



WA DOH COVID-19 Vaccine

Stakeholder Interview Research Report
February, 2021



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Research Approach



Research Objectives

Conduct a in-language study about the health barriers and motivators among multicultural audiences representing the diverse communities living in WA to guide its communications efforts for when a COVID-19 vaccine is ready for safe distribution.



Methodology

- **One-on-one in-language interviews** (60-min) via phone or Zoom in December of 2020.
- C+C recruited a team of community members to act as interview moderators in 11 different languages.
- Each moderator conducted 6 to 7 in-language interviews.
- Languages: Arabic, Mandarin, Cantonese, Korean, Punjabi, Russian, Somali, Spanish, Tagalog, Ukrainian, and Vietnamese.



Participant Criteria

Moderators were responsible for finding qualified participants based on the following criteria:

- Be at least 18 y/o
- Live in Washington State
- Speak the desired language or identify as a member of that community
- Believe that COVID-19 is real
- Be unlikely to get the COVID-19 vaccine when it is approved or undecided about whether or not to get it
- Not be against vaccinations in general
- Preferably, have access to a reliable internet connection

Excluded those who:

- Are medical professionals (nurses, doctors, medical researchers, pharmacists, etc.)
- Work in the Public Health field
- Work in an ad agency, market research firm, marketing firm, PR firm
- Work in the news media such as TV, radio, or newspaper



Key Interview Questions

- How would you describe your attitude about vaccines?
- How likely are you to get the COVID-19 vaccine when it is available to the general public?
- What are the main reasons you WOULD or WOULD NOT get the COVID-19 vaccine when it becomes available to the general public?
- Who would you talk to and where would you get information about the COVID-19 vaccine?
- What would be the best way to communicate with your community about the COVID-19 vaccine?
- How willing would you be to enable the WA Notify feature? (findings not included in this report)
- Spanish-speaking participants were also asked to react to a vaccine video ad



Overall Key Takeaways



Across all groups, there's an overall hesitance about getting vaccinated first – **most want to “wait and see”**

Will probably get it to protect myself, my family and my community. However, I will wait and see how it goes for others first.

I'm hesitant because it was developed too quickly, but will get it if my doctor recommends it.

I'm unsure about getting the vaccine because of the risk of side effects, I'd rather wait until I hear more about it.

Probably won't get vaccine right now because of lack of testing among my demographic group.

Cantonese
Korean
Punjabi
Spanish
Tagalog

Arabic
Mandarin
Russian
Somali
Ukrainian
Vietnamese

Overall Key Takeaways

Barriers

The following barriers to getting a COVID-19 vaccine are common across cultures:

- The most resonant and impactful barriers were:
 - Fear of side effects.
 - Unsure of the safety and efficacy of the vaccine.
- Barriers that were less strong but that still came to the surface were:
 - Cost, fear that insurance would not cover the vaccine and its overall affordability.
 - Insufficient information around the vaccine itself.



Barriers to Getting Vaccine by Language

Barriers	Spanish	Arabic	Mandarin	Cantonese	Punjabi	Russian	Tagalog	Korean	Ukrainian	Somali	Vietnamese
Fear of side effects	X	X	X	X	X	X	X	X	X	X	X
Unsure of safety and efficiency of vaccine	X	X	X	X	X	X	X	X	X		
Cost, lack of insurance, overall affordability			X	X				X			
Accessibility to/availability of the vaccine			X								X
Not enough testing among my demographic		X				X			X	X	X
Mistrust of government – politicians making decisions about vaccine instead of scientists	X					X	X			X	
Hesitance due to speed in producing the vaccine			X		X		X	X	X	X	



Overall Key Takeaways

Benefits/Motivators

The following benefits to getting a COVID-19 vaccine are common across cultures:

- The most impactful benefits were:
 - Protect themselves, loved ones, and community.
 - The promise of returning to “normal.”
- Additional benefits that were highlighted, though not as resonant across audiences:
 - Helping the economy reopen, having a positive impact on businesses.



