Coronavirus Vaccine Hesitancy Among Black and Latinx Americans

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Black Americans Face Alarming Rates of Coronavirus Infection in Some States

By John Eligon, Audra D. S. Burch, Dionne Searcey and Richard A. Oppel Jr.

Published April 7, 2020 Updated April 14, 2020

Virus Is Twice as Deadly for Black and Latino People Than Whites in N.Y.C.

By Jeffery C. Mays and Andy Newman

Published April 8, 2020 Updated June 26, 2020

‘I just pray God will help me’: Racial, ethnic minorities reel from higher covid-19 death rates

A Post analysis shows that communities of color continue to die from the coronavirus at much higher rates than Whites.

By **Dan Keating**, **Ariana Eunjung Cha** and **Gabriel Florit**

Nov. 20, 2020

Research aims

- In-depth evaluation of vaccine hesitancy among Black Americans
- Determine its motivators
- Develop recommendations to encourage uptake

Research design

- Lit. review, consultation w/vaccine uptake + health equity experts
- Probability-based national random sample of 1,050 Black adults via Ipsos KnowledgePanel®
- Comparison sample of 258 Latinx adults
- 15-minute questionnaire
- Fielded Sept. 1-15, 2020
- Regression analysis

Research design: questionnaire

- **Virus:** likelihood/worry about catching, knowing someone infected/died, county-level cases/deaths
- **Vaccines:** trust in safety/effectiveness, subjective + moral norms, side effects, trust in institutions, flu vaccine uptake, knowledge of Tuskegee Syphilis Study
- **Health care:** insurance coverage, regular place for care, frequency of care, regular doctor, quality of provider communication, racial/ethnic concordance
- **Identities:** importance of race/ethnicity in self-image, sense of belonging to racial/ethnic community
- **Discrimination:** experiences of discrimination in health care, trust in govt. to look out for interests of Black/Latinx people

Key results

	Black adults	Latinx adults
Definitely/probably would get vaccine (if "protected you" and free):	48%	66%
Completely/mostly trust coronavirus vaccine will be safe:	14%	34%
Completely/mostly trust coronavirus vaccine will be effective:	18%	40%
Very/somewhat confident vaccine will be adequately tested for safety and effectiveness among your racial or ethnic group:	28%	47%
Think it's very/somewhat likely you'll catch the virus:	33%	52%
Think all/most of the people close to you want you to get vaccinated:	32%	48%
Think people have community responsibility to get vaccinated:	36%	53%

Modeling intended uptake, Black adults

DV: If a vaccine that protected you from the coronavirus was available for free to everyone who wanted it, how likely would you be to get it?

Key predictors:

- Trust in vaccine safety (+)
- Subjective norm (perception people close to you want you to) (+)
- Trust in vaccine effectiveness (+)
- Moral norm (perception of community responsibility to get it) (+)
- Flu vaccine uptake (+)
- Sense of belonging to racial/ethnic community (-)
- Knowledge of Tuskegee Syphilis Study (-)

Adj. R-squared: 0.64, OLS regression

Intended vaccine uptake by group

Among those who…	Intended uptake (Black adults)
…**completely/mostly trust** that a coronavirus vaccine will be safe:	96%
…have **not much/no trust** that a coronavirus vaccine will be safe:	15%
…think **all/most** of the people close to them want them to get vaccinated:	87%
…think **few/none** of the people close to them want them to get vaccinated:	22%
…think people have a **community responsibility** to get vaccinated:	78%
…think getting vaccinated is an **individual choice** w/o community considerations:	31%

Recommendations

- Build **trust in the vaccines' safety** and the institutions that oversee their development
- Strengthen **subjective norm** (perception that others want you to get vaccinated) and **moral norm** (sense of community responsibility)
- Recognize and **work to repair distrust** rooted in discrimination, inequality and historical medical misconduct
- **Enlist trusted messengers**: healthcare providers, community leaders and everyday people

Thank you!

