



MITIGATING THE IMPACT OF COVID-19 Wave Two Responses – African Americans



Objectives:

1. Increase the awareness, build knowledge, and expand capacity to mitigate the impact of COVID-19 on vulnerable Black and Brown populations in Hamilton County.
2. Understand the evolving attitudes, perceptions and barriers regarding the COVID-19 vaccines.
3. Update campaign collateral to reflect evolving attitudes about COVID-19 and the vaccine.

Research Methodology



The Center for Closing Health Gap surveyed 168 African Americans in Hamilton County/City of Cincinnati. Respondents were recruited via community outreach (in-person, flyers, emails, etc.). Data was collected between August and early November 2021.

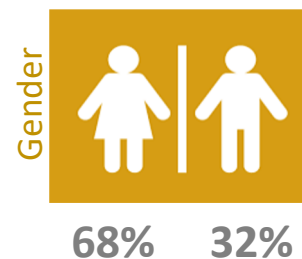
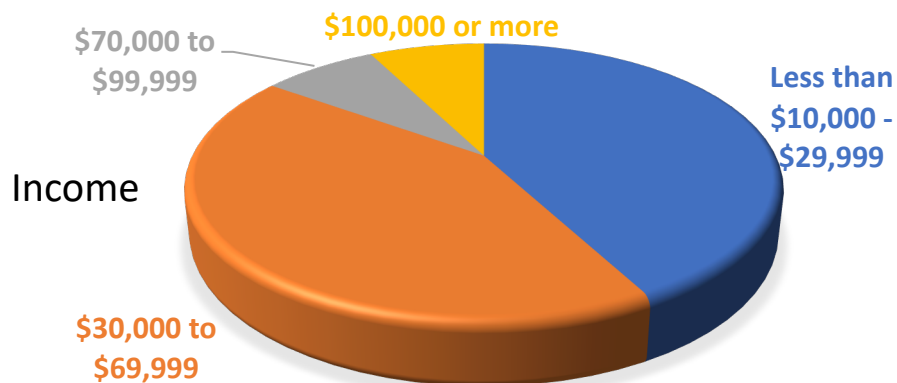
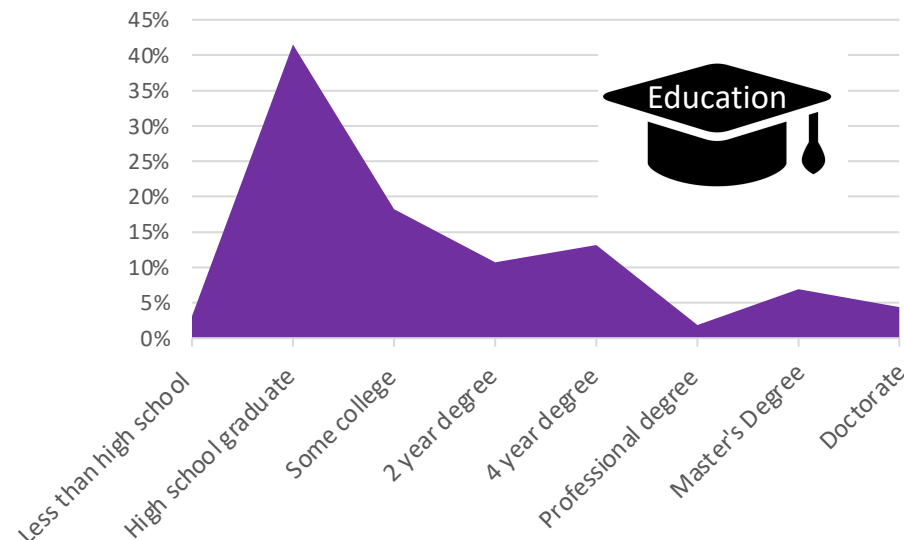
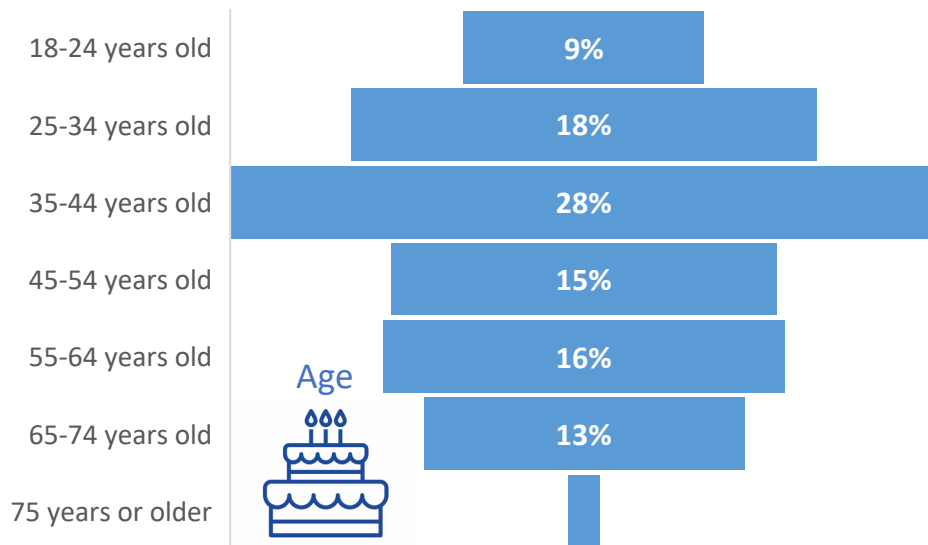
QUANTITATIVE Data Limitations

