

# The Challenge of Vaccine Hesitancy in the COVID Pandemic

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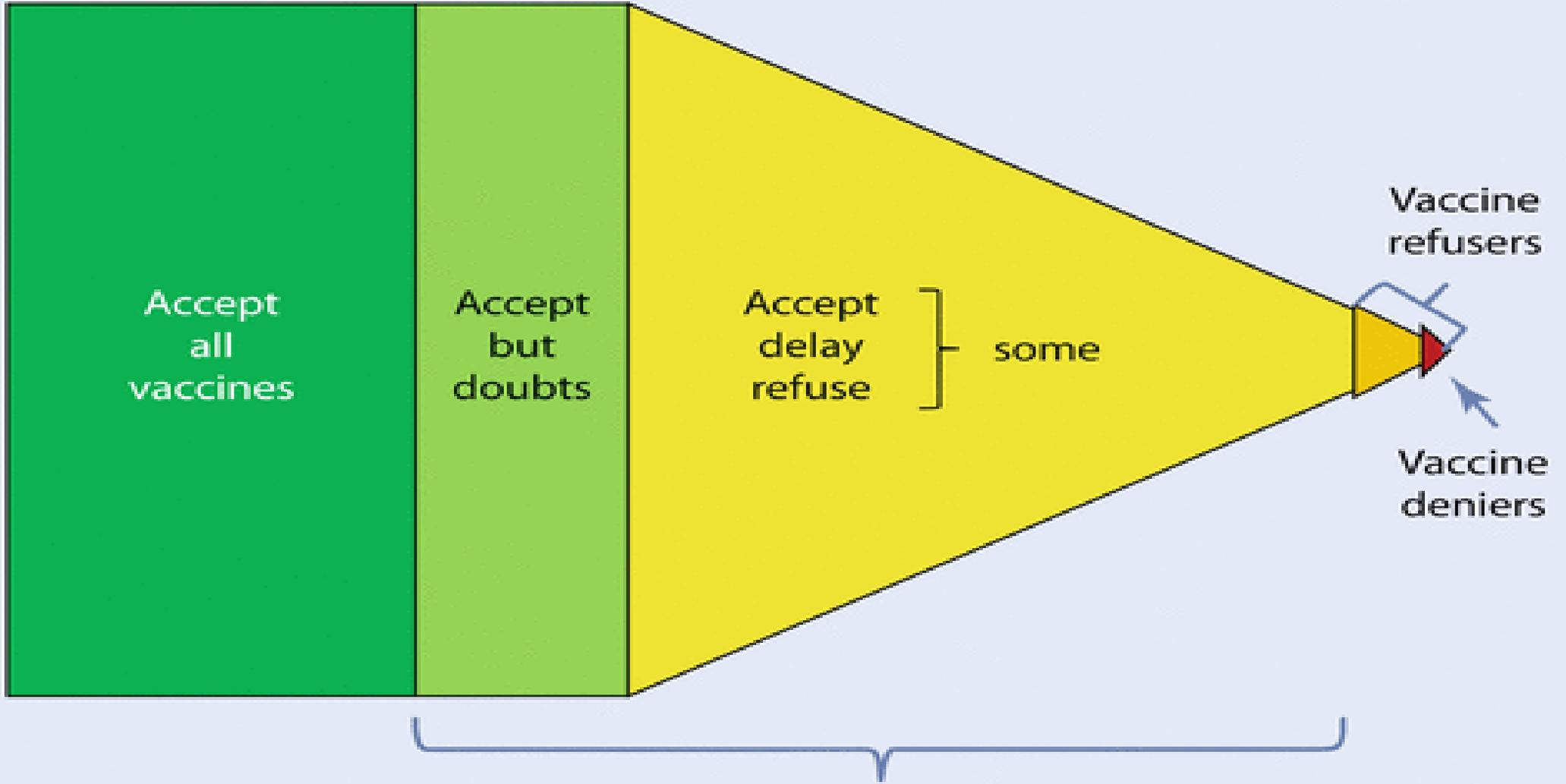
New Jersey Society for Public Health Education  
June 16, 2021

1. Defining vaccine hesitancy
2. COVID vaccine hesitancy
3. Challenges ahead

“Vaccine hesitancy refers to delay in acceptance or refusal of vaccination despite availability of vaccination services. Vaccine hesitancy is complex and context specific, varying across time, place and vaccines.”

High demand

Low or no demand



Accept all vaccines

Accept but doubts

Accept delay refuse

some

Vaccine refusers

Vaccine deniers

Vaccine hesitancy continuum

People Advocating  
**PAVE**  
Vaccine Education

**R<sub>x</sub>ce\$\$**

**S.A.N.E. Vax, Inc.**

Safe Affordable Necessary Effective



**TOO MANY  
TOO SOON**

Vaccine Ingredients:  
mercury, aluminum, antifreeze, formaldehyde,  
aborted human fetus cells, chick embryos,  
monkey kidney cells, fetal bovine serum, etc.

[www.safevaccines.org](http://www.safevaccines.org)