Questionnaire, data, report and all supporting materials are available on the SEAN COVID-19 Survey Archive. Under "Project", search for "COVID Collaborative Vaccination Attitudes".

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Appendix

Table 1: Predicting intention to get a coronavirus vaccine among Black respondents

	M1	*M2*	*M3*	*M4*
Female	**-0.18**	**-0.19**	**-0.17**	**-0.04**
Age	**0.15**	**0.13**	**0.13**	**0.07**
Rural	**0.09**	**0.08**	0.06	0.01
Suburban	**0.08**	**0.08**	0.06	0.03
Education	0.02	0.00	0.03	**-0.06**
Conservatism	**-0.12**	**-0.12**	**-0.14**	-0.03
Democrat	-0.01	-0.03	-0.01	**-0.07**
Republican	-0.01	-0.01	-0.06	**-0.05**
Chronic condition	**0.10**	**0.09**	**0.09**	0.03
Health insurance		**0.07**	**0.07**	0.04
Doctor communication quality		**0.09**	**0.09**	0.03
Knowledge of Tuskegee study			**-0.07**	**-0.08**
Perception of racial fairness			**0.22**	-0.02
Sense of belonging to racial community			**-0.13**	**-0.09**
Importance of race in self-image			0.06	**0.08**
Flu vaccine frequency				**0.09**
Perceived vaccine risk				**-0.05**
Perceived disease risk				**0.06**
Trust that vaccine will be safe				**0.42**
Trust that vaccine will be effective				**0.13**
Subjective norm of getting vaccinated				**0.19**
Moral norm of getting vaccinated				**0.10**
Adjusted R-square	*.08*	*.09*	*.16*	*.64*

$p < 0.05$ bolded. Standardized coefficient estimates are from ordinary least squares regression.

Appendix

Table 2: Predicting intention to get a coronavirus vaccine among Latinx respondents

	M1	*M2*	*M3*	*M4*
Female	-0.07	-0.07	-0.06	0.00
Age	-0.06	-0.08	-0.07	0.01
Rural	0.12	0.07	0.07	0.05
Suburban	**0.24**	**0.22**	**0.21**	**0.12**
Education	-0.02	-0.07	-0.04	-0.09
Conservatism	**-0.15**	**-0.15**	-0.12	0.01
Democrat	0.06	0.07	0.06	-0.04
Republican	-0.02	-0.03	-0.07	0.02
Doctor communication quality		**0.26**	**0.22**	-0.01
Perception of racial fairness			**0.16**	**-0.11**
Sense of belonging to racial community			**0.23**	**0.17**
Importance of race in self-image			-0.06	**-0.13**
Flu vaccine frequency				**0.14**
Perceived vaccine risk				**-0.14**
Perceived disease risk				**0.12**
Trust that vaccine will be safe				**0.43**
Trust that vaccine will be effective				**0.21**
Adjusted R-square	*.07*	*.13*	*.18*	*.61*

$p < 0.05$ bolded. Standardized coefficient estimates are from ordinary least squares regression.

Appendix

Models in this study include four index variables measuring doctor communication quality, vaccine knowledge, vaccine risk and disease risk.

The doctor communication quality index includes three items rating how well respondents' healthcare provider handles the following:

- Giving clear information to help people make decisions about their care
- Encouraging people to ask questions or express their concerns
- Explaining things in a way that people can understand

The vaccine knowledge index includes two items:

- How much people feel they know about how vaccines work overall
- How much people feel they know about how vaccines are created and tested

The perceived vaccine risk index includes two items:

- How likely people think it is that they would experience side effects if they got a vaccine for the coronavirus
- How severe people think side effects would be if they had them

The perceived disease risk index includes two items:

- How worried people are about the possibility that they might catch the coronavirus (those who already caught it were asked their level of worry about catching it again)
- How worried people are about the possibility that some of their close friends or family members might catch the coronavirus