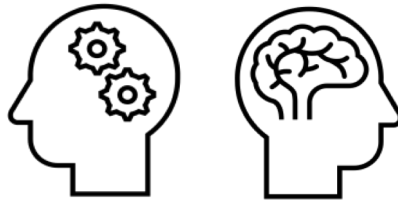




Health messaging on YouTube for Culturally and Linguistically Diverse (CALD) Communities: Here's what we found

Did You Know?

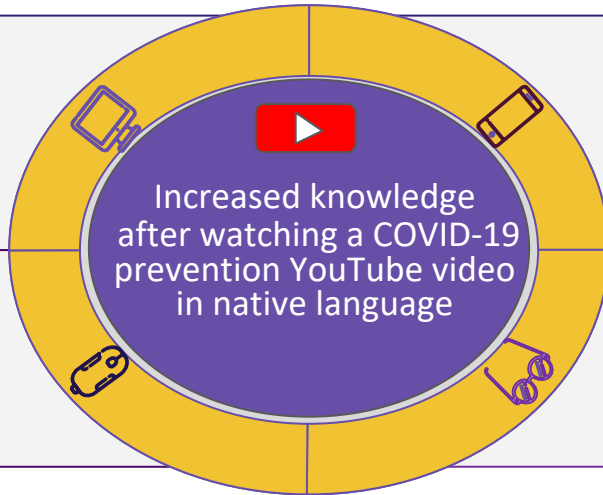
83.4% across 4 CALD communities learned something new after watching COVID-19 prevention YouTube videos in native language.



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

10.4% across CALD communities

13.3% in Bengali community



15.4% in Arabic-speaking community

10.0% in Spanish-speaking community

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.

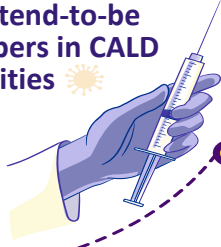
Only **41%** from the Arabic-Speaking community can find trustworthy health information compared to 68% from the Chinese community, 82% Bengali community, and 86% Spanish-speaking community.



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 (n=76)

Top 4 Sources of health information for vaccinated & intend-to-be vaccinated members in CALD Communities

- 1 Digital Media in their native language
 - 2 Ethnic TV and radio channels
 - 3 Social Media
 - 4 Friends and Family
- 

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.

