing and social distancing, will continue to be important.  Other language: "Everyone should continue to use all available tools to help stop the pandemic..."	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..."  Don't present vaccines as the only tool to ending the pandemic, i.e., "vaccines are the key."
Direct people to have conversations with their doctor, nurse, co-workers, people you trust, 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  Create education materials in languages that reflect the language preferences of your organization's members or the residents of your community.	Go into extensive detail about the science behind the vaccinations

For more resources to make an informed decision about COVID-19 vaccines visit [HispanicCommunityVaccineToolkit.org](https://HispanicCommunityVaccineToolkit.org)