- The data set is not truly representative of Hamilton County's population. The data sample skews female (73%). Data includes less than 10% non-Hamilton County residents.
- The sample in this study vaccination rate does not correlate county, state and national reported vaccination rates.

QUALITATIVE Data Set Capacity

- To augment the quantitative learnings, we interviewed 13 respondents who have NOT received the COVID-19, and 5 people who did receive the vaccine. The interviews were conducted online in small groups and one-to-one discussions.

Survey Demographics



Research Results

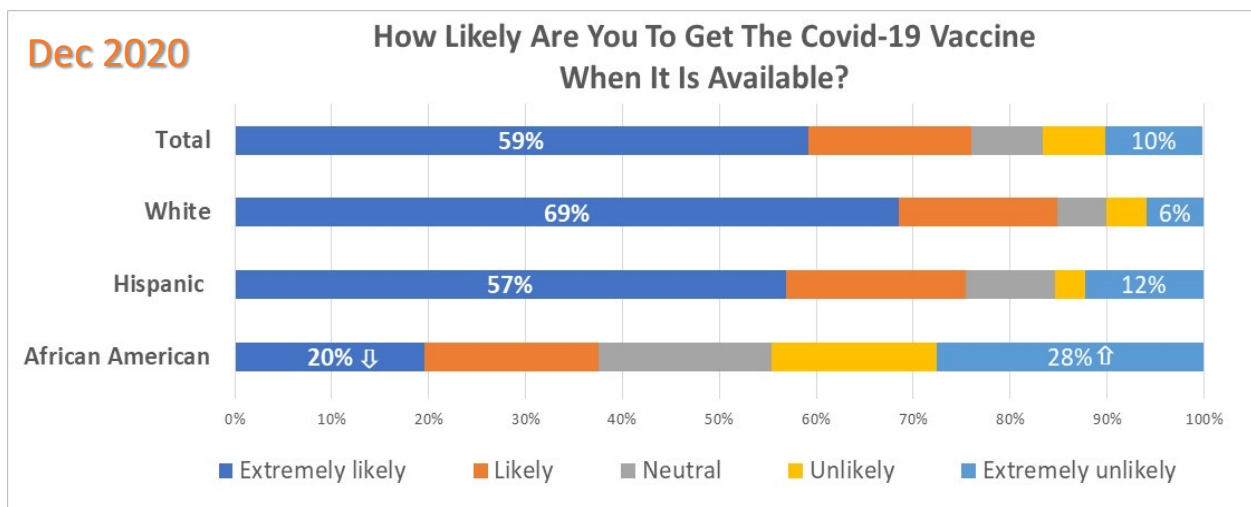


Who Got the COVID-19 Vaccine



53% of 168 surveyed have received the vaccine; 47% have not. This percentage is higher than the county, state, and national reported vaccination rates for African Americans as of Nov 1, 2021.