**Vactruth.com**  
*Your child. Your choice.*



**National  
Vaccine  
Information  
Center**

**American Vaccine Information Directory**  
**AVID**



**AMERICANS**



**FOR**

**VACCINE SAFETY  
& ACCOUNTABILITY**

**Parents Requesting Open Vaccine Education**

**Think Twice**



Global Vaccine Institute

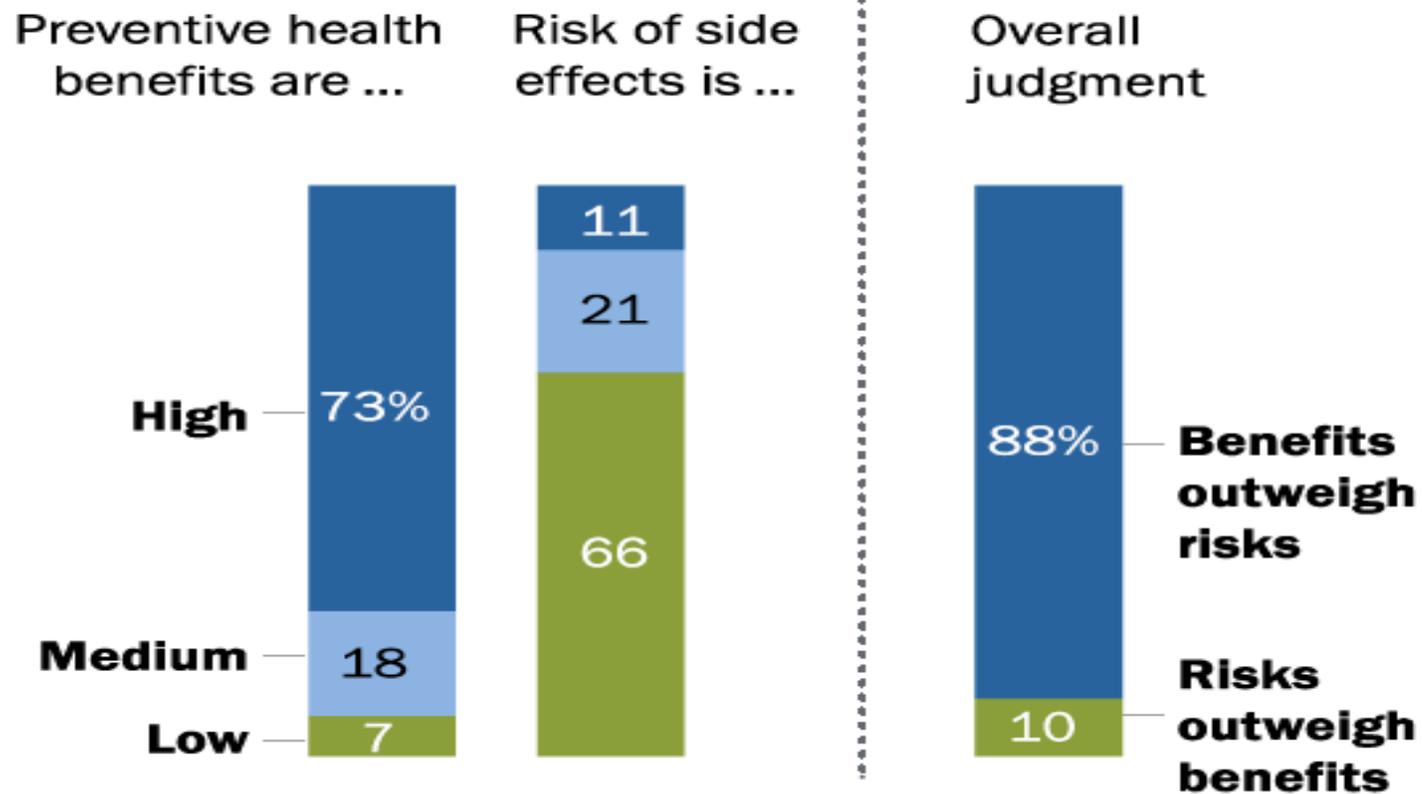


“Green Our Vaccines” march, Washington, DC, 2008



Anti-Vaccination Protest, Sacramento, June 2015

# Most rate the benefits high, the risk low



Note: Respondents who did not give an answer to questions in bottom chart are not shown.

Source: Survey conducted May 10-June 6, 2016.

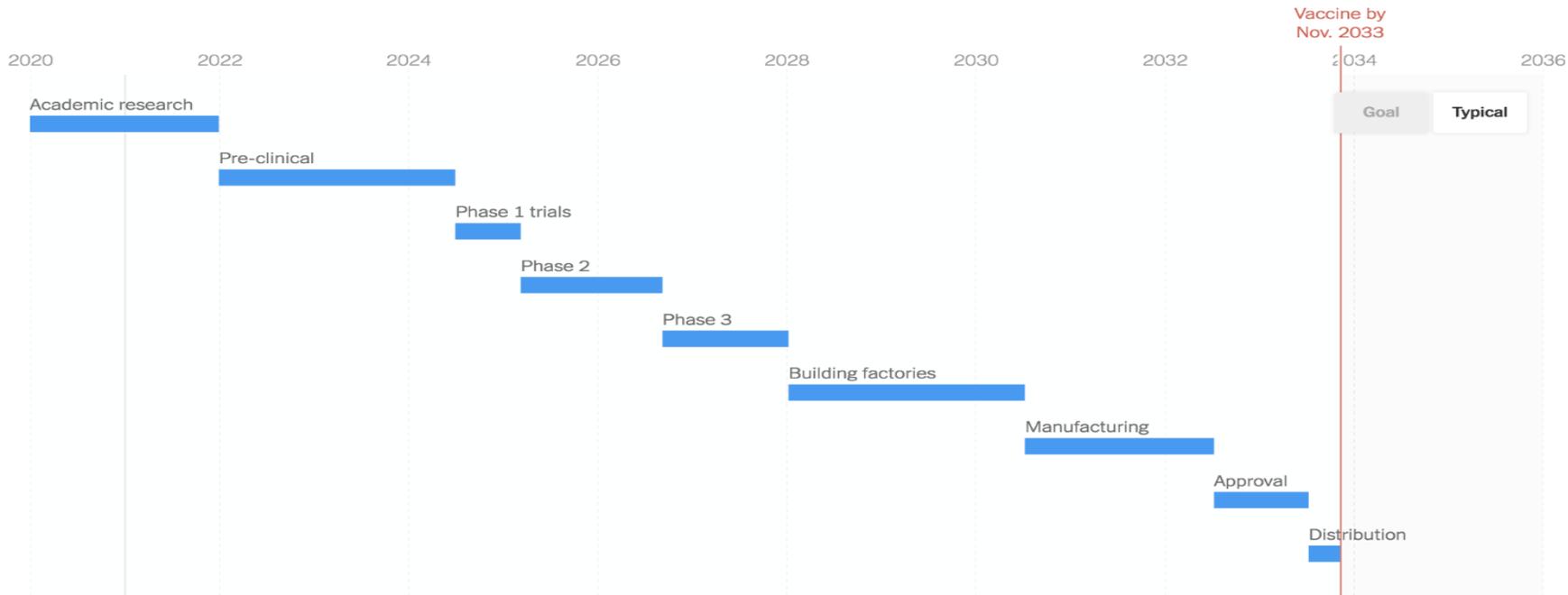
“Vast Majority of Americans Say Benefits of Childhood Vaccines Outweigh Risks”

