

COVID + The BLK+Cross COVID-19 BIPOC Master Messaging Grid

Mapping "Reasonable Doubts" To Counter-Narrative Strategies & Core Messaging

Higher Hesitancy - Distrust of Institutions

1. "Reasonable Doubt" (- survivors, recently vaxxed, etc.)
2. "Counter-Conspiracy" (expose the untruths in conspiracy theory content)
3. "BLK Vax History" (Demonstrate the long-standing role BIPOC people have played in the development of vaccines - innovation, oversight, etc.)

Moderate Hesitancy - Distrust of Vax Science & Information

4. "Reality Check/True Story" (make it real; keep the dangers of COVID top-of-mind through the data, and emotional and peer-driven or Trusted Messenger storytelling - PSAs and Survivor Stories)
5. "Calculated Risk" (prove the reward of vaxxing outweighs the risk through analogies and comparisons)
6. "Sci-Time" (simplify the science)
7. "Vax Facts/BLK Vax Facts & FAQs" (correct misinformation; provide meaningful information regarding specific concerns/FAQs; The State of COVID/Vax with target populations)

Lower Hesitancy - Distrust of Vax Science & Information

4. "Reality Check/True Story" (make it real; keep the dangers of COVID top-of-mind through the data, and emotional and peer-driven or Trusted Messenger storytelling - PSAs and Survivor Stories)
5. "Calculated Risk" (prove the reward of vaxxing outweighs the risk through analogies and comparisons)
6. "Sci-Time" (simplify the science)
7. "Vax Facts/BLK Vax Facts & FAQs" (correct misinformation; provide meaningful information regarding specific concerns/FAQs; The State of COVID/Vax with target populations)

NARRATIVE	BARRIER CATEGORY	BARRIER/BELIEF	COUNTER-NARRATIVE	GENERAL MESSAGE
1. IT'S ABOUT FREEDOM - GOVERNMENT CONTROL				
1. It's About Freedom - Government Control (conspiracy-driven)	Conspiracy/ Loss of Freedoms	Alter DNA	Counter-Conspiracy/ Sci-Time	COVID-19 vaccines don't interfere with your DNA and cannot change it. The COVID-19 vaccines that have been approved are the mRNA vaccines and a viral vector vaccine. These vaccines provide a person's cells with instructions to build protection to fight and protect the body against the COVID-19 virus. The vaccines are given in the upper arm muscle. The mRNA enters the muscle cells and instructs the cells to produce a harmless protein called the spike protein. The spike protein is what is found on the surface of the virus that causes COVID-19. After delivering the instructions, the mRNA is immediately broken down. It never enters the nucleus of your cells, where your DNA is kept. The immune system recognizes that the spike protein does not belong there and works to break it down. Both the Pfizer-BioNTech and the Moderna COVID-19 vaccines use mRNA. For more information on mRNA vaccines and how they work visit this .
1. It's About Freedom - Government Control (conspiracy-driven)	Conspiracy/ Loss of Freedoms	COVID is Not Real	Counter-Conspiracy, Calculated Risk/ Sci-Time	After two years of the pandemic, there have been about 800,000 deaths and 55 million confirmed COVID-19 infections in the US alone. There has been lots of disinformation spread in the past two years regarding the pandemic not being real. It started from a documentary and ever since various forms of disinformation have continuously spread. In March 2020, the World Health Organization declared the COVID-19 outbreak a global pandemic, with 5 million confirmed deaths and 200 million positive cases worldwide, to date.
1. It's About Freedom - Government Control (conspiracy-driven)	Conspiracy/ Loss of Freedoms	Forced Sterilization	Counter-Conspiracy/ Reasonable Doubt/ BLK Vax Facts	Historically people of color especially women have been subjected to forced sterilization. From 1950 to 1966, Black women were sterilized at more than three times the rate of white women and more than 12 times the rate of white men. From the 60's to the 70's 100,000 African American & Hispanic American women were forcibly sterilized via Medicaid-funded programs. To make sure unethical research practices like eugenics and forced sterilizations do not happen again, many changes and procedures were put in place and are still used today to make sure the safety and health of study participants are prioritized. <ul style="list-style-type: none"> - 1974 - July 12, 1974, the National Research Act established the existence of the National Commission for the Protection of Human Subjects of Biomedical and Behavioral Research to review biomedical and behavioral research involving human subjects. - 1976 - The Belmont Report is Published <ul style="list-style-type: none"> o Defined research principles o Voluntary informed consent required - Late 1970s - Ethics Advisory Board was formed. They reviewed ethical issues of biomedical research and came up with the three ethical principles to guide human research - Respect of Persons, Beneficence & Justice - 1995 - National Bioethics Advisory Commission created to review regulations, policies and procedures - 1996 - The Health Insurance Portability and Accountability Act (HIPAA) was developed in 1996 and became part of the Social Security Act. There is currently no evidence that any vaccines, including COVID-19 vaccines, cause fertility problems (problems trying to get pregnant) in women. Not only were there no differences in the numbers of conceptions in the vaccine trials, but there was also no difference in the number of miscarriages between participants in the control and vaccinated groups. Getting the COVID-19 vaccine doesn't impact a couple's chances of becoming pregnant, but skipping the shot and possibly getting a COVID infection might reduce male fertility.
1. It's About Freedom - Government Control (conspiracy-driven)	Conspiracy/ Loss of Freedoms	Microchip/Tranducer	Counter-Conspiracy/ Sci-Time	There is no "microchip" in the vaccine and the vaccine will not track people or gather personal information into a database. This myth began circulating after comments were made by Bill Gates about a digital certificate of vaccine records. The technology he was referencing is not a microchip, has not been implemented in any manner and is not tied to the development, testing or distribution of the COVID-19 vaccine. Vaccines are made to fight against disease and not to monitor or track people.
1. It's About Freedom - Government Control (conspiracy-driven)	Conspiracy/ Loss of Freedoms	Government Control	Counter-Conspiracy/ Calculated Risk/ Reasonable Doubt/ Reality Check/ #TrueStory	One cannot infringe on the rights or safety of others in society in the name of personal freedom. Yes, it is 100% one's personal decision to get vaccinated. However, it is important to understand one cannot expect the same level of access to the community as someone who is vaccinated. Mandates do not force people to get vaccinated, they force them to make a decision and if they refuse to get vaccinated their access to public spaces and workplaces then changes because they are at higher risk of getting infected with COVID-19 and more likely to spread it. The COVID vaccines are safe and effective. They reduce the risk of symptomatic disease more than 5 times and reduce your risk of hospitalization more than 25 times.
1. It's About Freedom - Government Control (conspiracy-driven)	Conspiracy/ Loss of Freedoms	Migrant Control	Counter-Conspiracy/ Reasonable Doubt	The vaccines are for all members of the community regardless of immigration status. Majority of the millions of individuals who have been vaccinated are not migrants. With over a million service members vaccinated, government officials and members of Congress themselves have also been fully vaccinated. Hundred percent of governors have been vaccinated against COVID-19, with 81% of the members of Congress also vaccinated.
1. It's About Freedom - Government Control (conspiracy-driven)	Conspiracy/ Loss of Freedoms	Political Agenda	Counter-Conspiracy/ #TrueStory	A video circulated with disinformation stating COVID-19 was planned to take former US President Donald Trump out of office. There is no indication or publicly available evidence that supports this. Even though many Republicans, have refused to get vaccinated, 54% of House Republicans and 92 of Senate Republicans have been fully vaccinated as of May 2021. In fact, he shared publicly with his supporters in Dallas that he had received a booster shot, meaning he was fully vaccinated prior.
1. It's About Freedom - Government Control (conspiracy-driven)	Conspiracy/ Loss of Freedoms	Political Agenda	Counter-Conspiracy/ Reasonable Doubt/ #TrueStory	Historically people of color especially women have been subjected to experiments and trials in relation to medicine which have included eugenics and forced sterilization. To make sure unethical research practices like eugenics and forced sterilizations do not happen again, many changes and procedures were put in place and are still used today to make sure the safety and health of study participants are prioritized. The COVID-19 vaccines have helped protect many people from being severely ill or dying. As of January 31st, 2022, 211 million Americans are fully vaccinated from COVID-19. Higher hospitalization and death rates have been seen among unvaccinated people.

