

COVID-19 Vaccine Confidence in Geographic Areas of Need

August 25, 2021

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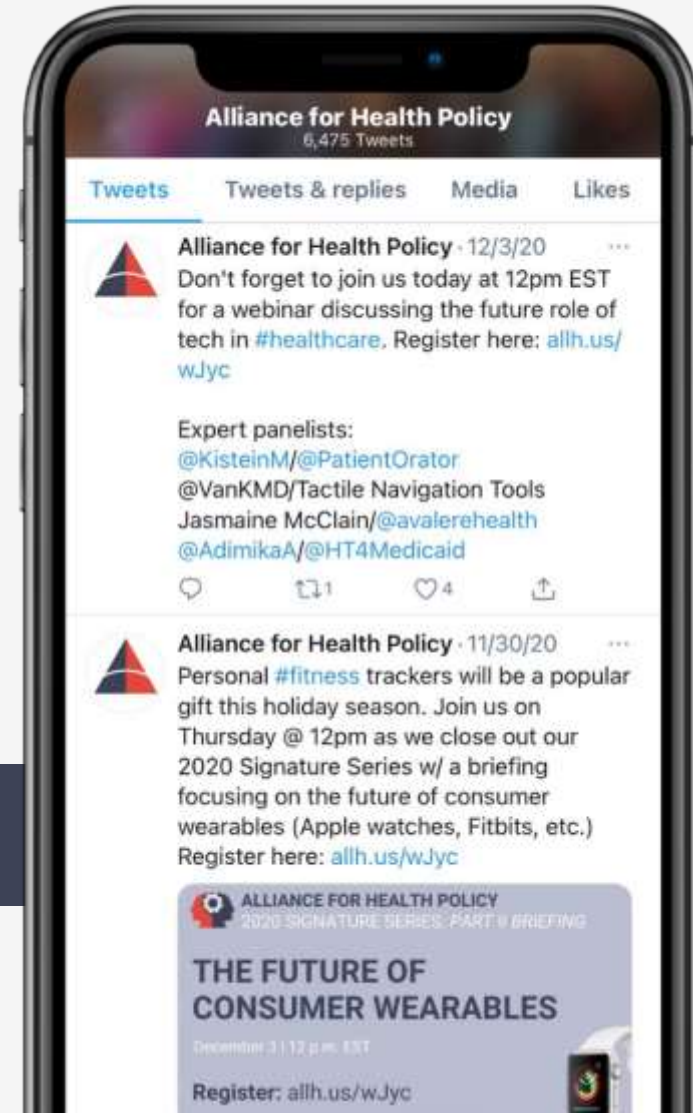


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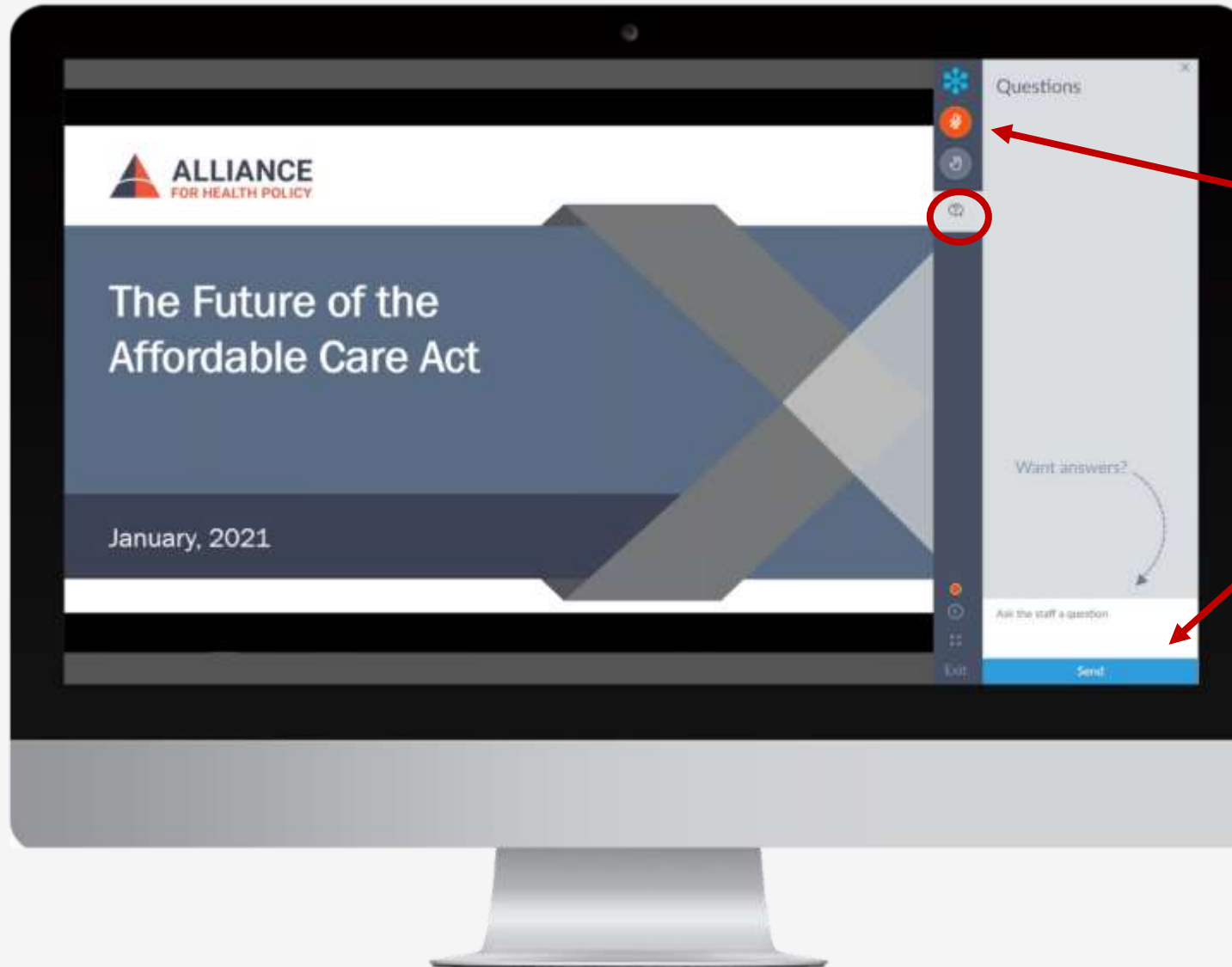


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@raenuzum

Rachel Nuzum, MPH

Vice President, Federal and State Health Policy
Commonwealth Fund



Panelists



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Chief Executive Officer
African American Research
Collaborative

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Erin Hemlin, M.A.

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Conversation: Between Us, About Us

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Young Invincibles' Young Adult COVID Vaccine Education Campaign

August 25, 2021



fb.com/together.invincible



[@younginvincible](https://twitter.com/younginvincible)

YOUNG  INVINCIBLES

Campaign Overview

Phase 1: Listening Tour

- Listening sessions with 80-100 young adults (18-34) across the nation
- Opinions/fears/concerns/motivations about the COVID vaccine
- Issues of systemic access
- Tested messaging
- Develop report of our findings

Phase 2: Outreach & Messaging

- Peer to peer education
- Partner trainings on young adult tested messaging, outreach
- Personal stories, testimonials, digital communications

Listening Tour Update: *Preliminary data*

Held discussions with 85+ young adults

- Median age: 24
- 68% female, 24% male, 8% non-binary or genderqueer
- 65% heterosexual/straight, 30% LGBTQ, 1% unsure
- 38% Black, 22% Latinx or Hispanic, 15% Asian, 11% non-Hispanic White, 10% with multiple identifications, 1% Indigenous, 1% Middle Eastern

On the COVID Vaccine:

- 75% vaccinated, 24% unvaccinated
- Among the unvaccinated:
 - 16.7% “definitely will”
 - 50% “probably will”
 - 29.2% “probably will not”
 - 4% “definitely will not”

Listening Tour Update: *preliminary data*

Common Themes Emerging: Misinformation & Side Effects

- Confusion, skepticism, misinformation and “not feeling well-informed” reported among all participants
- Of those who are not vaccinated or are less eager to get vaccinated immediately, top concerns are about side effects from the vaccine:
 - Some concern about missing work if they get sick from the vaccine, especially if they do so twice with the two-shot vaccine: *"If I skip a shift at work, that \$80 could make or break paying rent this month"*
 - Some belief that the side effects from the vaccine are worse than COVID itself
- Young adults of color expressed higher levels of skepticism of both government and the medical system, and a preference for holistic remedies

Listening Tour Update: *preliminary data*

Common Themes Emerging: Systemic access & motivations

Type of Barrier	Number of Times Mentioned
Confusion/Misinformation/fear of cost	17
Transportation	10
Internet access/issues scheduling online	9
Time off work	8
Concerns about documentation requirements (insurance and immigration status)	5
Language access	4

Listening Tour Update: *preliminary data*

Common Themes Emerging: Mandates & Boosters

- Many participants have employers or are students at colleges that are requiring vaccination
 - Generally, participants were supportive of institutions requiring vaccinations
 - Some mentioned they would wait until it is required
- Nearly across the board, enthusiasm to get the vaccine plummets when we bring up boosters
 - Even among early vaccinated, the idea of annual shots, similar to a flu shot, are not appealing

Next Steps

- Written report coming end of August
 - Partner webinars on findings and messaging best practices
- New focus group discussions in fall/winter
- Building fall outreach network of young adult messengers
 - Back to school outreach
 - Phone/text banking, in-person education, canvassing
 - Digital communications campaign

Thank You!