**PEW RESEARCH CENTER**

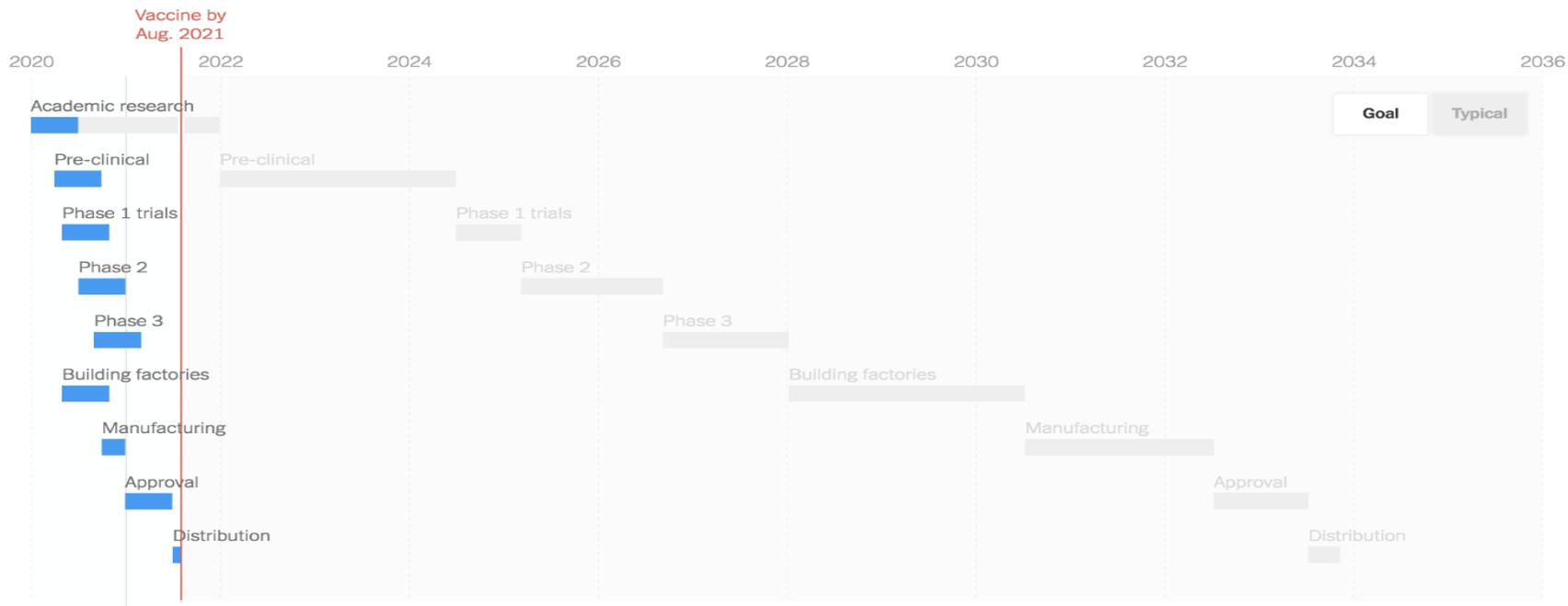
1. Defining vaccine hesitancy
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**Nurse Sandra Lindsay receives the first COVID vaccination in the U.S.,  
December 14, 2020**



**Typical**



**Accelerated**

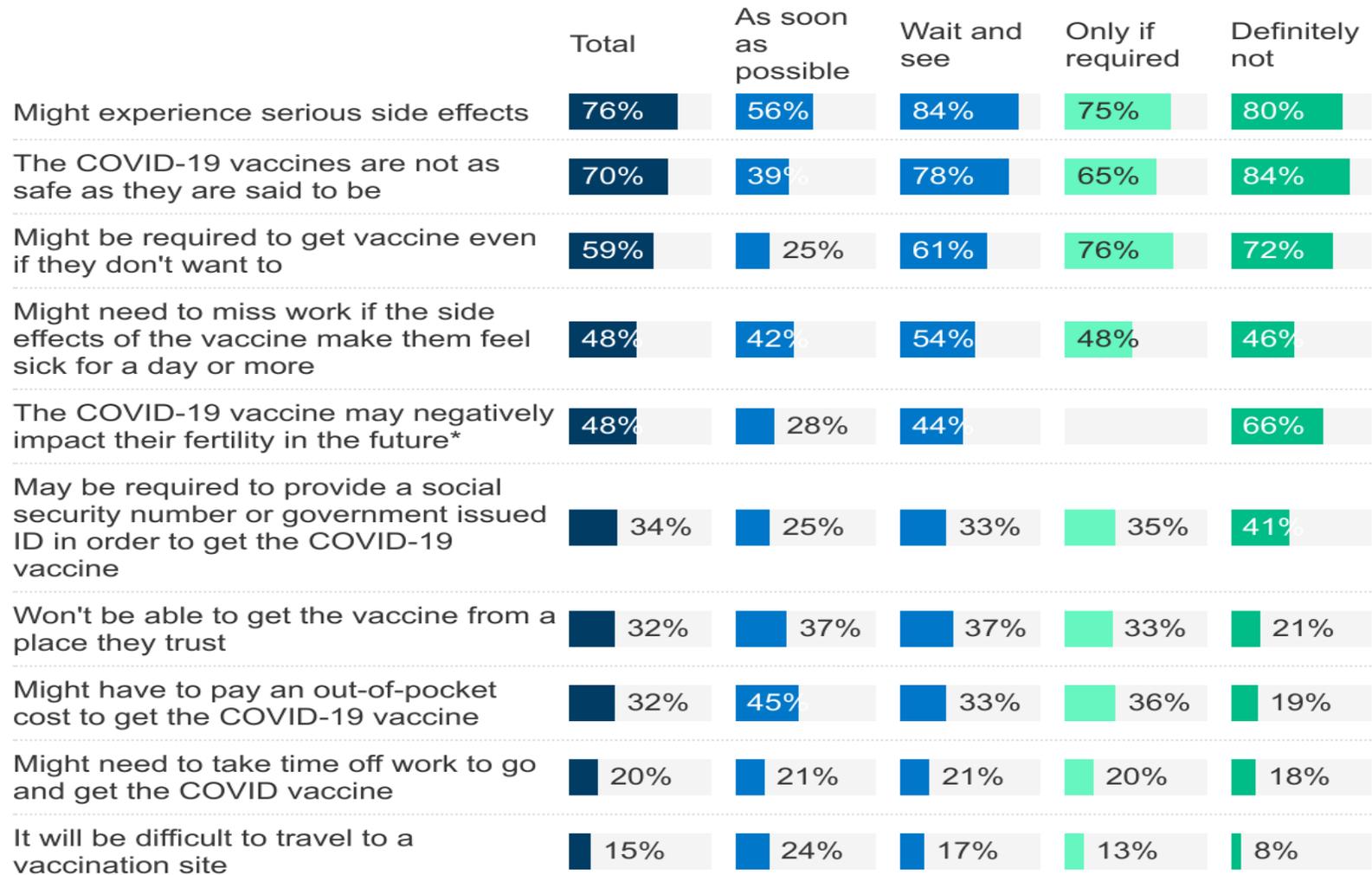
*-- New York Times*

# COVID-19 Vaccinations in the United States

People Vaccinated	At Least One Dose	Fully Vaccinated
Total	174,234,573	144,919,339
% of Total Population	52.5%	43.7%
Population ≥ 12 Years of Age	174,062,937	144,858,578
% of Population ≥ 12 Years of Age	61.4%	51.1%
Population ≥ 18 Years of Age	166,515,510	140,457,960
% of Population ≥ 18 Years of Age	64.5%	54.4%
Population ≥ 65 Years of Age	47,465,917	41,770,289
% of Population ≥ 65 Years of Age	86.8%	76.4%

# Concerns About COVID-19 Vaccines Vary By Vaccination Intention

Percent who say they are very or somewhat concerned about each of the following when it comes to the COVID-19 vaccine:



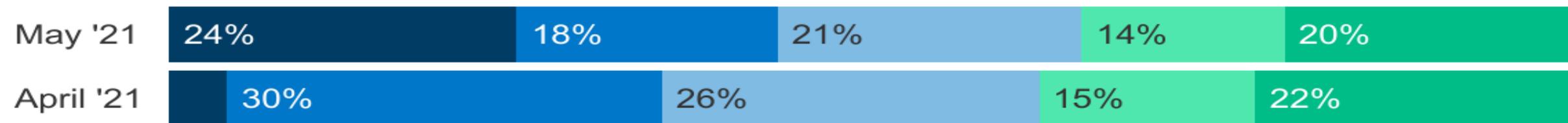
NOTE: Among those who have not been vaccinated for COVID-19. \*Item only asked of those ages 18-49 and had too small a sample size to show the "Only if required" group. See topline for full question wording.

