

THE CONVERSATION: A Public Information Campaign to Dispel Myths and Provide Accessible Facts about COVID Vaccines

Tina Hoff, Senior Vice President and Director, Social Impact Media

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Filling the need for trusted information on national health issues.

KFF (Kaiser Family Foundation)

A national non-profit organization focused on pressing health issues in the U.S. (no affiliation with Kaiser Permanente).

As an information-driven organization, we accomplish our mission through policy analysis, polling and survey research, journalism, and social impact media.

Our work in COVID-19 spans all these areas.

www.kff.org



Knowledge is Power!

Advances in prevention and treatment are bringing us closer to ending HIV.

[FIND OUT MORE](#)

Test

HIV testing is recommended as part of routine health care. FREE, confidential, and fast HIV testing is available across the U.S. Most places also offer other STD testing.

[LEARN MORE](#)

PrEP

For those who do not have HIV, PrEP, a once daily pill available by prescription, offers another powerful means of protection. Most people pay little or nothing for PrEP.

[LEARN MORE](#)

Treat

Treatment offers significant health AND preventative benefits for people living with HIV. The amount of virus in the body can be reduced to very low, even undetectable levels.

[LEARN MORE](#)

 [Find Testing, PrEP, & HIV Care Services Near You](#)

We will get through this together.

We know how to protect ourselves from COVID-19. And now there are safe, effective vaccines to prevent illness.



COVID-19 Info

Visit the CDC hub for the latest on all things COVID-19, including current cases and stats, info on symptoms and prevention, travel restrictions and more.

[LEARN MORE](#)

The Vaccines

Safe and effective vaccines are now authorized to protect against COVID-19 illness. Get the latest on who is eligible, what to expect, and how many vaccines have been distributed so far.

[LEARN MORE](#)

FAQs

Answers to frequently-asked questions about COVID-19 from the CDC. How does COVID-19 spread? How can I protect myself? When should I get tested? And more!

[LEARN MORE](#)



Hello Black America! with W. Kamau Bell & Black ...



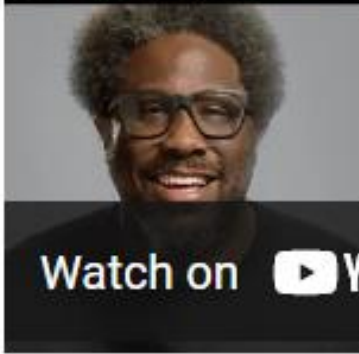
Watch later



Share

THE CONVERSATION

BETWEEN US, ABOUT US.™



W. Kamau Bell talks with Black health care workers about the COVID Vaccines

Watch on YouTube





Rhea Boyd, MD, MPH

Pediatrician and Public
Health Advocate

Physician Lead,
THE CONVERSATION

Opinion

Black People Need Better Vaccine Access, Not Better Vaccine Attitudes

“Black people deserve to make this important medical decision like all other patient populations, equipped with the access they need to insurance coverage, reliable care, **credible information** and actual vaccines.”

March 5, 2021












The New York Times

www.BetweenUsAboutUs.org OR www.GreaterThanCOVID.org/TheConversation/



Health care workers answer questions about the COVID-19 vaccines

		
<p>Why do we need a COVID vaccine? ▶</p>	<p>Do the COVID vaccines protect against illness? ▶</p>	<p>Do the COVID vaccines use a live virus? ▶</p>
		
<p>What about side effects from the COVID vaccines? ▶</p>	<p>What is emergency use authorization? ▶</p>	<p>Were Black people included in the COVID vaccine research studies? ▶</p>
		

National Medical Association

Nat'l Medical Assn
@NationalMedAssn

THE CONVERSATION: Between Us, About Us, A New Campaign By Black Health Care Workers for Black People about the COVID-19 Vaccines



THE CONVERSATION: Between Us, About Us, A New Campaign By Black Health ...
March 4, 2021 – THE CONVERSATION: Between Us, About Us, is a new campaign to provide Black communities with credible information about the COVID-19 ...
kff.org

11:55 AM · Mar 5, 2021 · Hootsuite Inc.

