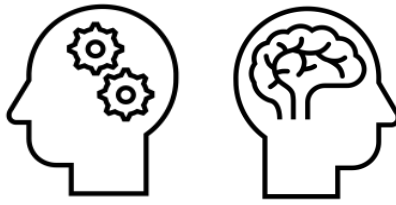




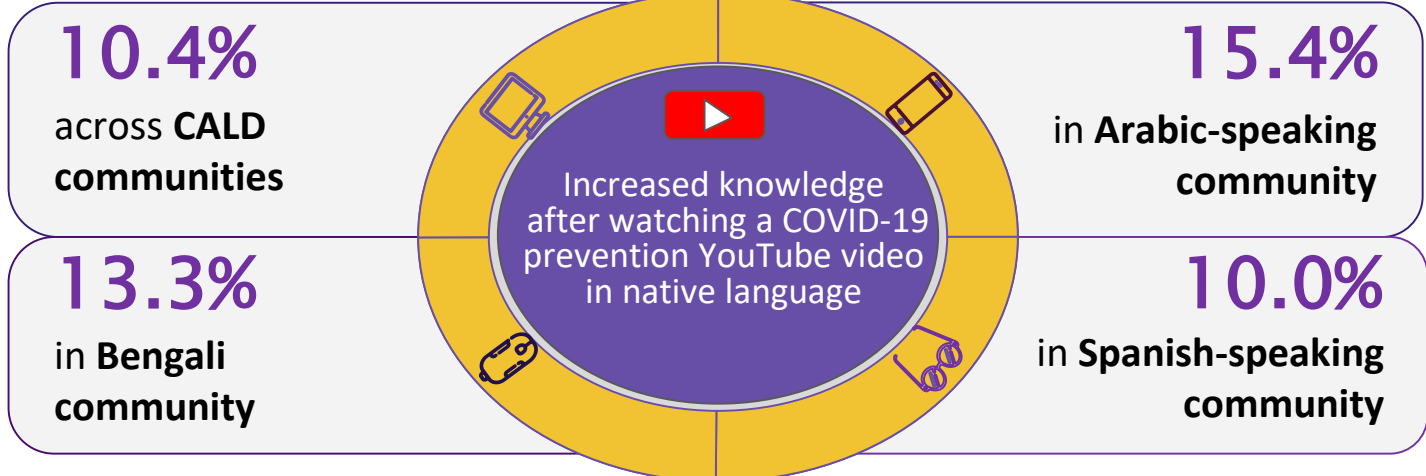
Health messaging on YouTube for Culturally and Linguistically Diverse (CALD) Communities: *Here's what we found*

83.4% across 4 CALD communities learned something new after watching COVID-19 prevention YouTube videos in native language.

Did You Know?



86.7% across 4 CALD communities found YouTube videos in native language useful in communicating COVID-19 prevention messages.



Note: All communities (N=127), Arabic-speaking community (n₁=26), Bengali community (n₂=45), Chinese community (n₃=26), Spanish-speaking community (n₄=30)

Why haven't you gotten the COVID-19 vaccine yet?

Only **4%** of people in my **Arabic-Speaking community** have gotten the vaccine, so I will wait and see until they get it. They are one of my trusted sources of health information.

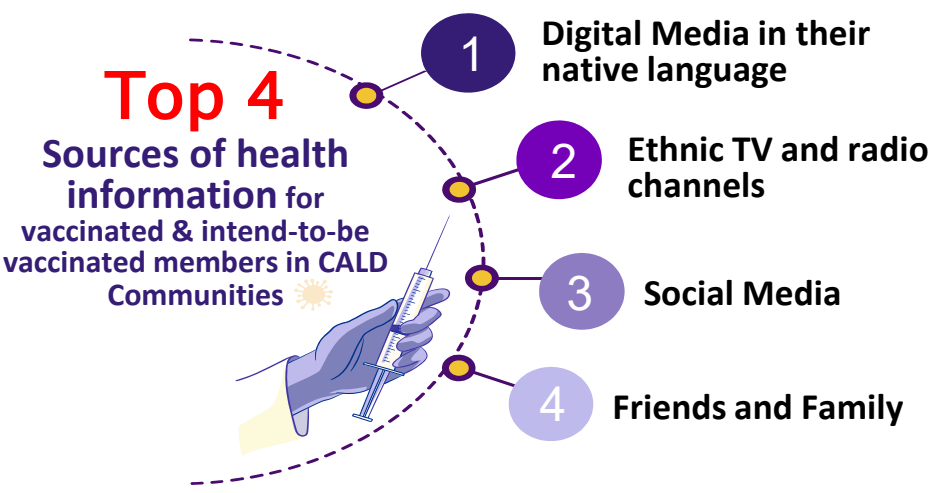
Only **67%** across CALD communities reported they can find trustworthy health information.

Only **41%** from the Arabic-Speaking community can find trustworthy health information compared to 68% from the Chinese community, 82% Bengali community, and 86% Spanish-speaking community.

Only **4%** from Arabic-speaking community received vaccination, followed by the Chinese Community (35%), Bengali Community (58%), and Spanish-speaking Community (72%).



Note: All communities (N=318): Arabic-speaking community (n₁=105), Bengali community (n₂=77), Chinese community (n₃=60), Spanish-speaking community (n₄=76)



Note: All communities (N=205): Arabic-speaking community (n₁=26), Bengali community (n₂=68), Chinese community (n₃=43), Spanish-speaking community (n₄=68)

- ### 5 Tips to increase COVID-19 vaccine uptake in CALD communities:
- Target digital and social media platforms to deliver culturally and linguistically appropriate vaccine messages.
 - Target ethnic media outlets to circulate COVID-19 vaccine messages.
 - Engage local community leaders in disseminating accurate information about COVID-19 vaccine.
 - Increase capacity of community-based organizations to provide vaccine outreach to each community.
 - Employ a targeted approach that tailors outreach to each language community and refrain from one size fits all approach.