NARRATIVE	BARRIER CATEGORY	BARRIER/ BELIEF	COUNTER-NARRATIVE	GENERAL MESSAGE
1. IT'S ABOUT FREEDOM - GOVERNMENT CONTROL				
1. It's About Freedom - Government Control (conspiracy-driven)	Conspiracy/ Loss of Freedoms	Synthetic DNA - Control	Counter-Conspiracy/ Sci-Time	A fragment of messenger RNA (mRNA) is used in the COVID-19 mRNA vaccines to instruct your body to make an immune response against COVID-19. There is a huge difference between mRNA and DNA. DNA, which makes up our genetic code, is larger, double-stranded and very long. The mRNA is a single-stranded copy of a small part of the DNA, which is often released to send instructions to other parts of the cell. DNA is stored in the protected center of our cells – the nucleus. The mRNA is broken down quickly by the body. It never enters the nucleus, and cannot affect or combine with our DNA in any way to change our genetic code. Instead, COVID-19 mRNA vaccines teach the cell how to make a protein that triggers an immune response specific to COVID-19. The vaccines work with the body's natural defenses to develop immunity to disease.
1. It's About Freedom - Government Control (conspiracy-driven)	Conspiracy/ Loss of Freedoms	Tuskegee	Reasonable Doubt/ BLK Vax History	<p>The Tuskegee study has had a significant influence on Black Americans' mistrust of health care institutions, especially as it relates to vaccination.</p> <p>A team of researchers from Tuskegee Institute conducted a study in which 400 black men with syphilis were deliberately left untreated in exchange for the promise of free healthcare. After penicillin was established as a treatment for syphilis and informed consent was also established as a hallmark of clinical trials, the men were still left untreated and the study continued.</p> <p>To make sure unethical research practices like the Tuskegee Study do not happen again, many changes and procedures were put in place and are still used today to make sure the safety and health of study participants are prioritized.</p> <ul style="list-style-type: none"> 1974 - July 12, 1974, the National Research Act established the existence of the National Commission for the Protection of Human Subjects of Biomedical and Behavioral Research to review biomedical and behavioral research involving human subjects. 1976 - The Belmont Report is Published <ul style="list-style-type: none"> o Defined research principles o Voluntary informed consent required Late 1970s - Ethics Advisory Board was formed. They reviewed ethical issues of biomedical research and came up with the three ethical principles to guide human research - Respect of Persons, Beneficence & Justice 1995 - National Bioethics Advisory Commission created to review regulations, policies and procedures 1996 - The Health Insurance Portability and Accountability Act (HIPAA) was developed in 1996 and became part of the Social Security Act*
1. It's About Freedom - Government Control (conspiracy-driven)	Conspiracy/ Loss of Freedoms	Mississippi Appendectomy	Reasonable Doubt/ BLK Vax History	<p>The Mississippi Appendectomy was the medical practice in which poor black women who were seen as unfit to reproduce were sterilized and given hysterectomies.</p> <p>To make sure unethical research practices like the Mississippi Appendectomy do not happen again, many changes and procedures were put in place and are still used today to make sure the safety and health of study participants are prioritized.</p> <ul style="list-style-type: none"> 1974 - July 12, 1974, the National Research Act established the existence of the National Commission for the Protection of Human Subjects of Biomedical and Behavioral Research to review biomedical and behavioral research involving human subjects. 1976 - The Belmont Report is Published <ul style="list-style-type: none"> o Defined research principles o Voluntary informed consent required Late 1970s - Ethics Advisory Board was formed. They reviewed ethical issues of biomedical research and came up with the three ethical principles to guide human research - Respect of Persons, Beneficence & Justice 1995 - National Bioethics Advisory Commission created to review regulations, policies and procedures 1996 - The Health Insurance Portability and Accountability Act (HIPAA) was developed in 1996 and became part of the Social Security Act*
1. It's About Freedom - Government Control (conspiracy-driven)	Conspiracy/ Loss of Freedoms	Vaccine Mandates	Counter-Conspiracy/ Calculated Risk/ Sci-Time/ Reasonable Doubts	Someone's rights, cannot infringe on the rights or safety of others in society to which everyone belongs. It is 100% a person's decision on whether or not they choose to get vaccinated. It is important that they understand that they cannot expect the same level of access to the community as someone who is vaccinated. Mandates do not force people to get vaccinated, they force them to make a decision and if they refuse to get vaccinated their access to public spaces and workplaces then changes because they are at higher risk of getting infected with COVID-19 and more likely to spread it. The COVID vaccines are safe and effective. They reduce the risk of symptomatic disease more than 5 times and reduce your risk of hospitalization more than 25 times.
1. It's About Freedom - Government Control (conspiracy-driven)	Conspiracy/ Loss of Freedoms	School Mandates	Calculated Risk/ Sci-Time	<p>Approximately 30% of hospitalized children had severe COVID-19. Currently, children represent about 18% of all COVID-19 cases in the U.S. and cases are on the rise. More than 5.6 million child cases have been reported since early September 2021. Up to 50% of children and adolescents might have COVID-19 with no symptoms, which makes them more likely to spread the virus to vulnerable members of their families. However, some children with COVID-19 need to be hospitalized, treated in the intensive care unit or placed on a ventilator to help them breathe. Research shows higher rates of COVID-19 in Hispanic and non-Hispanic Black children than in non-Hispanic white children. Children are at a potentially higher risk of severe COVID-19 who may benefit from prevention efforts, including vaccination.</p> <p>Vaccine requirements in schools are far from being a new concept. The earliest record of vaccines being mandated in schools can be traced back to the 1850s, according to the Centers for Disease Control and Prevention (CDC). In fact, according to the National Conference of State Legislatures (NCSL), every state in the United States has a vaccine mandate in place for students and has for many years. Today, according to the NCSL, "all 50 states have legislation requiring specified vaccines for students. Although exemptions vary from state to state, all school immunization laws grant exemptions to children for medical reasons.</p> <p>Some of the mandated child vaccines are:</p> <ul style="list-style-type: none"> • Mumps, measles, rubella • Polio • Tetanus and diphtheria toxoids • Pertussis • Haemophilus influenzae type B • Hepatitis B
1. It's About Freedom - Government Control (conspiracy-driven)	Conspiracy/ Loss of Freedoms	Healthcare Mandates	Calculated Risk/ Sci-Time	Healthcare workers working in hospitals and healthcare settings play a critical role in influencing community confidence in COVID-19 vaccines and are also at increased risk of both acquiring and transmitting COVID-19 in health care settings. Overwhelmed healthcare systems as a result of high COVID-19 cases have resulted in the exhaustion of healthcare workers. This is taking a toll on their mental and physical health. The rate of depressive disorder among HCWs is alarming when compared with that of the general population and is closely related to high levels of occupational stress. During the COVID-19 pandemic, research from several studies on the mental health of healthcare workers showed a high occurrence of anxiety (24.94%), depression (24.83%) and sleep disorders (44.03%).
1. It's About Freedom - Government Control (conspiracy-driven)	Conspiracy/ Loss of Freedoms	Employer Mandates	Calculated Risk/ Sci-Time	The Safety, Health and Welfare at Work Act 2005 requires employers to ensure, so far as is reasonably practicable, the safety, health and welfare at work of all employees. This includes managing and conducting work activities to prevent improper conduct or behavior likely to put employees at risk. Any employee, while at work, must ensure that he or she can adequately complete their job in a way that will not endanger his or her own safety, health or welfare at work or that of any other person present. Employers need to assure the safety of the workplace, therefore certain regulations and guidelines such as having employers vaccinated are put in place to protect not only you as the employee but everyone else that comes around you.
1. It's About Freedom - Government Control (conspiracy-driven)	Conspiracy/ Loss of Freedoms	Skepticism on Vaccine Incentives	Counter-Conspiracy/ Reasonable Doubt/ #TrueStory	Many employees are unable to provide paid leave to their employers. Incentives are put in place to allow people to take time to get vaccinated without having to lose any money from the time off. Historically, immunization campaigns have seen huge success, for example, the efforts to eradicate smallpox and drastically reduce mortality levels in diseases such as polio and measles. By getting vaccinated the risk of getting seriously ill is reduced. This keeps people from having to be hospitalized and possibly leading to death, reducing death rates.
2. THE "BIG PUSH"				
2. The "Big Push"	Conspiracy/ Collusion	Collusion Between Govt. & The "Medical Industrial Complex" Big Pharma	#TrueStory/ Counter-Conspiracy/ Calculated Risk/ Sci-Time/ Vax Facts & FAQs	According to experts, the structure of the SARS-CoV-2 alone reveals that it was not manufactured and a matter of nature taking its course. This COVID-19 would have had to be created from viruses already known to man through genetic modification. Scientists were able to look into the backbone of the virus and see it was different from the other coronaviruses already known to scientists and instead the genetic sequencing looked like viruses found in bats and pangolins. It is highly likely the virus jumped from animal to person. Animal-to-human transmission is a common route for many viruses, as recorded in two other coronaviruses, SARS and MERS, which were also spread from animal to human.