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@RheaBoydMD

Rhea Boyd, M.D., MPH

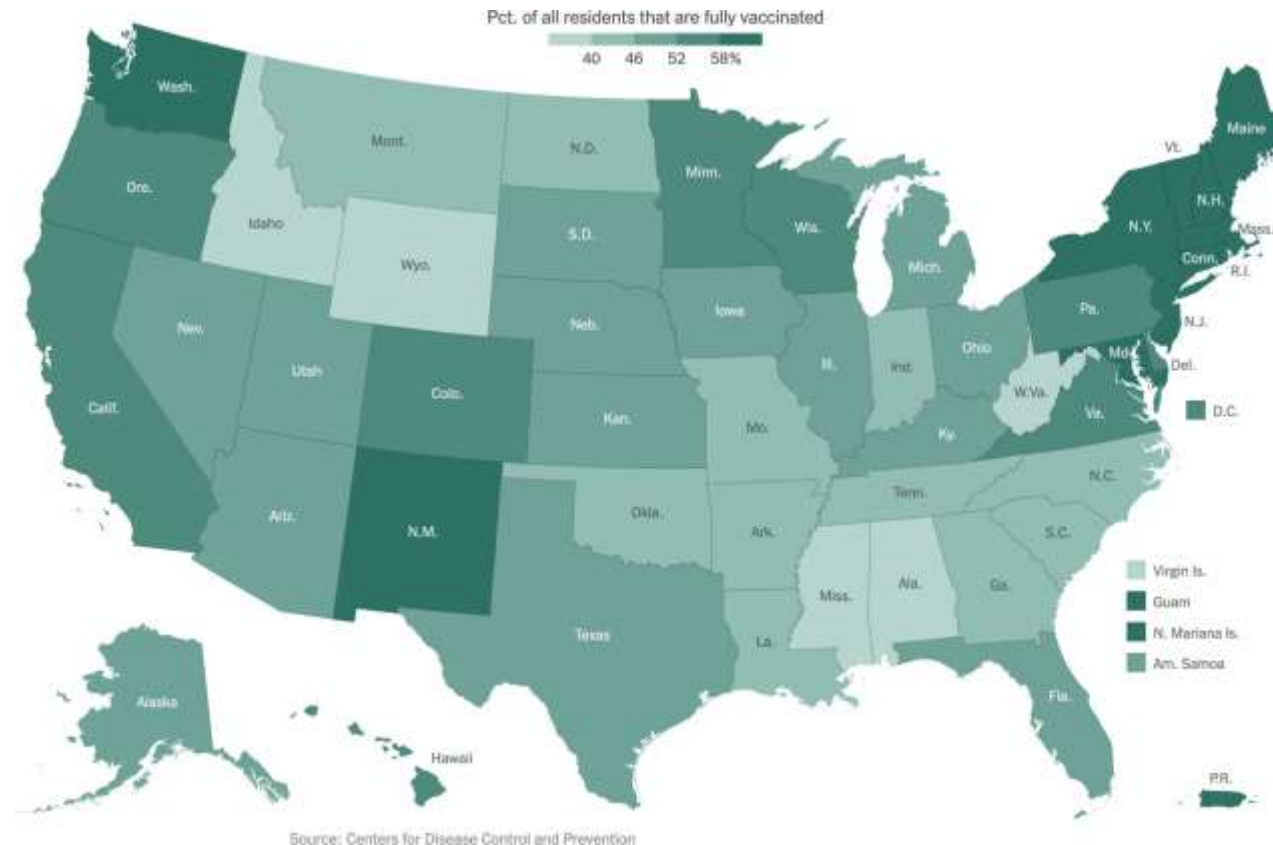
Pediatrician and Co-developer

Conversation: Between Us, About Us



A Pandemic of the Unequal:

Challenging Notions of **Hesitancy** and Confronting **Access Barriers**

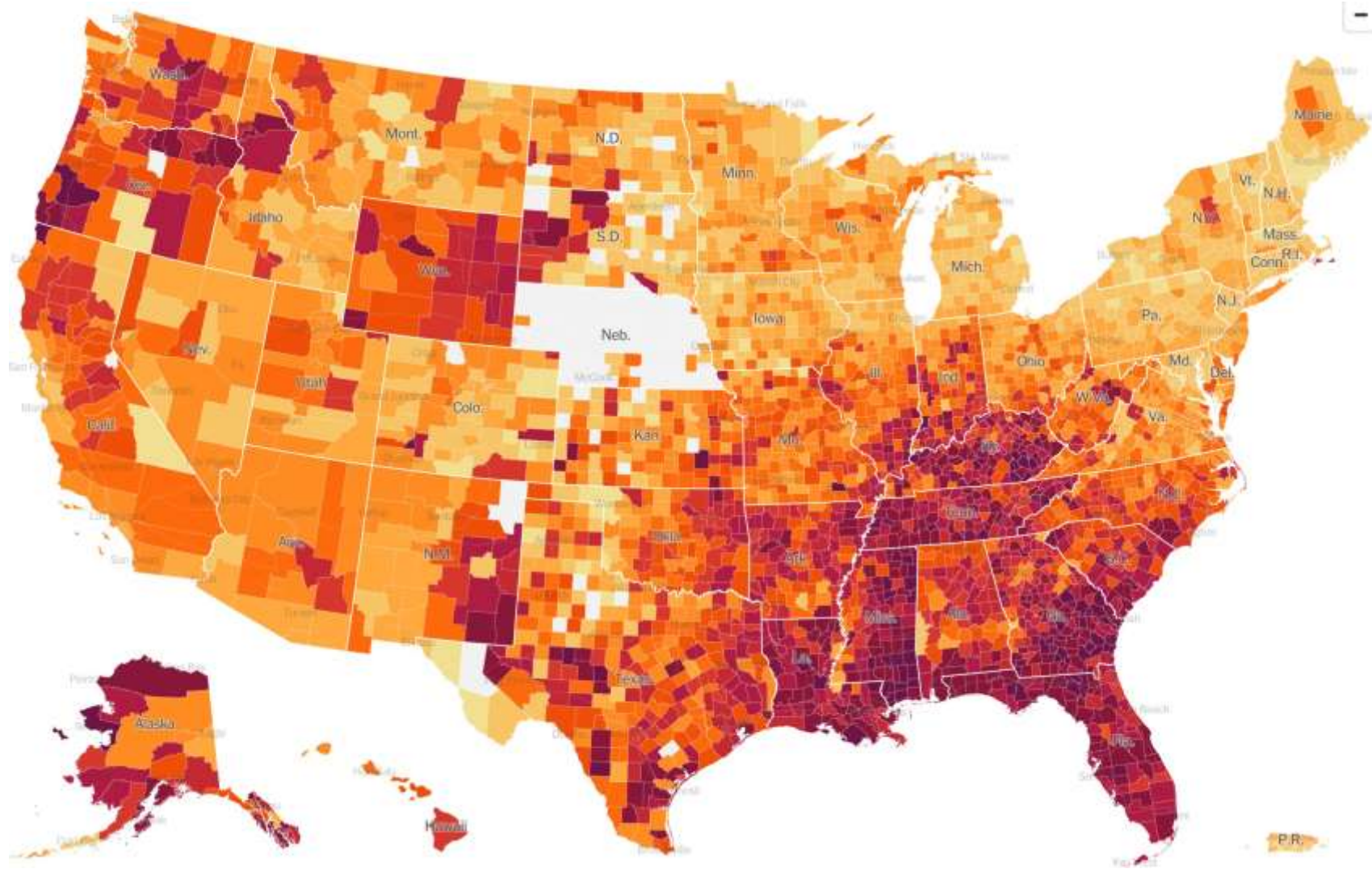


NYT. [See How Vaccinations Are Going in Your County and State](#). Updated as of Aug 24, 2021.

