



Project Name: Share Your Thoughts On The COVID-19 Vaccine: Summary of Community Input

Bureau/Service Center/Program: Executive Office and Office of Racial Equity & Community Engagement

Contact Information: healthequity@bphc.org



We Asked

In December 2020, the Boston Public Health Commission invited residents to share their thoughts on the new COVID-19 vaccines. We hosted 10 virtual focus groups and distributed one online survey.

We asked residents:

- When a COVID-19 vaccine becomes available, will you take it?
- What helped you decide to take the vaccine?
- What are your concerns about the vaccine?
- What information do you want to know when a new vaccine is available?
- What should public health or medical professionals do to prepare the community for a COVID-19 vaccine?
- Who do you trust the most for information about the COVID-19 vaccine?

You Said

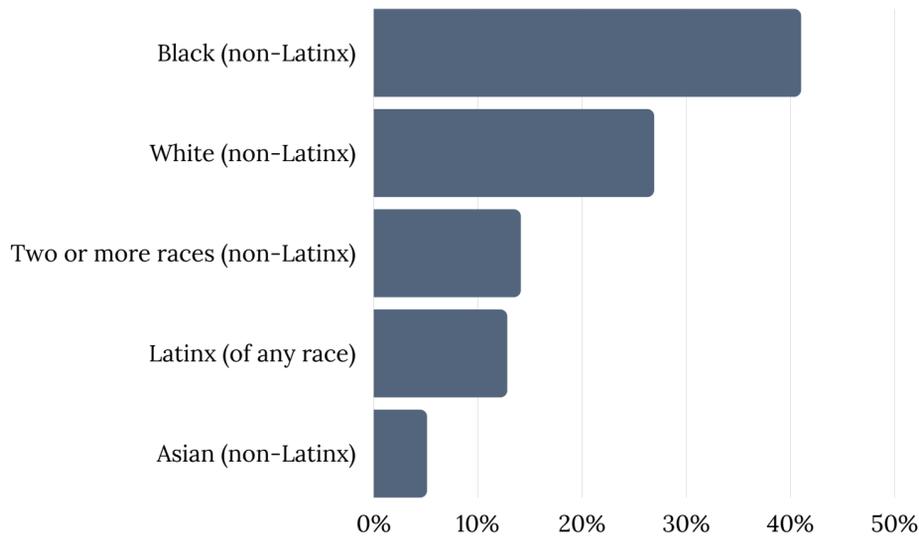
10 Focus Groups
Total participants: 97 Residents



Most participants live in:

Dorchester (02124 and 02125) and Mattapan

Race/Ethnicity*:



*Where race is reported

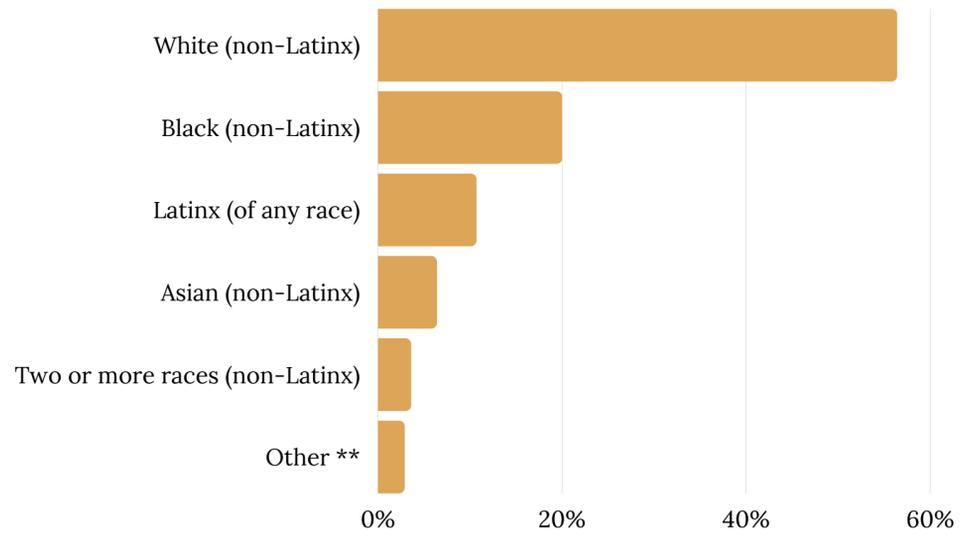
1 Survey
Total responses: 145 Individual responses



Most responses from:

