

Coronavirus Vaccine Hesitancy in Black and Latinx Communities

Research Conducted Fall 2020

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The following summary reflects the findings of a September 2020 study of the attitudes and impacts of COVID-19 vaccine hesitancy and resistance in Black and Latinx communities and highlights key areas of focus to increase vaccine uptake.

- This study, conducted using the nationally representative Ipsos KnowledgePanel®, collected questionnaire responses from 1,050 Black adults and 258 Latinx adults.
- This survey is one of the largest and most rigorous conducted on this topic to date.
- This summary provides recommended areas of focus for policymakers, healthcare and public health professionals, and those working to decrease vaccine hesitancy and increase uptake in Black and Latinx communities.

Black and Latinx Americans have been disproportionately affected by pandemic morbidity and mortality, and this experience is reflected in hesitancy attitudes and behavior.

Among Black Americans

55%

Know someone who has been diagnosed with COVID-19

48%

Know someone who has been hospitalized with or died from COVID-19

Among Latinx Americans

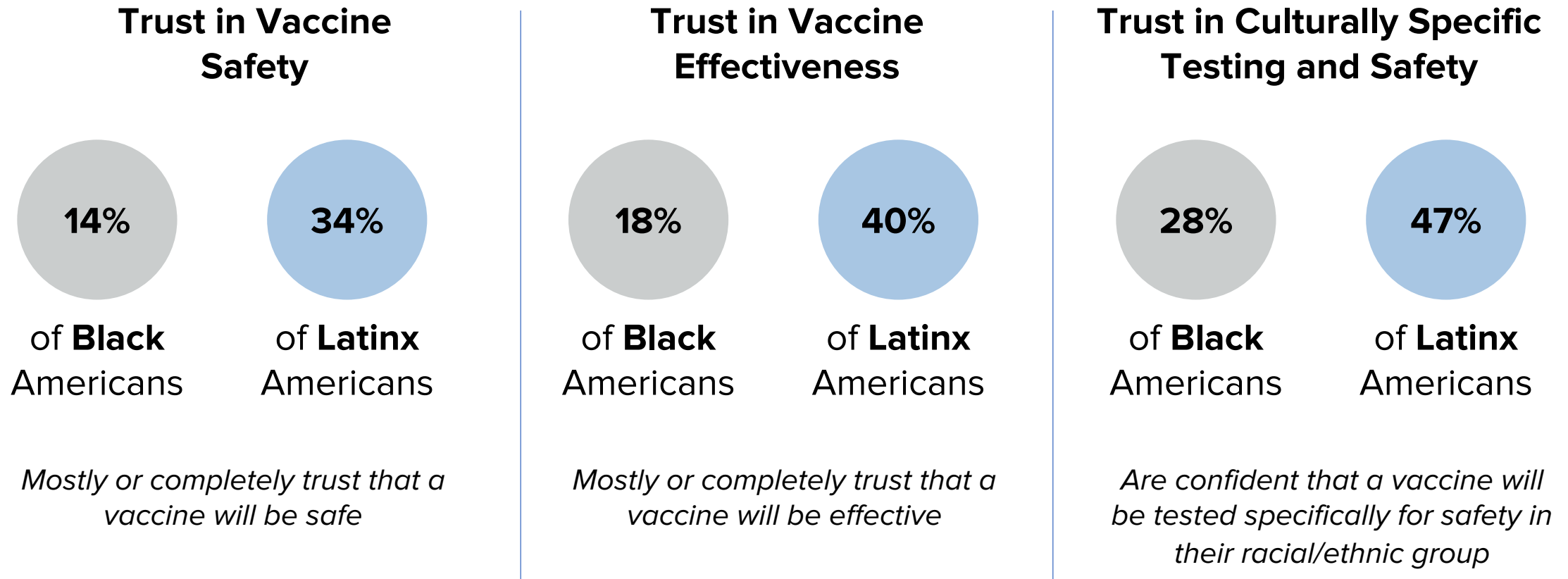
73%

Know someone who has been diagnosed with COVID-19

52%

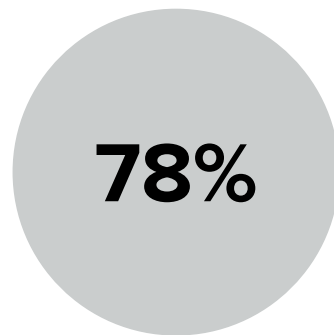
Know someone who has been hospitalized with or died from COVID-19

While vaccination is a vital strategy for stopping the virus, a significant majority mistrust the safety and efficacy of a COVID-19 vaccine, particularly among Black Americans.

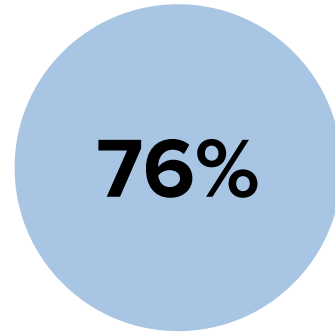


For both Black and Latinx Americans, confidence in vaccine safety and effectiveness are the number one predictors of vaccine intention, making trust building on these fronts vital.

