Tips for Building and Maintaining Community Trust in COVID-19 Resources

**Invest** in long-term relationships with community partners.
- Invite communities to discuss their needs first.
  - Bringing COVID-19 testing sites to communities can build relationships and provide a chance to distribute COVID-19 information.
- Build on existing partnerships.
- Have flexible, community-driven meeting agendas.
  - Leave ample time for community members to speak.

**Listen** to concerns and **learn** community insights.
- Offer a hotline (email address or phone number) where people can send questions or ideas.
- Plan events and conversations to get early community input.
- Notice and celebrate social media references to your project.
- Attend community events planned outside of your organization.
- Promote local community members as speakers at virtual town halls.

**Acknowledge** research challenges and mistakes.
- Be explicit in noting ethical offenses by government and research organizations, such as past betrayals by researchers conducting medical experiments.
- Leave time for open discussion, questions, and sharing emotions.
- Address how mistakes will be avoided in the future, such as through community collaboration.

**Be transparent.**
- Describe specific research plans to community members early in the process.
- Invite community leaders to co-host events and guide discussions together with your project team.
- Help community leaders to explain concepts such as the importance of testing, contact tracing, and vaccines.
- Offer programming—such as webinars or radio shows—that explains COVID-19 clinical research.
- Produce short (one-page) resource guides.
- Produce materials in a variety of languages.
- Work with accessible media outlets to share project news and don’t just post to your own website.

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