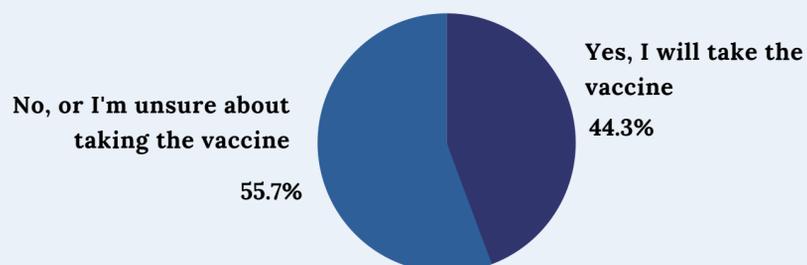
Dorchester (all zip codes) and Charlestown

Race/Ethnicity*:

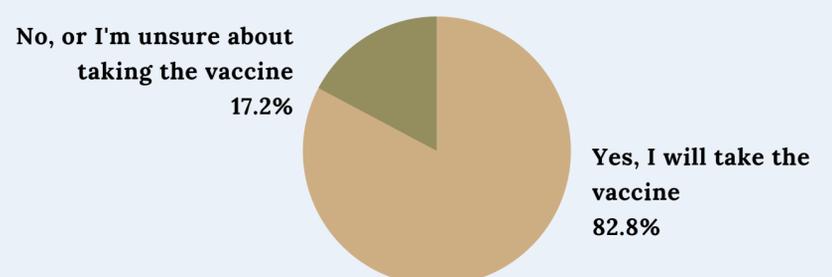


**Includes individuals who provided another race not listed or marked 'not sure.'

When the COVID-19 vaccine becomes available, participants said:



When the COVID-19 vaccine becomes available, responses said:





Project Name: Share Your Thoughts On The COVID-19 Vaccine: Summary of Community Input

Bureau/Service Center/Program: Executive Office and Office of Racial Equity & Community Engagement

Contact Information: healthequity@bphc.org

You Said (cont.)

I am taking the vaccine:



to protect myself,



to protect my family,



to protect my community,



to protect my elders,



to return to a sense of normal.

I have concerns about:



Trusting the healthcare system and pharmaceutical companies



- The vaccine being developed too quickly.
- Whether the vaccine works.
- The side effects of the vaccine.
- The vaccine being stored properly before it gets to me.
- Why there is a vaccine for COVID-19, but not other health diagnoses, like cancer or HIV/AIDS.

I trust information from:



Healthcare providers, medical professionals, and other health experts (Ex: Dr. Fauci, my primary care provider).



Reputable news media (Ex: NYT, NPR, CNN, MSNBC, Boston Globe, Telemundo and Univision).



Local and state government (Ex: Mass.gov, Boston.gov, Bphc.org, and press conferences).

I want to know more about:

- How the mRNA vaccine works.
- The short- and long-term side effects of the new vaccines.
- The results of the vaccine research trials.
- How the vaccine was made quickly.
- How the vaccine will be distributed.
- When the vaccine will be available to me, where I can get it, and how much it will cost me.
- Whether the vaccine is safe to take for pregnant individuals, children, and people with other health conditions.
- How the vaccine will protect me from different strains of the virus.
- What precautions I should take after getting the vaccine.
- What should I expect after taking the vaccine.
- When I will be able to get back to normal life activities.

I think public health/medical professionals should:

- Acknowledge the history of medical experimentation and lasting medical mistrust from Black and POC communities.
- Provide clear information on the vaccine and address misinformation in many languages.
- Translate vaccine research trial data into plain language.
- Distribute information via trusted community leaders.
- Use literature drops, phone calls, text messages, local newspapers, and television to get information to the public.
- Center personal stories of those who have taken the vaccine.
- Establish a COVID-19 vaccine hotline or independent office for residents to get information or voice concerns.
- Report out the percentage of people vaccinated (like the COVID-19 weekly reports).
- Targeted outreach to disability community with mobility challenges who may not be able to get to a vaccination site.
- Create call center to help people reserve vaccine appointment.

We Did

We heard your responses and used it to inform the development of a communication plan that includes:

- **Frequently Asked Questions** (FAQ) addressing your questions.
- Series of **community information sessions** to address your questions and concerns on the COVID-19 vaccines, currently available in English and Spanish with additional languages to be offered at a later date.
- COVID-19 **vaccine information webpage** available on www.bphc.org/covid19vaccine
- **Social media campaign** that highlights community members getting the COVID-19 vaccine.
- Continuing **partnerships** with health care partners, city agencies, faith-based organizations, and community-based organizations to deliver accurate information to the community.

Next Steps/Other

BPHC thanks our community partners, including the Community Action Network, Boston Housing Authority, and 1199 SEIU, and all participants for their valuable contributions to this project. All focus group participants were compensated for their time and expertise. The following individuals were randomly selected to receive a gift card for their participation in the online survey:

Shweta I., Janae S., Celia C., Christine P., Terry D., Cindy R., Kate E., Teresa R., Gerolyn C., Amy F., Oanh H., Mary L., Billy P., Mary A., Daniel W., Ashley V., Dave I., Reed C., Mary M., Edythe C., Jasen L., Laura L.