Rhea Boyd MD, MPH

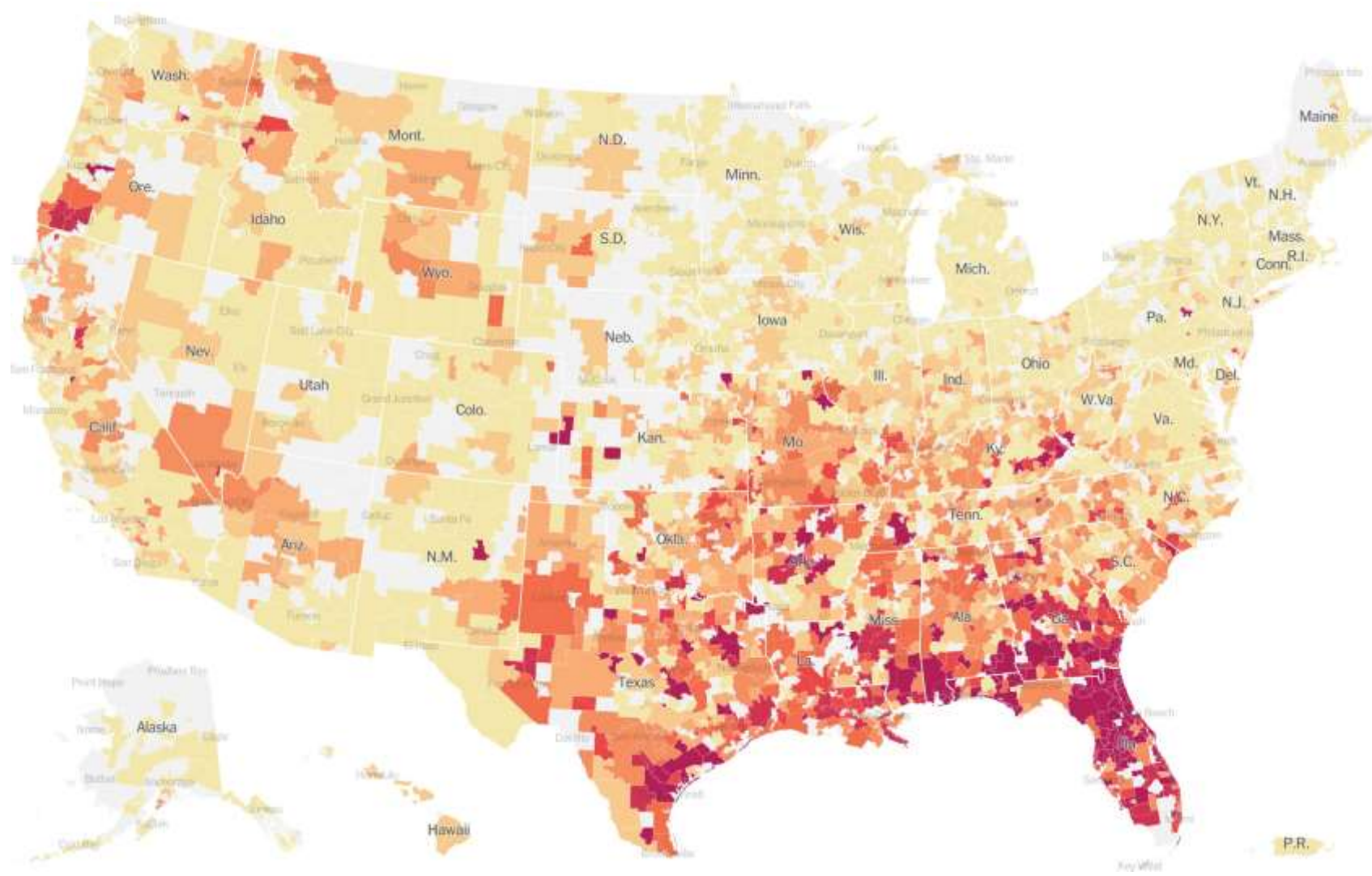
Pediatrician, Public Health Advocate, Co-developer of
The Conversation: Between Us, About US with KFFBCAC, and UnidosUS

Covid Hotspots



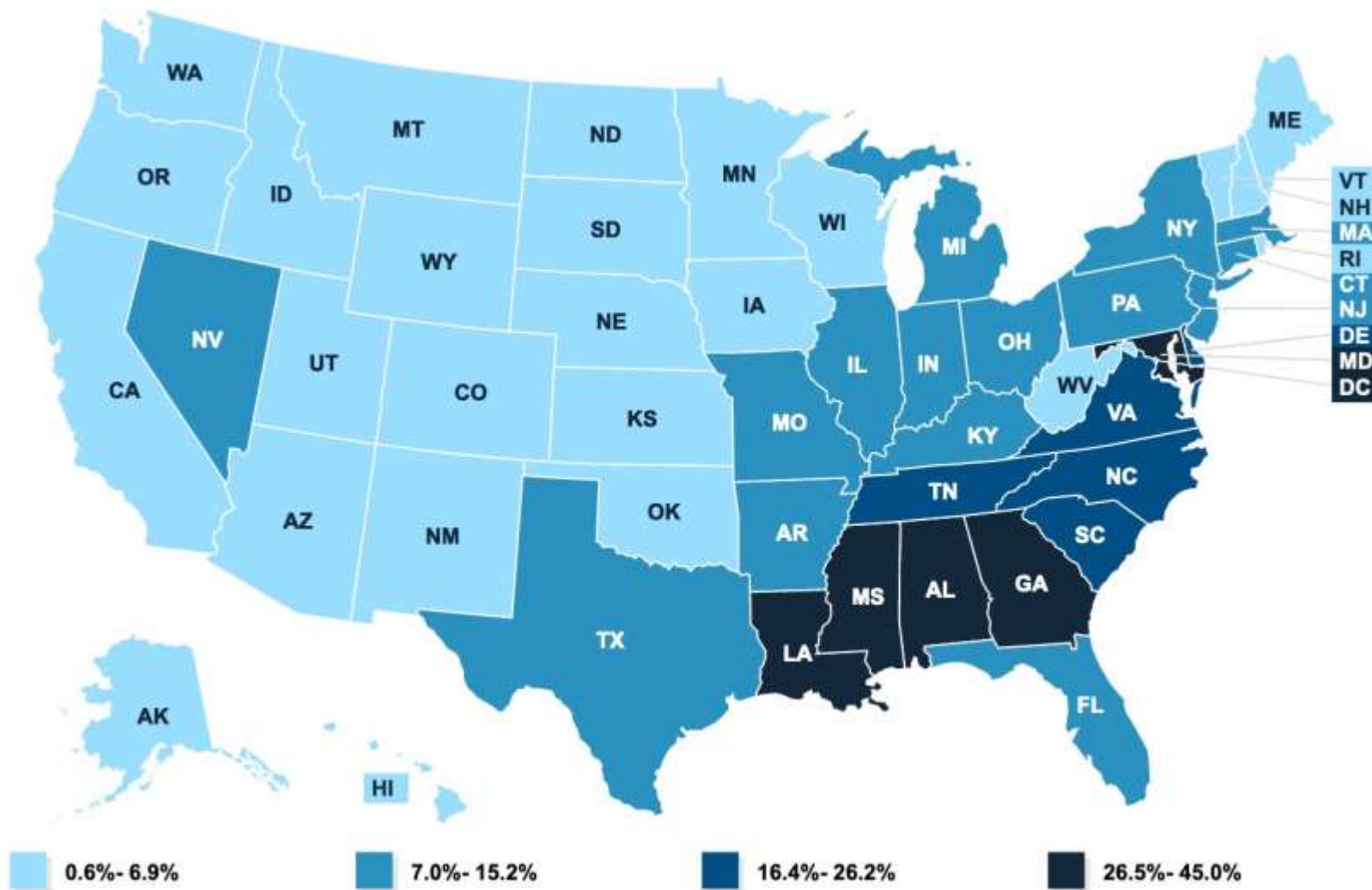
NYT. [Coronavirus in the U.S.: Latest Map and Case Count](#). Last Updated Aug 24, 2021.

Covid Hospitalizations



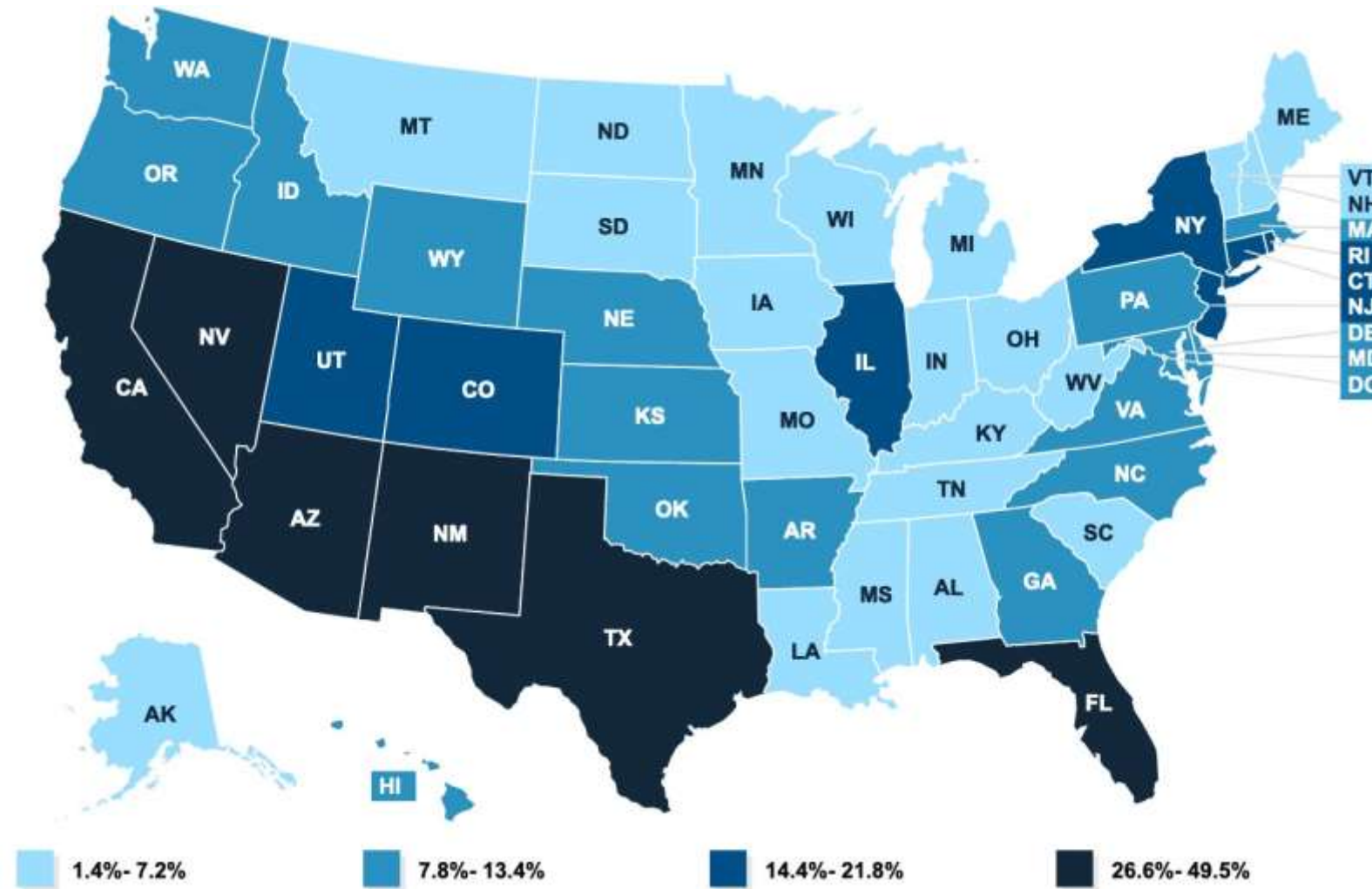
NYT. [Coronavirus in the U.S.: Latest Map and Case Count](#). Last Updated Aug 24, 2021.