4 Retweets 8 Likes

Founder, National Birth Equity Collaborative

Joia Crear Perry @doccrearperry · 16h

It's Me and the brilliant Dr @RheaBoydMD @hari @KFF
#BetweenUsAboutUs 🙌🙌🙌🙌🙌🙌🙌🙌🙌🙌🙌🙌🙌🙌🙌🙌🙌🙌🙌🙌🙌🙌🙌🙌
#CovidVaccine

Amanpour and Company @AmanpourCoPBS · 18h

"All the racist ideology that's embedded in our health care system and the ways we teach medicine and public health is really showing up today," says OB-GYN and public health advocate Dr. Joia Crear-Perry. @doccrearperry @hari



1:54 2.5K views

11 Retweets 35 Likes

Founder, Advancing Health Equity


uché blackstock, md @uche_blackstock · 15h

Black communities have been the most adversely affected by COVID-19. Bless you @RheaBoydMD, @KFF & @BCAgainstCOVID for #BetweenUsAboutUs!

Please watch and share this video and go to their website for more information: betweenusaboutus.co/uche_blackstock

Rhea Boyd MD, MPH @RheaBoydMD · Mar 4

Hello Black America! Black health care workers across the country and I hear your questions and concerns about the COVID vaccines and we're bringing the information right to you. It's time for us to have a conversation Between Us About Us. Watch and share now! #BetweenUsAboutUs



3:52 78.3K views

2 Retweets 10 Retweets 36 Likes

Vice President, Fair Count (Stacey Abrams group)

J. Abrams McLean PhD @JAbramsMcLean

This is a fantastic resource! Check it out y'all!
#BetweenUsAboutUs

Rhea Boyd MD, MPH @RheaBoydMD · Mar 4

Hello Black America! Black health care workers across the country and I hear your questions and concerns about the COVID vaccines and we're bringing the information right to you. It's time for us to have a conversation Between Us About Us. Watch and share now! #BetweenUsAboutUs



4:53 108.4K views

10:22 AM · Mar 5, 2021 · Twitter Web App

6 Retweets 11 Likes

Chief Equity Officer, AMA

Tweets Tweets & replies Media Likes

Dr. Aletha Maybank @DrAleth... · 4d

This 🔥 campaign released today deserves the attention - thx to @RheaBoydMD for your power & leadership in organizing w/@KFF (@doccrearperry - I see you! 🙏) #BetweenUsAboutUs ...and By Us

COVIDBlack @COVIDBLK · 5d

This collective effort will go down in the history books as one of the most innovative strategies created for connecting with Black and Brown communities around health! @KFF @BCAgainstCOVID @greaterthanCV19 #BetweenUsAboutUs

Chair, Biden/Harris Health Equity Task Force

ERIC led by Marcella Nunez-S... · 5d

'THE CONVERSATION #BetweenUsAboutUs provides Black communities with credible information about the COVID-19 vaccines.

"[It] exemplifies the power partnerships have to uplift the voices of Black health care workers"- Dr. Nunez-Smith

Learn more: rb.gy/5nhgjl

Public Health - Seattle & King County @KCPubHealth · 22h

Check out this new 🗨️ campaign called [#BetweenUsAboutUs](#) in which Black healthcare workers offer open, honest, and credible conversation about the [#COVID19](#) vaccines. More than 50 Q&A videos at [BetweenUsAboutUs.org](#).

