Tool Kit Supports Talk About COVID-19 Vaccines in Black Communities

The “Better For It” tool kit is designed to help Black Americans chat with community members about getting a COVID-19 vaccine.

March 16, 2021 By Alicia Green

Despite being hit hardest by COVID-19, a substantial number of Black Americans continue to express skepticism about the COVID-19 vaccine. As a result, a new vaccine education tool kit aims to address their concerns and open up a dialogue within the Black community, according to a recent press release from the American Lung Association (ALA).

The “Better For It” tool kit is a joint collaboration by ALA and The Center for Black Health & Equity to provide African Americans with information on the benefits and importance of vaccinations. In addition to providing research on vaccines, the manual is intended to initiate conversations with friends, doctors, pastors and family members and serve as an authoritative source of accurate information to share on social media.

Black Americans will also learn about the significant contributions made by Black scientists and public health advocates who are working to end the COVID-19 pandemic.

“Too many Black people are suffering during the pandemic,” said Delmonte Jefferson, executive director for The Center for Black Health & Equity. “Our lives matter, and that’s why we’re partnering with the American Lung Association—to provide trusted information and clarity when you’re talking about the vaccine with family, your pastor or your barber. Education and awareness like this is a critical step toward health equity.”

ALA is proud of its alliance with The Center for Black Health and Equity “to provide fact-based resources about COVID-19 vaccination and encourage informed conversations,” said Harold Wimmer, ALA president and CEO. “We trust that people will determine what is best for themselves and their families and want to ensure they have access to the best information when making these decisions.”

The tool kit will also be adapted for and made available to Hispanic and Indigenous peoples in upcoming weeks.

For related coverage, read “Black Doctors Urge African Americans to Take Future COVID-19

Vaccine” and “Black Doctors Create a COVID-19 Vaccine Assessment Task Force.”

© 2026 Smart + Strong All Rights Reserved.

http://beta.docker.realhealthmag.com/article/tool-kit-supports-talk-covid19-vaccines-black-communities