



The Colorado Health Foundation™

Demand Is Down: Building Trust and Effective COVID-19 Vaccine Messaging



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[View the recording of the event, our full messaging guide and additional resources in English and Spanish here.](#)

Thank you for joining us to learn more about key findings and messaging insights from our research on COVID-19 vaccine hesitancy. It's important Coloradans are provided with the information they need, from the people they trust, and in the

way they need to hear it. The work you do is essential to ensuring health is closer in reach for all Coloradans.

ADDITIONAL RESOURCES

About the Event

Across the state, community organizations have been working hard to vaccinate Coloradans against COVID-19 and ensure equity for those who have less power and privilege. Setting up sites, providing patient navigation, translating materials, coordinating transportation and more – we've heard about so many life-saving efforts in every corner of Colorado.

Now as demand for the COVID-19 vaccines slows, the work to protect our communities must shift.

At The Colorado Health Foundation, we knew this day would come. That's why we started an in-depth research project last fall, focusing on building confidence in the vaccines among Coloradans of color.

Now we want to share what we've learned with you. Please join us to hear the key findings and messaging insights from months of research, including 18 focus groups and a statewide survey of more than 1,500 Coloradans.

Questions?

[Contact us](#). You can also [sign up for our email updates](#) to receive the latest information from the Foundation.

Disponible en Español

Event Date

Mon, Jul 12 2021, 1 - 2pm

Location

VIRTUAL