Benefits/Motivators by Language

Benefits/Motivators	Spanish	Arabic	Mandarin	Cantonese	Punjabi	Russian	Tagalog	Korean	Ukrainian	Somali	Vietnamese
Protect themselves, loved ones, community	X	X	X	X	X	X	X	X	X	X	X
Returning to “normal” life, being less afraid, travel freely		X	X	X	X	X			X	X	X
Help economy/businesses reopen				X	X					X	X
Ending the pandemic							X			X	
Getting students back in classrooms		X								X	



Overall Key Takeaways

Trust/Credibility

- Overall, the most trusted figures are doctors, primary care physicians, and other medical providers.
- There is substantial trust in community leaders and community-based organizations and an emphasis on sharing messaging through local/community channels.
- Though state and federal entities were less frequently noted as the most trusted, the CDC stands out as a highly trusted government organization.



Who is Trusted by Language

Trusted Messengers	Spanish	Arabic	Mandarin	Cantonese	Punjabi	Russian	Tagalog	Korean	Ukrainian	Somali	Vietnamese
Doctors, healthcare professionals	X	X			X	X	X	X	X	X	X
Community organizations, non-profits	X	X	X	X	X		X	X		X	
News outlets (NPR, NYT, CNN, Seattle Times)		X				X	X	X		X	
In-language/community media outlets	X							X	X		X
City & state government		X	X	X		X	X	X		X	
Mosques, church leaders, places of worship					X	X			X	X	
Family & friends			X	X	X	X			X	X	X
Social/digital media (Facebook, YouTube, Twitter)	X		X	X			X		X		X



Spanish

Total Number of Interviews: 6



Key Takeaways: Spanish

- Spanish-speaking participants feel quite knowledgeable about vaccine information.
- The main barriers to getting the COVID-19 vaccine are fear of side effects and fear that the vaccine may not be safe.
- Protecting themselves, their loved ones, and the community are the most common benefits to get the COVID-19 vaccine.
- Doctors, radio, and Facebook are relevant channels of communication for this segment.
- Participants spoke about community members feeling shame around COVID. People are reluctant to say they've had COVID for fear of judgment.



COVID Vaccine Creative

“How are COVID Vaccines Being Made?”

(only tested with Spanish-speaking participants)

How are COVID Vaccines Being Made? (click to watch)



Ad Response: Although the ad received an overall positive reaction, for some it did not feel like it provided enough information

- Several participants expressed they would like to hear more in-depth information such as:
 - *Who was conducting the trials, and how many people were involved*
 - *What to expect once the vaccine is being distributed, in terms of how it will slow and eventually end the pandemic*

- Participants reacted positively to the ad
- They felt familiar with basic information about the COVID vaccine
- They suggested to consider pointing people to resources where they can find more detailed information

Quote: *"I know the trajectory a vaccine normally takes, so with this vaccine I'm a little afraid. But many people don't have deep knowledge about this, and they will have less doubts."*

Vaccines in General: Spanish

Most participants associate negative experiences with vaccines in general

Barriers

- Participants have attributed negative experiences to vaccines such as feeling ill after getting a flu vaccine

Benefits/Motivators

- Participants feel knowledgeable about vaccines from doing their own research or talking to people in the medical field

Quote: *"The majority of the Latin community believes that vaccines can cause side effects, and that they know home remedies that are better at warding off illnesses."*

COVID-19 Vaccine: Spanish

While most are willing to get the COVID-19 vaccine, many of them would be uncomfortable getting the vaccine until others get it first

Barriers

- Fear of side effects
- Fear the vaccine may not be safe
- Distrust in government (to a lesser extent)

Benefits/Motivators

- Protecting themselves, their loved ones, and their community
- Regain safety in the world

Quote: *“I will believe it when I see it. I know there are large scale studies going on, but I still feel skeptical. I want to see others get it before I get it.”*

Credible Sources of Information: Spanish

- Many Spanish-speaking participants will turn to their doctors for information.
- Participants stated that they do not always know how to distinguish between factual information and misinformation on social media.
- Radio and Facebook are trusted sources of information – particularly radio for the elderly.
- Specific media mentioned by some participants included El Rey 1360 with host Horacio Ahumada and KUNS (local Univision station).