Population Distribution by Race, Black



KFF. [Population Distribution by Race and Ethnicity](#). State Health Facts. 2019.

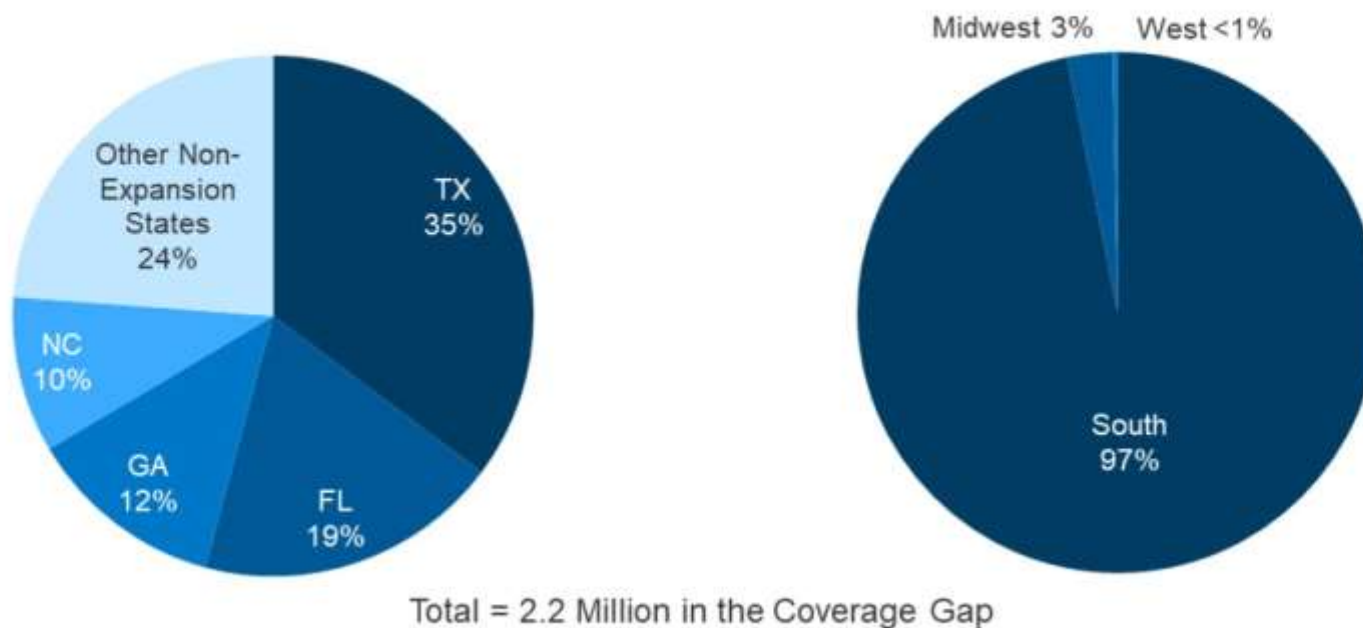
Population Distribution by Race, Latinx



KFF. Population Distribution by Race and Ethnicity. State Health Facts. 2019.

Insurance Access by Region, the US South

Distribution of Adults in the Coverage Gap, by State and Region, 2019

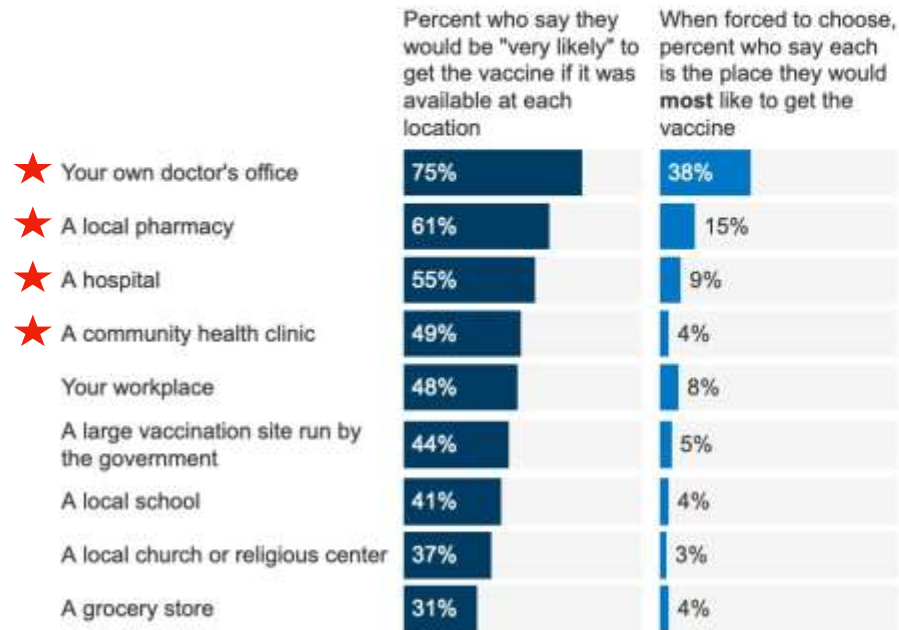


NOTE: There are no individuals in the coverage gap in the Northeast as all states in the Northeast expanded Medicaid.
SOURCE: KFF analysis based on 2020 Medicaid eligibility levels and 2019 American Community Survey, 1-Year Estimates.

KFF

Doctor's Offices, Pharmacies Top Locations Where People Would Prefer To Get COVID-19 Vaccine

If the COVID-19 vaccine was available at..., how likely would you be to go there to get it? Of the following places, where would you MOST like to be able to get the vaccine?



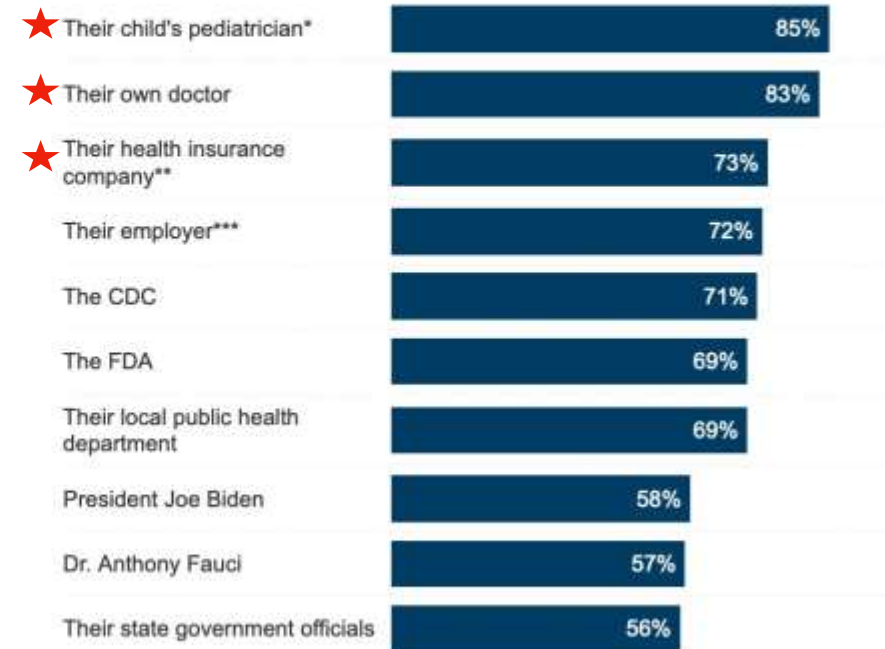
NOTE: Based on those who have not received the COVID-19 vaccine, and would get vaccine as soon as possible, wait and see, or if required. See topline for full question wording.

SOURCE: KFF COVID-19 Vaccine Monitor (Feb. 15-Feb. 23, 2021). • [Download PNG](#)

[KFF COVID-19 Vaccine Monitor](#)

Personal Doctors And Pediatricians Are The Most Trusted Source For Reliable COVID-19 Vaccine Information

Percent who say they have a **great deal** or a **fair amount** of trust in each of the following to provide reliable information about the COVID-19 vaccines:



NOTE: *Among those who are parents or guardians of children under 18.

Among those who are insured. *Among those who are employed and not self-employed. See topline for full question wording.

