



## Building Vaccine Confidence

Trust or Trustworthiness: Which Comes First?

*Presented by the National Health Care for the Homeless Council*

**Trust** is the firm belief in the character, strength, or truth of someone or something;  
A person or thing in which confidence is placed.

[NHCHC: Trust or Trustworthiness Series Part 1](#)

### Drivers of Mistrust

Historical trauma

Legacies of abuse and mistreatment

Present day social and economic inequities

Experience of racism, discrimination, and stigma

### Drivers of Mistrust

13%

The black population makes up 13% of US population.

21%

The black population accounts for 21% of deaths from COVID-19.

3%

The black population is only 3% of enrollees in vaccine trials.

Source: Warren, R. C., Farrow, L., Hodge Sr, D. A., & Truog, R. D. (2020). Trustworthiness before Trust—Covid-19 vaccine trials and the Black community. *New England Journal of Medicine*, 383(22), e121.

### Historical Context of Medical Mistrust

1932



**U.S. Public Health Service Syphilis Study at Tuskegee**

Source:  
<https://www.cdc.gov/tuskegee/timeline.htm>

1951



**Mrs. Henrietta Lacks and the HeLa Cells**

Source:  
<https://www.hopkinsmedicine.org/henrietalacks/>

2020



**Dr. Susan Moore MD died from complications of COVID-19 after documenting her mistreatment.**

Source:  
<https://www.nytimes.com/2020/12/23/us/susan-moore-black-doctor-indiana.html>

“If you don’t prove to be trustworthy you **can’t** be trusted”

-NHCHC

**Trustworthiness** is being worthy of confidence and being dependable. It can also be described as being reliable, responsible, safe, secure, and steady.

[NHCHC: Trust or Trustworthiness Series Part 2](#)

## How do we become trustworthy individuals or agencies?

### Principles of Trustworthiness

Honesty

Integrity

Cultural Humility

Reliability

Transparency

## How do we build vaccine confidence in our community?



Remember to utilize a strengths-based trauma informed approach when speaking with clients about being vaccinated.



Ask open ended questions to learn more about how the client feels about being vaccinated against COVID-19.



Be honest and transparent about the facts, side effects, and benefits of being vaccinated.



Recognize the client is the expert in their experiences, their care, and what is right for them. The decision to be vaccinated resides with the client.



If the client is interested in being vaccinated, connect them with a healthcare provider they trust and provide support as needed.

**Vaccinations have the ability to save lives.**

**Let's start talking to our community members about being vaccinated today!**



For the full *Trust or Trustworthiness: Which Comes First?* training series presented by the National Health Care for the Homeless Council visit

[NHCHC: Trust vs Trustworthiness Series Page](#)

[NHCHC: Trust or Trustworthiness Series Part 1](#) [NHCHC: Trust or Trustworthiness Series Part 2](#)