Greater Than COVID @greaterthanCV19 · Mar 4

THE CONVERSATION [#BetweenUsAboutUs](#) is starting! @wkamaubell & Black docs, nurses & researchers answer YOUR questions about [#COVID_19](#) vaccines. Visit [BetweenUsAboutUs.org](#). @BCAgainstCOVID @RheaBoydMD @kff



0:28 2.4K views

NACCHO @NACCHOalerts

Kaiser Family Foundation unveils dynamic campaign: "THE CONVERSATION: Between Us, About Us," by Black Healthcare Workers for Black People about the COVID-19 Vaccines. Check it out at [BetweenUsAboutUs.org](#) and

Greater Than COVID
Greater Than COVID is a public information response from KFF (Kaiser Family Foundation) to help individuals take char...
youtube.com

7:26 AM · Mar 5, 2021 · Twitter Web App

1 Retweet 2 Likes

NCDHHS Retweeted

Greater Than COVID @greaterthanCV19 · Mar 4

THE CONVERSATION [#BetweenUsAboutUs](#) is starting! @wkamaubell & Black docs, nurses & researchers answer YOUR questions about [#COVID_19](#) vaccines. Visit [BetweenUsAboutUs.org](#). @BCAgainstCOVID @RheaBoydMD @kff



0:28 2.4K views

2 34 46

St. Louis County DPH Retweeted

KFF (Kaiser Family Foundation) @KFF · Mar 4

We're proud to join with @BCAgainstCOVID and @RheaBoydMD to launch THE CONVERSATION [#BetweenUsAboutUs](#)

In an open & honest conversation, @wkamaubell and Black health care workers get to the heart of what Black people want to know about [#COVID19](#) vaccines.



Hello Black America! with W. Kamau Bell & Black ...
THE CONVERSATION: Between Us, About Us kicks off with an open and honest conversation betwee...
youtube.com

Office of the California Surgeon General @CA_OSG

Black doctors, nurses, & researchers dispel misinformation and provide accessible facts about the [#COVID19](#) vaccines in a video series by @BCAgainstCOVID, @KFF, & @wkamaubell that aims to help Black people with this important decision.

Watch now ↓

CONVERSATION: BETWEEN US, ABOUT US.
Hello Black America! with W. Kamau Bell & Black Health Car...
THE CONVERSATION: Between Us, About Us kicks off with an open and honest conversation between W. Kamau Bell and ...
youtube.com

7:04 AM · Mar 5, 2021 · Twitter Web App

2 Retweets 7 Likes





"THE CONVERSATION: Between Us, About Us" is a campaign to provide Black communities with information about COVID-19 vaccines, developed by @KFF and @BCAgainstCOVID. The first video features @wkamaubell. Learn more at betweenusaboutus.org.

YouTube



GaDeptPublicHealth Retweeted



Black Coalition Against COVID...
@BCAgainstCOVID

Let's start THE CONVERSATION #BetweenUsAboutUs. We joined forces with @KFF to produce one of the largest campaigns of its kind and provide trustworthy #COVID19 info that will save Black lives. @greaterthanCV19 @RheaBoydMD @wkamaubell



Alabama Public Health Retweeted



Greater Than COVID @greaterthanCV19 · Mar 4
THE CONVERSATION #BetweenUsAboutUs is starting! @wkamaubell & Black docs, nurses & researchers answer YOUR questions about #COVID_19 vaccines. Visit BetweenUsAboutUs.org. @BCAgainstCOVID @RheaBoydMD @kff



2 34 46



#BetweenUsAboutUs was created for and by Black people to provide accessible facts about the #COVID19 vaccine. Check out the campaign for open, honest conversations w/ Black healthcare workers that gets to the heart of Black people's questions & concerns: ow.ly/VGy450DQuBw.




2:05 PM · Mar 4, 2021 · Hootsuite Inc.

2 Retweets 1 Quote Tweet 5 Likes

2 34 46




 **Anand Swaminathan** ✓ @EMSwami

Our ED administering JNJ to eligible pts being discharged


Had pt who was reluctant for numerous reasons

Shared this video w/ him + he left w/ a shot in his arm!