% African Americans who have received the vaccine (Nov 1 2021)
Hamilton County 37% Ohio 44% USA 40%

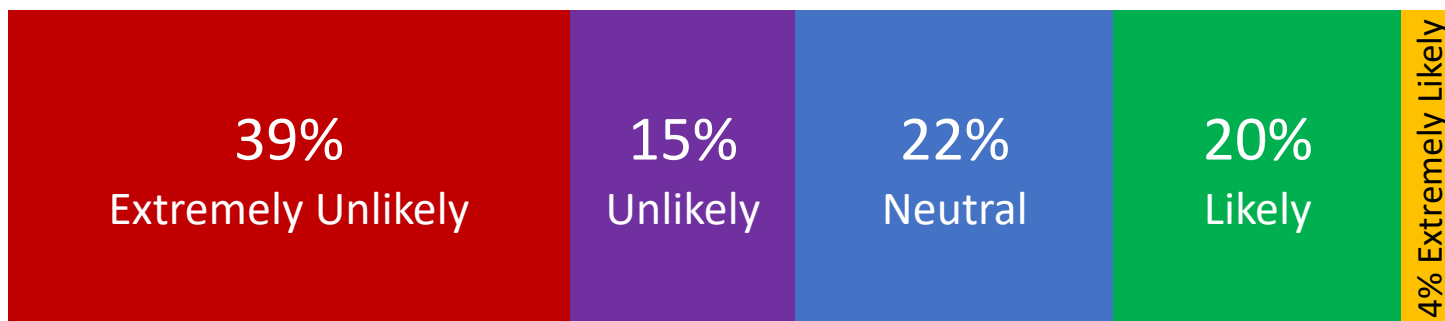


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Likelihood of getting COVID-19 Vaccine



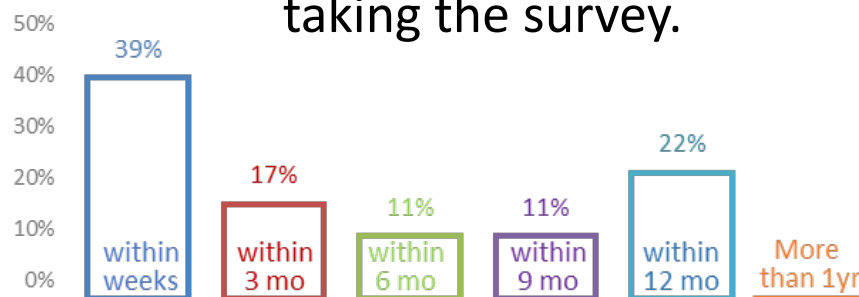
- 47% of 168 surveyed have not been vaccinated. More than half of unvaccinated respondents are unlikely to get vaccinated.
- For most of the unvaccinated respondents (87%), the Delta variant has not influenced their decision about getting the COVID-19 vaccine.



Haven't Yet, But Intend To



Of the **24% unvaccinated who plan to get vaccinated**, about 40% intend to do so within a next few weeks of taking the survey.



Q: How soon do you expect to get the COVID-19 vaccine?

Top reasons for getting vaccinated within the next three months:

33%	I have enough information on the vaccine to make my decision
28%	The number of cases are rising, so I want to get the vaccine
17%	My family and friends have got the vaccine
11%	Enough time has gone by to prove that the vaccine is safe
6%	My employer has mandated vaccination
6%	Concerts, theaters, clubs and other public events are starting to require vaccination proof

COVID-19 Vaccine Perceptions Overtime Among the Unvaccinated



Beginning of Pandemic
Feb – Dec 2020

Most were **hesitant** when first hearing a vaccine was being developed. **Uncertainties** about the led to little interest in the **development** of a vaccine. Distrust was an immediate reaction.

Vaccine Launch
Feb – May 2021

Many felt that the vaccine was **rushed** and not enough research was done to develop a **safe** vaccine. Even more questions are raised about the effectiveness of the vaccine.

Currently

Views remain relatively **unchanged**. Learning that those who received the vaccine are still able to have a breakthrough case of COVID further **discouraged** them from getting the vaccine.

Why Not the Vaccine



QUALITATIVE

- Top reasons respondents are *unlikely* to get the vaccine, noted the following reasons:
 - Don't know/Not sure (for me, safe)*
 - Do not trust the government/medical field*
 - Just don't want it*
 - Need more information*

