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

**Did You Know?**

- **10.4% across CALD communities**
- **13.3% in Bengali community**
- **15.4% in Arabic-speaking community**
- **10.0% in Spanish-speaking community**

**Increased knowledge after watching a COVID-19 prevention YouTube video in native language**

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

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

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.

Note: All communities (N=318): Arabic-speaking community (n=105), Bengali community (n=77), Chinese community (n=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 (n=26), Bengali community (n=68), Chinese community (n=43), Spanish-speaking community (n=68)

**5 Tips to increase COVID-19 vaccine uptake in CALD communities:**

1. Target digital and social media platforms to deliver culturally and linguistically appropriate vaccine messages.
2. Target ethnic media outlets to circulate COVID-19 vaccine messages.
4. Increase capacity of community-based organizations to provide vaccine outreach to each community.
5. Employ a targeted approach that tailors outreach to each language community and refrain from one-size-fits-all approach.

**5 Tips**

- **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.

**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=205): Arabic-speaking community (n=26), Bengali community (n=68), Chinese community (n=43), Spanish-speaking community (n=68)

**Vaccines**

Pfizer
Moderna
Johnson & Johnson

**COVID-19**

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.

**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.

**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.

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