SOURCE: KFF COVID-19 Vaccine Monitor (June 8-21, 2021) • [Download PNG](#)

[KFF COVID-19 Vaccine Monitor](#)

Vaccination Access by Race

Percent of People Receiving COVID-19 Vaccine by Race/Ethnicity and Date Reported to CDC, United States



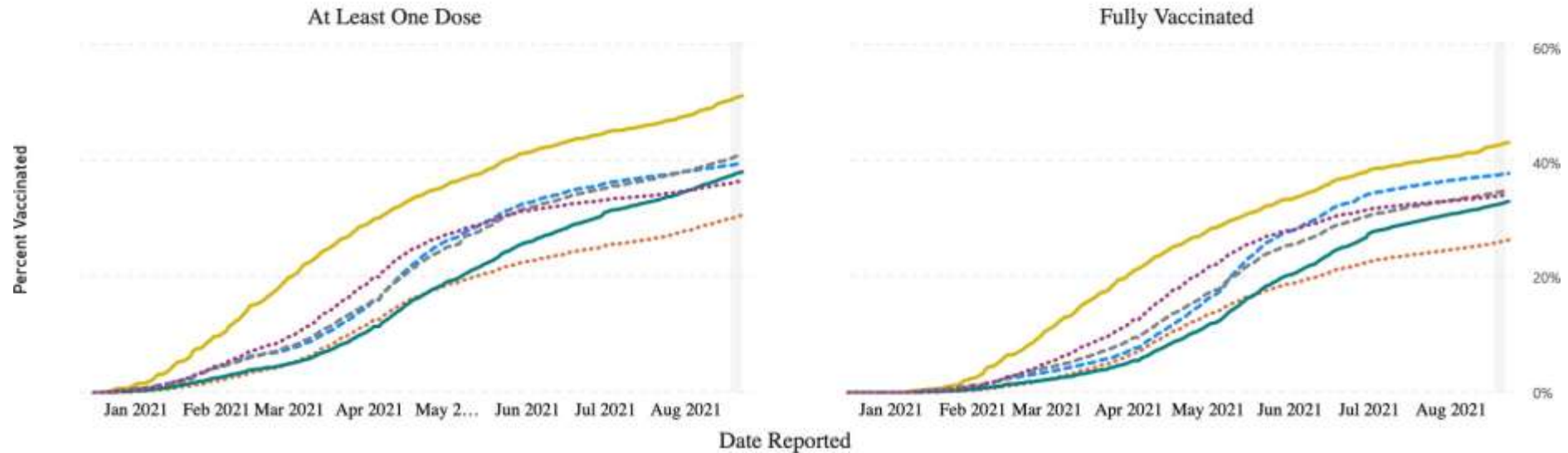
December 14, 2020 – August 23, 2021

	AI/AN, NH	Asian, NH	Black, NH	Hispanic/Latino	NHOPI, NH	White, NH
At Least One Dose	51.5%	39.8%	30.8%	38.3%	41.2%	36.7%
Fully Vaccinated	43.6%	38.2%	26.6%	33.3%	35.3%	34.5%

Race/Ethnicity data were available for 63.5% receiving at least one dose and 68.7% of people fully vaccinated.

Race	Sex	Age
12/13/2020	8/23/2021	

0% 20% 40% 60%



Vaccination Access by Age

Percent of People Receiving COVID-19 Vaccine by Age and Date Reported to CDC, United States



December 14, 2020 – August 23, 2021

	<12 yrs	12-15 yrs	16-17 yrs	18-24 yrs	25-39 yrs	40-49 yrs	50-64 yrs	65-74 yrs	75+ yrs	
At Least One Dose	0.5%	47.1%	55.9%	57.9%	61.5%	70.9%	79.4%	93.6%	88.6%	<div><div></div><div>Race</div></div> <div><div></div><div>Sex</div></div> <div><div></div><div>Age</div></div>
Fully Vaccinated	0.3%	34.1%	44.2%	46.6%	50.9%	60.1%	69.3%	83.1%	78.7%	<div>12/13/2020</div> <div>8/23/2021</div>

Age data were available for 99.0% of vaccinations.

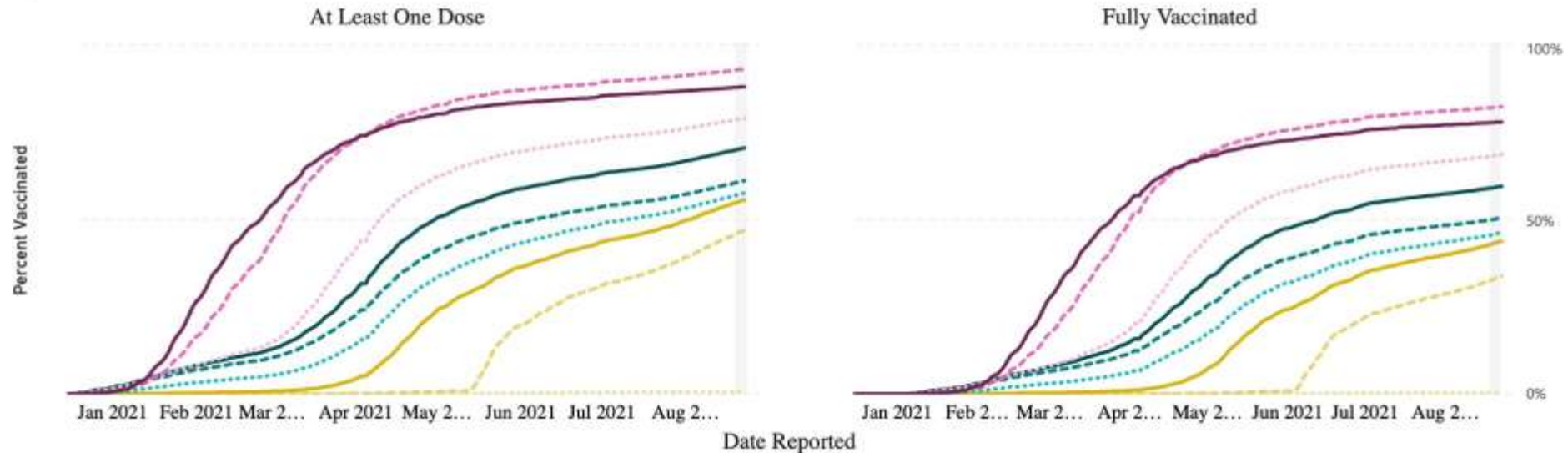
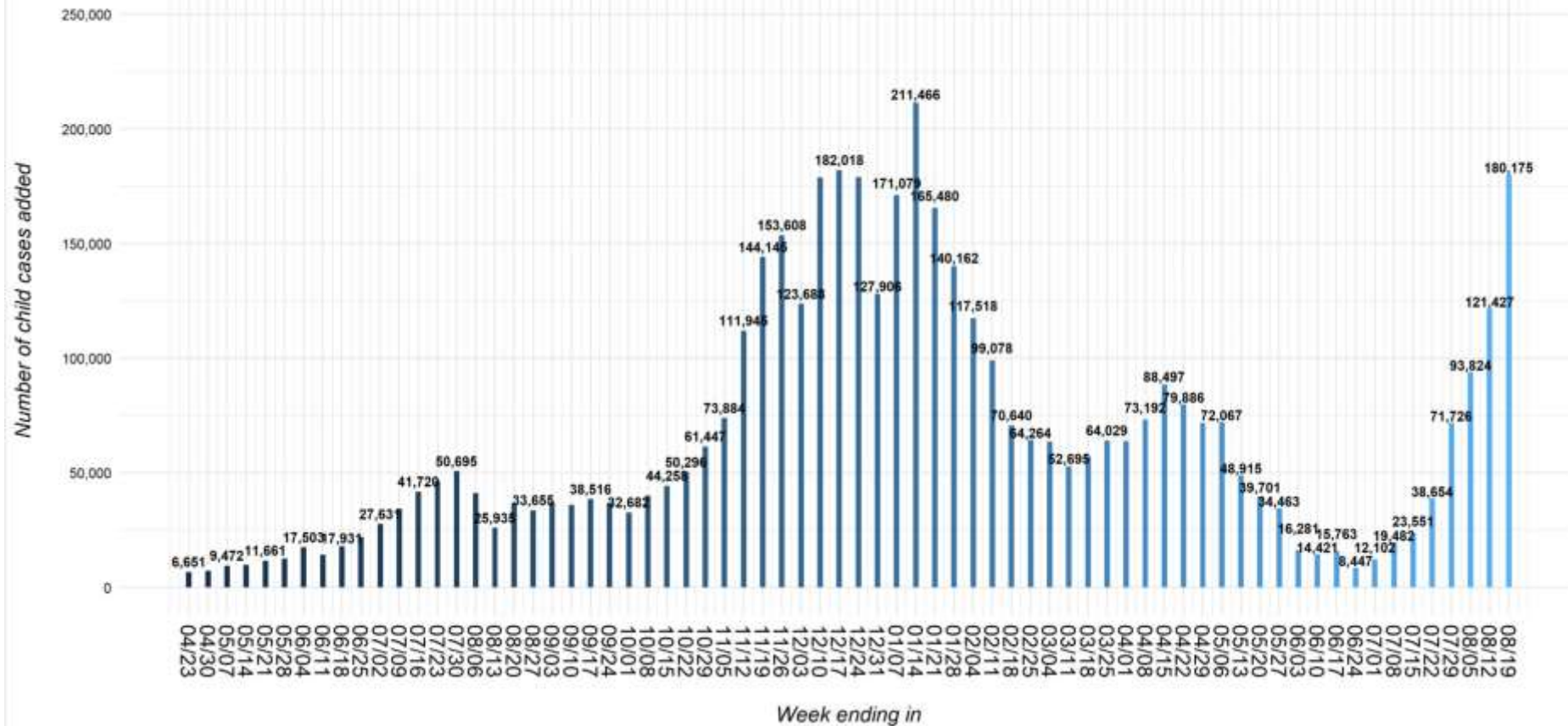
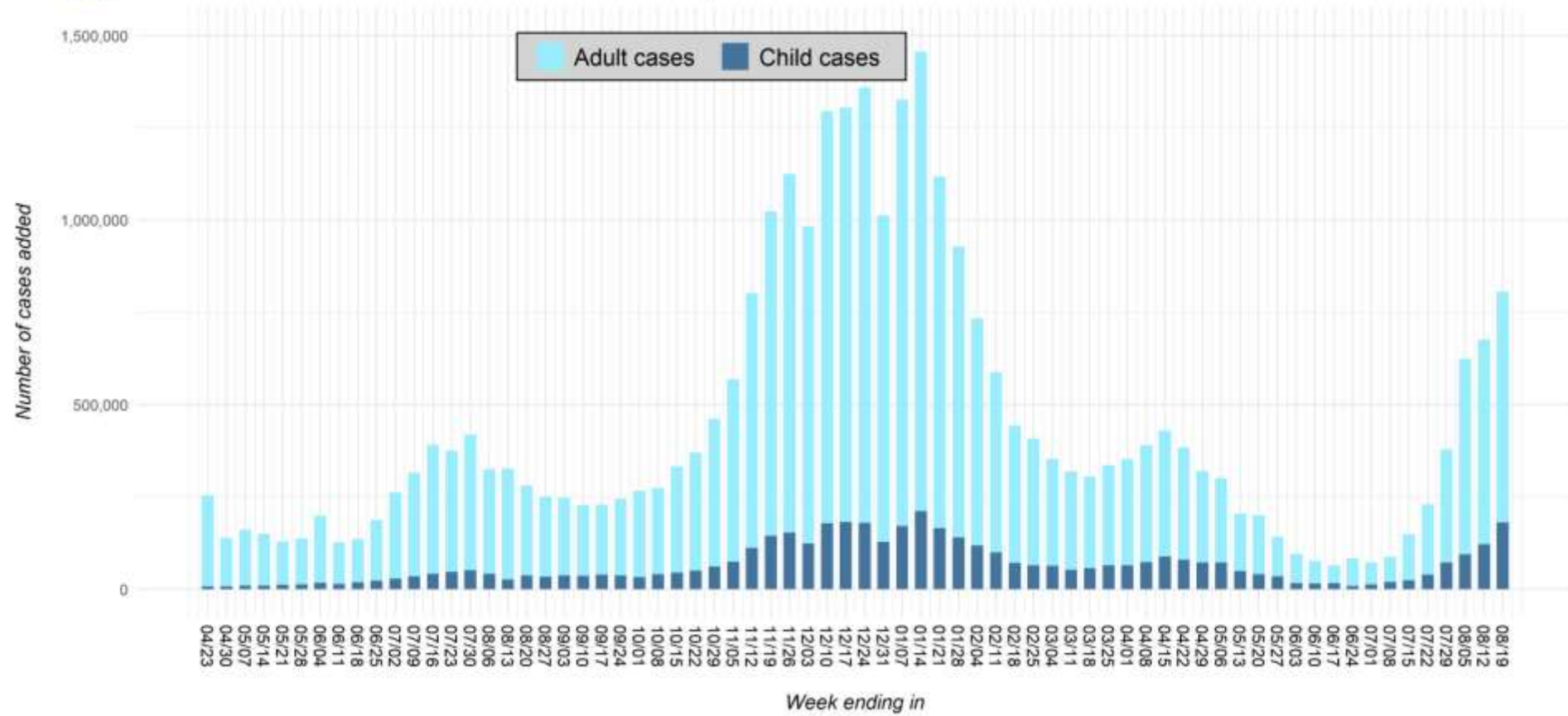