The Main Reason for NOT getting vaccine

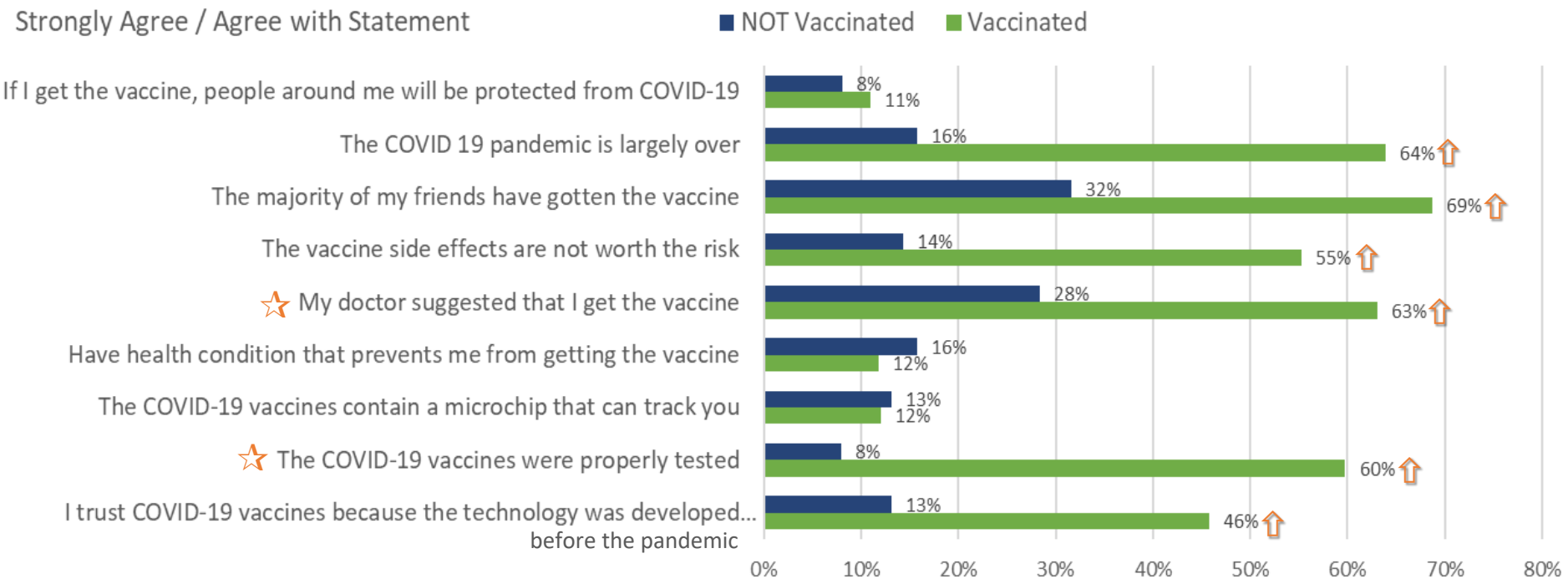
QUANTITATIVE

I do not trust the vaccines are safe	30%
I am worried about the long-term effects	29%
I don't trust the government	27%
I don't trust the medical field	19%
COVID-19 pandemic is basically over so there is no need	6%

Vaccine Perceptions



- Doctor recommendations may incite more confidence in vaccine.
- Simplified explanation on of how the vaccine was developed and approved is important to respondents.



↑↓ Denotes Statistical Significance versus Total at 95% confidence level

Distrust Remains a Barrier



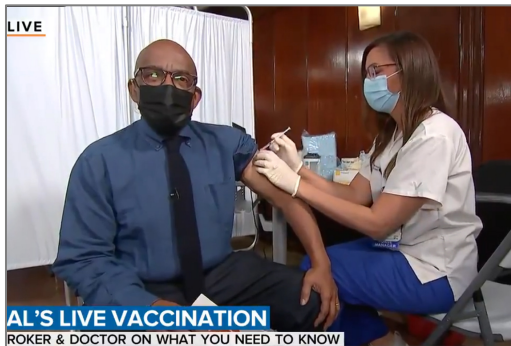
“There’s history with America and African-Americans. COVID is part of that same history, along with Tuskegee and the reproductive health of Black women [and many others].”

- Each qualitative research participant who was not vaccinated mentioned the government cannot be trusted as a reason why they are not getting vaccinated.
- “The Government” included – President, White House, Congress, Senate, CDC, FDA, Dr. Fauci. The rationale for the lack of trust ...
“African-Americans have been let down by the government time and time again.”
- These respondents stressed that this distrust does not stem from one incident.

Manipulation vs. Information



- The distrust also centers around what several respondents referred to as “the money” and hidden agendas of local and national recognizable personas/celebrities. They are skeptical about personas/celebrities’ motives for being paid/paid off to deliver the vaccine message.