SOURCE: KFF COVID-19 Vaccine Monitor (April 15-29, 2021)

# Four In Ten Parents Say Their Adolescent Has Already Received A COVID-19 Vaccine Or Will Do So Right Away

As you may know, the FDA recently authorized the use of the Pfizer COVID-19 vaccine for use in children ages 12 and up. Thinking about your child or children between the ages of 12-17, do you think you will...?

■ Child already vaccinated ■ Right away ■ Wait and see ■ Only if required  
■ Definitely not



NOTE: Among parents or guardians of children ages 12-17. April 2021 question wording: "Once there is a COVID-19 vaccine authorized and available for your child's age group, do you think you will...?" See topline for full question wording.

SOURCE: KFF COVID-19 Vaccine Monitor (May 18-25, 2021)

**KFF COVID-19  
Vaccine Monitor**

1. Defining vaccine hesitancy

2. COVID vaccine hesitancy

3. Challenges ahead



Anti-Mask Protest, Orange County, California, August 2020

## FREE Webinar - The Covid Vaccine on Trial - Watch Now



FEBRUARY 19, 2021

### One-Third of Deaths Reported to CDC After COVID Vaccines Occurred Within 48 Hours of Vaccination

#### Latest News



**One-Third of Deaths Reported to CDC After COVID Vaccines Occurred Within 48 Hours of Vaccination**



**New Report: Humanity Must End 'Senseless and Suicidal War on Nature'**



**WHO Approves AstraZeneca Vaccine for Emergency Use, But Some Nations Say 'No Thanks'**



**New Study: Gardasil HPV Vaccine Contains Chemical Used in Biological Warfare**

[MORE NEWS](#)

Robert Kennedy Jr's organization, Children's Health Defense

**Thank you!**

**...Any questions or  
comments?**



# Messaging for COVID Diversity: Preliminary Findings

**BRENDA SEALS, PHD, MPH, MA, THE COLLEGE OF NEW JERSEY  
REPRESENTING THE PUBLIC HEALTH ASSOCIATION, EPIDEMIOLOGY SECTION**

# Our team

- ▶ Dr. Sreelekha Prakash, Assistant Professor in Health Science, Stockton University
- ▶ Dr. Gina Miranda-Diaz, DNP, MS/MPH, APHN-BC, H-O, New Jersey State Licensed Health Officer
- ▶ Dr. Natasha A. Patterson, PhD, MPH, Assistant Professor, TCNJ
- ▶ Lorena Libreros, MPH, BSHCM, RMA
- ▶ Paul Bellan-Boyer, Director, Division of Injury Prevention, DHHS, Jersey City
- ▶ Alexander Hoffman, PhD,
- ▶ Dr. Bruce Li
- ▶ Mei Zhao
- ▶ Arianna Ceballos, TCNJ, Department of Public Health
- ▶ Nichaunna Johnson, NJ State Department of Health, and TCNJ, Department of Public Health
- ▶ Kiyla Patterson, TCNJ, Department of Public Health

# Purpose

- ▶ Provide information about vaccine hesitancy in major subgroups within New Jersey.
  - ▶ First priority is Latinx and African American groups.
  - ▶ Second priority is Asian and Native American groups.
  - ▶ Other groups as possible.
- ▶ Understand concerns and gaps in knowledge
- ▶ Create new messaging, adapting to new issues:
  - ▶ Johnson and Johnson
  - ▶ Hesitancy for the second shot
- ▶ Develop relationships with community organizations

# Methods

- ▶ Focus groups of different minority communities held via Zoom and in-person
  - ▶ CBO partners recruit potential participants by distributing information about the study using flyers, announcements via newsletters
- ▶ Demographic survey
- ▶ Pre & Post Survey
- ▶ Focus group interview (90-120 minutes)
- ▶ Debriefing session at the end of discussion
  - ▶ Educating the focus groups and supporting vaccine favorability

# Partners and Organizations

- ▶ To Date for Latinx organizations:
  - ▶ Save Latin America Inc. (Jersey City, NJ)
  - ▶ Hispanic Family Center of Southern New Jersey, Inc. (Camden, NJ)
- ▶ Other organizations are partnering for African American and other groups. This coalition is in progress.

# Main Findings

- ▶ Provide information about vaccine hesitancy in major subgroups within New Jersey.
- ▶ First Focus Group Demographics:
  - ▶ 7 attendees ; small group discussion
  - ▶ Age:
    - ▶ 19-29: 2
    - ▶ 30-39: 1
    - ▶ 40-49:3
    - ▶ 65-75:1
  - ▶ 3 female, 4 male
- ▶ Pre Survey
  - ▶ Most getting information from social media.

# Major Themes

- ▶ Interest from the community in the science of the COVID vaccine could make a difference!
  - ▶ Many changed their mind once their questions are answered.
    - ▶ Story Telling worked well to describe RNA effects on cells
      - ▶ “Postman” metaphor
    - ▶ Information about the approval process and the number of participants enrolled in the clinical trials was convincing to many.
    - ▶ Some participants seemed to be ready “right now.”
      - ▶ Referral or vaccine opportunities is part of debriefing.
    - ▶ Interest in pharmaceutical companies and details about vaccination.
    - ▶ Safety information is needed in the community.

# Messaging Needs

- ▶ Mechanism to continue responses that can adapt to ongoing communication needs.
  - ▶ Recommendation: Support Social Network approach linking public health professionals to community groups.
- ▶ Credible links to the community to assist with:
  - ▶ Providing answers to scientific questions, developing meaningful answers and correcting misinformation

# Future Plans

- ▶ Specific Age and Gender subgroups
  - ▶ Ex. elderly women and male African American group
- ▶ Hopefully outreach to Asian, Native American and other possible groups.
- ▶ As new concerns arise, respond in timely manner to early identify issues and increase proactive messaging.



Questions?