Arabic

Total Number of Interviews: 7



Key Takeaways: Arabic

- Arabic-speaking participants had positive attitudes about vaccines being safe if they've been sufficiently tested.
- The main barriers to getting the COVID-19 vaccine are doubts about its effectiveness and fear of side effects.
- Protecting themselves, their loved ones, and getting back to their daily routine are the most common benefits to get the COVID-19 vaccine.
- Primary family doctors, non-profit organizations/community centers, and national media outlets like Fox News are relevant channels of communication for this segment.



Vaccines in General: Arabic

Arabic-speaking participants had an overall positive attitude towards vaccines in general being safe if they have been sufficiently tested

Barriers

- Some participants associate sickness with vaccines
- A few participants believe they can increase their body immunity with natural herbs without the need of getting a vaccine

Benefits/Motivators

- Most participants are willing to get vaccinated for any disease if vaccines are proven to be safe and have been sufficiently tested

Quote: *“Whenever I get vaccine, I get a fever and become weak for several days.”*

COVID-19 Vaccine: Arabic

They had a positive attitude about the COVID-19 vaccine but are concerned about side effects due to not enough testing and clinical trials

Barriers

- Doubt its effectiveness – scientists didn't spend enough time testing and conducting trials
- Fear of side effects
- Won't be helpful short-term

Quote: *"The vaccine should not have side effects, or it is useless."*

Benefits/Motivators

- Protect themselves and their families
- Get back to their daily routine and activities without fear of COVID
- Recover from financial problems.
- Kids going back to school

Quote: *"I won't have to worry about wearing masks."*

Credible Sources of Information: Arabic

- Arabic-speaking participants trust their primary family doctor; non-profit community organizations and national media outlets come second.
- For some participants, non-profit organizations/community centers, CNN, Fox News, and the FDA website are credible sources of information.
- A few participants mentioned that phone calls in-language brochures are good ways to communicate with them.
- Some participants had a hard time identifying specific trusted sources to provide as an example.



Cantonese

Total Number of Interviews: 7



Key Takeaways: Cantonese

- Cantonese-speaking participants believe in the science of vaccination. However, only one participant gets the annual flu shot.
- The main barriers to getting the COVID-19 vaccine are safety and worry that their insurance won't cover it.
- Getting back to normal life and improving the economy are the most common benefits of getting the COVID-19 vaccine.
- Government entities are trusted; however, opinions from friends, family members, and doctors are most convincing.
- Technology illiteracy is a significant barrier with older generations and high-risk groups.



Vaccines in General: Cantonese

They believe in the science of vaccination, and accept the possibility of experiencing side effects in general

Barriers

- Most participants are not very knowledgeable about vaccines in general
- Most participants don't get the flu shot every year

Benefits/Motivators

- Some participants associate vaccines with “making everyone healthier”
- Most participants understand that side effects are common
- Most participants believe that it is important for everyone to get vaccinated

Quote: “Yes, in Chinese culture, it is a proper thing to do to have everyone vaccinated.”

COVID-19 Vaccine: Cantonese

They want the COVID-19 vaccine, they worry about side effects and want to wait for others to get it first

Barriers

- Safety – access to clear evidence about its safety is key in deciding to get it
- Unknown side effects
- Cost. Insurance coverage
- Distance to vaccination locations

Benefits/Motivators

- Go back to normal life
- Revitalize the American economy and bring back jobs

Quote: *“The only thing I care about is whether this vaccine is safe, and whether it is effective. Look at Korea, 30 people died from taking their vaccine. In Taiwan, two people died.”*

Credible Sources of Information: Cantonese

- Most Cantonese-speaking participants seem to trust government information, but their family's, friends' and doctors' opinions on the vaccine are the most convincing.
- Most participants mentioned the elderly can only get information from friends, family, and doctors because of language barriers and technology illiteracy.
- Many participants are skeptical about news media because they believe there is too much fake news going on.
- Some participants use Facebook, Twitter and WeChat as regular sources of information.
- Some participants mentioned trusted community-based organizations such as CISC.



Korean

Total Number of Interviews: 6



Key Takeaways: Korean

- Korean-speaking participants see vaccines as helpful and important but may not need to be mandatory.
- They see the importance of getting the COVID-19 vaccine and intend to get it, but don't want to be the first to get it.
- The main barriers to getting the COVID-19 vaccine are concerns about side effects, effectiveness, and affordability.
- A number of people felt they wanted to know more information about the vaccine – particularly about how it could be developed so fast and still be safe and effective.
- Data from clinical trials are more trusted than the FDA. CDC is more trusted than FDA.
- They trust scientists and doctors to help them make decisions about the vaccine.