“I do question anyone going on their platform and promoting the vaccine ... they’re just out there doing it like it’s your job. It looks like they’re definitely getting something for it and not giving the pros and the cons. I just distrust anyone who can’t give the good and the bad.”

“The manipulation started in public with the Black nurse to be first to get the vaccine.”

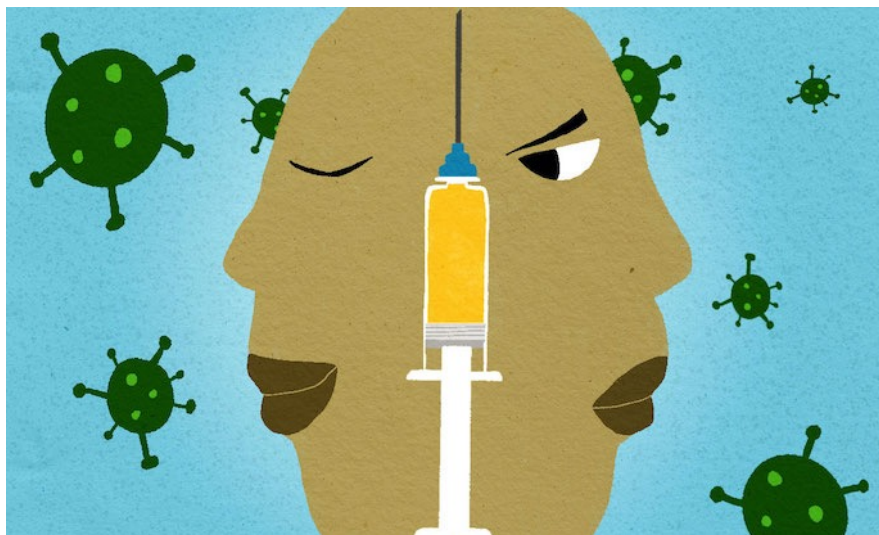


Quotes from Unvaccinated Respondents



"If I'm going to still catch COVID, what's the point in getting the vaccine and from what I just went through with COVID, it really wasn't that bad. I could have still worked and had to take off thanks to the CDC. With the vaccine, you won't get it as bad and you won't pass away but you can still pass it to others and still get it, so what's the point."

"I'm 42 years old and I've never received the flu shot. My body fights off good so I don't feel like I need those immunization."



"I'm still not swayed either way and still getting information. When forced, there's a resistance. I have to work through my own uncertainties."

"...it's not like the typical vaccine and it feels like there was a lot of manipulation in the public regarding it. The first person that got vaccinated on TV was this black nurse. The manipulation had started [then]."

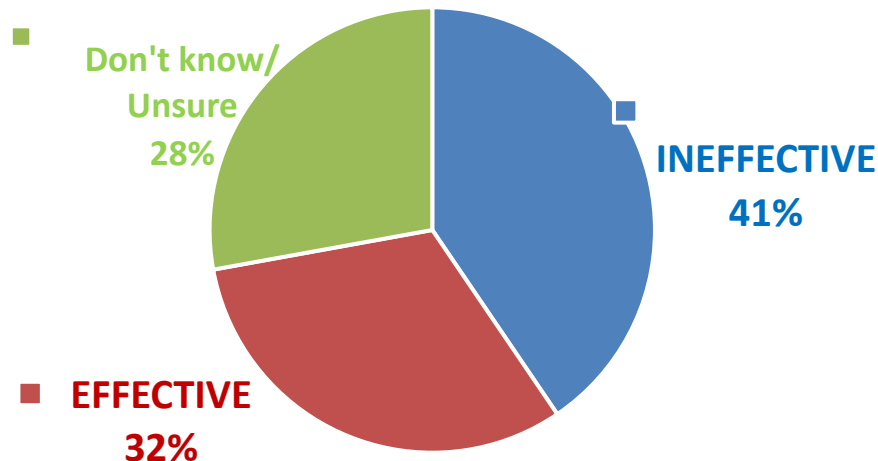
"I feel like it was rushed. More so put out to give the public some kind of comfort or a false sense of comfort and they pushed it."

Vaccine Effectiveness



- People are less interested in numbers and percentage, they want the interpersonal exchange to believe the vaccine is effective and safe.
- All of the unvaccinated qualitative respondents believe manufacturers and the FDA rushed the COVID vaccine process and bypassed standard procedures in the development of the vaccines – unlike other vaccines. There is skepticism around how much the FDA is truly protecting the public.

