



VACCINE EQUITY BEST PRACTICES FOR URBAN INDIAN ORGANIZATIONS

The following is a list of best practices for Indian Health Care Providers to increase vaccine uptake in urban American Indian and Alaska Native communities.

- ▶ The theme “Be A Good Relative” emphasizes community care and cultural values in vaccine messaging.
- ▶ Create culturally relevant visuals, incorporating elements like the medicine wheel and appropriate color schemes to align with target audience values.
- ▶ Partner with trusted community leaders and organizations to build credibility and reach.
- ▶ Collaborate with community ambassadors to review and refine campaign materials.
- ▶ Leverage trusted messengers like NCUIH to increase vaccine acceptance.
- ▶ Use diverse communication channels, including social media, local events, and health care settings, to increase access to resources.
- ▶ Address common myths and misconceptions directly with clear, factual information to reduce inappropriate spread.
- ▶ Include representation of various age groups, especially elders and youth, in campaign materials for inclusiveness and so the audience feels ‘seen.’
- ▶ Offer resources in multiple formats (e.g., posters, videos, webinars) to cater to different learning preferences.
- ▶ Regularly evaluate campaign effectiveness through surveys and engagement metrics, adjusting strategies to support quality improvement and relevancy with the audience.

