

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



# Team Presentation



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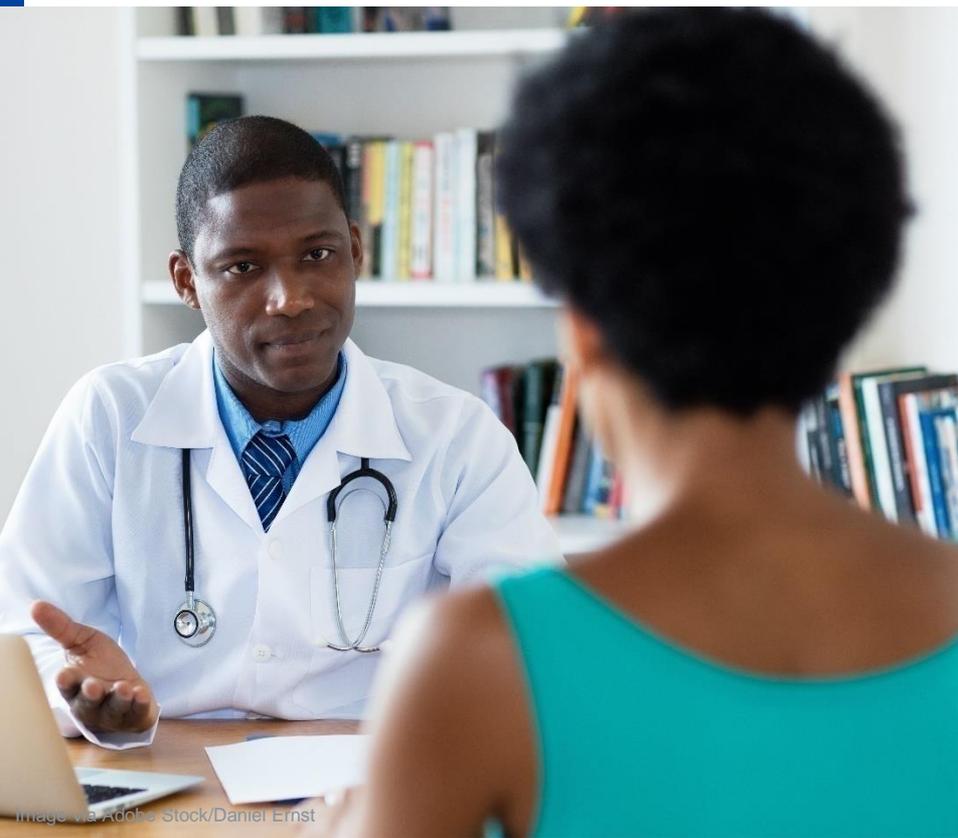
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## How is this webinar different?

- ❖ 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



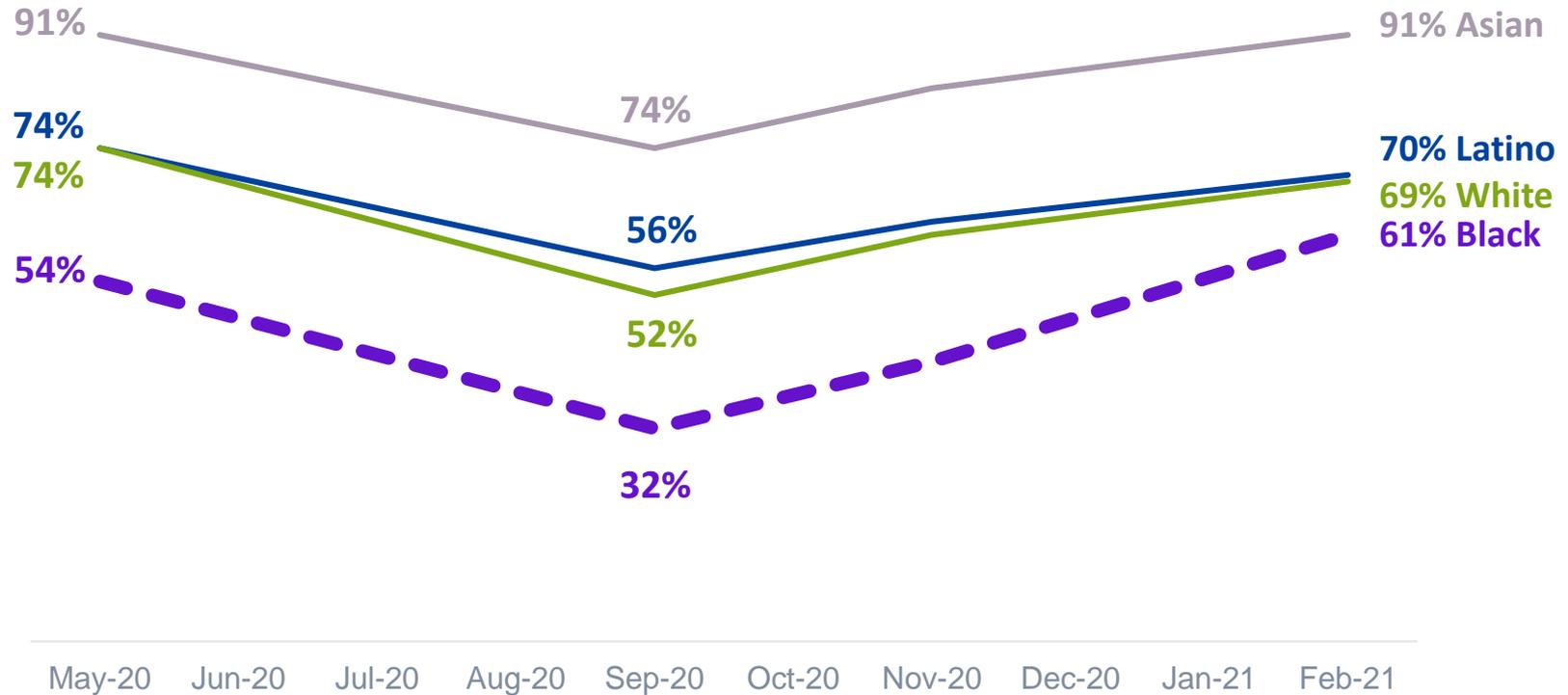
## Audience poll!

