

Vaccine Confidence and Black Communities: Where do we go from here?



Team Presentation



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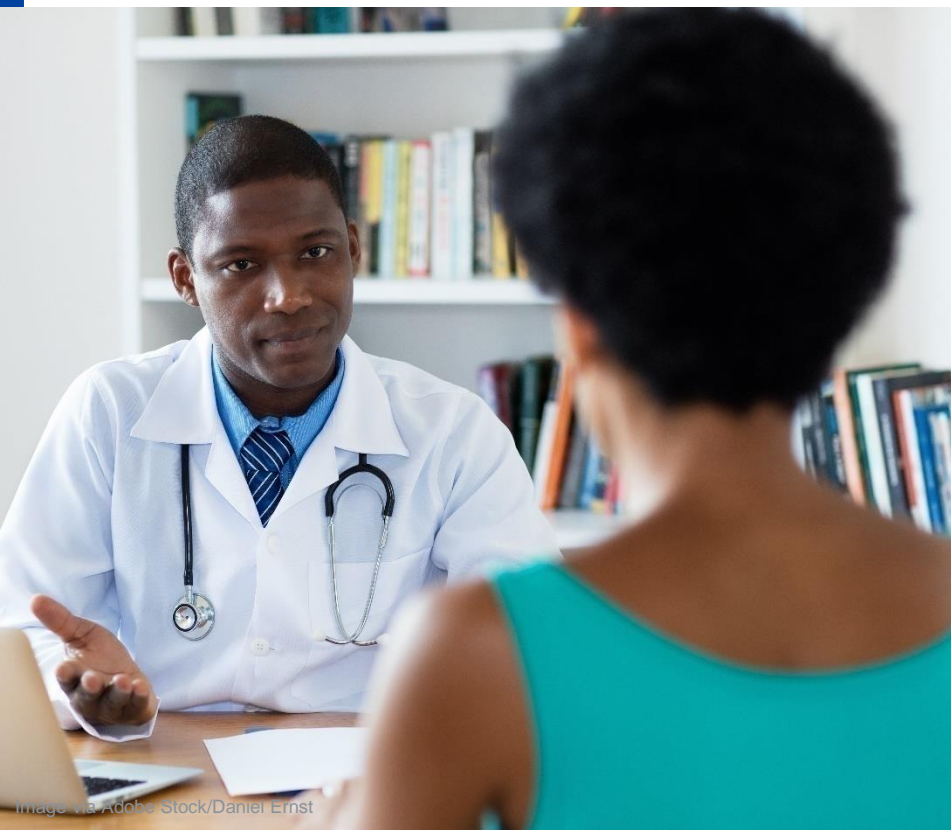
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How is this webinar different?

- ❖ Lessons learned from the COVID-19 vaccine rollout that are relevant to current and future health issues
- ❖ Discussion about limitations of current efforts
- ❖ Stakeholder insights and personal reflections about the way forward
- ❖ Opportunity for dialogue and discussion