# Framing vaccine messaging to improve vaccine adoption rate: Lessons learned from the COVID-19 vaccine

## Panel Discussion

**Dr. Gina Miranda-Diaz, DNP, MS/MPH, APHN-BC, H-O**  
Certified Contact Tracer  
Fellow New York Academy of Medicine



**Dr. Natasha Patterson, MPH**  
The College of New Jersey

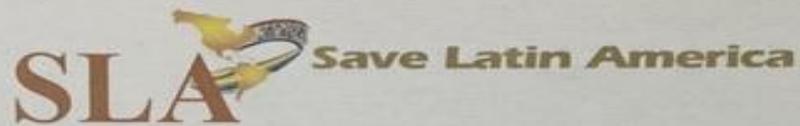


**Maya Lordo**  
Essex County Health Officer



# COVID-19 Vaccine Attitudes and Intentions Among Latinos.

Gina Miranda-Diaz, DNP, MS/MPH, APHN-BC, H-O  
NJSOPHE PANELIST  
June 16, 2021



Educación, Bienestar, Desarrollo Social y Económico para la Comunidad

**GRUPO DE ENFOQUE: COVID-19 VACUNA**

**¡¡BIENVENIDOS!!**

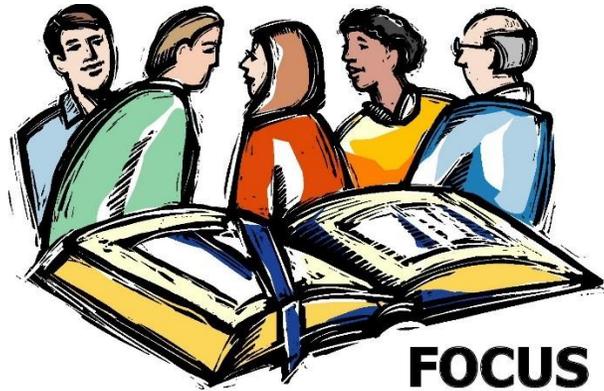


**RESERVADA**

Dea **GINA**

# LATINO FOCUS GROUP- APRIL 27, 2021

## (Introduction)



### **FOCUS GROUPS**

On April 27, 2021, a focus Group was Held in Union City, NJ at a community-based organization to assess and evaluate community responses to COVID-19 Testing and Vaccinations.

Duration of the session was under an hour and conducted in Spanish.

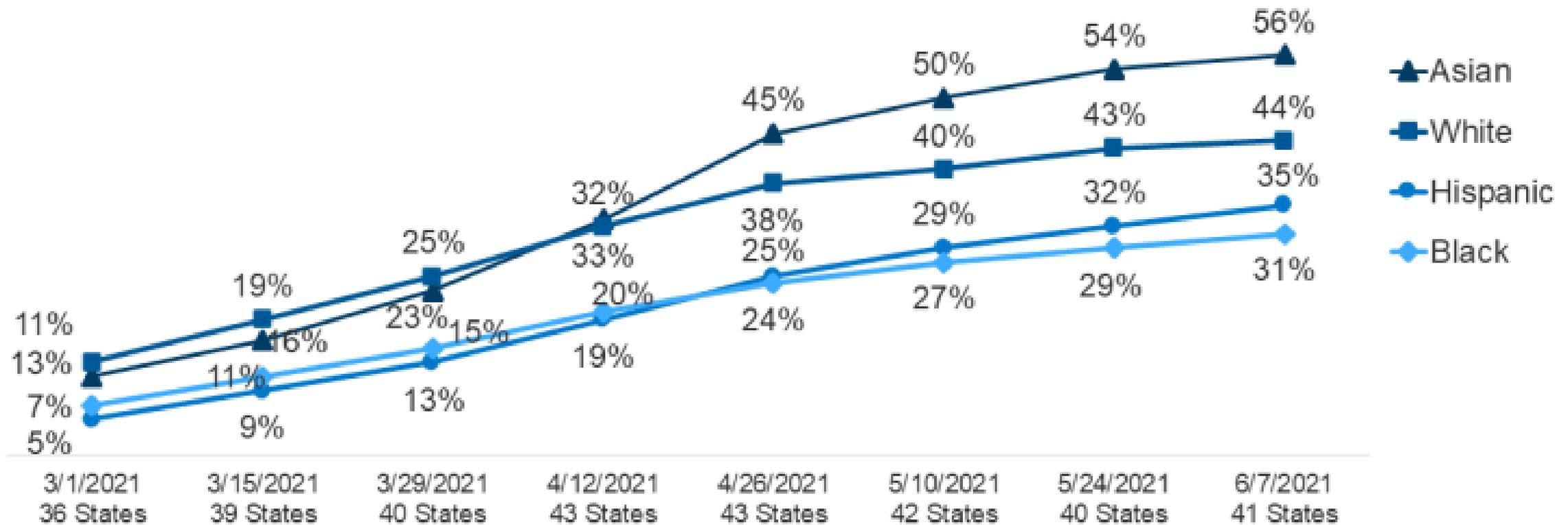
The following slides provide a brief overview about the concerns and apprehension of this Latinx community with COVID-19 vaccine uptake.

Messaging, distrust of science, social media, and language barrier, health literacy are highlighted.

Recommendations about best practices provided at the conclusion of the presentation.

Figure 4

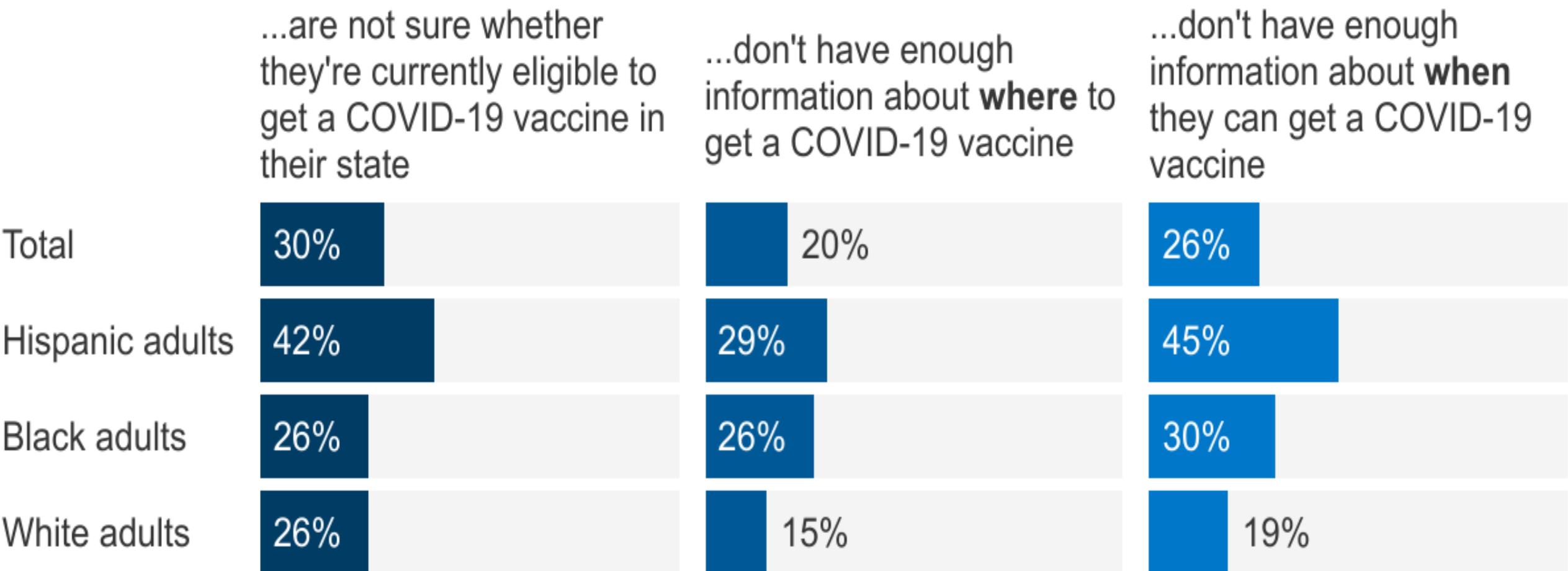
# Percent of Total Population that Has Received at Least One COVID-19 Vaccine Dose by Race/Ethnicity, March 1 to June 7, 2021