Fig 6. United States: Number of Child COVID-19 Cases Added in Past Week*



A joint report from the American Academy of Pediatrics and the Children's Hospital Association.
[Children and COVID-19: State Data Report..Aug 19, 2021.](#)

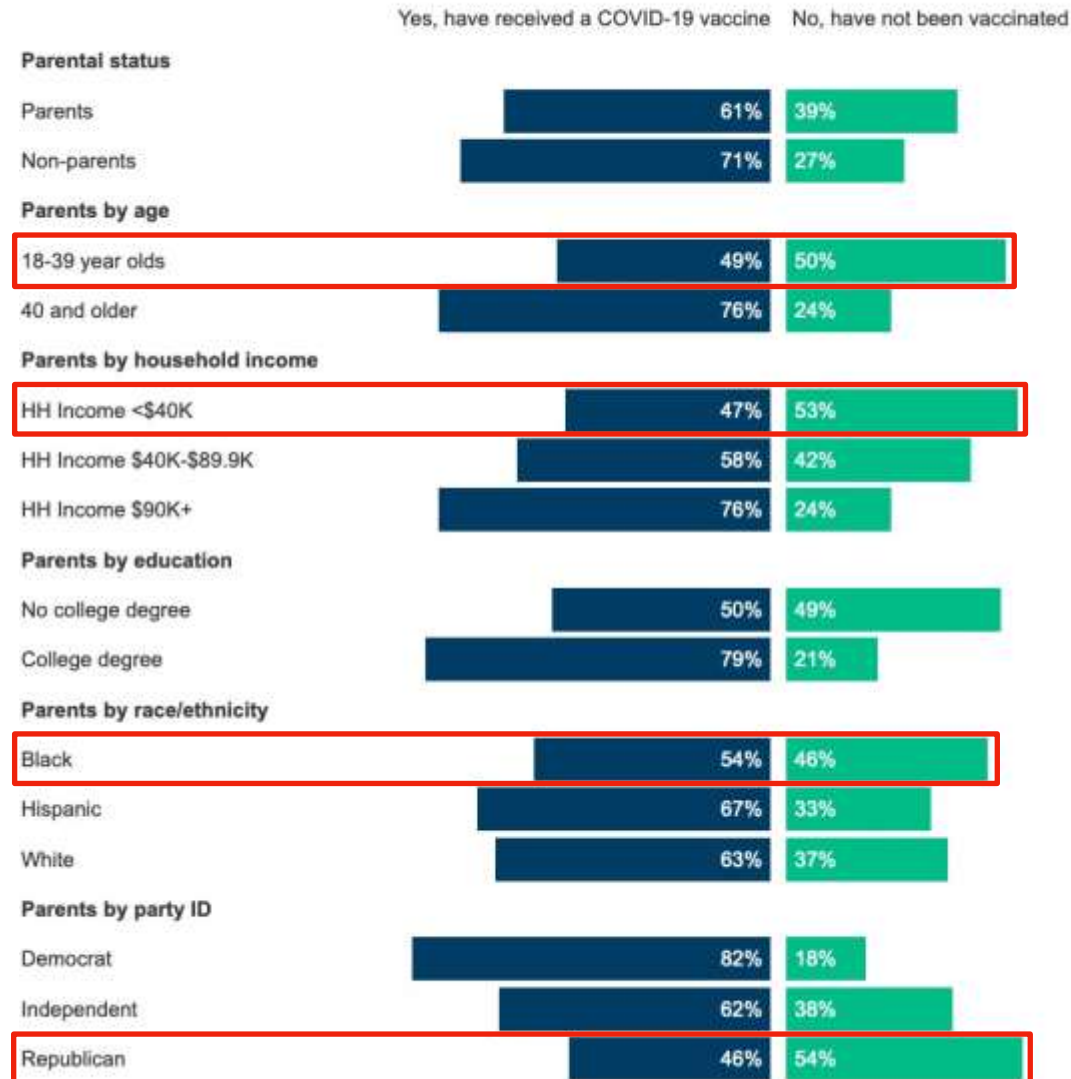
Fig 7. United States: Number of COVID-19 Cases Added in Past Week for Children and Adults*



A joint report from the American Academy of Pediatrics and the Children's Hospital Association.
Children and COVID-19: State Data Report..Aug 19, 2021.

Six In Ten Parents Report Being Vaccinated For COVID-19, With Lower Shares Among Some Groups

Have you personally received the COVID-19 vaccine, or not?