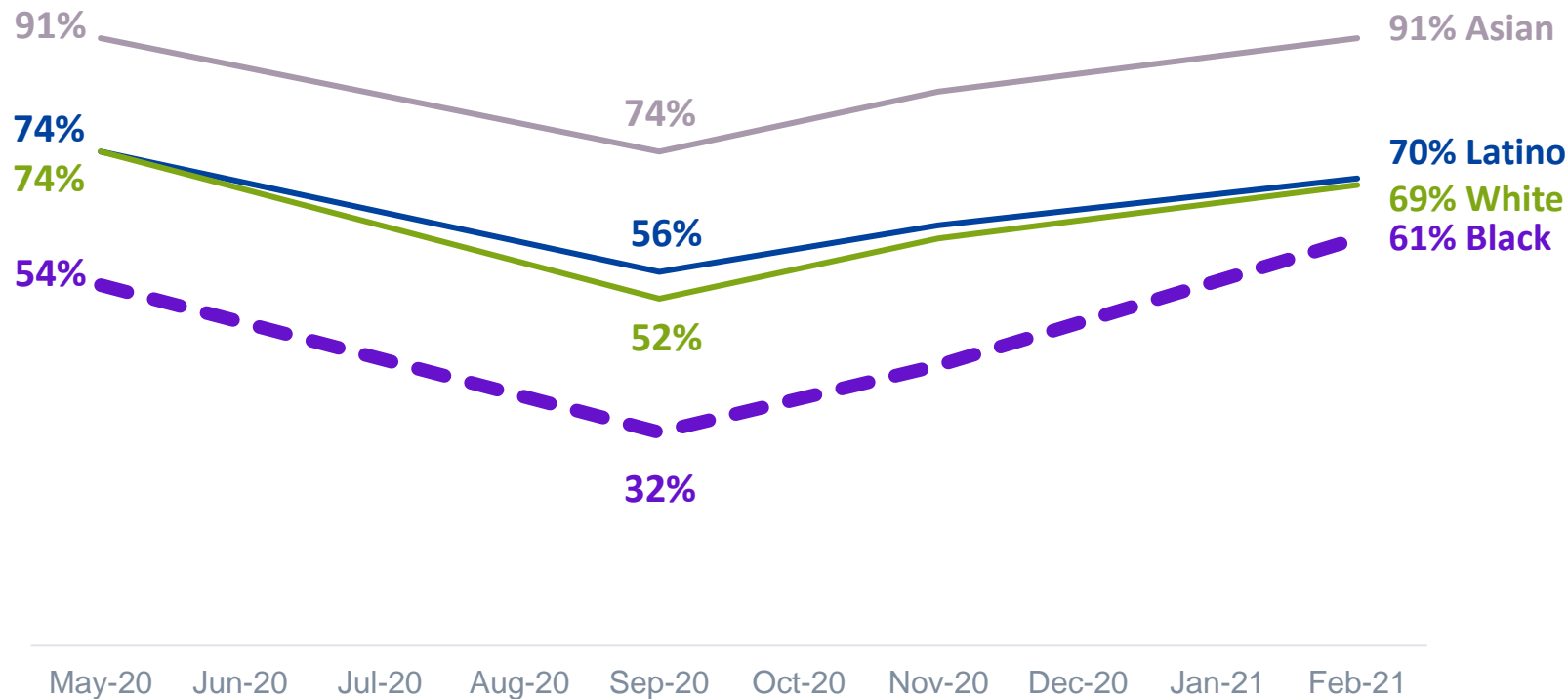
Audience poll!

What percentage of Black individuals living in the U.S. say that they intend to get vaccinated or already have been vaccinated?

- A. 0-20%
- B. 21-40%
- C. 41-60%
- D. 61-80%
- E. 81%-100%

Use the link in the chat box to submit your answer (A, B, C, D, or E)

Willingness to get a COVID-19 vaccine, by race and ethnicity



Pew Research Center, 2021

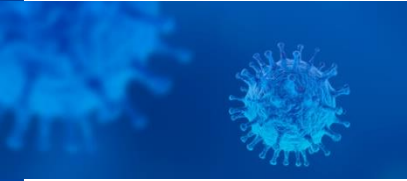


Audience poll!

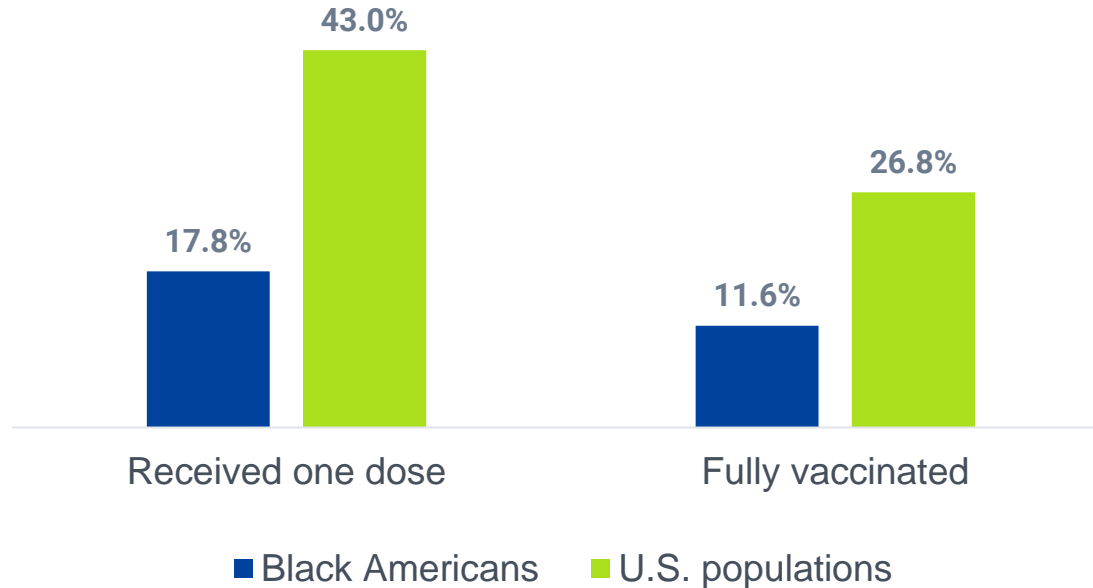
What percentage of Black individuals living in the U.S. have been fully vaccinated (as of 4/25/21)?