NOTE: Persons of Hispanic origin may be of any race but are categorized as Hispanic; other groups are non-Hispanic.

SOURCE: Vaccination data based on KFF analysis of publicly available data on state websites; total population data used to calculate rates based on KFF analysis of 2019 American Community Survey data.

# Percent of unvaccinated adults who...



NOTE: Based on those who have not been vaccinated for COVID-19. See topline for full question wording.

SOURCE: KFF COVID-19 Vaccine Monitor (April 15-29, 2021)

## 02. INFODEMIC



I heard...  
Someone told me...  
I saw it posted on social media...

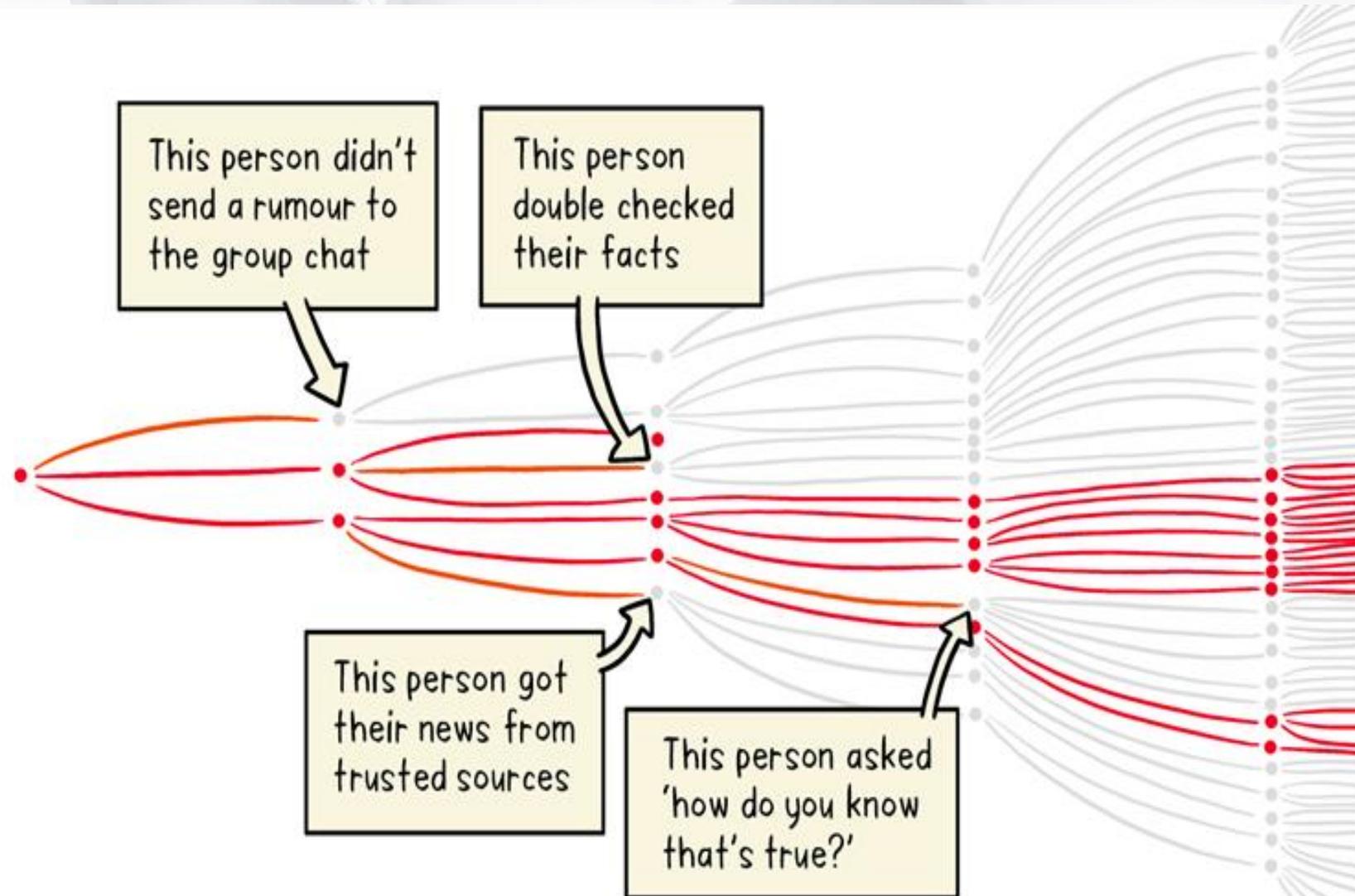
01. mRNA affects DNA
02. Not FDA approved
03. Mandatory Vaccinations
04. Social Media
05. Side Effects Exaggerated
06. COVID-19 messaging is unclear
07. Distrust Science

**Infodemic:** overabundance of information – some accurate and some not – that occurs during an epidemic.  
It can lead to confusion and ultimately mistrust in governments and public health response. (WHO, 2020)

# 3. FLATTEN THE INFODEMIC CURVE-GET THE FAQ'S

## How to Flatten the Infodemic Curve

1. Assess the source
2. Go beyond the headlines
3. Identify the author
4. Check the date
5. Examine the supporting evidence
6. Check your biases
7. Turn to the fact-checkers