 **Rhea Boyd MD, MPH** @RheaBoydMD · Mar 4





Hello Black America! Black health care workers across the country and I hear your questions and concerns about the COVID vaccines and we're bringing the information right to you. It's time for us to have a conversation Between Us About Us. Watch and share now! #BetweenUsAboutUs


[Show this thread](#)



12:25 PM · Mar 5, 2021 · Twitter Web App

7 Retweets 3 Quote Tweets 47 Likes


 **W. Kamau Bell** ✓ @wkamaubell · 4d

WOW! People say things like, "If only 1 person is changed by the work I do then it is enough." & it sounds like BS, but in this case IT IS ABSOLUTELY TRUE!

THIS IS AMAZING!

Thank you @RheaBoydMD for inviting me to be a part of #BetweenUsAboutUs.

greaterthancovid.org/theconversation

 **Anand Swaminathan** ✓ @... · 4d

Our ED administering JNJ to eligible pts being discharged

Had pt who was reluctant for numerous reasons...

To view go to: www.BetweenUsAboutUs.org

WHY I JOINED THE CONVERSATION



00:06.68



JOIN

THE CONVERSATIONSM

#BetweenUsAboutUs


THE CONVERSATION BETWEEN US, ABOUT US.™




Greater Than COVID
3.14K subscribers






SUBSCRIBED 

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- VIDEOS
- PLAYLISTS
- COMMUNITY
- CHANNELS
- ABOUT
- 

THE CONVERSATION: BETWEEN US, ABOUT US.  PLAY ALL

					
<p>Hello Black America! with W. Kamau Bell & Black Health...</p> <p>Greater Than COVID 1.2M views · 1 month ago</p>	<p>Promo for THE CONVERSATION: Between...</p> <p>Greater Than COVID 1.2K views · 1 month ago</p> <p></p>	<p>Promo for THE CONVERSATION: Between...</p> <p>Greater Than COVID 5 views · 4 hours ago</p> <p></p>	<p>Here's why we need "The Conversation" W. Kamau Be...</p> <p>Greater Than COVID 768 views · 1 month ago</p>	<p>Why I Joined "The Conversation" (4:01)</p> <p>Greater Than COVID 484 views · 6 days ago</p>	<p>How did we get a COVID vaccine so fast? Noha...</p> <p>Greater Than COVID 42K views · 1 month ago</p>

General Information about COVID-19 Vaccines  PLAY ALL

					
<p>Will the vaccine give me COVID? Gina Gregory-Burns...</p> <p>Greater Than COVID</p>	<p>Do the COVID vaccines use a live virus? Florence Awosik...</p> <p>Greater Than COVID</p>	<p>Do the COVID vaccines change your DNA? Janice...</p> <p>Greater Than COVID</p>	<p>If I'm young and healthy, why do I need the COVID vaccin...</p> <p>Greater Than COVID</p>	<p>Why the urgency around the COVID vaccines? Sheryl...</p> <p>Greater Than COVID</p>	<p>About that microchip thing...? Valerie Montgomery Rice, ...</p> <p>Greater Than COVID</p>



THE CONVERSATION

BETWEEN US, ABOUT US.™



THE CONVERSATION: Between Us, About Us

Black doctors, nurses and researchers dispel misinformation and provide accessible facts about the COVID-19 vaccines in this new campaign from **KFF's Greater Than COVID** and the **Black Coalition Against COVID**. W. Kamau Bell joins Black health care workers in an open, honest conversation that gets to the heart of Black people's questions. A library of 50 FAQ videos cover an array of vaccine-related topics. More content will be added as new information becomes available.

It's time for Black folks to have a conversation between us, about us.

All of the content of THE CONVERSATION is **available rights-free for educational use**. The videos are designed to be shared on social and can also be embedded directly from YouTube on your website. Some content is also available for direct download.

Scroll down to view all the available content. Suggested social posts are provided, as well as instructions for embedding the videos, and more!