2. The "Big Push"	Conspiracy/ Collusion	COVID is Not Real	Counter-Conspiracy, Calculated Risk/ Sci-Time	After two years of the pandemic there have been about 800,000 deaths and 55 million confirmed COVID-19 infections in the US alone, excluding the rest of the world. There has been lots of disinformation spread in the past two years regarding the pandemic not being real. It started from a documentary and ever since various forms of the claims have continuously spread. In March 2020, the World Health Organization declared the COVID-19 outbreak a global pandemic, with 5 million confirmed deaths and 290 million positive cases worldwide, to date.
2. The "Big Push"	Conspiracy/ Collusion	Cannabis is A Cure That is Outlawed	#TrueStory/ Counter-Conspiracy/ Calculated Risk/ Sci-Time/ Vax Facts & FAQs	<p>There are no cures for viruses for various reasons. One main reason is the fact that viruses aren't in actually alive, rather they depend on the "machinery" inside the human cell to replicate. So having a drug targeting part of the parasite could cause harm to the person in the process. Though, a couple of the enzymes used by some viruses are distinct enough from the human body that they can be targeted by certain drugs without causing any harm to the person. For example, the antiviral drugs that are used to work against HIV target those distinct enzymes. Regardless, drugs of that type still do not eliminate the virus but rather keep it under control. Viruses are also hard to treat due to there being such a wide variety of them.</p> <p>Early research suggests the well-known non-psychoactive element taken from marijuana could possibly help prevent or treat COVID, but further intense research is needed and clinical trials. However, various other potential COVID treatments which had shown promising results in test tubes, unfortunately, failed when it came to showing benefits for COVID-19 patients when studied in clinical trials.</p>

NARRATIVE	BARRIER CATEGORY	BARRIER/BELIEF	COUNTER-NARRATIVE	GENERAL MESSAGE
2. THE "BIG PUSH"				
2. The "Big Push"	Awareness/Literacy	Variant Testing	#TrueStory/Counter-Conspiracy/Calculated Risk/ Sci-Time/ Vax Facts & FAQs	A viral test, either the nose or throat swab, can detect if you are positive for COVID-19. It's not designed to tell you which variant you might be infected with. To detect the delta variant, a specific type of COVID-19 test is required — genomic sequencing. After saliva from the back of the throat and/or nose are collected through a COVID-19 test and returns positive, the swab used goes to a different lab where the virus is separated from the saliva so that the genetic coding can be read. Genomic sequencing allows experts to link cases to outbreaks and helps understand the pattern of spread within communities.
3. IT'S ABOUT FREEDOM - Medical/Religious				
3. It's About Freedom - Medical/ Religious	Loss of Freedoms	Vaccines Cause Autism	Counter-Conspiracy, Calculated Risk/ Sci-Time	There is no link between the COVID-19 vaccines and autism. COVID-19 cases in children 5 through 11 years of age make up 39% of cases in individuals younger than 18 years of age in the U.S. According to the CDC, approximately 1:300 COVID-19 cases in children 5 through 11 years of age resulted in hospitalization. In fact, the Autism Society stated "many children with Autism have difficulty wearing masks, social distancing, and abiding by other mitigating measures. They are also at greater risk for serious illness due to co-occurring conditions. Getting children with Autism vaccinated allows parents to feel safer sending them to school and social activities that are important to their physical and mental health."
3. It's About Freedom - Medical/ Religious	Loss of Freedoms	Fetal Tissue - Testing Process	Counter-Conspiracy/ Sci-Time/ Vax Facts/ #TrueStory	Fetal cell lines were used in testing during research and development of the mRNA vaccines and during the production of the Johnson and Johnson vaccine. The COVID-19 vaccines manufactured by Pfizer, Moderna however do not contain any fetal cells. If anyone has issues with fetal cell lines being in a vaccine do not choose the Johnson and Johnson vaccine for your vaccine. Choose Pfizer or Moderna. The Catholic Church and the Southern Baptist Ethics & Religious Liberty Commission have both stated that receiving a COVID-19 vaccine requiring fetal cell lines for production or manufacture is morally acceptable and any vaccines that rely on these cell lines will not require new abortions. The US Conference of Catholic Bishops states that receiving a COVID vaccine should be understood as an act of charity towards the other members of the community.
3. It's About Freedom - Medical/ Religious	Loss of Freedoms	Fetal Tissue - Ingredients	Counter-Conspiracy/ Sci-Time/ Vax Facts/ #TrueStory	Fetal cell lines were used in testing during research and development of the mRNA vaccines and during the production of the Johnson and Johnson vaccine. The COVID-19 vaccines manufactured by Pfizer, Moderna however do not contain any fetal cells. If anyone has issues with fetal cell lines being in a vaccine do not choose the Johnson and Johnson vaccine for your vaccine. Choose Pfizer or Moderna. The Catholic Church and the Southern Baptist Ethics & Religious Liberty Commission have both stated that receiving a COVID-19 vaccine requiring fetal cell lines for production or manufacture is morally acceptable and any vaccines that rely on these cell lines will not require new abortions. The US Conference of Catholic Bishops states that receiving a COVID vaccine should be understood as an act of charity towards the other members of the community.
3. It's About Freedom - Medical/ Religious	Loss of Freedoms	Natural/ Holistic Health Practices Are Best	Calculated Risk/ Sci-Time	While some natural remedies may assist the body in fighting infection, they are not as effective as getting vaccinated, nor can they cure COVID-19 once you've been infected. The best way to protect yourself against the new coronavirus is to keep at least 6 feet away from others, wash your hands frequently, wear a mask around others and get vaccinated. Seven (7) Steps to Staying Protected: 1. Get a COVID-19 vaccine when it is available to you. 2. Wear a well-fitted mask or respirator correctly (N95s and KN95s recommended) 3. Stay 6 feet away from others 4. Avoid crowds & poorly ventilated spaces 5. Wash your hands often 6. Cover coughs & sneezes 7. Clean and disinfect surfaces that are touched frequently, daily.
4. COVID VACCINES ARE UNNECESSARY/ LOW PERCEIVED THREAT - Rejection of Science				
4. Covid Vaccines Are Unnecessary/ Low Perceived Threat - Rejection of Science	Alternative Risk Management	Immune Boosting/Healthy Lifestyle - Diet + Exercise + Supplements	BLK Vax Facts/ Calculated Risk/ Sci-Time	Staying healthy plays a key role in helping the body best fight off COVID-19. If you were to be infected by it. Having a healthy diet, exercising, taking your vitamins, zinc, and other over-the-counter supplements are great ways to boost your immune system in order to reduce the risk of severe illness and death from COVID-19. However, having a good diet, exercising and taking supplements does not mean you will not get COVID-19 or be cured of COVID-19. If you happen to get COVID-19, there is a chance of being asymptomatic and possibly spreading the virus to others. Getting vaccinated, taking steps to stay active, eating nutritious meals, minimizing stress, following guidelines regarding handwashing, wearing a mask and social distancing will help you to stay healthy and avoid exposure to the COVID-19.
4. Covid Vaccines Are Unnecessary/ Low Perceived Threat - Rejection of Science	Alternative Risk Management	Eat or Drink Pepper/Tumeric	Sci-Time/ Vax Facts & FAQs	"While some natural remedies may assist the body in fighting infection, they are not as effective as getting vaccinated, nor can they cure COVID-19 once you've been infected. The best way to protect yourself against the new coronavirus is to keep at least 6 feet away from others, wash your hands frequently, wear a mask around others and get vaccinated. Seven (7) Steps to Staying Protected: 1. Get a COVID-19 vaccine when it is available to you. 2. Wear a well-fitted mask or respirator correctly (N95s and KN95s recommended) 3. Stay 6 feet away from others 4. Avoid crowds & poorly ventilated spaces 5. Wash your hands often 6. Cover coughs & sneezes 7. Clean and disinfect surfaces that are touched frequently, daily."