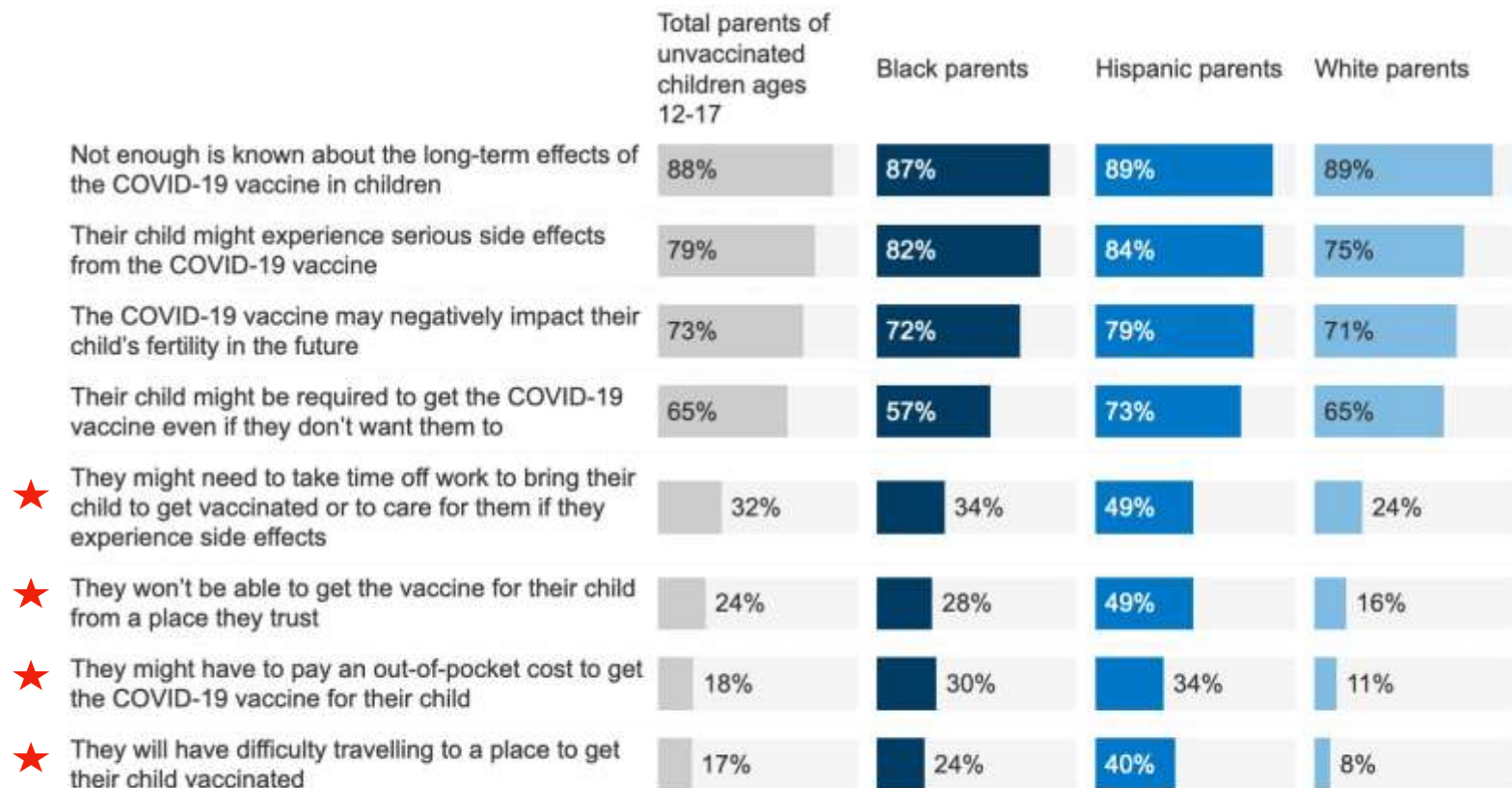
NOTE: See topline for full question wording.

SOURCE: KFF COVID-19 Vaccine Monitor: Parents And The Pandemic (Jul. 15-Aug. 2, 2021). • [Download PNG](#)

KFF COVID-19
Vaccine Monitor

Hispanic And Black Parents More Likely Than White Parents To Be Concerned About Access-Related Barriers To COVID-19 Vaccination For Their Children

Percent of parents of unvaccinated children ages 12-17 who say they are **very** or **somewhat concerned** about each of the following:



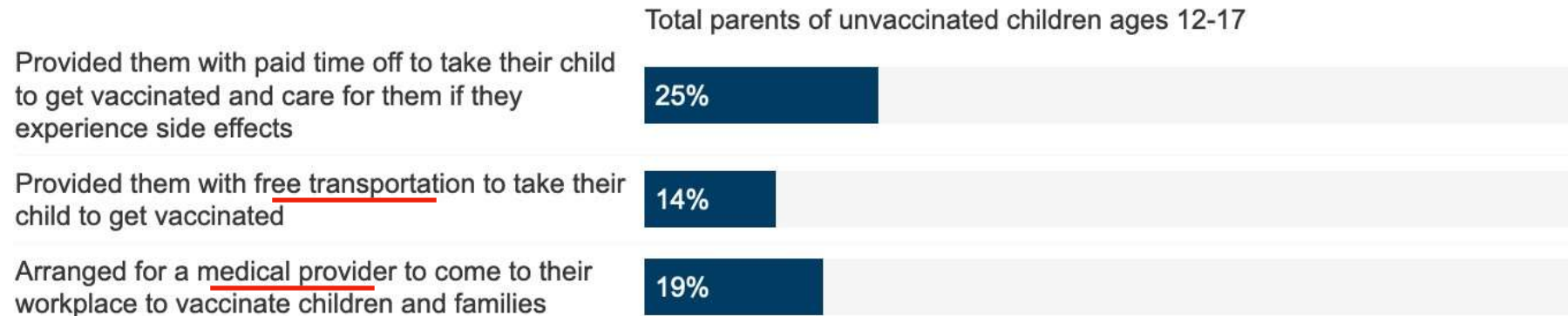
NOTE: Among parents or guardians of children ages 12-17 who have not received a COVID-19 vaccine. See topline for full question wording.

SOURCE: KFF COVID-19 Vaccine Monitor: Parents And The Pandemic (Jul. 15-Aug. 2, 2021). • [Download PNG](#)

[KFF COVID-19 Vaccine Monitor](#)

One In Four Parents Of Unvaccinated 12-17 Year Olds Say They Would Be More Likely To Get Their Child Vaccinated If Their Employer Provided Paid Time Off To Do So

Percent who say they would be more likely to get their 12-17 year old child vaccinated for COVID-19 if their employer did each of the following:



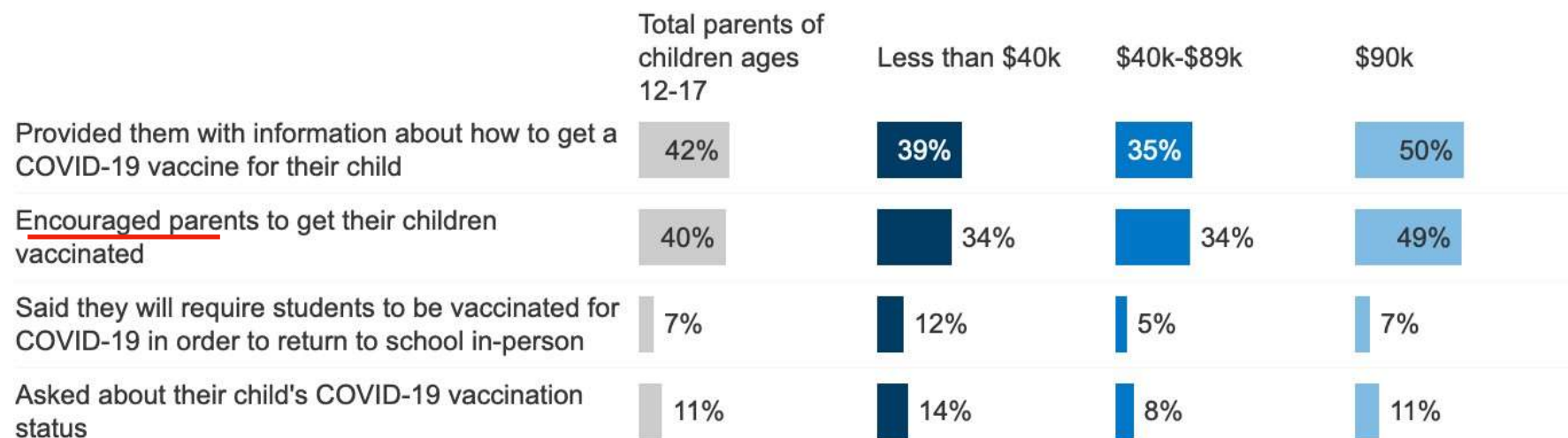
NOTE: Asked of parents who are employed and not self employed with unvaccinated children ages 12-17. See topline for full question wording.

