COVID-19 Vaccine Confidence in Geographic Areas of Need

August 25, 2021
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Young Invincibles

@erinhemlin
Young Invincibles’ Young Adult COVID Vaccine Education Campaign

August 25, 2021
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”
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
**Listening Tour Update: *preliminary data***

*Common Themes Emerging: Systemic access & motivations*

<table>
<thead>
<tr>
<th>Type of Barrier</th>
<th>Number of Times Mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Confusion/Misinformation/fear of cost</td>
<td>17</td>
</tr>
<tr>
<td>Transportation</td>
<td>10</td>
</tr>
<tr>
<td>Internet access/Issues scheduling online</td>
<td>9</td>
</tr>
<tr>
<td>Time off work</td>
<td>8</td>
</tr>
<tr>
<td>Concerns about documentation requirements (insurance and immigration status)</td>
<td>5</td>
</tr>
<tr>
<td>Language access</td>
<td>4</td>
</tr>
</tbody>
</table>
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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@erinhemlin
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


Rhea Boyd MD, MPH
Pediatrician, Public Health Advocate, Co-developer of
The Conversation: Between Us, About Us with KFF/BCAC, and UnidosUS
Covid Hospitalizations

Population Distribution by Race, Latinx

Insurance Access by Region, the US South

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

Total = 2.2 Million in the Coverage Gap

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.
### 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?

<table>
<thead>
<tr>
<th>Location</th>
<th>Likely Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your own doctor’s office</td>
<td>75%</td>
</tr>
<tr>
<td>A local pharmacy</td>
<td>61%</td>
</tr>
<tr>
<td>A hospital</td>
<td>55%</td>
</tr>
<tr>
<td>A community health clinic</td>
<td>49%</td>
</tr>
<tr>
<td>Your workplace</td>
<td>48%</td>
</tr>
<tr>
<td>A large vaccination site run by the government</td>
<td>44%</td>
</tr>
<tr>
<td>A local school</td>
<td>41%</td>
</tr>
<tr>
<td>A local church or religious center</td>
<td>37%</td>
</tr>
<tr>
<td>A grocery store</td>
<td>31%</td>
</tr>
</tbody>
</table>

### 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:

- Their child’s pediatrician: 85%
- Their own doctor: 83%
- Their health insurance company: 73%
- Their employer: 72%
- The CDC: 71%
- The FDA: 69%
- Their local public health department: 69%
- President Joe Biden: 58%
- Dr. Anthony Fauci: 57%
- Their state government officials: 56%

**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. 16-Feb. 23, 2021) • Download PNG
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

At Least One Dose

<table>
<thead>
<tr>
<th>Race</th>
<th>NH</th>
<th>Asian, NH</th>
<th>Black, NH</th>
<th>Hispanic/Latino</th>
<th>NHOPL, NH</th>
<th>White, NH</th>
</tr>
</thead>
<tbody>
<tr>
<td>At Least One Dose</td>
<td>51.5%</td>
<td>39.8%</td>
<td>30.8%</td>
<td>38.3%</td>
<td>41.2%</td>
<td>36.7%</td>
</tr>
<tr>
<td>Fully Vaccinated</td>
<td>43.6%</td>
<td>36.2%</td>
<td>25.6%</td>
<td>33.3%</td>
<td>35.3%</td>
<td>34.5%</td>
</tr>
</tbody>
</table>

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

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

At Least One Dose
- <12 yrs: 0.5%
- 12-15 yrs: 47.1%
- 16-17 yrs: 55.9%
- 18-24 yrs: 57.9%
- 25-39 yrs: 61.5%
- 40-49 yrs: 70.9%
- 50-64 yrs: 79.4%
- 65-74 yrs: 93.6%
- 75+ yrs: 88.6%

Fully Vaccinated
- <12 yrs: 0.3%
- 12-15 yrs: 34.1%
- 16-17 yrs: 44.2%
- 18-24 yrs: 46.6%
- 25-39 yrs: 50.9%
- 40-49 yrs: 60.1%
- 50-64 yrs: 69.3%
- 65-74 yrs: 83.1%
- 75+ yrs: 78.7%

Data as of August 23, 2021.