4. Covid Vaccines Are Unnecessary/ Low Perceived Threat - Rejection of Science	Alternative Risk Management	Social Distancing / 3Ws As Effective in Managing Risk	Sci-Time/ Vax Facts & FAQs	It is important to continue to wear masks even if you are home most of the time or wear a mask. Mutations to COVID-19 have resulted in variants that are more transmissible and more lethal. Therefore it is important to continue to still wear masks even if you are fully vaccinated. Wearing a well-fitted mask or respirator is vital in helping reduce the spread (N95s and KN95s are recommended). More reasons to continue to take precaution and follow COVID-19 guidelines: - It takes time, two weeks after dose series, for the full effectiveness of a vaccine to kick in. - Vaccines do not provide 100% protection - Those who might be vaccinated may also be asymptomatic spreaders - It helps protect those with compromised immune systems and people you can't get vaccinated
5. PEOPLE SHOULD DO THEIR OWN RESEARCH				
5. People Should Do Their Own Research	General Safety	mRNA Vaccine - Not a Vaccine	Counter-Conspiracy/ #TrueStory/ Calculated Risks/ Sci-Time/ Vax Facts & FAQs	The mRNA vaccines, Pfizer-BioNTech and Moderna are real vaccines. They work differently compared to the other vaccines that exist, but they do the same thing which is to create an immune response inside your body. Though this type of vaccine is newer than previous vaccines, its research and development has been ongoing for decades. Many other vaccines (e.g. measles or flu vaccines) use either a piece of, or weakened version of viruses to carry information to your cells and give instructions to them on how to safely make a protein that is able to detect the virus and fight it off. mRNA vaccines do not contain the live virus and instead have strands of messenger RNA inside a special coating. That coating protects the mRNA from enzymes in the body that would otherwise break it down. These vaccines provide a person's cells with instructions to build protection to fight and protect the body against the COVID-19 virus. After delivering the instructions, the mRNA is immediately broken down.
5. People Should Do Their Own Research	General Safety	Untrustworthy Source	Counter-Conspiracy/ #TrueStory/ Calculated Risks/ Sci-Time/ Vax Facts & FAQs	Many scientist and health professionals from TRUSTED institutions such as Historical Black Colleges, Morehouse School of Medicine and Meharry are continuously providing information on the benefits of vaccination. Find more information on COVID-19 and vaccination from trusted below: BLK & In Color Advocates Toolkit BLK & In Color Vaccine Toolkit BLK & In Color Vax Hub National COVID Resistance Network The Black Coalition Against COVID
5. People Should Do Their Own Research	Ingredients	Unknown Ingredients	Counter-Conspiracy/ #TrueStory/ Calculated Risks/ Sci-Time/ Vax Facts & FAQs	All the ingredients in the COVID-19 vaccines are known. The COVID-19 vaccines have NO LIVE VIRUS in them. Typically, vaccines contain thimerosal, aluminum salts, acids, sugars, gelatin, egg protein, formaldehyde, neomycin, even mRNA vaccines have the basic components of protein, sugar, salts, fats and acids. The difference is that for mRNA vaccines a protein called 'spike' protein replaces actual viruses you would find in the typical vaccine. To make sure unethical research practices like the Tuskegee Study do not happen again, many changes and procedures were put in place and are still used today to make sure the safety and health of study participants are prioritized. - 1974 - July 12, 1974, the National Research Act established the existence of the National Commission for the Protection of Human Subjects of Biomedical and Behavioral Research to review biomedical and behavioral research involving human subjects. - 1976 - The Belmont Report is Published o Defined research principles o Voluntary informed consent required - Late 1970s - Ethics Advisory Board was formed. They reviewed ethical issues of biomedical research and came up with the three ethical principles to guide human research - Respect of Persons, Beneficence & Justice - 1995 - National Bioethics Advisory Commission created to review regulations, policies and procedures - 1996 - The Health Insurance Portability and Accountability Act (HIPAA) was developed in 1996 and became part of the Social Security Act.
5. People Should Do Their Own Research	Ingredients	The Vax Contains Fetal Tissue	Counter-Conspiracy/ #TrueStory/ Calculated Risks/ Sci-Time/ Vax Facts & FAQs	Fetal cell lines were used in testing during research and development of the mRNA vaccines and during the production of the Johnson and Johnson vaccine. The COVID-19 vaccines manufactured by Pfizer, Moderna however do not contain any fetal cells. If anyone has issues with fetal cell lines being in a vaccine do not choose the Johnson and Johnson vaccine. Choose Pfizer or Moderna. The Catholic Church and the Southern Baptist Ethics & Religious Liberty Commission have both stated that receiving a COVID-19 vaccine requiring fetal cell lines for production or manufacture is morally acceptable and any vaccines that rely on these cell lines will not require nor solicit new abortions. The US Conference of Catholic Bishops states that receiving a COVID vaccine should be understood as an act of charity towards the other members of the community.

NARRATIVE	BARRIER CATEGORY	BARRIER/ BELIEF	COUNTER-NARRATIVE	GENERAL MESSAGE
5. PEOPLE SHOULD DO THEIR OWN RESEARCH				
5. People Should Do Their Own Research	Side-Effects	Under-reported Side-Effects	Counter-Conspiracy/ #TrueStory/ Calculated Risks/ Sci-Time/ Vax Facts & FAQs	It is normal for adults and children to possibly experience side from the vaccine, which are normal signs that their body is building protection. These side effects may affect their ability to do daily activities, but they should go away in a few days. Some people have no side effects, and allergic reactions are rare. The benefits of COVID-19 vaccination outweigh the known and potential risks. Serious side effects that could cause a long-term health problem are extremely unlikely following any vaccination, including COVID-19 vaccination. Vaccine monitoring has historically shown that side effects generally happen within six weeks of receiving a vaccine dose. VAERS is the nation's early warning system that monitors the safety of vaccines after they are authorized or licensed for use by the U.S. Food and Drug Administration (FDA). VAERS is part of the larger vaccine safety system in the United States that helps make sure vaccines are safe. The system is co-managed by CDC and FDA. VAERS accepts and analyzes reports of possible health problems after vaccination. If it seems as though a vaccine might be causing a problem, FDA and CDC will investigate further and take action if needed. Anyone can submit a report to VAERS from healthcare professionals, vaccine manufacturers, and the general public.
6. IT'S NOT WORTH THE RISK/VACCINES ARE NOT SAFE				
6. It's Not Worth The Risk/Vaccines Are Not Safe	General Safety	Speed of the Development Process/ Operation Warp Speed	Counter-Conspiracy/ #TrueStory/ Calculated Risks/ Sci-Time/ Vax Facts & FAQs	The science behind COVID-19 vaccines has existed for decades. Before the existence of COVID-19, SARS-CoV-2, which is part of the coronavirus family, diseases such as SARS and MERS had existed where there was a lot of research already done on them. mRNA vaccines have been in development for 30 years, with a black woman, Kizzmekia Corbett, working on her own research 11 years before the pandemic. Hundreds of millions of people have already received COVID-19 vaccinations with mild to no side effects, yet 99% of hospitalizations and deaths from COVID-19 are among unvaccinated individuals. Due to the rapid increase of COVID-19 cases, the trial periods did not last as long. Many people have contributed effortlessly towards working towards the development of the COVID-19 vaccine. The COVID-19 cases were heightened globally which pushed for a joint effort from public and private resources in coming up with a vaccine.
6. It's Not Worth The Risk/Vaccines Are Not Safe	General Safety	Experimental Vaccine	Counter-Conspiracy/ #TrueStory/ Calculated Risks/ Sci-Time/ Vax Facts & FAQs	Many scientist and health professionals from TRUSTED institutions such as Historical Black Colleges, Morehouse School of Medicine and Meharry are continuously providing information on the benefits of vaccination. Find more information on COVID-19 and vaccination from trusted below: Aire & In Color Advocacy Toolkit Aire & In Color Video Gallery Aire & In Color Vax Hub National COVID Resilience Network The Black Coalition Against COVID
6. It's Not Worth The Risk/Vaccines Are Not Safe	General Safety	Too Novel	Sci-Time/ Vax Facts & FAQs	The technology used, called messenger RNA or mRNA is not new. Research on it actually began in the early 1990s, and two diseases that are very close to COVID-SARS in 2003, and MERS - helped bring the mRNA vaccine development to its present use. mRNA vaccines have been in development for 30 years, with a black woman, Kizzmekia Corbett, working on her own research 11 years before the pandemic. Hundreds of millions of people have already received COVID-19 vaccinations with mild to no side effects, yet 99% of hospitalizations and deaths from COVID-19 are among unvaccinated individuals. Many resources were prioritized by governments and companies worldwide and put towards COVID-19 treatment and vaccines. Due to the rapid increase of COVID-19 cases, the trial periods did not last as long. Many people have contributed effortlessly towards working towards the development of the COVID-19 vaccine. The COVID-19 cases were heightened globally which pushed for joint effort from public and private resources in coming up with a vaccine.