One-third of unvaccinated survey respondents believe the vaccines are effective. Breakthrough cases are contributing to disbelief.

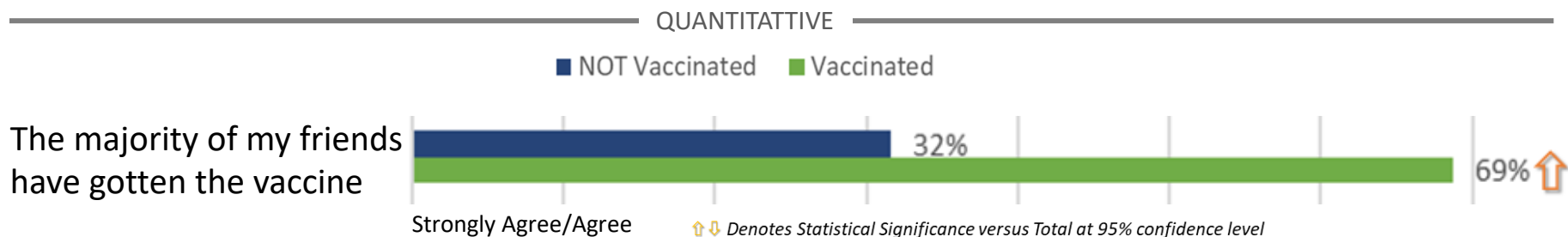


Circle/Friends/Family



For most of the unvaccinated qualitative respondents, most of their close friends/family remain unvaccinated. COVID'19 is not a point of discussion within these respondent's circle.

"That's not nothing to talk about – nobody's sitting around talking about the COVID, too much in the world going on, we're losing people everyday to gun violence and we aren't worried about COVID right now – that's the last thing for us to worry about."



More Research?



- Almost all mentioned that they “need to do more research” on the vaccine. However, not all had a plan of how they would go about it or what trusted sources they would use. Since the beginning of 2021, there has been wavering levels of engagement with developing COVID news.



- Interestingly, some of the site mentioned are also considered untrustworthy* (see Distrust slide 13); respondents did not have an explanation for this contradiction.

What Need to See/Hear/Know



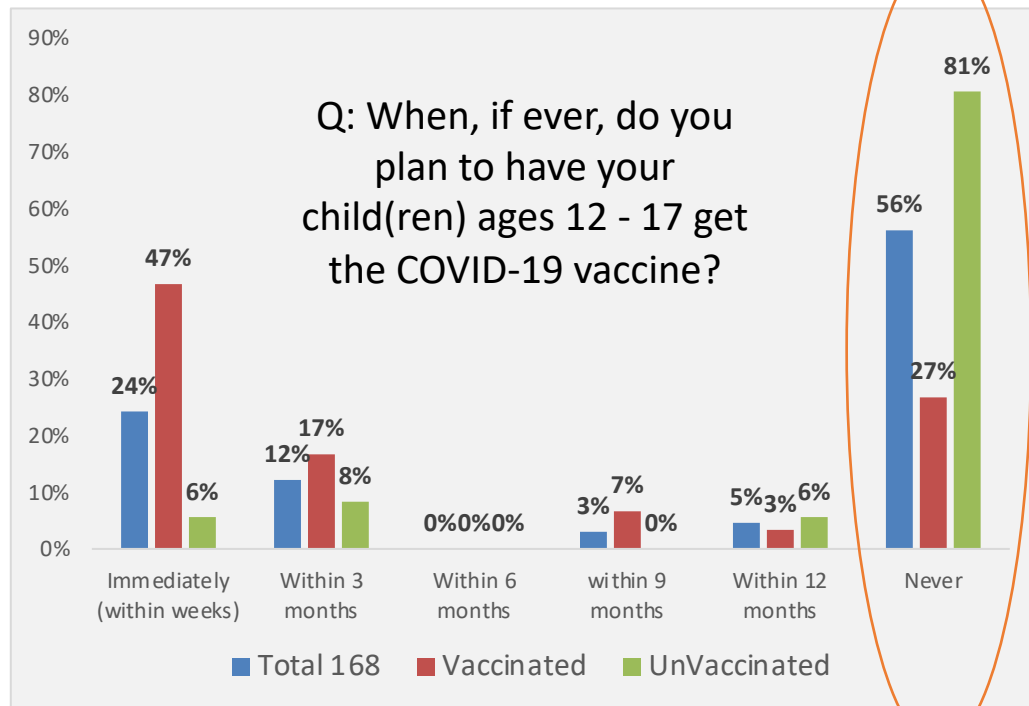
- What each person needs to see/hear about the vaccine before making their decision is very personal and most feel strongly about how they will evaluate whatever information is brought to their attention.
- Most agreed that part of the proof has to involve the effect of the virus specifically on African-Americans. They feel that this information is not being shared, not even by the CDC.