Additional Attitudes & Beliefs

- Protecting themselves and their families is the most common benefit of getting the COVID-19 vaccine.
- There was no mention of ending the pandemic as a motivator/benefit.
- State entities, medical providers, and official organizations are trusted sources of information. They do not trust President Trump.
- Korean news sources are the trusted media source; they also trust NPR and CNN.
- Participants' practices related to the flu vaccine could link with their willingness to get the COVID-19 vaccine. They consider getting the flu vaccine as a seasonal habit and show a strong willingness to get the COVID-19 vaccine.
- Some expressed the opinion that vaccines should not be mandated, but should be a voluntary thing.
- Some expressed that COVID-19 has made them more aware of the importance of vaccinations.



Vaccines in General: Korean

They have positive attitude about vaccines overall, and believe that vaccines are important, but question the necessity of some

Barriers

- Side effects
- Lack of trust in pharmaceutical companies
- Think they don't need vaccines if they practice good hygiene habits

Benefits/Motivators

- Help prevent disease
- Keeps family, friends and community safe/healthy

Quote: "My son has a disability. I have tried to keep my son's vaccines up to date because I need to protect his health, as well as the health of others in my community."

COVID-19 Vaccine: Korean

Although most of them are highly likely to get it, they do have concerns about side effects

Barriers

- Potential side effects, especially long-term effects
- Lack of confidence in efficacy
- Affordability
- The idea of “WARP speed” causes concern
- Want to wait and see

Benefits/Motivators

- Protecting their health and their families' health

Quote: “I don't think that I am ready for it. I need to learn more about it and see the long-term side effects of it; I will wait until experts show us that the vaccine is very safe and effective with supporting data.”

Credible Sources of Information: Korean

- Most Korean-speaking participants want to see data and will trust data from local and state organizations as well as Korean news sources.
- Most don't trust President Trump as they believe he has politicized COVID-19.
- Local and state government / organizations are trusted.
- They trust Korean news outlets, such as Wow Seattle and JoySeattle.

Mandarin

Total Number of Interviews: 7



Key Takeaways: Mandarin

- Mandarin-speaking participants consider vaccines important but most skip getting the flu vaccine each year.
- Main barriers to get the COVID-19 vaccine are safety and efficacy concerns – more than half of participants would wait to see how others in their demographic group fare before getting it.
- Potential costs of the vaccine and/or whether it will be covered by insurance, were reasons of concern for most participants.
- Protecting themselves and getting back to normal life are the most common benefits of getting the COVID-19 vaccine.
- Government entities (FDA, WA State), Facebook, Twitter, Fox News, and local WeChat groups are trusted communication channels (more so than doctors).



Vaccines in General: Mandarin

They all agree it is important to be vaccinated in general but are skeptical about the flu vaccine

Barriers

- They have all taken the mandatory vaccines in the past, but only 1 out of 7 candidates gets the flu shot every year

Benefits/Motivators

- They all agree that it is important to take the required vaccines against deadly viruses and diseases

Quote: *"I do believe in vaccination. But vaccines have all these kinds of side effects, so I don't take any unnecessary ones."*

COVID-19 Vaccine: Mandarin

They have a general feeling that the COVID-19 vaccines may not be 100% ready and safe – only two participants were positive and proactive about getting it

Barriers

- 5 out of 7 participants had strong concerns about safety and efficacy
- Affordability – all participants cited cost as a potential barrier for getting vaccinated
- Distance to vaccination sites for those who depend on public transportation
- Skepticism around clinical trials data due to rushed process

Benefits/Motivators

- Getting back to a normal life
- Protect themselves

Quote: *“I feel like I don’t want to get the new COVID vaccine. Regular clinical trials usually last 10 years, which greatly increases the vaccine’s safety. But when COVID is so new, I feel very cautious about it. I don’t want to be in the first group of people getting the vaccine.”*



Credible Sources of Information: Mandarin

- For Mandarin-speaking participants, information consumption is greatly influenced by their age and how long they have been in the U.S.
- For younger participants, news websites, Facebook and Twitter are regular sources of information.
- Local WeChat groups are a popular and effective way to deliver news to recent Chinese immigrants.
- Some participants mentioned non-profit organizations like CISC Seattle and SeattleChinaRen.com as trusted sources.
- Language barriers and technology illiteracy greatly limit sharing information with the elderly, who mostly get information from family members and friends.