6. It's Not Worth The Risk/Vaccines Are Not Safe	General Safety	Vaccines Cost More Lives Than They Save	Counter-Conspiracy/ #TrueStory/ Calculated Risks/ Sci-Time/ Vax Facts & FAQs	The spread of inaccurate information on social media claims 'COVID-19's mortality rate is 1%-2% and that people should not be vaccinated against a virus with a high survival rate'. A disease having a 1% mortality rate is 10 times more dangerous than the seasonal flu. Mortality rates can vary based on various factors such as age, sex and underlying health condition. Though people's immune systems may respond with side effects after receiving the vaccine, it is very common to experience mild side effects when receiving any vaccine. Getting the COVID-19 vaccine will not infect the person with COVID-19. Getting vaccinated not only protects the person but it helps in reducing the spread of the virus and the prevention of infections possibly leading to long-term negative health effects from the virus. Very common side effects of the COVID-19 vaccines last anywhere from 1-2 days only. A fully vaccinated person is 41% less likely to report COVID symptoms 12 weeks after being positive. Unvaccinated people are more likely to experience long COVID weeks, months or years after infection.
6. It's Not Worth The Risk/Vaccines Are Not Safe	Ingredients	The Vax Contains live virus	Sci-Time/ Vax Facts & FAQs	This is not medically possible. The COVID-19 vaccines do NOT contain the coronavirus and can't infect you with COVID-19. Many other vaccines (e.g. measles or flu vaccines) use either a piece of, or weakened version of viruses to carry information to your cells and give instructions to them on how to safely make a protein that is able to detect the virus and fight it off. mRNA vaccines do not contain the live virus and instead have strands of messenger RNA inside a special coating. That coating protects the mRNA from enzymes in the body that would otherwise break it down. These vaccines provide a person's cells with instructions to build protection to fight and protect the body against the COVID-19 virus. After delivering the instructions, the mRNA is immediately broken down.
6. It's Not Worth The Risk/Vaccines Are Not Safe	Side-Effects	Serious Long-Term Side-Effects	Counter-Conspiracy/ Calculated Risk/ Sci-Time/ Vax Facts & FAQs	In the history of vaccines, any long-term side-effects typically present within the first two weeks of vaccination, or up to 6 weeks after. Since January of 2021, Millions of people in the United States have received COVID-19 vaccines, and have only experienced normal mild side effects. These vaccines have undergone the most intensive oversight and safety monitoring in U.S. history. Trusted Black Doctors like Dr. James Hildreth, President & CEO of HBCU, Meharry Medical College, member of the FDA's vaccine advisory committee, oversee the vaccine approval process to assure no steps were skipped. Additionally, monitoring includes using both established and new safety monitoring systems to make sure that COVID-19 vaccines are safe. CDC has developed a new tool, v-safe, to help us quickly find any safety issues with COVID-19 vaccines.
6. It's Not Worth The Risk/Vaccines Are Not Safe	Side-Effects	Weakened Immune System	Sci-Time/ Vax Facts & FAQs	There was misinformation going around claiming a study from the Francis Crick Institute in London saying they found that Pfizer's COVID-19 vaccine destroys a type of white blood cell called the T cell and weakens the immune system. One of the authors of the study, Francis Crick Institute's Dr. David Bauer, expressed they were misrepresented by many social media platforms. They clarify that their study did not have anything to do with examining T cells and instead the COVID-19 vaccines create a strong T cell response and in addition, boost immunity. The mRNA vaccines work by training the immune system to recognize the spike protein on the surface of the virus that causes COVID-19, allowing it to generate an immune response.
6. It's Not Worth The Risk/Vaccines Are Not Safe	Side-Effects	COVID Vax Can Cause COVID	Sci-Time/ Vax Facts & FAQs	This is not medically possible. The COVID-19 vaccines do NOT contain the coronavirus and can't infect you with COVID-19. Many other vaccines (e.g. measles or flu vaccines) use either a piece of, or weakened version of viruses to carry information to your cells and give instructions to them on how to safely make a protein that is able to detect the virus and fight it off. mRNA vaccines do not contain the live virus and instead have strands of messenger RNA inside a special coating. That coating protects the mRNA from enzymes in the body that would otherwise break it down. These vaccines provide a person's cells with instructions to build protection to fight and protect the body against the COVID-19 virus. After delivering the instructions, the mRNA is immediately broken down.
6. It's Not Worth The Risk/Vaccines Are Not Safe	Side-Effects	ST Side Effects - Miss work	Calculated Risk/ Sci-Time/ Vax Facts & FAQs	COVID-19 vaccines can cause mild side effects after the first or second dose - these are normal. Most side effects happen within the first three days after vaccination and typically last only 1 to 2 days. Side effects include: pain/redness or swelling where the shot was given; fever; fatigue; headache; muscle pain; chills; joint pain; nausea and vomiting; and swollen lymph nodes. Millions of people in the United States have received COVID-19 vaccines, and have only experienced normal mild side effects. Also, many employers offer PTO for employees to get vaccinated, or should they miss a day or two of work.
6. It's Not Worth The Risk/Vaccines Are Not Safe	Side-Effects	ST Side Effects of J&J Vaccine - Discomfort	Calculated Risk/ Sci-Time	It is common to experience flu-like symptoms after getting the Johnson & Johnson COVID-19 vaccine. In fact, ALL vaccines can result in side effects. The possible side-effects from the J&J vaccine could be a mild to moderate headache, fatigue, fever, or muscle aches. These side effects usually only last from one to two days.
6. It's Not Worth The Risk/Vaccines Are Not Safe	Side-Effects	ST Side Effects - Anaphylaxis	Calculated Risk/ Sci-Time/ Vax Facts & FAQs	Side effects from taking the COVID-19 vaccines are normal and expected to last anywhere from one to two days. These side effects include mild to moderate headache, fatigue, fever, or muscle aches. Through the Vaccine Adverse Event Reporting (VAERS) put in place and managed by the CDC and FDA, they were able to identify possible cases of severe allergic reaction, which included anaphylaxis. Anaphylaxis is a life-threatening allergic reaction that occurs rarely after vaccination, with onset typically within minutes to hours. Twenty-one cases were determined to be anaphylaxis after 1,853,360 doses of the Pfizer vaccine were (a rate of 11.1 per million doses administered, 0.000011% chance of getting such reaction), this included including 17 people with a documented history of allergies or allergic reactions, seven of whom had a history of anaphylaxis. The chances of getting anaphylaxis after vaccination is very rare but patients should be screened prior or seek advice from a medical professional before getting each vaccine dose, and those with a reason to not receive the vaccine because it may be harmful to the person should not be vaccinated.
6. It's Not Worth The Risk/Vaccines Are Not Safe	Side-Effects	ST Side Effects -Fainting	Calculated Risk/ Sci-Time/ Vax Facts & FAQs	Fainting is common among adolescents after vaccination. Fainting, also called syncope, is a temporary loss of consciousness due to a decreased blood flow to the brain - often caused by anxiety or pain. A study done by VAERS found that 62% of syncope reports were among adolescents 11 to 18 years old. In fact it has been reported that the CDC has received reports of people fainting with almost all vaccines. Having a beverage, a snack, or some reassurance about the procedure has been shown to prevent some fainting. Experts recommend having people sit in a chair or lay down when they receive a vaccination. In addition, they should be observed for 15 minutes after vaccination.
6. It's Not Worth The Risk/Vaccines Are Not Safe	Side-Effects	Mycarditis/ Pericarditis	Calculated Risk/ Sci-Time/ Vax Facts & FAQs	Millions of doses of COVID-19 vaccines have been given, and there have only been 1,000 cases of heart inflammation after vaccination against COVID-19 with one of the mRNA vaccines, Pfizer@BioNTech or Moderna - and the majority of these cases have been mild. Doing the math, the Centers for Disease Control and Prevention (CDC) notes that for every million doses given, there have been 67 cases of heart inflammation in boys 12 to 17 (nine in girls of that age group), 65 in those aged 18 to 24 (six in girls), and 20 in males 25 to 29 (three in girls). That means the risk is quite low. COVID-19 can affect the heart, too - not only as part of MIS-C, a multi-organ inflammatory complication of COVID-19, but also just from the infection itself. COVID-19 can cause heart damage, including myocarditis. Experts are particularly worried about the new COVID-19 variants, which seem to spread more quickly and cause more severe diseases. The available vaccines do appear to protect against these variants, and the vast majority of current hospitalizations and deaths are in people who are unvaccinated.
6. It's Not Worth The Risk/Vaccines Are Not Safe	Side-Effects	Stroke	Calculated Risk/ Sci-Time/ Vax Facts & FAQs	Researchers found in a study the likelihood of having a heart attack and stroke increases significantly weeks after being diagnosed with COVID-19. The following week after being diagnosed with COVID-19, the risk of a first heart attack increases three to eight times and the risk of a first stroke caused by a blood clot multiplies three to six times.