04

Focus Group

Vaccine Hesitancy      Concerns

## Participant Concerns

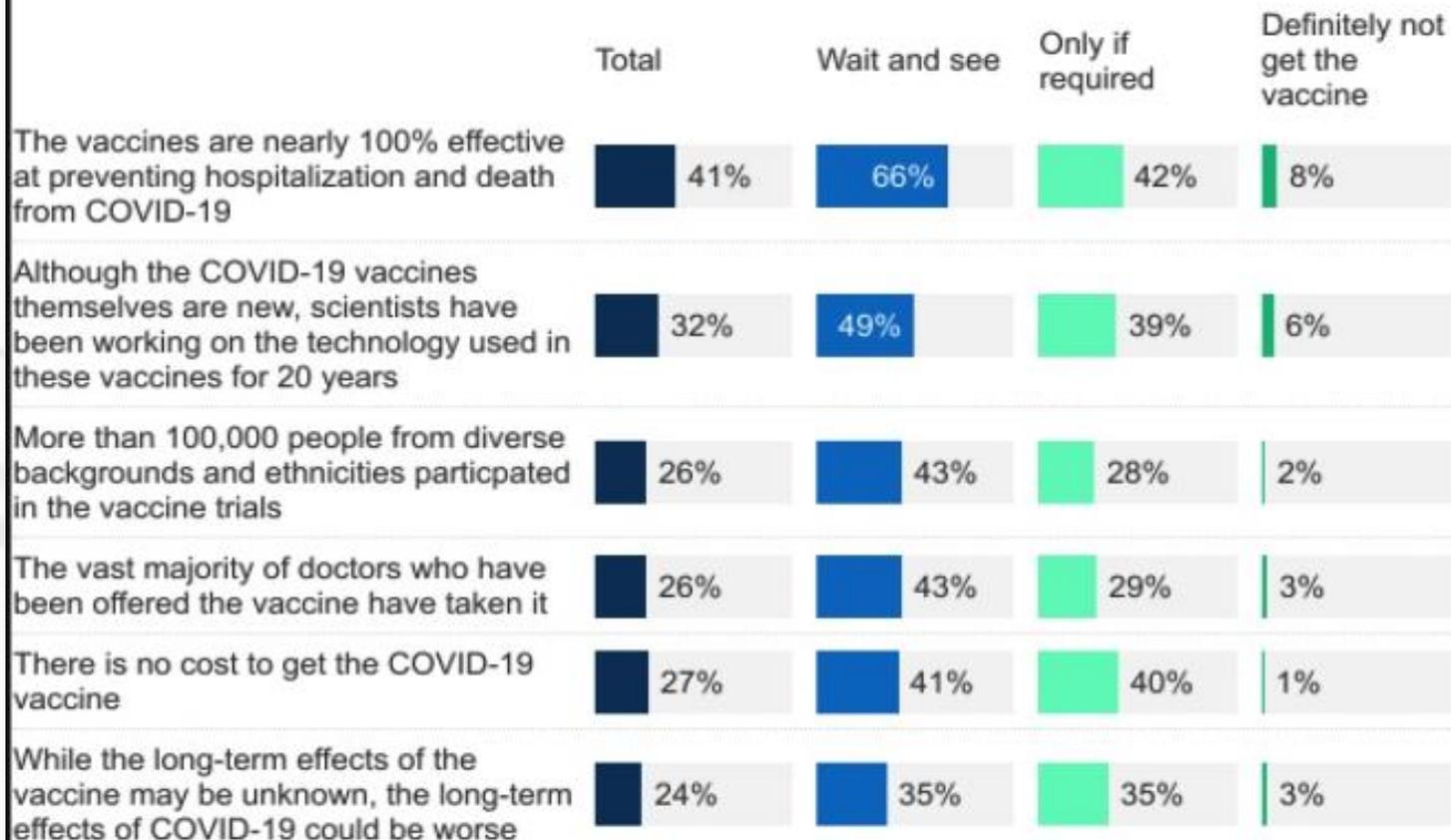
- ❖ The (COVID-19) vaccine was made too fast!
- ❖ How do we know it's safe look at J&J?
- ❖ If it's safe, why did they pause the J&J vaccine?
- ❖ I heard the side effects are worse than the disease
- ❖ I won't get paid sick time if I have a bad reaction
- ❖ Why is it (vaccine) not Mandated?
- ❖ I am going to lose business
- ❖ I am not getting the Johnson and Johnson vaccine
- ❖ It's not approved by the FDA that's why it's not mandatory
- ❖ I can't take off of work for the vaccine
- ❖ Why do you need 2 shots?

# 06. COVID—19 Vaccine Messaging & Hesitancy among Latinx Communities

- ❖ “WARP” Speed-Slows Confidence
- ❖ FDA vs. EUA
- ❖ Johnson & Johnson
- ❖ Pfizer and Moderna -2nd Dose
- ❖ Language barrier
- ❖ Health Literacy
- ❖ Distrust of Scientist

# Wait and See

Percent who say they are more likely to get the COVID-19 vaccine if they heard each of the following:



NOTE: Based on those who have not been vaccinated for COVID-19 and do not want to get the vaccine as soon as possible. See topline for full question wording.



## Recommendations for Best Practices to Gain the Public Trust and Increase Vaccine Uptake in the Latinx Community

Latinx Community must include:

Trusted sources of information and consistent messaging is very important:

- \*Culturally appropriate
- \*Accessible in Spanish consider literacy level-use infographics
- \*Engage Trusted Community Clergy 2<sup>nd</sup> most Trusted
- \*8 out of 10 trust primary health care provider
- \*Must assure “in writing” flyers, banners, literature that assure the public that immigration status will not be required for vaccination
- .
- \*Avoid having law enforcement near the site
- \*Provide vaccines in communities where they live (mobile units)
- \*Bilingual staff-vaccinators at the site
- \*Incentive to return for second vaccine, enhanced protection (food, prizes)
- \*Be honest about side effects and a number they can call if the experience unexpected side effects and do not have a primary MD

# INFOGRAPHICS IN SPANISH

## PREPARANDO PARA LA PROPAGACION DE LA ENFERMEDAD DEL COVID-19

### ¿COMO PUEDO PREPARARME?

**CREAR UN ENTORNO SEGURO PARA TI MISMO**

- LAVAR SE FRECUENTEMENTE
- USAR GUANTES
- USAR GOGGLES
- USAR MASCARILLA
- USAR BOTAS
- USAR GAFAS
- USAR GORRO
- USAR GLOVES
- USAR GAFAS