Safety and Intention



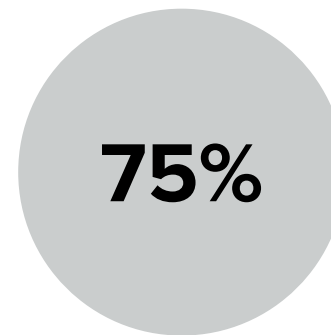
of **Black**
Americans



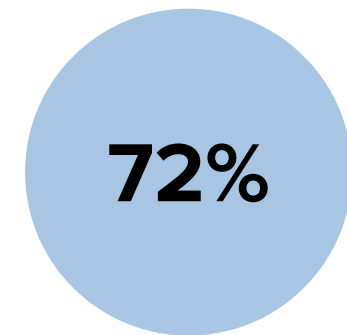
of **Latinx**
Americans

*Say **confidence in the vaccine's safety** is extremely or very important to decision to get vaccinated*

Effectiveness and Intention



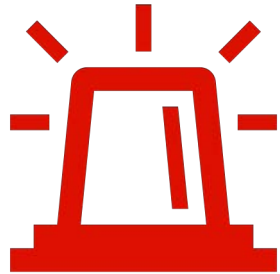
of **Black**
Americans



of **Latinx**
Americans

*Say **confidence in the vaccine's effectiveness** is extremely or very important to decision to get vaccinated*

Trust building efforts must focus on helping minority communities build confidence in the people and institutions responsible for developing and delivering a vaccine.



**Three-Quarters of Both
Black and Latinx
Americans**

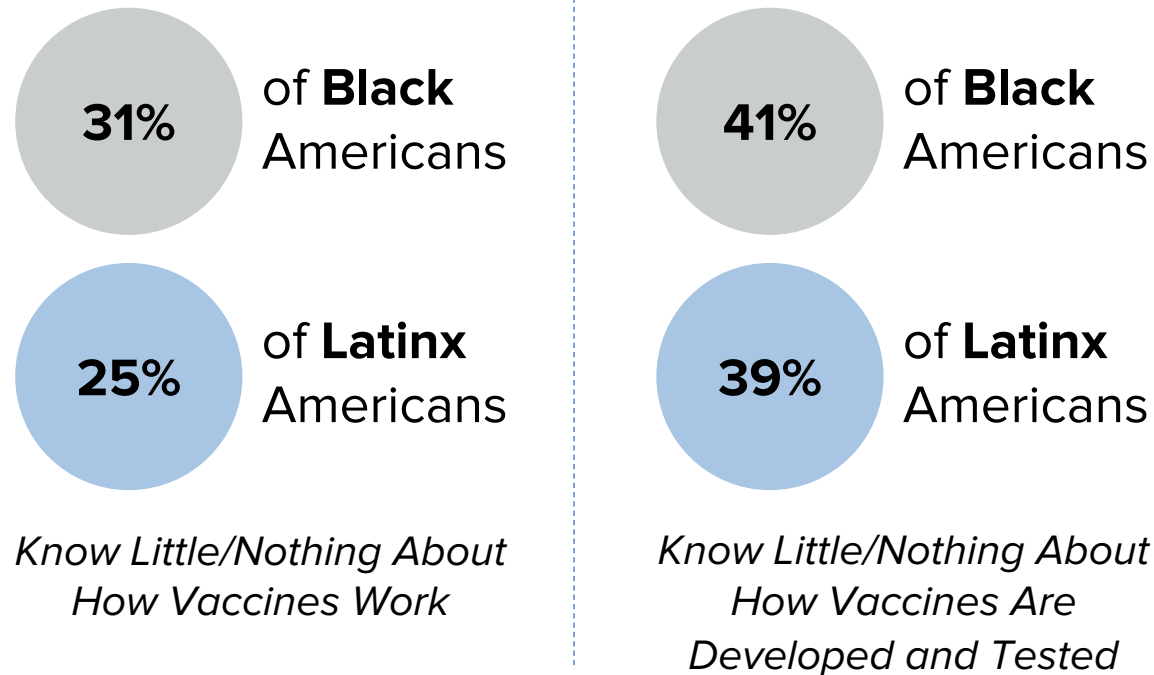
Would be less likely to get
vaccine approved on
Emergency Use Basis by
the FDA

Trust in Various People and Institutions

	Among Black Americans	Among Latinx Americans
Dr. Fauci	53%	50%
The FDA	29%	41%
Pharmacies/Clinics	27%	35%
Drug Companies	19%	27%
The Trump Administration	4%	18%

These efforts must also work to demystify the process itself—ensuring that communities have access to quality information that help build their understanding of the science.