6. It's Not Worth The Risk/Vaccines Are Not Safe	Side-Effects	Blood Clots (in Women From J&J)	Calculated Risk/ Sci-Time/ Vax Facts & FAQs	It is common to experience flu-like symptoms after getting the Johnson & Johnson COVID-19 vaccine. In fact, ALL vaccines can result in side effects. The possible side-effects from the J&J vaccine could be a mild to moderate headache, fatigue, fever, or muscle aches. These side effects usually only last from one to two days. Blood clots are EXTREMELY Rare. J&J reported 22 women who developed blood clots - this comes to .32 cases per million people. Over 18 million J&J vaccines have been given. Clotting is a side effect of birth control and on average amongst women on birth control, 1 in 3000 have blood clots or 300-900 cases per million people.
6. It's Not Worth The Risk/Vaccines Are Not Safe	Side-Effects	Make You Magnetic	Counter-Conspiracy/ Sci-Time	Through the Vaccine Adverse Event Reporting (VAERS) put in place and managed by the CDC and FDA, they were able to identify the possible risk of a rare brain blood clot combined with low platelets. This was reported mainly in 30-39 year old females within 21 days of getting the vaccination. The likelihood of getting the brain clot was 10 cases for every 1 million doses. The chances of getting brain blood clots from the J and J vaccine is 0.00001%.
6. It's Not Worth The Risk/Vaccines Are Not Safe	Side-Effects	Make You Magnetic	Counter-Conspiracy/ Sci-Time	Disinformation spread through viral videos on various social media platforms showed people "sticking" various metals such as coins, refrigerator magnets, spoons to their bodies as a "side effect" of the COVID vaccines. Getting the COVID-19 vaccine will not hurt you, or the effect of your body when you get your shot (your arms) magnetic. None of the vaccines for COVID-19 contain ingredients that could produce electromagnetic fields on your arm, where you are injected. All COVID-19 vaccines do not have any metals. The only ingredients in the mRNA COVID vaccines are sugar, salt, fats, and the mRNA protein. The only ingredients in the viral vector vaccines are sugar, salt, fats, acids, the mRNA protein & acid stabilizer. The typical dose for a COVID-19 vaccine is less than a milliliter, which is not enough to allow magnets to be attracted to the vaccination site even if the vaccine was filled with a magnetic metal.
6. It's Not Worth The Risk/Vaccines Are Not Safe	Fertility / Erectile Dysfunction	Infertility	Calculated Risk/ Sci-Time/ Vax Facts & FAQs	Multiple studies show that COVID-19 vaccination does not affect fertility in either partner for couples trying to get pregnant, but the findings do show that getting COVID-19 can affect a man's fertility. Men who tested positive for COVID within 60 days of a given cycle had reduced fertility compared to men who never tested positive, or men who tested positive at least 60 days prior. This data supports previous research that has linked COVID-19 infection in men with poor sperm quality and other reproductive dysfunction. In a Chinese study, 39% of patients had clinically low sperm count in men who'd all previously fathered at least one child without any reproductive assistance. Sperm function was compromised in 61%. In another study, 33% of the semen samples showed low sperm quality and lesser ability to swim.

NARRATIVE	BARRIER CATEGORY	BARRIER/ BELIEF	COUNTER-NARRATIVE	GENERAL MESSAGE
6. IT'S NOT WORTH THE RISK/VACCINES ARE NOT SAFE				
6. It's Not Worth The Risk/Vaccines Are Not Safe	Fertility / Erectile Dysfunction	Issues with Pregnancy	Calculated Risk/ Sci-Time/ Vax Facts & FAQs	A study with more than 40,000 pregnant women found COVID-19 vaccination during pregnancy was not associated with preterm birth or small-for-gestational-age (SGA) when comparing vaccinated with unvaccinated pregnant people. Women who are pregnant or recently pregnant are at increased risk of severe illness from COVID-19, meaning they might need to be hospitalized, have intensive care or be placed on a ventilator to help with breathing. Pregnant women with COVID-19 are at higher risk of delivering their baby before the start of their 37th week of pregnancy, preterm birth, and at an increased risk of problems such as pregnancy loss. A study found the risk of very preterm birth, or less than 32 weeks of gestation, was 60% higher for those infected with the coronavirus during pregnancy. The risk of preterm birth, or less than 37 weeks of gestation, was 40% higher. Studies also show that not only are pregnant women with COVID-19 at risk of preterm births but there is a higher possibility of cesarean delivery and their baby needing additional medical care upon delivery. Black and Hispanic women who are pregnant are disproportionately at higher risk of getting COVID-19. Having an underlying condition such as diabetes, and being pregnant also poses a higher risk of severe illness from COVID.
6. It's Not Worth The Risk/Vaccines Are Not Safe	Fertility / Erectile Dysfunction	Problems with Women's Monthly Cycle	Calculated Risk/ Sci-Time/ Vax Facts & FAQs	There is research being done for better understanding the link between COVID-19 vaccinations and women's monthly cycles. Women's monthly cycles can change for a countless number of reasons. Increased stress, changes in weight and exercise, as well as other major lifestyle changes can affect menstrual cycles. These changes are common during the COVID-19 pandemic. Studies have also shown that some women who had COVID-19 had changes in the length and flow of their menstrual cycles.
6. It's Not Worth The Risk/Vaccines Are Not Safe	Fertility / Erectile Dysfunction	Impotence in Men	Calculated Risk/ Sci-Time/ Vax Facts & FAQs	Well-known female rapper, Nicki Minaj, started a conversation on her social media platform which led to the spread of disinformation that a person on the Caribbean island of Trinidad and Tobago suffered swollen testicles after receiving a COVID-19 vaccine. The Health Minister claimed this to be untrue. In addition to possible severe illness or death from getting COVID-19, men who get COVID-19 are three times more likely to be diagnosed with erectile dysfunction (ED). In addition, men with underlying conditions increase their risk of ED even more. For example, the association with ED was 1.6 times higher for men with respiratory disease, 1.8 times higher for those with obesity, 1.9 times higher in those with circulatory or cardiovascular disease, 2.3 times higher in those with diabetes and 3.5 times higher among smokers.
6. It's Not Worth The Risk/Vaccines Are Not Safe	Alternative Risk Management	Ivermectin Is An Effective Treatment For COVID	Calculated Risk/ Sci-Time	Ivermectin is an anti-parasitic drug used to treat various parasitic infections such as parasitic worms, hookworms, and whipworms. It can be used for the treatment of other conditions such as onchocerciasis, intestinal strongyloidiasis. Taking large doses can result in nausea, vomiting, diarrhea, low blood pressure, dizziness, seizures, coma and even death. It can also cause birth defects if taken in early pregnancy. The FDA has not approved this drug for use of treatment or prevention of COVID-19. The World Health Organization recommends that ivermectin is not used for patients with COVID-19 unless in clinical trials.
6. It's Not Worth The Risk/Vaccines Are Not Safe	Alternative Risk Management	Azithromycin Is An Effective Treatment For COVID	Calculated Risk/ Sci-Time	Azithromycin is an antibiotic which has been proven to not be effective towards treating COVID-19. Instead, it may increase the likelihood of hospitalization. Getting vaccinated, prevents a person from becoming severely ill from COVID-19.
6. It's Not Worth The Risk/Vaccines Are Not Safe	Alternative Risk Management	Immune Boosting/Healthy Lifestyle - Diet + Exercise + Supplements	BLK Vax Facts/ Calculated Risk/ Sci-Time	Staying healthy plays a key role in helping the body best fight off COVID-19, if you were to be infected by it. Having a healthy diet, exercising, taking your vitamins, zinc, and other over-the-counter supplements are great ways to boost your immune system in order to reduce the risk of severe illness and death from COVID-19. However, having a good diet, exercising and taking supplements does not mean you will not get COVID-19 or be cured of COVID-19. If you happen to get COVID-19, there is a chance of being asymptomatic and possibly spreading the virus to others. Getting vaccinated, taking steps to stay active, eating nutritious meals, minimizing stress, following guidelines regarding handwashing, wearing a mask and social distancing will help you to stay healthy and avoid exposure to the COVID-19.
6. It's Not Worth The Risk/Vaccines Are Not Safe	Alternative Risk Management	Alternative Medicine/ Natural Remedies	BLK Vax Facts/ Calculated Risk/ Sci-Time	While some natural remedies may assist the body in fighting infection, they are not as effective as getting vaccinated, nor can they cure COVID-19 once you've been infected. The best way to protect yourself against the new coronavirus is to keep at least 6 feet away from others, wash your hands frequently, wear a mask around others and get vaccinated. Seven (7) Steps to Staying Protected: 1. Get a COVID-19 vaccine when it is available to you. 2. Wear a well-fitted mask or respirator correctly (N95s and KN95s recommended) 3. Stay 6 feet away from others. 4. Avoid crowds & poorly ventilated spaces 5. Wash your hands often 6. Cover coughs & sneezes 7. Clean and disinfect surfaces that are touched frequently, daily.