**Join The
Conversation!**

If you are interested in being a supporting partner of **THE CONVERSATION**, or have other questions, please reach out.

[EMAIL US](#)

Videos: Watch & Embed

Watch the videos:

Scroll through to view all videos from THE CONVERSATION – including the anchor video, all FAQ videos, plus playlists covering specific topics (i.e., vaccine safety, side effects and more).

Embed the videos on your website:

1. Choose which video(s) you'd like to embed on your website. In the blue buttons, "Playlist" will take you to a list of several videos within that topic.
2. Once you've opened the individual video you'd like to embed, underneath the video title on YouTube, click the "share" arrow and select "embed".
3. Click "copy" to copy the embed code from YouTube.
4. Paste the embed code into the HTML on the webpage you'd like to add the video to.



HELLO BLACK AMERICA!

The anchor video for the campaign features W. Kamau Bell in conversation with health care workers addressing some of the most common questions and concerns Black people have about COVID-19 vaccines. A 0:30 promo video is also available.

ANCHOR VIDEO
(4:58)

PROMO VIDEO
(0:30)



Health Care Workers Answer Questions on COVID-19 Vaccines

Black doctors, nurses and researchers dispel misinformation and provide accessible facts about the COVID-19 vaccines in short FAQ videos. More videos and voices will be added as new information becomes available.

ALL FAQ VIDEOS PLAYLIST



Graphics: Download & Share

Scroll through for **animated and static graphics** designed to be used on digital platforms – including your website and social media channels. You'll also find Twitter and YouTube headers to personalize your social channels.

To share a graphic on your **social channels**, just **download and post** it with the sample content provided below.

If you share a graphic on your **website**, you can link to:

- YouTube for playlists and individual videos
- BetweenUsAboutUs.org for more about the campaign



THE CONVERSATION BETWEEN US, ABOUT US.™

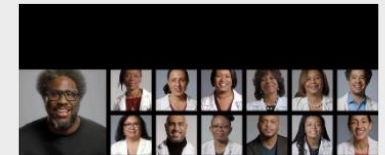
WATCH NOW



Animated Graphic

800 x 800px

DOWNLOAD



W. Kamau Bell talks with Black doctors, nurses, and researchers about the COVID vaccines

THE CONVERSATION BETWEEN US, ABOUT US.™

Animated Graphic

800 x 800px

DOWNLOAD



TV & Radio PSAs

Downloadable TV and Radio PSAs in various lengths based on broadcast specs provided by the National Association of Broadcasters (NAB); see last slide for more detail.

If you need assistance or other formats, email us.



TV PSA

0:30 and 0:15

DOWNLOAD (0:30)

DOWNLOAD (0:15)



Radio PSA

0:30

DOWNLOAD (0:30)



Print Materials

Printable **flyers** are available to share information about THE CONVERSATION at your clinic or health center, organization and events.

Choose your preferred design and download the file to **print at home**, or bring the design to a professional for bulk printing.

The flyers include **QR codes** that can be scanned by a smartphone for easy access to content on BetweenUsAboutUs.org.

Get Questions About the COVID-19 vaccine?



Flyer

8.5 x 11"

DOWNLOAD

Get Questions About the COVID-19 vaccine?



Flyer

8.5 x 11"

DOWNLOAD



www.BetweenUsAboutUs.org OR www.GreaterThanCOVID.org/TheConversation/



With vaccine distribution ramping up across the country, it is more important than ever that everyone has access to accurate, credible information.

You can help!

All the content of THE CONVERSATION is available rights free and designed to be shared on social media. The videos can also be embedded on your website from YouTube.

[DIGITAL TOOLKIT](#)

**Join The
Conversation!**

If you are interested in being a supporting partner of **THE CONVERSATION**, or have other questions, please reach out.

[EMAIL US](#)





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Robbyn Kistler | robbynk@kff.org