- A. 0-20%
- B. 21-40%
- C. 41-60%
- D. 61-80%
- E. 81%-100%

Use the link in the chat box to submit your answer (A, B, C, D, or E)



COVID-19 inequities and vaccine access





COVID-19 inequities and vaccine access

- ❑ National discussion around “hesitancy” in Black communities has masked needs and issues around access.
- ❑ Systemic racism has contributed to access issues, low vaccination rates, and mistrust of the vaccines.



Community voices from a national study of Black Americans

In-depth Interviews with 28 Black participants
(December 2020- March 2021)



Community voices from a national study of Black Americans

Acknowledge structural racism and
mistrust



*...emphasizing that 'Hey, we understand **why you are apprehensive**. We understand that these **things that happened in the past to your community**'*



*“...I have family members who were directly affected from the **Tuskegee experiments**... the **government doesn't really care** about what happens to Black people...I'm not interested in being another **guinea pig or statistic**... I've never heard of a Black person in this country who has never been racially discriminated against... So I think that would be the first thing on any Black person's mind is, '**is it safe for me?** If it is safe for me, are they going to be any **side effects?** And who's going to care if there is?'”*



Community voices from a national study of Black Americans

Disseminate transparent and clear information



*...just having somebody who is **fully knowledgeable** about the vaccine and that is **not going to withhold information**... Just be completely transparent and [we] will... feel more safer [and] trusting of what you think. And then show us more research.*



*I would want to hear the **long-term impact**, the **research** that has been done, the true facts of **what is in the vaccine** and how it will impact in the going forward. And, ensuring that **it will be free** for anyone who wants it.*



*...the webinar that I was listening to, it was sponsored by motion picture and film and television... they had some doctors, and while it was a webinar, they did have **Q&A** at the end... And that is the only way that I think people will start to have some trust. Because **if you're allowing questions, then you're going to get some answers...***



*“...creating some **phone [line]** of where **people can get their questions answered**. ... Everybody knew about the vaccine. We know, we don't know where to get it, and we don't understand it...*



Community voices from a national study of Black Americans

Provide opportunities for open dialogue
with trusted messengers

Provide opportunities for open dialogue with trusted messengers



*More of the **leaders in Black communities** come out and get vaccinated. More of them show up and say to tell us that, you know, 'this is a process that I went through. This is **how I feel after I got it.** This is **how you can go and get it.** And this is **how you may feel after you get it.'***

Provide opportunities for open dialogue with trusted messengers



*For the younger generation, **social media** mixed with **a face that they know**. So that means teaming up with, like, the Cardi B's of the world. Honestly, I mean she brought a lot of political awareness to kids who probably wouldn't really care about it...*

Provide opportunities for open dialogue with trusted messengers



*If they see that maybe like a prominent Black figure is at the core front of this experiment, then the Black community, we'll see it as like a sign of greatness, you know? 'Oh wow, if this **Black scientist** had a hand in creating this history making vaccination, then it really **has to be good for us.**' You know, there's no wrong with it because a Black woman helped, and she's trying to help her community...*

Recommendations for increasing vaccine confidence

Acknowledge
structural racism
and mistrust

Clear messages

Tailor the approach
to specific
communities

Systems and
institutional
change

Transparency

Trusted
messaging

Leverage the
power of social
networks



Community voices from a national study of Black Americans

Achieving equity in access



*The lower income community don't have transportation to get to the vaccine, so you have to **bring the vaccine to them...** if they make **public transportation**, to the vaccine site, maybe offer **free ride, ride share**, kind of like what they did was when they were trying to get people to vote.*



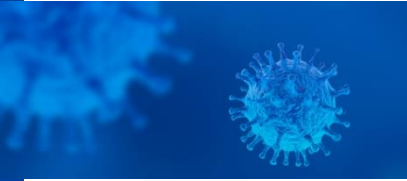
***[The] more the merrier.** That's more outlets for people to get vaccinated because some people don't like to go to hospitals, but they feel better getting it in the **church** or in the **supermarket** or in the **pharmacy** rather than the hospital itself.*



*[Non-medical community organizations would be] probably better received because the organizations that's **outside of health care**, they are geared towards helping... **They offer food** and different things... So they're **more trusting** in that arena as opposed to the health care arena.*



*...if possible, use [vaccination] as an **opportunity**. If people aren't signed up for health care to **get them into health care**. So people see a win, win – you get the free vaccine, but if they wanted there was a way to sign up for the **ACA** at the same time.*



Recommendations for achieving COVID-19 vaccine equity



Prioritize (open sites in) the **hardest hit neighborhoods**.