6. It's Not Worth The Risk/Vaccines Are Not Safe	Alternative Risk Management	3Ws As Effective in Managing Risk	BLK Vax Facts/ Calculated Risk/ Sci-Time/ #TrueStory	It is important to continue to wear masks even if you are home most of the time or wear a mask. Mutations to COVID-19 have resulted in variants that are more transmissible and more lethal. Therefore it is important to continue to still wear masks even if you are fully vaccinated. Wearing a well-fitted mask or respirator is vital in helping reduce the spread (N95s and KN95s are recommended). More reasons to continue to take precaution and follow COVID-19 guidelines: - It takes time, two weeks after dose series, for the full effectiveness of a vaccine to kick in. - Vaccines do not provide 100% protection - Those who might be vaccinated may also be asymptomatic spreaders - It helps protect those with compromised immune systems and people you can't get vaccinated
6. It's Not Worth The Risk/Vaccines Are Not Safe	Alternative Risk Management	Natural Immunity Is As or More Effective Than The Vaccine	Calculated Risk/ Sci-Time	Even if someone has had COVID-19, they should still get vaccinated. A breakthrough case is when a fully vaccinated person tests positive for what they have been vaccinated against. From June to September 2021, fully vaccinated people with breakthrough COVID-19 accounted for only 15 percent of all U.S. COVID-19 hospitalizations. Although the human body does build up natural immunity after being sick with COVID-19 it is not as reliable. COVID-19 mRNA vaccines are around five times more effective at preventing hospitalization than a previous infection. Studies so far show that vaccinated people are 8 times less likely to be infected and 25 times less likely to experience hospitalization or death. The risk of severe illness or death is reduced 10-fold or greater when vaccinated and the risk of infection is reduced by 3-fold in vaccinated people.
6. It's Not Worth The Risk/Vaccines Are Not Safe	Conspiracy/Confusion	Discredit in Government Authority	Counter-Conspiracy/ #TrueStory/ Calculated Risk/ Sci-Time/ Vax Facts & FAQs	The COVID-19 vaccines are safe. Clinical trials have shown the COVID-19 vaccine to be 90% effective in real-world conditions. The science behind COVID-19 vaccines has existed for decades, mRNA vaccines have been in development for 30 years, with a black woman, Kizzmekia Corbet, working on her own research 11 years before the pandemic. Hundreds of millions of people have already received COVID-19 vaccinations with mild to no side effects, yet 99% of hospitalizations and deaths from COVID-19 are among unvaccinated individuals. The longer you wait, the greater your chance of becoming infected from COVID-19.
7. COVID VACCINES ARE UNNECESSARY/ LOW PERCEIVED THREAT - Open But Unaware of Science/ Developments				
7. Covid Vaccines Are Unnecessary/ Low Perceived Threat - Open But Unaware of Science/ Developments	Awareness/ Literacy	Spread = Weakening of Virus	Calculated Risk/ Sci-Time/Vax Facts & FAQs	"Viruses tend to spread quickly and very common for them to mutate. As viruses spread and replicate, there are more mutations in their genetic code, and at times, these mutations are more transmissible, and more deadly. With COVID-19, or SARS-CoV-2, the more people who get infected by the virus, the greater the chance of it producing more dangerous variants. The Delta variant is more transmissible than previous variants and even more lethal. Omicron causes less severe disease for patients but is even more transmissible than any other COVID-19 variant such as the Delta variant, where risk of reinfection with it is 5x higher than the Delta variant. There are huge number of people still getting infected with COVID-19, and being hospitalized. This puts more pressure on hospital systems. Overwhelmed hospitals not only affect COVID-19 patients but everyone who needs for care related to the hospital and healthcare system."
7. Covid Vaccines Are Unnecessary/ Low Perceived Threat - Open But Unaware of Science/ Developments	Awareness/ Literacy	Fully Vaccinated = Safe From COVID (Why Booster Shots)	Calculated Risk/ Sci-Time	Booster shots have shown to be very effective in protecting from COVID-19, including the newer and faster transmissible Omicron variant. Adults who received a booster shot were 5 times less likely to get COVID-19 compared to unvaccinated adults. Moderna showed 90% effectiveness at preventing hospitalizations. The booster guidelines as advised by experts: Pfizer: -everyone 12 years and older -At least 5 months after completing the primary COVID-19 vaccination series -You can get the Pfizer-BioNTech or Moderna preferably -Teens 12-17 years can only get the Pfizer COVID-19 booster Moderna: -Adults 18 years and older -At least 5 months after completing your primary COVID-19 vaccination series -You can get the Pfizer-BioNTech or Moderna preferably Johnson and Johnson: -Adults 18 years and older -At least 2 months after completing your primary COVID-19 vaccination series -You can get the Pfizer-BioNTech or Moderna preferably
7. Covid Vaccines Are Unnecessary/ Low Perceived Threat - Open But Unaware of Science/ Developments	Awareness/ Literacy	COVID-19 is not a threat to the Young	Calculated Risk/ Sci-Time/ Really Check/TrueStory	At the early stages of the COVID-19 pandemic children and young people were reported to not be at high risk of getting or spreading COVID-19. Now, young adults and children 18 and under are among the most infected age group. As of the 8th of October 2021, 862 children between the ages of 0-18 have died from Covid-19 in the US. Children and young adults can be asymptomatic spreaders, where they have COVID-19, show no symptoms and spread the virus to others. This puts those around them such as family and friends at higher risk of getting COVID-19.
7. Covid Vaccines Are Unnecessary/ Low Perceived Threat - Open But Unaware of Science/ Developments	Awareness/ Literacy	Natural Immunity Is As or More Effective Than The Vaccine	Calculated Risk/ Sci-Time	Even if someone has had COVID-19, they should still get vaccinated. A breakthrough case is when a fully vaccinated person tests positive for what they have been vaccinated against. From June to September 2021, fully vaccinated people with breakthrough COVID-19 accounted for only 15 percent of all U.S. COVID-19 hospitalizations. Although the human body does build up natural immunity after being sick with COVID-19 it is not as reliable. COVID-19 mRNA vaccines are around five times more effective at preventing hospitalization than a previous infection. Studies so far show that vaccinated people are 8 times less likely to be infected and 25 times less likely to experience hospitalization or death. The risk of severe illness or death is reduced 10-fold or greater when vaccinated and the risk of infection is reduced by 3-fold in vaccinated people.
7. Covid Vaccines Are Unnecessary/ Low Perceived Threat - Open But Unaware of Science/ Developments	Awareness/ Literacy	The Flu Vaccine Replaces The Need for a COVID-19 Vaccine	Sci-Time/ Vax Facts & FAQs	COVID-19, short for SARS-CoV-2, is a SARS family virus. The mRNA vaccine for COVID-19 instructs your body to build protection against the COVID-19 virus specifically. The flu virus, also known as influenza, consists of two types (influenza A and influenza B). Different strains of both types emerge and circulate each year. Each year a reformulated flu vaccine is made to protect people. Though COVID-19 and the flu are diseases which are both contagious, affect your lungs and breathing, can spread to others and symptoms can seem similar they are caused by different viruses.

NARRATIVE	BARRIER CATEGORY	BARRIER/ BELIEF	COUNTER-NARRATIVE	GENERAL MESSAGE
8. COVID VACCINES DON'T WORK - WHAT'S THE POINT				
8. COVID Vaccines Don't Work - What's The Point (not effective in preventing transmission or infection)	Efficacy	Role of Vaccines (Misaware) - Breakthrough Cases = Vax is Ineffective	Calculated Risk/ Sci-Time/ Vax Facts & FAQs	Vaccines are not a cure and are not intended to guarantee protection from infection. Vaccines offer a layer of protection to reduce the risk of severe illness from COVID-19. A vaccinated person can get COVID-19, which is referred to as a breakthrough case, but being vaccinated reduces many risks such as getting infected and getting seriously ill or dying. COVID-19 mRNA vaccines are around five times more effective at preventing hospitalization than a previous infection. Studies so far show that vaccinated people are 8 times less likely to be infected and 25 times less likely to experience hospitalization or death.