SOURCE: KFF COVID-19 Vaccine Monitor: Parents And The Pandemic (Jul. 15-Aug. 2, 2021). • [Download PNG](#)

[KFF COVID-19
Vaccine Monitor](#)

Higher-Income Parents More Likely To Say Their Child's School Has Provided COVID-19 Vaccine Information Or Encouraged Vaccination

Percent of parents of children ages 12-17 who said their child's school has done each of the following:



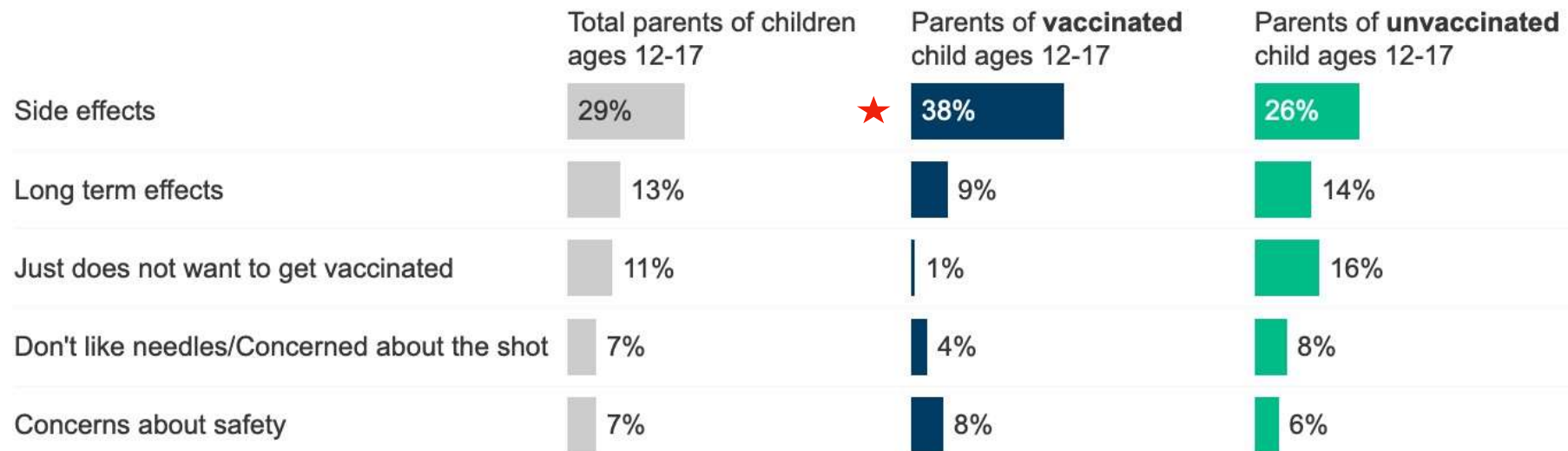
NOTE: Asked of parents or guardians of children between the ages of 12 and 17 who will be enrolled in school in the fall. See topline for full question wording.

SOURCE: KFF COVID-19 Vaccine Monitor: Parents And The Pandemic (Jul. 15-Aug. 2, 2021). • [Download PNG](#)

[KFF COVID-19
Vaccine Monitor](#)

Side Effects Were The Most Common Concern About The COVID-19 Vaccine That 12 to 17 Year Olds Expressed To Their Parents

What is the **main concern** your child has expressed about getting a COVID-19 vaccine? (*open-ended*)



NOTE: Among parents of 12-17 year old children who have expressed concerns about getting vaccinated for COVID-19. Responses greater than 5% among total asked shown. See topline for full question wording.

SOURCE: KFF COVID-19 Vaccine Monitor: Parents And The Pandemic (Jul. 15-Aug. 2, 2021). • [Download PNG](#)

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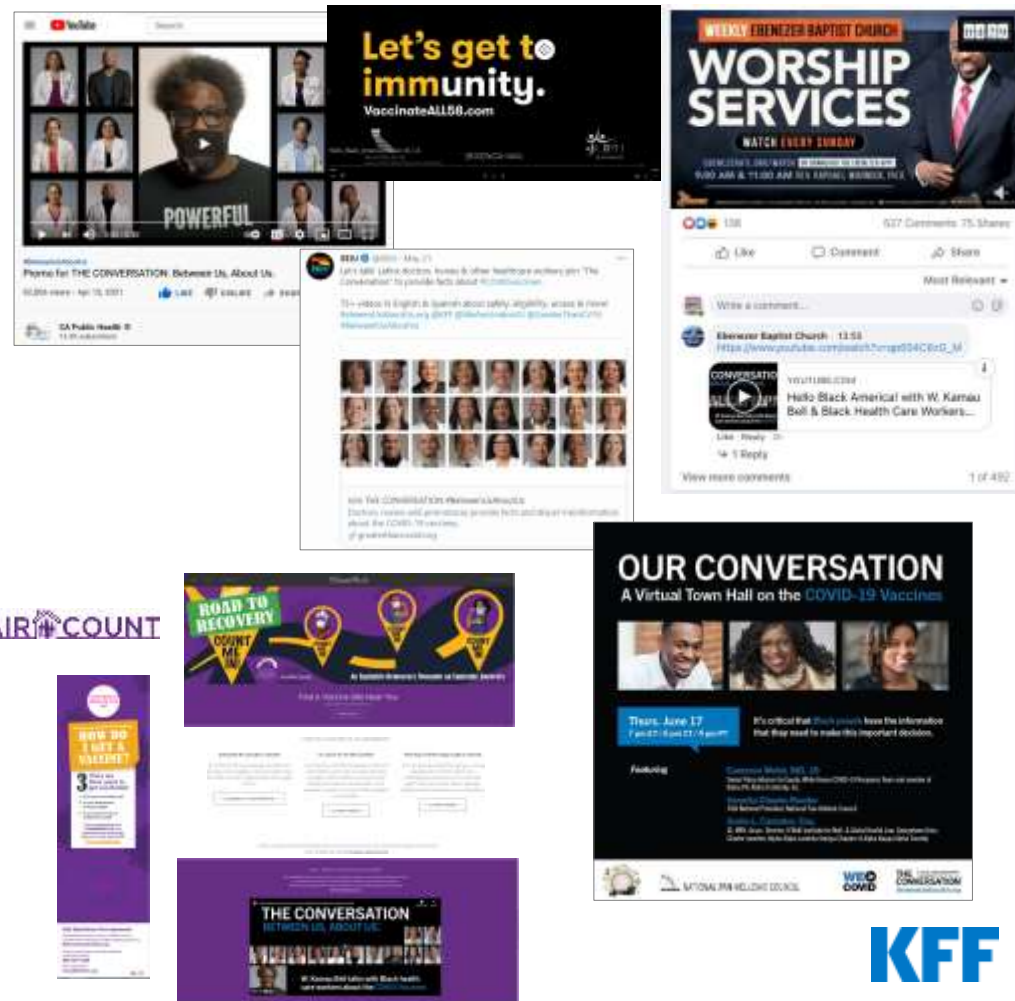
CDC COVID-19 INFO VACCINES THE CONVERSATION NEWS

RESOURCES



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- Health departments across the U.S., including California, LA County and NYC, as well as HHS-sponsored *We Can Do This*, are incorporating the videos into their outreach.
- National networks of health care workers and public health professionals (AMA, APHA, AIM, NACCHO, NACHW, NPHIC, NMA, SEIU etc.), as well as CBOs, are sharing through web events, social media, newsletters, and more.
- Fair Count (with funding from the Rockefeller Foundation) using to support on-the-ground outreach in seven Southern states.
- Walgreens is supporting a focused community outreach effort with digital promotions and printed materials to extend the reach of the messaging in areas with low vaccination rates.



Our nation's "**unvaccinated**" are *not* some monstrous monolith best categorized by an aversion to science or medical care. They are people who the **US health care system** has **chronically underserved**.

Vaccinating the nation in the setting of growing inequality requires eliminating **real and perceive**
d barriers to access and providing credible information about the COVID vaccines. **Access barriers must be addressed** to make COVID vaccination *a possibility* for families and communities.

Universal
care
Universal child care

Paid sick leave

Free access to credible information about

health Investments in the social safety net

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Senior Program Manager
Convince USA



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Recommendations for Framing Employer-based Vaccine Policies

**Findings from a qualitative study:
Building Trust In COVID-19 Vaccines and
Health Systems**

Current trends in workplace vaccine mandates

- Soft mandates: get the vaccine or get tested regularly
- Hard mandates: must provide proof of vaccination to work onsite

Public attitudes

- US Today/Ipsos poll, Aug 17-19, 62% supported employers requiring workers to be vaccinated.
- Strong precedent for success: workplace flu vaccine, etc.

Who are the unvaccinated?

- Those with unmitigated barriers: unanswered questions, concerns, lack of access
- Those who say they will definitely not get the vaccine

Where do the unvaccinated work?

- Everywhere!
- Tend to be low-income
- Frontline and essential workers too

Participant Perspectives

- Took the pandemic very seriously
- They sought science-based information, but were exposed to misinformation
- Struggled with risk-benefit analysis in a chaotic information environment

"You know, you don't know who you can trust to tell the truth nowadays."

- Monica, Tennessee

Causes of distrust in the vaccine and vaccine information

- Contradictory information was confusing and anxiety provoking
- Information environment neglected the important things, e.g., finding a job, navigating childcare and education, etc.
- Frequent medical mistreatment, often based on class and/or race
- Feeling unheard and worn down by navigating the system
- Repeated perceptions of inequities, often in class distinctions

Why focus on employers?

- Workers are more likely to get vaccinated when their employer encourages it and provides paid sick leave
- Trusted messengers throughout the pandemic
- Employer-based mandates may be less politicized
- Companies can mitigate access barriers and inequities

Recommendations for framing workplace policies

- Provide honest, transparent, and consistent messages
- Connect science to the workplace policy
- Offer support for perceived short or long-term vaccine side effects
- Make vaccination easy; make being unvaccinated difficult
- Examine workplace culture regarding sick leave

“[My job] provided the information of where we could go...We [were] eligible to take it...we were just looking for somewhere to go.” - Nicole, Louisiana

We value your input!

Please fill out the evaluation survey you will receive immediately after this presentation, or via email this afternoon!



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Upcoming Event

**Aug
31**

Medicare Payment Reform: Lessons Learned and Considerations for the Future

12 pm – 1 pm ET

**Sept
15-16**

Health Equity Summit

- Wednesday, September 15 from 1 pm ET – 4 pm ET
- Thursday, September 16 from 1 pm ET – 4:30 pm ET

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Thank you for attending.