Community Based Vaccine Equity

From Survey Data to Flipchart for Community Health Workers

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Misinformation and Community Collaboration
Cumulative Percent Completing Vaccination Series, for 16 and Older

Race/Ethnicity
- American Indian or Alaska Native
- Black or African American
- White
- Asian or Pacific Islander
- Hispanic or Latino

Data are drawn from the New Mexico State Immunization Information System (NMSIIS) and Tiberius and include only residents of New Mexico.
<table>
<thead>
<tr>
<th>Week ending</th>
<th>Number Latinx fully vax (12+)</th>
<th>Relative percent increase</th>
<th>Number Latinx with at least 1 dose (12+)</th>
<th>Relative percent increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>9/3</td>
<td>400,997</td>
<td>2.1%</td>
<td>451,383</td>
<td>2.2%</td>
</tr>
<tr>
<td>8/27</td>
<td>392,915</td>
<td>2.1%</td>
<td>441,829</td>
<td>2.0%</td>
</tr>
<tr>
<td>8/20</td>
<td>384,743</td>
<td>1.2%</td>
<td>433,146</td>
<td>1.6%</td>
</tr>
<tr>
<td>8/13</td>
<td>380,072</td>
<td>1.0%</td>
<td>426,394</td>
<td>1.7%</td>
</tr>
<tr>
<td>8/6</td>
<td>376,165</td>
<td>1.1%</td>
<td>419,200</td>
<td>1.7%</td>
</tr>
<tr>
<td>7/30</td>
<td>372,101</td>
<td>1.1%</td>
<td>412,272</td>
<td>1.6%</td>
</tr>
<tr>
<td>7/23</td>
<td>368,132</td>
<td>0.9%</td>
<td>405,776</td>
<td>1.1%</td>
</tr>
</tbody>
</table>
What are the biggest concerns among the unvaccinated?

We tested 31 concerns to see which unvaccinated people had heard of AND made them less likely to get vaccinated.

- **34.5%** J&J CAUSES BLOOD CLOTS
- **24.2%** MAKE PEOPLE SICK
- **22.3%** BIDEN DISTRIBUTED UNPROVEN VACCINES
- **21.5%** PERSONAL RIGHT TO OPT OUT
- **21.4%** ALL BRANDS CAUSE BLOOD CLOTS

SOURCE: https://covidvaccinepoll.com/app/aarc/covi-19-vaccine-messaging/#/?nm=true
How hesitant are they?

What percentage of your selected group of Americans are hesitant to get vaccinated?

- HESITANT: 39.8%
- NON-HESITANT: 60.2%

How many barriers do people face?

We tested 12 reasons a person may think they will have difficulty getting vaccinated. These included not knowing how to do so, not believing they are eligible, being too busy, difficulty figuring out how to make an appointment, etc.

- TWO OR MORE BARRIERS: 22.7%
- ONE BARRIER: 31.9%
- NONE: 45.4%
Data into Action
Most effective messages for the unvaccinated

We tested 24 messages with unvaccinated people to see which made them more likely to get vaccinated.

**#1**

Most effective message

*Getting a COVID-19 vaccine can protect the lives of my family, friends, and those I love.*

57% effective

**#2**

The Latino community has been hit hard by COVID-19, with higher rates of Latino COVID-19 illnesses and deaths. The best way to prevent more suffering through this terrible pandemic is to get vaccinated and encourage all Latino people to do the same.

**51.7% EFFECTIVE**

**#3**

In the past year, at least 40,000 children have lost a parent to COVID-19. Millions more have a parent struggling with long term symptoms after getting infected with COVID-19. Getting a vaccine will help our children.

**50.4% EFFECTIVE**

**#4**

People and businesses have been particularly hard hit by job losses locally, and many of our businesses are struggling due to the pandemic. If we all get vaccinated these businesses can open back up and more people here in our community can get back to work.

**49.6% EFFECTIVE**
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VARIANTS
Key Messaging and Community Health Workers
<table>
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<tr>
<th>AUDIENCE</th>
<th>New Mexicans</th>
</tr>
</thead>
<tbody>
<tr>
<td>CONCERN</td>
<td>COVID is not that bad, I do not need a vaccine.</td>
</tr>
<tr>
<td>KEY MESSAGE 1</td>
<td>• Getting a COVID-19 vaccine will protect the elders in my community who have valuable cultural knowledge</td>
</tr>
<tr>
<td>SUPPORTING POINTS</td>
<td>• Getting the vaccine will help communities safely re-open for business and gatherings</td>
</tr>
<tr>
<td>KEY MESSAGE 2</td>
<td>• Getting the vaccine makes it very unlikely to get COVID</td>
</tr>
<tr>
<td>SUPPORTING POINTS</td>
<td>• Getting the vaccine makes infection milder, if it does occur</td>
</tr>
<tr>
<td>• Getting the vaccine also makes it very unlikely to spread COVID-19 to others if you are infected</td>
<td></td>
</tr>
<tr>
<td>• Vaccinated people without symptoms do not need to stay home if exposed to an infected person</td>
<td></td>
</tr>
<tr>
<td>KEY MESSAGE 3</td>
<td>• The sooner our communities are vaccinated, the more protected we will be from new variants</td>
</tr>
</tbody>
</table>
COVID IS NOT THAT BAD, I DO NOT NEED A VACCINE.