QUESTIONS?

1. How many Black women/men have died after getting the vaccine?
2. How many break-through cases are there and who's affected?
3. How many Black people have taken it and had minimum side effects?
4. What is the effect on reproductive health immediately and long-term?
5. Share longitudinal studies that show long-term risks (5, 10 years).



Households with Kids



Economic Impact of the Pandemic

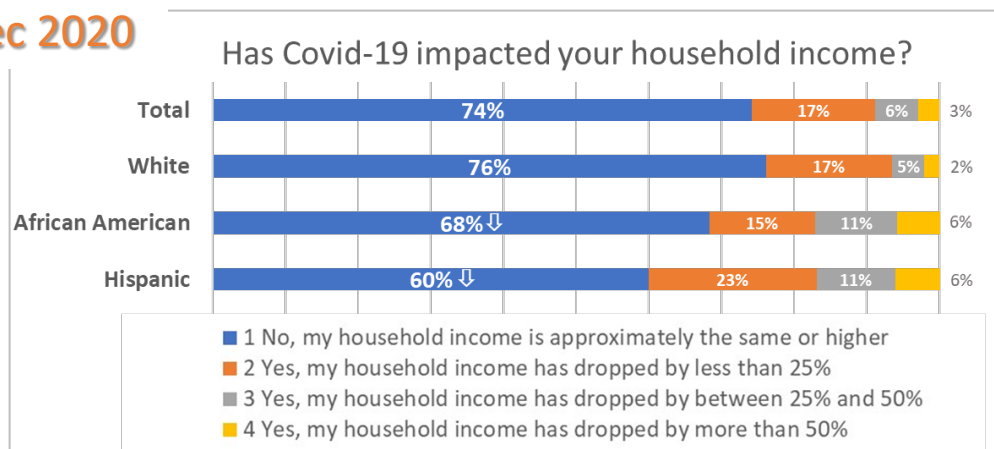


Q: Has COVID-19 impacted your income?



- 24% of respondents (compared to 17% in Dec 2020) experienced a 25% drop in income since the beginning of the pandemic.

Dec 2020



Recommendations



Recommendations



1. Keep the conversation going, but in smaller groups. In small groups or one-to-one discussions with a medical professional may sway the 24% of unvaccinated respondents who plan to get vaccinated, and hopefully the 22% who are neutral. This will provide individuals the opportunity to ask their specific questions.
 - While not knowing enough about the vaccine is a primary barrier, unvaccinated African Americans are not conducting their own research. The conversation has to be on their terms.
2. Simplified but detailed explanation on of how the vaccine was developed and approved is important to respondents. Information specific to African Americans' is a must.
3. It is not enough to say the vaccine is safe. Unvaccinated respondents want to be reassured with facts they are unwilling to seek out themselves (which seems to derive for apprehension and fear).



Recommendations



4. The long-term effects of the vaccines is knowledge they want most, but that question cannot be answered for several years. It will be important to seek out alternative data set that will speak to the potential long-term effect of the vaccine.
5. It seems 'skeptics will be skeptic' when it comes to the 39% who are adamant about not taking the vaccine. Unvaccinated respondents want vaccine promoters to tell them the cost/benefit of being vaccinated and why they personally got vaccinated. This will likely help with respondents who were 'neutral' to the vaccine.





Hamilton
County



Thank You

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Appendix



Experience with COVID-19 Comparison



- COVID-19 experience is *statistically* the same between vaccinated and unvaccinated respondents. Vaccinated respondents are directionally more likely to have know someone who died from COVID-19 related complications.

African American COVID-19 Experience		Sept - Nov 2021		
		Total	Vaccinated	NOT Vaccinated
Has anyone in your household been diagnosed with Covid-19?	Dec 2020 10%	19%	20%	18%
Have you been diagnosed with Covid-19?	5%	15%	15%	16%
Do you know anyone who has died from complications related to Covid-19?	52%	44%	49%	37%
(Dec 2020 n = 289 Nov 2021 n = 168)				