**CONOZCA LOS SÍNTOMAS DEL COVID-19**

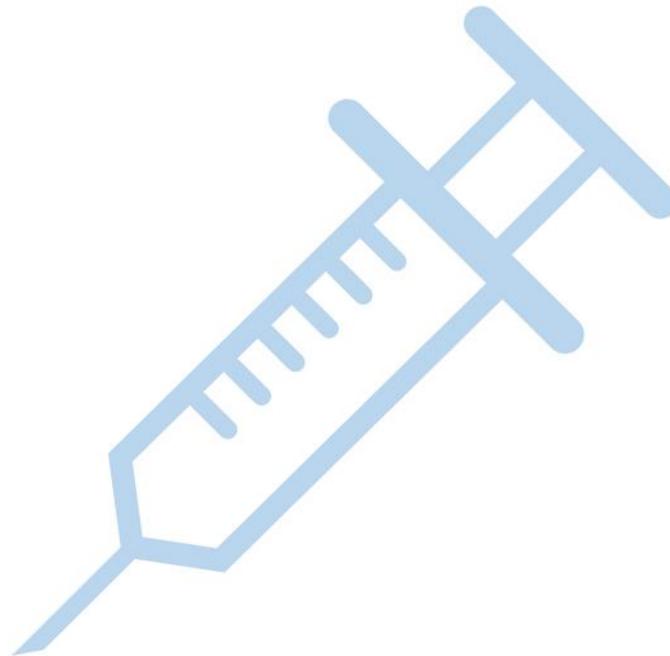
- FIEBRE
- TOS
- FALTA DE AIRE

**SE PROPAGA A TRAVÉS DEL CONTACTO CERCANO**

### TOME PRECAUCIONES DIARIAS

- LAVE SUS MANOS
- NO TOQUE SU CARA
- EVITE CONTACTO CERCANO

DEPARTAMENTO DE SALUD - ESTADOS UNIDOS  
**HEALTH.PA.GOV**  
PENNSYLVANIA  
DEPARTMENT OF HEALTH  
(800) 735-8271



## CORONAVIRUS (COVID-19)

de.gov/coronavirus

### PROTÉJASE A SÍ MISMO Y A LOS DEMÁS

- LAVE SUS MANOS CON FRECUENCIA**  
Usando agua y jabón durante al menos 20 segundos.  
Si no tiene agua y jabón, use alcoholizante para manos con al menos 60% de alcohol.
- NO TOQUE SU CARA**  
No toque su cara con sus manos, especialmente sus ojos, nariz y boca.
- LIMPIE LAS SUPERFICIES CON FRECUENCIA**  
Use alcoholizante para manos o lejía para limpiar superficies como interruptores de luz, manijas de puertas y mostradores.
- TOSA O ESTORNUE CUBRIENDOSE LA BOCA CON EL ÁNGULO INTERIOR DEL CODO.**  
No abra sus manos ni tose o estornue directamente en las personas.
- QUÉDESE EN CASA SI ESTÁ ENFERMO**  
Cúbrase con una mascarilla cuando esté en casa.
- USE MASCARILLA DE TELA EN PÚBLICO**  
Las mascarillas de tela deben cubrirse completamente la nariz y la boca. Incluya los ojos, la nariz y la boca. Evite tocar la mascarilla y cambiarla frecuentemente.

¿Preguntas? Contáctenos.  
Llame al 2-1-1. Las personas sordas o con problemas auditivos pueden enviar un mensaje de texto con su código postal al 800-238 o enviar un correo electrónico al [dphcal@delaware.gov](mailto:dphcal@delaware.gov).

Updated 6/17/20



**SÁBADO 29 DE MAYO Y 19 DE JUNIO**  
**9 AM - 4 PM**

# **VACUNA GRATIS** **CONTRA EL** **COVID-19**

**12 AÑOS - ADULTOS**  
**GRATIS Y SIN CITA**

• PRUEBAS DE COVID • PREMIOS

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**¡CADA MINUTO CUENTA, VACUNATE!!**

Atención sin cita, el primero que llegue será vacunado.









**TCNJ**

THE COLLEGE OF NEW JERSEY

# **NJSOPHE Mid Year Meeting Improving Vaccine Adoption**

*Lessons Learned & Best Practices*

*Dr. Natasha A. Patterson, MPH*

# Fears in the general population

- The vaccine was developed in a short amount of time.
- The vaccine is not effective.
- Vaccines have side effects- fertility, developmental delays, etc.
- Why can't we just be healthy and let our immune system fight the virus.
- The government cannot be trusted.
- Look what happened to Johnson & Johnson, I knew it would be problems.
- Vaccine will have a negative impact on fertility.

# Deep seeded fear in the Black Community

- "Big Pharma"
- Bill Gates
- "They are creating viruses in the labs"
- "Why do you care about us now?"
- "How is the government able to move so fast on this but not on other diseases and health threats?"
- No investment in our communities-education, businesses, family support s, etc.
- It's not just the Tuskegee experiment, it's Tulsa, it's slavery, it's everyday seeing your community be overlooked, divested from, and gentrified, that leads many to believe, "You don't care about us, why should we trust you?"
- This information has been spreading across all social media platforms and plays a large role in the decision making.

# Update

- As of June 07, 2021, CDC reported 57% of people who had received at least one dose of the vaccine.
  - 61% White
  - 9% Black
  - 15% Hispanic
  - 6% Asian
  - 1% were American Indian or Alaska Native, and
  - <1% were Native Hawaiian or Other Pacific Islander, while
  - 8% reported multiple or other race.
- New Jersey
  - Black people make up 12% of NJ population
  - 8% of vaccines distributed went to Black people
  - Black people account for 17% of deaths
- **“Black and Hispanic people have received smaller shares of vaccinations compared to their shares of cases and compared to their shares of the total population in most states. The share of vaccinations received by Black people also continues to be smaller than their share of deaths in most states” (KFF, 2021).**

# Messaging

- Just because it makes sense to us and speaks to our knowledge and understanding...we are not the general population
- Mrna, attenuated vaccine
- "Trust the science"
  - Many believe HIV was created in a lab, many also believe it was weaponized to hurt only certain populations.
  - Trust the scientists
  - A Black woman led the coronavirus team
  - The Tuskegee Experience included scientists, physicians and a Black nurse and some are misinformed about the study details believing that the men were injected with syphilis
- "Operation Warp speed"
- Handling a public health emergency like a war
- Have we not learned from "war on drugs?"

# Strategies for the Future

- Transparency
- Health Literacy
- Addressing mistrust
- Countering misinformation
- Collaboration/Partnership
  - churches, mosques, faith-based institutions, barber shops, hair salons, and other trusted community-based organizations
- Including concrete steps in education and promotion
  - try doing what you are asking people to do, i.e. call and see if you can get an appointment, if one is needed; travel to the space where vaccines are being distributed to see how it is, is it visible, easily accessible, etc?
- Do more to improve overall treatment of the Black communities and create trust.

# Example

<https://www.instagram.com/p/CPEHzfXjjVq/>

When watching, listen for the details, how some of the challenges and barriers being addressed?

# References

Black Doctors COVID-19 Consortium. (2021). Retrieved from <https://blackdoctorsconsortium.com/>

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Laurencin C. T. (2021). Addressing Justified Vaccine Hesitancy in the Black Community. *Journal of racial and ethnic health disparities*, 8(3), 543–546. <https://doi.org/10.1007/s40615-021-01025-4>

# Thank you!

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