

# Video Guide: 10 Principles of Trustworthiness

## The Principles of Trustworthiness Community Video

This 11-minute video features interviews with 30 community members from diverse areas across the United States. The interviews were recorded in the summer of 2020, at a time of great tribulation in our society. The video highlights what diverse communities across the country had to say about trust in health care, science, public health, and the COVID-19 vaccines.

From those time-bound stories we collectively re-learned lessons about community engagement and trustworthiness. With those lessons in mind, the 10 Principles of Trustworthiness were extracted from lived experience, and then generalized in recognition that trust isn't built by developing confidence in one vaccine, but rather by our institutions and organizations acting in ways that demonstrate they are worthy of a community's trust, whether there is a health crisis underway or not.

The video underscores reasons and causes for mistrust of the health care and other systems, and offers suggested actions that organizations of all kinds can take to demonstrate they are trustworthy. It can be shown as a way to kick off and facilitate a discussion of the 10 Principles of Trustworthiness.

[Community Video: English Version](#)

[Community Video: Spanish Version](#)

### Some prompting questions to consider:

1. What was your reaction to the video?
  - Does it resonate with your experiences during the summer of 2020?
  - Does it resonate with any of your experiences outside of the events of 2020?
2. What barriers or actions were brought up that contribute to mistrust of health care and public health in your community?
3. Are there reasons specific to your local community why people might not trust the COVID-19 vaccine and other medical interventions?
4. Why might people not trust health “experts?” Whose voices are most valued in your community?
5. What types of actions could your organization take to build trust?

## The 10 Principles of Trustworthiness Orientation Video

This video could be sent to the audience as pre-work and/or shown as an introduction to the 10 Principles as a way to generate discussion. Some prompting questions to consider:

1. How might each Principle help address the barriers to mistrust within your local community?
2. Which principles presented a new and different perspective for your organization?
3. Which principles could your organization be doing a better job with?
4. If your organization could choose one or two Principles to focus on right now, what would they be?