Knowledge of the Science and Process of Vaccination and Vaccine Development

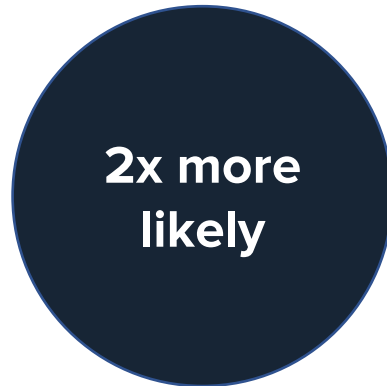


Among Black Americans who Follow COVID-19 News Very Closely vs. Those Who Don't

- More likely to trust Dr. Fauci (70% among those who follow the news vs. 18% for those who don't, **a 52-point difference**)
- More likely to trust scientists, the FDA, drug companies, clinics and pharmacies by **a 21- to 26-point difference**

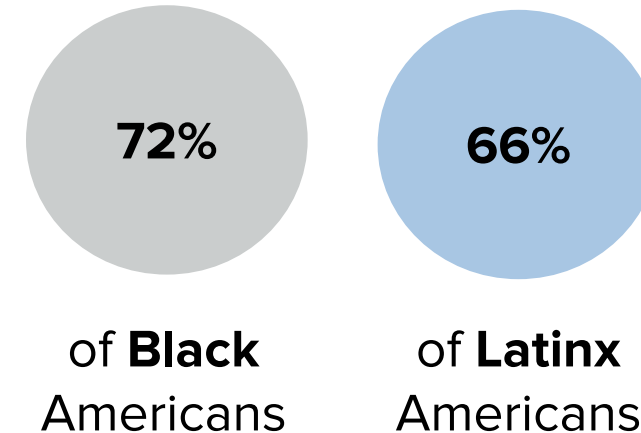
The best messengers for this content are often close to home—including influencers from within their community and, in particular, their personal physician.

Trust in Black vs. White Community Leaders



To trust a messenger of own racial/ethnic group compared to white counterpart, among Black Americans

Trust in Healthcare Provider



Rate their healthcare provider positively at giving clear information for decision-making

These messengers should deliver messages that instill a sense of personal responsibility for vaccination and that promote social pressure, particularly in Black communities.

Likelihood of Getting the Vaccine for Black Americans in Various Scenarios

78%

of those that **believe**
people have a **social**
responsibility to get
vaccinated

31%

of those that **believe**
community
considerations
should not factor
into vaccine decision

9 in 10

of those who **think**
that all/most of the
people around them
would want them to
get the vaccine

2 in 10

of those who **think**
that few/none of the
people around them
would want them to
get the vaccine

In the Black community, effective vaccine uptake efforts must consider the historical trauma and distrust not only with vaccination, but with government efforts writ large.

Trust in Government

2 in 3

Believe the government can rarely/never be trusted to look after their interests

Of these people...

4 in 10

Would get a COVID-19 vaccine (compared to 63% with some government trust)

Historical Trauma

Knowledge of the Tuskegee Syphilis study is a **negative predictor** of vaccine uptake

Racial Identity

Intended vaccine uptake is the lowest among those who place a **high importance on being Black or feel a strong sense of belonging to the Black community**

Latinx community members seem less likely than Black respondents to link government distrust to vaccine safety and to perceive discrimination.

Trust in Government

43%

Believe the government can rarely/never be trusted to look after their interests

Of these people...

6 in 10

Would get a COVID-19 vaccine (and up to 71% with at least some government trust)

Discrimination in Healthcare

Less likely to say that racial discrimination interferes with the ability of Latinx people to get good healthcare by a 20-point margin

Racial Identity

Intended vaccine uptake is the highest among those who place a **high importance on being Latinx or feel a strong sense of belonging to the Latinx community**

In conclusion, this research has revealed key learnings that policymakers and health officials should leverage to ensure effective vaccine uptake in the Black community.

- Efforts to promote vaccine uptake in the Black community must directly confront and address the deep historical traumas that have created high levels of distrust in the COVID-19 vaccine, and the government and healthcare system overall.
- Transparency seems key to trust building—when Black Americans have greater information about how the vaccine works and how it was developed, they have greater willingness to take the vaccine. Therefore effective messaging should be open, honest, and comprehensive.
- The negative correlation between Black identity and vaccine intention suggests that education efforts should work to acknowledge the harm that historical vaccination efforts have caused (notably, the Tuskegee Syphilis Study), while making pointed connections between core values within the Black community and the benefits of vaccination. Specifically, efforts should aim to highlight how vaccination can save Black lives and strengthen Black communities.

The research has also revealed important lessons to apply when promoting vaccine uptake in the Latinx community—supporting recovery and resilience for those hardest hit.

- Latinx communities have experienced a disproportionately high burden of COVID-19 infections and hospitalizations, even when compared to Black communities, making effective vaccine uptake even more essential.
- The resistance to vaccination is markedly lower in Latinx communities when compared to Black communities, and levels of trust in institutions and institutional messengers is markedly higher—suggesting that more traditional public health efforts may gain more traction in Latinx communities.
- Because of the positive correlation between Latinx identity and vaccine intention, and because Latinx elected officials in one's community are more likely to be trusted than white elected officials, efforts to promote uptake should leverage voices from within the Latinx community and should reinforce the notion that vaccination is a responsibility that helps the Latinx community at large.