Getting vaccinated will help keep businesses and jobs open back up.

1. Even if someone is healthy, they can get very sick from COVID-19.

2. Getting vaccinated also reduces the risk of spreading the virus to others.
   - The best way to protect the elders, friends and families in our community is to get vaccinated and encourage others to do the same.
   - The sooner our communities are vaccinated, the sooner we can stop wearing masks and fully open businesses, and the more protected we will be from new variants.
WHAT ARE THE BENEFITS OF GETTING VACCINATED?

Getting vaccinated will allow me to see loved ones who are older or more vulnerable.

The best way to protect the elders in our community is to get vaccinated and encourage others to do the same.

Getting the vaccine will help protect us from new COVID variants.
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WHAT ARE THE BENEFITS OF GETTING VACCINATED?

1. Getting a COVID-19 vaccine will protect the elders in my community who have valuable cultural knowledge.
   - Getting the vaccine will help communities safely re-open for business and gatherings.

2. Getting the vaccine makes it very unlikely to get COVID.
   - Getting the vaccine makes infection milder, if it does occur.
   - Getting the vaccine also makes it very unlikely to spread COVID-19 to others if you are infected.
   - Vaccinated people without symptoms do not need to stay home if exposed to an infected person.

3. The sooner our communities are vaccinated, the more protected we will be from new variants.
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DO VACCINES CAUSE BLOOD CLOTS?

CHANCES OF GETTING A BLOOD CLOT FROM A VACCINE ARE EXTREMELY LOW

THINGS MORE LIKELY TO GIVE YOU BLOODCLOTS

- Smoking
- COVID-19
- Prolonged bedrest
- Birth control pills
- Pregnancy

You are more likely to be killed by a meteorite than to get a blood clot from a COVID vaccine.
DO VACCINES CAUSE BLOOD CLOTS?

CHANCES OF GETTING A BLOOD CLOT AFTER RECEIVING A VACCINE ARE EXTREMELY LOW

You are more likely to get a blood clot from COVID than from receiving any vaccine.

COVID-19: 20% of COVID patients in the intensive care unit develop blood clots.

Vaccine: You have a 0.000088% chance of developing a blood clot after vaccination.

THINGS MORE LIKELY TO GIVE YOU BLOOD CLOTS

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- 34.5%: J&J Causes Blood Clots
- 24.2%: Make People Sick
- 22.3%: Biden Distributed Unproven Vaccines
- 21.5%: Personal Right to Opt Out
- 21.4%: All Brands Cause Blood Clots

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HOW SICK WILL I FEEL AFTER RECEIVING THE VACCINE?

COVID SYMPTOMS 7-14 days
- Dry Cough
- Runny Nose
- Fever
- Headache
- Loss of Taste or Smell
- Tiredness
- Difficulty Breathing
- Muscle Aches
- Diarrhea

VACCINE SIDE-EFFECTS 1-2 days
- FEVER
- Sore Arm From Shot
- Nausea
- Headache
- Sore Throat
- Chills
HOW SICK WILL I FEEL AFTER RECEIVING THE VACCINE?

**COVID SYMPTOMS** 7-14 days

1. Some people experience no side-effects after getting the COVID vaccine.

2. Vaccine side-effects may include a sore arm from the shot, tiredness, headache, muscle pain, chills, fever, nausea, and last 1-2 days.

3. Severe side-effects and allergic reactions are extremely rare.

**VACCINE SIDE-EFFECTS** 1-2 days

4. An immediate allergic reaction happens within four hours of vaccination and symptoms may include hives, swelling, and wheezing. If you are experiencing these symptoms, call 911.
WILL THE VACCINE GIVE MY CHILD MYOCARDITIS AND PERICARDITIS?

Your child is at higher risk to get COVID than to develop myocarditis or pericarditis after vaccination.

Myocarditis and pericarditis is actually more common if you get COVID-19 and the risks to the heart are more severe.

Cases of myocarditis and pericarditis from the vaccine tend to be mild and most recover on their own.
WON’T I MISS DAYS OF WORK IF I GET THE VACCINE?

MISSING WORK WITH THE VACCINE:

1. 

2. **SICK FOR 2 DAYS**

3. 

MISSING WORK WITHOUT THE VACCINE:

4. 

5. **SICK FOR 10 DAYS**

6. 
SHOULD I BE WORRIED ABOUT COVID VARIANTS?

BETA VARIANT

DELTA VARIANT
(twice as contagious than the original COVID virus)

GAMMA VARIANT

ALL VACCINES USED IN THE UNITED STATES ARE VERY EFFECTIVE AGAINST ALL KNOWN VARIANTS.
The most important thing you can do to protect yourself is to get vaccinated.

Wear masks and stay six feet apart from other people.

Stay safe until we know more!