8. COVID Vaccines Don't Work - What's The Point (not effective in preventing transmission or infection)	Efficacy	Booster Shots - Need For Booster = Vax is Ineffective	Calculated Risk/ Sci-Time/ Vax Facts & FAQs	Booster shots have shown to be very effective in protection from COVID-19, including the newer and faster transmissible Omicron variant. Adults who received a booster shot were 5 times less likely to get COVID-19 compared to unvaccinated people. Moderna showed 90% effectiveness at preventing hospitalizations. The booster guidelines as advised by experts: Pfizer: -everyone 12 years and older - At least 5 months after completing primary COVID-19 vaccination series - You can get the Pfizer-BioNTech or Moderna preferably - Teens 12-17 years can only get the Pfizer COVID-19 booster Moderna: -Adults 18 years and older - At least 5 months after completing your primary COVID-19 vaccination series - You can get the Pfizer-BioNTech or Moderna preferably Johnson and Johnson: -Adults 18 years and older - At least 2 months after completing your primary COVID-19 vaccination series - You can get the Pfizer-BioNTech or Moderna preferably**
8. COVID Vaccines Don't Work - What's The Point (not effective in preventing transmission or infection)	Efficacy	Break-through Infections	Calculated Risk/ Sci-Time/ Vax Facts & FAQs	Vaccinations reduce the likelihood of getting severely ill. If a vaccinated person happens to get infected with COVID-19, they are more likely to have mild symptoms in comparison to an unvaccinated person. Someone who could have possibly had a severe cough, high fever, trouble breathing to the extent of maybe needing oxygen or a ventilator, now instead could have body aches, fatigue, and a stuffy nose. Studies so far show that vaccinated people are 8 times less likely to be infected and 25 times less likely to experience hospitalization or death.
9. WAITING FOR MORE INFO ON...MISSING INFO ON SPECIFIC CONCERNS				
9. Waiting For More Info On...Missing Info on Specific Concerns	Awareness/ Literacy	Lack of Information on Meaningful Benefits	Sci-Time/ Vax Facts & FAQs/ Calculated Risk	Getting vaccinated against COVID-19 can lower the risk of getting and spreading the virus to others. Vaccines offer a layer of protection from getting a viral infection. Respiratory viral infections, like COVID-19 spread through. Viruses can spread through multiple pathways. The main way COVID-19 spreads is through respiratory fluids that contain the virus. This can be from inhaling small respiratory droplets from something breathing or talking, or larger respiratory droplets from someone who is coughing or sneezing. These droplets then enter through mouth, nose or eye and sometimes from contaminated surfaces. COVID-19 vaccines help the body develop immunity to the virus that causes COVID-19 without the person getting the illness. The mRNA vaccine for COVID-19 instructs your body to build protection against the COVID-19 virus specifically. Unvaccinated people are 17 times more likely to be hospitalized from COVID-19 and, 20 times more likely to die from it than people who are vaccinated. Even in a case where one does catch the virus, the vaccine will likely prevent you from becoming seriously ill. People who are unvaccinated and previously had COVID-19 are 5x more likely to get reinfected than people who are fully vaccinated. The benefits of the COVID-19 vaccines include: - Reduce risk of infection - Reduce the likelihood of serious illness or death - Allows people to get back to doing the things they love with the people they love - Builds some immunity to virus for unborn baby or new-born through antibodies passed on from the vaccinated mother to their unborn baby, as well as to new-borns through breastmilk. There are many trusted resources to get information and new developments on COVID-19 vaccines, such as the Centers for Disease Control and Prevention (CDC), Johns Hopkins University, CNN, New York Times among other trusted resources.
9. Waiting For More Info On...Missing Info on Specific Concerns	Awareness/ Literacy	Allergies	Sci-Time/ Vax Facts & FAQs/ Calculated Risk	Allergy symptoms typically include itchy eyes, nasal congestion, post-nasal drip, sneezing. COVID-19 symptoms may include fever, cough, chills, body aches and loss of taste or smell. Current guidance lists many groups at high risk for complications from COVID-19 but individuals with allergies are not included. If you have had immediate allergic reactions from other vaccines or injectable medication, it is advised to ask your doctor if you should get a COVID-19 vaccine. If you have had an immediate reaction to any ingredient in a COVID-19 vaccine, the CDC recommends you do not take that vaccine in particular and look into getting a different one. If you happen to have an immediate or severe reaction after getting the first dose of a COVID-19 vaccine, do not get the second dose. You may still be able to get a different vaccine for your second dose.
9. Waiting For More Info On...Missing Info on Specific Concerns	Awareness/ Literacy	Cancer	Sci-Time/ Vax Facts & FAQs/ Calculated Risk	The COVID-19 vaccines that have been approved are the mRNA vaccines and a viral vector vaccine. These vaccines provide a person's cells with instructions to build protection to fight and protect the body against the COVID-19 virus. The vaccines are given in the upper arm muscle. The mRNA enters the muscle cells and instructs the cells to produce a harmless protein called the spike protein. The spike protein is what is found on the surface of the virus that causes COVID-19. After delivering the instructions, the mRNA is immediately broken down. It never enters the nucleus of your cells, where your DNA is kept. COVID-19 vaccines don't interfere with your DNA and cannot change it, which means that they cannot cause cancer.
9. Waiting For More Info On...Missing Info on Specific Concerns	Awareness/ Literacy	Auto-immune Disease	Sci-Time/ Vax Facts & FAQs/ Calculated Risk	Clinical trials show that COVID-19 vaccines are safe and effective in people with underlying medical conditions, including those that place them at increased risk for severe COVID-19 symptoms, compared to people without underlying medical conditions. Being fully vaccinated was linked to a 28% reduced risk of breakthrough infection, regardless of immune system status. Most people with underlying medical conditions can get the COVID-19 vaccines including people with: - Medical conditions associated with higher risk for severe COVID-19 illness - Auto-immune conditions - A history of Guillain-Barre syndrome (GBS) - A history of Bell's palsy
10. I JUST DON'T KNOW/ LACK OF CLARITY (Overwhelm; Conflicting Info)				
10. I Just Don't Know / Lack of Clarity (overwhelm; conflicting info)	Awareness/ Literacy	Unknown Purpose of Vaccine	Sci-Time/ Vax Facts & FAQs	Getting vaccinated against COVID-19 can lower the risk of getting and spreading the virus to others. Respiratory viral infections, like COVID-19, spread through respiratory fluids that may enter the body through multiple pathways such as inhaling small respiratory droplets from someone breathing or talking, or larger respiratory droplets from someone who is coughing or sneezing. These droplets may enter through the mouth, nose or eye and can be transferred by coming in contact with contaminated surfaces. COVID-19 vaccines help the body develop immunity to the virus that causes COVID-19 without the person getting the illness. The mRNA vaccine for COVID-19 instructs your body to build protection against the COVID-19 virus specifically. Unvaccinated people are 17 times more likely to be hospitalized from COVID-19 and, 20 times more likely to die from it than people who are vaccinated. People who are unvaccinated and previously had COVID-19 are 5x more likely to get reinfected than people who are fully vaccinated. There are many trusted resources to get information and new developments on COVID-19 vaccines, such as the Centers for Disease Control and Prevention (CDC), Johns Hopkins University, CNN, New York Times among other trusted resources.
10. I Just Don't Know / Lack of Clarity (overwhelm; conflicting info)	Awareness/ Literacy	Too Much Conflicting Information	Calculated Risk/ Sci-Time/ Vax Facts & FAQs/ Reality Check	Getting vaccinated against COVID-19 can lower the risk of getting and spreading the virus to others. Respiratory viral infections, like COVID-19, spread through respiratory fluids that may enter the body through multiple pathways such as inhaling small respiratory droplets from someone breathing or talking, or larger respiratory droplets from someone who is coughing or sneezing. These droplets may enter through the mouth, nose or eye and can be transferred by coming in contact with contaminated surfaces. COVID-19 vaccines help the body develop immunity to the virus that causes COVID-19 without the person getting the illness. The mRNA vaccine for COVID-19 instructs your body to build protection against the COVID-19 virus specifically. Unvaccinated people are 17 times more likely to be hospitalized from COVID-19 and, 20 times more likely to die from it than people who are vaccinated. People who are unvaccinated and previously had COVID-19 are 5x more likely to get reinfected than people who are fully vaccinated. The benefits of the COVID-19 vaccines include: - Reduce the risk of infection - Reduce the likelihood of serious illness or death - Allows people to get back to doing the things they love with the people they love - Builds some immunity to the virus for unborn babies or newborns through antibodies passed on from the vaccinated mother to their unborn baby, as well as to new-borns through breastmilk. There are many trusted resources to get information and new developments on COVID-19 vaccines, such as the Centers for Disease Control and Prevention (CDC), Johns Hopkins University, CNN, New York Times among other trusted resources.