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





## Audience poll!

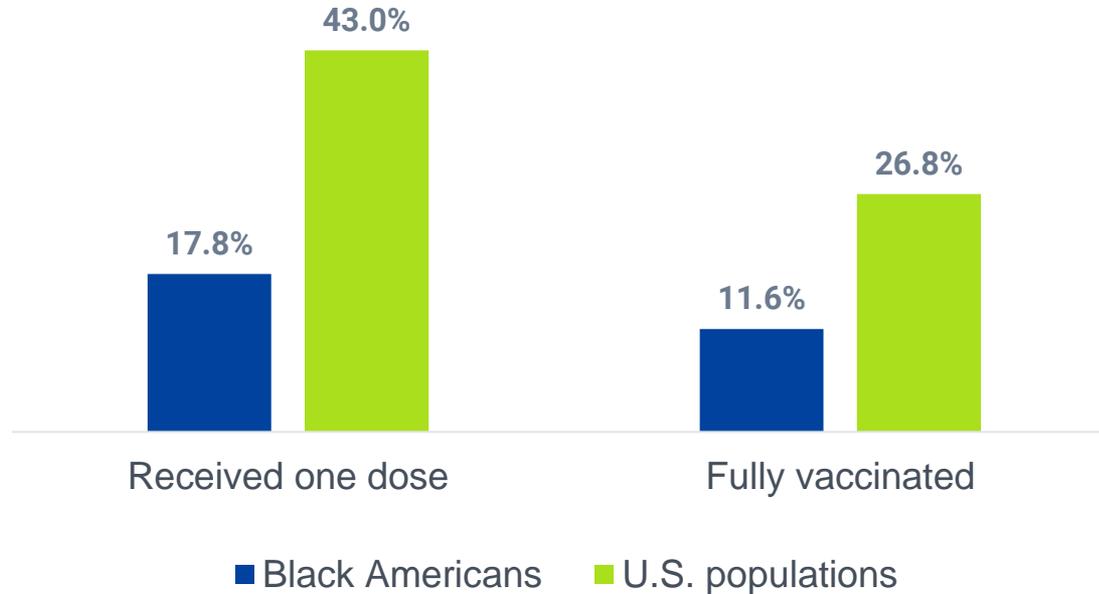
What percentage of Black individuals living in the U.S. have been fully vaccinated (as of 4/25/21)?

- 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  
messengers**



**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 long dark hair, wearing a brown button-down shirt and dark pants, stands in the center of a room, gesturing with her hands as she speaks to a group of people. The group is seated in a circle on chairs, listening attentively. The room has a wooden floor and a table in the background with coffee supplies. 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



## Community discussion agenda

- Introduction
- Chat rooms
- Report back
- Overall summary

Image via Adobe Stock/tizkes



## 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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