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
- The black population makes up 13% of US population.
- The black population accounts for 21% of deaths from COVID-19.
- The black population is only 3% of enrollees in vaccine trials.

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/henriettalacks/

2020
Dr. Susan Moore MD died from complications of COVID-19 after documenting her mistreatment.

“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.

**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](#)