Prioritize the **people** in those neighborhoods.



Utilize **resources** that are already in the highly impacted communities.



Build long-term capacity and sustainable **infrastructure**.



Simplify **access**.



Collect and release good **data**.



Create **partnerships** with communities.

A woman with dark, curly hair, wearing a brown button-down shirt over a white t-shirt and dark jeans, stands in the center of a room. She is gesturing with her hands as she speaks to a group of people seated in a circle around her. The group consists of several individuals of various ages and ethnicities, including a man in a white t-shirt, a woman in a blue patterned top, and a woman in a green hoodie. The setting appears to be a community center or a meeting room, with a wooden table in the background holding various items like coffee and water bottles. A blue text box is overlaid on the right side of the image.

**Most importantly,
communities should
lead the way.**



Examples of current initiatives



Reduce access barriers by offering transportation and help with booking online appointments (free ride share, volunteers, etc.)



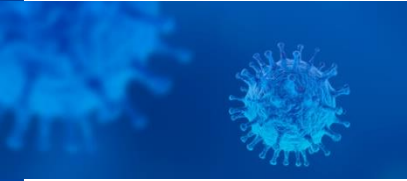
Open community vaccination events in local community-based orgs and in community health centers.



Vaccination sites for specific communities (e.g., safe sites for LGBTQ communities).



Involve key stakeholders (e.g., Black faith leaders host discussions on vaccination).



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Personal reflections from the panel

What has been your personal
experience around COVID-19
vaccination?

What role do you think
intersectional identities play in
perceptions of the COVID-19
vaccine?

What are limitations of current
initiatives around increasing
vaccine access?



Q&A



Community Discussion



Image via Adobe Stock/tizkes

Community discussion agenda

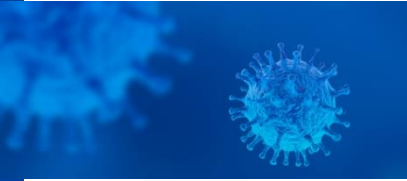
- Introduction
- Chat rooms
- Report back
- Overall summary



Chat rooms – 12 minutes

You will be randomly placed in a chat room. Identify a note-taker and someone who will report back. You will not be recorded. Try to cover all 3 questions, starting with the one assigned to your room.

- ❑ Question 1: What recent efforts and policies have you found successful in increasing access and willingness to get vaccinated?
- ❑ Question 2: What lessons can be learned from other community-based public health initiatives, e.g., increasing PrEP access for those living with HIV?
- ❑ Question 3: What further efforts to decrease inequity around COVID-19 are needed, especially to reach subgroups of Black communities with intersectionalities? (LGBTQ and immigrant communities, people living with chronic health issues)



Chat rooms – report back

- ❑ Chat Question 1: Recent efforts and policies to increase equity
- ❑ Chat Question 2: Lessons learned from other initiatives
- ❑ Chat Question 3: Further efforts needed around intersectionalities

*If you have a question or comment, please write it in the chat box.
We may ask you to elaborate.*



Closing remarks



Study team and acknowledgements

Study Team: Bisola Ojikutu, MD, MPH, Brigham and Women's Hospital and Harvard Medical School, and Harvard University Center for AIDS Research; Laura Bogart, PHD, Lulu Dong, Priya Gandhi, MS, Samantha Ryan, BS, and Chandra Garber, MA, RAND Corporation; James Aboagye, CHIPTS Community Advisory Board; Maximillian Boykin (Black AIDS Institute); Luckie Alexander Fuller, Invisible Men; Brandon Harrison, Primary Care Development Corporation; Christopher Hucks-Ortiz; Chioma Nnaji (Multicultural AIDS Coalition); Rosette Serwanga (Community Advocate, African Immigrants Community); Terry Smith, director of sexual health and HIV prevention services for APLA Health & Wellness

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