

# Building and Maintaining Community Trust in COVID-19 Resources



## BUILDING AND MAINTAINING COMMUNITY TRUST IN COVID-19 RESOURCES

### Invest in long-term relationships with community partners.

- Invite communities to discuss their needs first.
  - Bringing COVID-19 testing sites to communities can build relationships and provide a chance to distribute COVID-19 information.
- Build on existing partnerships.
- Have flexible, community-driven meeting agendas.
  - Leave ample time for community members to speak

### Listen to concerns and learn community insights.

- Offer contact information (email address or phone number) where people can send questions or ideas.
- Plan events and conversations to get early community input.
- Notice and celebrate social media references to your project.
- Attend community events planned outside of your organization.
- Promote local community members as speakers at virtual town halls.

### Acknowledge research challenges and mistakes.

- Be explicit about historical ethical offenses by academics, government scientists, and research organizations, such as past betrayals by researchers conducting medical experiments.
  - Explain how the research process has been improved to better protect people who take part in research, such as formal research study review and approval by Institutional Review Boards (IRBs).
- Leave time for open discussion, questions, and sharing emotions.
- Address how mistakes will be avoided in the future, such as through community collaboration.

### Be transparent.

- Describe specific research plans to community members early in the process.
- Invite community leaders to co-host events and guide discussions together with your project team.
- Help community leaders to explain concepts such as the importance of testing, contact tracing, and vaccines.
- Offer programming—such as webinars or radio shows—that explains COVID-19 clinical research.
- Produce short (one-page) resource guides.
- Produce materials in a variety of languages.
- Work with accessible media outlets to share project news and don't just post to your own website.

Acknowledgement: The Communication Work Group of the NIH Community Engagement Alliance (CEAL) Against COVID-19 Disparities developed this tip sheet based on experiences and input from 11 CEAL Research Teams awarded in 2020.