Punjabi

Total Number of Interviews: 7



Key Takeaways: Punjabi

- Punjabi-speaking participants understand the functionality of vaccines – most got their flu shots this winter.
- The main barriers to getting the COVID-19 vaccine are doubts on whether it will work properly and concerns about short-term and long-term side effects. However, most of them will get the vaccine if recommended by their doctor.
- Getting back to normal life and helping businesses stay open are the most common benefits of getting the COVID-19 vaccine.
- Primary care doctors, CDC, Dr. Sanjay Gupta, Dr. Fauci, and the Gurudwara Center of Seattle are trusted sources of information.
- Younger participants are mostly reachable online and on social media.
- The older Punjabi generation isn't reachable through social media or the internet, they rely mostly on community newspapers, word-of-mouth, and socializing in order to get their information.



Vaccines in General: Punjabi

They all seem to have overall positive attitudes about vaccines in general and are up-to date with theirs

Barriers

- Some participants are concerned about the side effects that vaccines bring

Benefits/Motivators

- All participants seemed to understand the functionality of vaccines
- Participants believed vaccines are good for their bodies and create immunity against viruses

Quote: “A vaccine can bring immunity to you so you may roam freely.”

COVID-19 Vaccine: Punjabi

While there's hesitance due to the COVID-19 vaccine not being tested for a long period of time, most will get it if their doctor recommends it

Barriers

- Doubts about if it will work properly and without long-term side effects
- Concerns about scientists representing big companies' interests

Benefits/Motivators

- Going back to normal
- Helping reopen businesses and the economy
- Solve the financial crisis

Quote: "Because the virus is fairly new to the world, we don't know exactly what works and what doesn't. So, the long-term effects could be the risk factor preventing me from taking it."

Credible Sources of Information: Punjabi

- Health clinics/doctors, CDC, FDA, and Dr. Fauci are among the most trusted sources for the Punjabi community.
- Social media is a trusted source for younger generations.
- Many participants mentioned the older Punjabi generation cannot be reached through social media or the internet since they rely on community newspapers and word-of-mouth to get their information.
- Participants see the Gurudwara's (Sikh Temple) bulletin board as a good place for people in the community to gather and share information.



Russian

Total Number of Interviews: 7



Key Takeaways: Russian

- Russian-speaking participants have a good understanding about vaccinations and their role in preventing serious illnesses – for many, they were mandatory.
- Main barriers to getting the COVID-19 vaccine: long-term side effects, insufficient research prior to vaccine approval.
- Protecting themselves and their families and returning to normal life are the most common benefits of getting the COVID-19 vaccine.
- Medical professionals and places of worship are their most trusted sources of information.



Additional Attitudes & Beliefs

- The Russian-speaking community is a very diverse group of people from different socio-economic and educational backgrounds. We should not generalize when it comes to this community.
- There is a large segment of this population coming from rural areas of the former Soviet Union and who emigrated as political refugees due to religious convictions. They hold their church leaders and pastors in high esteem and follow their advice rather than listen to any news sources or government regulations. The most effective way of connecting with this group is through their churches, gathering places and places of worship.



Vaccines in General: Russian

Most participants seem to be quite knowledgeable and receptive about vaccines in general, but more than half expressed distrust around flu vaccines

Barriers

- There seemed to be a persistent belief that the flu vaccine gives you a 50/50 chance of catching it

Benefits/Motivators

- They all have overall positive attitudes towards vaccination
- Most participants had to be vaccinated when they were children, as this was not a matter of choice in the Soviet Union

Quote: *“This little idea (of vaccination) can save the whole world. I made sure that my children were vaccinated when they were growing up.”*

COVID-19 Vaccine: Russian

Although they are eager for the COVID-19 vaccine to arrive, they would like to wait 2 – 3 months to make sure it is safe and effective

Barriers

- Fear of possible long-term side effects
- Fear that politicians, rather than medical experts, are making decisions about the vaccine
- Rush to get approvals might have a negative effect on its safety

Benefits/Motivators

- Protecting themselves and their family
- Returning to normal life

Quote: “I won’t be in the first ranks to get this vaccine: I want to make sure that there are no significant side effects and negative consequences that pop up down the line, in one or two months after the vaccine is given.”

