

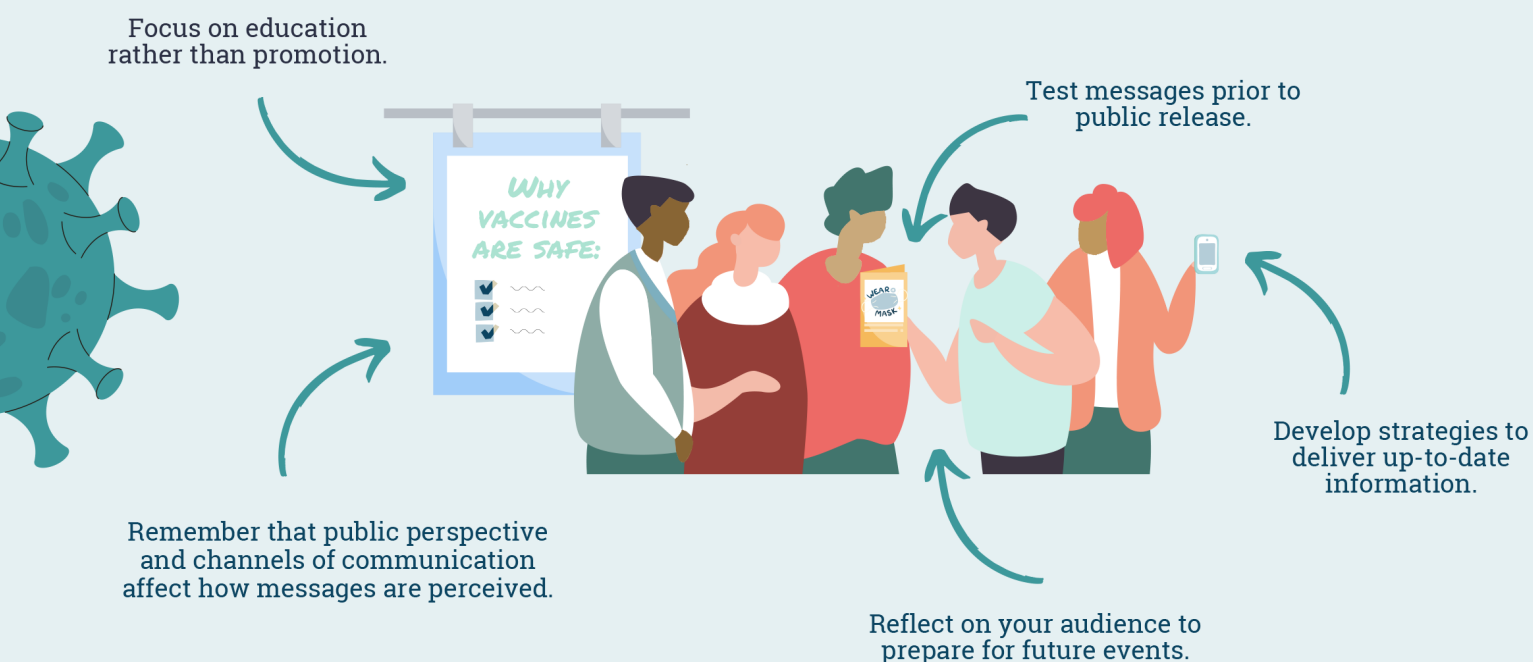
Communicating with Vulnerable Populations About Pandemic-Related Health Risks



Why is trust important?

Trust plays an important role in health risk communication and promoting behavior change during public health crises. The internet can also influence trust between health professionals and vulnerable populations as more individuals search for health-related information online.

In the 2021 SCCAHS State of the Science Meeting, health communication experts outlined five steps to increase trust and better communicate with vulnerable populations about pandemic-related health risks both in person and online:



To learn more about building trust through communication, be sure to watch the SCCAHS webinar on [communicating with vulnerable populations about pandemic-related health risks](#).