

Surgeon General uplifts role of multicultural media and other trusted messengers in closing COVID vaccine and health equity gaps



From L to R (Top Row) **Darren D. Dickerson, IGEYSER Founder/CEO**; David Morgan, MMCA founder, Dr. Jose E. Romero, Director of CDC National Center For Immunization and Respiratory Diseases; (Second Row) Hannah Kim, HHS Deputy Assistant Secretary; Georgeta Dragoiu, HHS; Vivek Murthy, U.S. Surgeon General; Alvaro Gurdian National Association of Hispanic Publishers; Dr. Benjamin F. Chavis Jr., National Newspaper Publishers Association CEO; and Levi Rickert, Native News Online.

COVERAGE LINKS: [HHS.Gov Release](#) [Michigan Chronicle](#) [Westside Gazette](#)

Top U.S. health officials leverage the power of BIPOC media to inform communities about the proven benefits of COVID vaccines and treatments in hopes of saving lives and heading off a winter surge of the virus.

By Linda Miller

WASHINGTON, DC — Federal health officials are looking to news outlets to boost awareness and uptake of life-saving COVID-19 vaccines as the weather turns colder and COVID infection rates begin their predictable rise. And judging from [an online news conference held](#) last week, multicultural media are ready to take up the challenge.

The hour-long briefing with top health officials was co-hosted by the U.S. Department of Health and Human Services ([HHS](#)) and the [Multicultural Media & Correspondents Association](#) (MMCA).