Credible Sources of Information: Russian

- Russian-speaking participants have diversified sources of information they trust, with medical professionals at the top of their list.
- Several participants mentioned medical journals and specialized medical sites (Mayo Clinic, WebMD) as trusted sources.
- Interested in testimonials of people who got the vaccine.
- Russian-speaking immigrants rely on their pastors and places of worship for trusted information.
- Participants that have been in the US longer, cited the NYT, The Atlantic, NPR, EuroNews and Reuters, as well as US official government websites.
- Most interviewees cited the FDA as a credible source.
- They can also be reached through their children (schools' communications).



Somali

Total Number of Interviews: 7



Key Takeaways: Somali

- Somali-speaking participants are positive to neutral about vaccines; most understand how they work.
- Main barriers to getting the COVID-19 vaccine:
 - Potential side effects
 - Rushed production
 - Politicians instead of science making decisions about the vaccine
 - Concerns about not enough testing done for their specific demographic group
- Main benefits to getting the vaccine: protecting themselves and helping their community.
- Doctors, community leaders, community centers, mosques, and community organizations are trusted sources of information.



Vaccines in General: Somali

They feel neutral to positive about vaccines in general and are familiar with how they work

Barriers

- Some participants distrust the pharmaceutical companies that create the vaccines

Benefits/Motivators

- Most were introduced to vaccines when they were young
- They seem to be moderately knowledgeable about vaccines and understand they can cause side effects
- Most participants believe vaccines can save their life

Quote: *"I think there is more pros than cons, it's about how you view it. I hope people can view it with the same perspective as me."*

COVID-19 Vaccine: Somali

Overall attitude towards COVID-19 vaccine is positive, but they are concerned about side effects, rushed production, and lack of research among their demographic

Barriers

- Possible side effects
- Fear of politics, not science, guiding decisions about the vaccine
- Believe not enough testing has been done within their demographic group

Benefits/Motivators

- Protecting themselves from COVID
- Feel like they are doing their part in ending the pandemic
- Helping and serving their communities and families

Quote: *“Because they are testing subjects that are white or similar, I need to know how it affects people of color and how it may help the process of opening up again.”*

Credible Sources of Information: Somali

- Somali-speaking participants turn to doctors, community leaders, community centers, and community organizations for credible information.
- Most participants don't trust blogs or other secondary sources.
- Participants also mentioned turning to their local mosque and religious centers.
- Most participants trust King County and the City of Seattle.
- One participant mentioned the "Somali Health Board."
- "Open-house" Zoom calls initiated by community centers were mentioned as a good way to communicate within the community, as well as weekly email newsletters.



Tagalog

Total Number of Interviews: 7



Key Takeaways: Tagalog

- Tagalog-speaking participants believe in vaccines – they get vaccinated and get their children vaccinated.
- The main barrier to getting the COVID-19 vaccine is fear of potential side effects.
- Some are concerned that it won't be very effective, but that's not necessarily a barrier.
- The speed at which the vaccine was developed is the main reason people are concerned about side effects and efficacy. A few also feel it has been politicized.
- Clinical trials are viewed as the data source that the FDA and independent reviewers are using to judge the vaccine.
- Protection and immunity from the virus and getting back to normal are the most common benefits of getting the COVID-19 vaccine.
- Personal doctors, Dr. Fauci, CDC, and state and local government are trusted influencers.
- Most said they'll make their own decision after weighing what they have seen and heard – but their doctor has the most influence.



Vaccines in General: Tagalog

Overall, there is a strong positive association with vaccines in general, with connections to safety and immunity

Barriers

- Possible side effects

Benefits/Motivators

- Protection from disease for self and others
- Eradicating disease (polio, mumps, measles, etc.)

Quote: "When I think of vaccines, the words I think of are prevention, safety, immunity, important, shield."