A joint report from the American Academy of Pediatrics and the Children's Hospital Association.
Fig 7. United States: Number of COVID-19 Cases Added in Past Week for Children and Adults*

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:

<table>
<thead>
<tr>
<th>Barriers</th>
<th>Total parents of unvaccinated children ages 12-17</th>
<th>Black parents</th>
<th>Hispanic parents</th>
<th>White parents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not enough is known about the long-term effects of the COVID-19 vaccine in children</td>
<td>88%</td>
<td>87%</td>
<td>89%</td>
<td>89%</td>
</tr>
<tr>
<td>Their child might experience serious side effects from the COVID-19 vaccine</td>
<td>79%</td>
<td>82%</td>
<td>84%</td>
<td>75%</td>
</tr>
<tr>
<td>The COVID-19 vaccine may negatively impact their child’s fertility in the future</td>
<td>73%</td>
<td>72%</td>
<td>79%</td>
<td>71%</td>
</tr>
<tr>
<td>Their child might be required to get the COVID-19 vaccine even if they don’t want them to</td>
<td>65%</td>
<td>57%</td>
<td>73%</td>
<td>65%</td>
</tr>
<tr>
<td>They might need to take time off work to bring their child to get vaccinated or to care for them if they experience side effects</td>
<td>32%</td>
<td>34%</td>
<td>49%</td>
<td>24%</td>
</tr>
<tr>
<td>They won’t be able to get the vaccine for their child from a place they trust</td>
<td>24%</td>
<td>28%</td>
<td>49%</td>
<td>16%</td>
</tr>
<tr>
<td>They might have to pay an out-of-pocket cost to get the COVID-19 vaccine for their child</td>
<td>18%</td>
<td>30%</td>
<td>34%</td>
<td>11%</td>
</tr>
<tr>
<td>They will have difficulty travelling to a place to get their child vaccinated</td>
<td>17%</td>
<td>24%</td>
<td>40%</td>
<td>8%</td>
</tr>
</tbody>
</table>

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

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:

<table>
<thead>
<tr>
<th>Provided them with paid time off to take their child to get vaccinated and care for them if they experience side effects</th>
<th>Total parents of unvaccinated children ages 12-17</th>
</tr>
</thead>
<tbody>
<tr>
<td>25%</td>
<td></td>
</tr>
</tbody>
</table>

| Provided them with free transportation to take their child to get vaccinated                                      | 14%                                               |
|                                                                                                                    |                                                  |

| Arranged for a medical provider to come to their workplace to vaccinate children and families | 19%                                               |
|                                                                                                                    |                                                  |

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

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:

<table>
<thead>
<tr>
<th>Provided them with information about how to get a COVID-19 vaccine for their child</th>
<th>Total parents of children ages 12-17</th>
<th>Less than $40k</th>
<th>$40k-$89k</th>
<th>$90k</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provided them with information about how to get a COVID-19 vaccine for their child</td>
<td>42%</td>
<td>39%</td>
<td>35%</td>
<td>50%</td>
</tr>
<tr>
<td>Encouraged parents to get their children vaccinated</td>
<td>40%</td>
<td>34%</td>
<td>34%</td>
<td>49%</td>
</tr>
<tr>
<td>Said they will require students to be vaccinated for COVID-19 in order to return to school in-person</td>
<td>7%</td>
<td>12%</td>
<td>5%</td>
<td>7%</td>
</tr>
<tr>
<td>Asked about their child’s COVID-19 vaccination status</td>
<td>11%</td>
<td>14%</td>
<td>8%</td>
<td>11%</td>
</tr>
</tbody>
</table>

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.

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)

<table>
<thead>
<tr>
<th>Side effects</th>
<th>Total parents of children ages 12-17</th>
<th>Parents of vaccinated child ages 12-17</th>
<th>Parents of unvaccinated child ages 12-17</th>
</tr>
</thead>
<tbody>
<tr>
<td>Side effects</td>
<td>29%</td>
<td>38%</td>
<td>26%</td>
</tr>
<tr>
<td>Long term effects</td>
<td>13%</td>
<td>9%</td>
<td>14%</td>
</tr>
<tr>
<td>Just does not want to get vaccinated</td>
<td>11%</td>
<td>1%</td>
<td>16%</td>
</tr>
<tr>
<td>Don't like needles/Concerned about the shot</td>
<td>7%</td>
<td>4%</td>
<td>8%</td>
</tr>
<tr>
<td>Concerns about safety</td>
<td>7%</td>
<td>8%</td>
<td>6%</td>
</tr>
</tbody>
</table>

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.

• 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 perceived 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

Universal child care

Paid sick leave

Free access to credible information about health investments in the social safety net

www.BetweenUsAboutUs.org

www.YouTube.com/GreaterThanCOVID

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Lauren Rauh, MPH
Senior Program Manager
Convince USA
Recommendations for Framing Employer-based Vaccine Policies

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

Presented by
Lauren Rauh, MPH
Senior Program Manager
Convince USA Initiative
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

Medicare Payment Reform: Lessons Learned and Considerations for the Future
12 pm – 1 pm ET

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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Additional resources available online »

• Full speaker bios
• Resources list
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Thank you for attending.