COVID-19 Vaccine: Tagalog

They are all willing to get the vaccine; if their doctor recommends it, they will get it despite concerns over efficacy and side effects

Barriers

- Fear of side effects
- Idea of “Warp Speed” causes trepidation
- Affordability (for some)

Benefits/Motivators

- Protection and immunity from the virus for self and others
- Getting back to “normal” life
- Data about safety
- Doctor recommendation

Quote: “COVID-19 is a big deal. I want to be a part of the solution and not be a part of the problem.”

Credible Sources of Information: Tagalog

- Tagalog-speaking participants don't trust politicians. They don't believe they have an interest in the public, only themselves.
- They trust medical professionals over politicians.
- They are split on how they feel about the FDA – some see it as a government entity, others don't.
- They see clinical trials, the FDA and independent reviewers as inter-related. The clinical trials are what the FDA uses, and what the independent reviewers look at.
- Some didn't trust independent reviewers because they may not have the right credentials to assess the data.
- State and local government are trusted; the federal government is suspect.
- They look to social media for information.



Ukrainian

Total Number of Interviews: 7



Key Takeaways: Ukrainian

- Ukrainian-speaking participants are comfortable with vaccinations – for many, they were mandatory as children.
- Main barriers to getting the COVID-19 vaccine: risk of side effects, safety concerns, and not enough information about the vaccine ingredients and how it works – most of them will wait to get it.
- Most common benefit of getting the COVID-19 vaccine: protecting themselves and their families; going back to normal.
- Most participants mentioned being able to go back to church as an important benefit of getting the vaccine.
- Medical providers, state entities, Facebook, and churches are cited as trusted sources of information.
- Most Ukrainian participants expressed distrust on independent vaccine reviews and studies, citing potential interests of big pharma companies that could be behind them.



Additional Attitudes & Beliefs

- Several participants had bad experiences in the past with poor quality vaccines available in Ukraine which may influence their concerns about the vaccine's safety.
- There is a strong anti-vaccine movement that appeared in the last 20 years in Ukraine, Moldova, Russia, and surrounding countries. Some of the younger respondents may be influenced by this movement.

Vaccines in General: Ukrainian

Most have been exposed to vaccines throughout their life and view them as necessary

Barriers

- One of the biggest misconceptions is that some healthy people do not need vaccines because their immune system is strong
- Some participants think the flu vaccine is useless because they believe it makes them sicker than the flu

Benefits/Motivators

- All of them were vaccinated in their childhood. It was mandatory in Ukraine and the ex-USSR
- Most of them understand the benefits of a vaccinated society and the reasons behind it

Quote: *"The positive thing is that we can feel good because we feel protected. Prior to coming to the USA, we had a list of mandatory vaccines in order to get an immigrant visa. But I also know people that have no vaccines and they are healthy."*

COVID-19 Vaccine: Ukrainian

While their overall attitude about the COVID-19 vaccine is positive, they had concerns about its safety – most would wait at least 6 months to get it

Barriers

- Possible side effects
- Developed too quickly
- Many concerns about the vaccine's safety; fear of getting COVID
- Not enough information to make a decision (ingredients, demographic statistics, clinical trials data)

Benefits/Motivators

- Not getting COVID
- Protecting themselves
- Not wearing masks
- Going back to normal life, going back to church and school

Quote: *"I would prefer to wait a while to see how other people are reacting to it. This vaccine is new; we need to wait and see what reaction could have on our body."*

Credible Sources of Information: Ukrainian

- Medical providers are their main trusted source of information for Ukrainian-speaking participants, followed by official organizations like The Washington State Department of Health.
- Most participants cited in-language videos posted on Facebook and YouTube as good information sources.
- Most said they would trust their friends and peers if they had positive reviews on their vaccine experiences.
- Some participants mentioned using groups on Viber and WhatsApp to find statistics on COVID and information on vaccines.



Vietnamese

Total Number of Interviews: 6



Key Takeaways: Vietnamese

- Vietnamese-speaking participants are very receptive towards vaccines in general but hesitant about getting the COVID-19 vaccine – most will wait to see how it works first.
- Main barriers to getting the COVID-19 vaccine:
 - Fear of side effects and overall vaccine effects
 - Lack of testing among their demographic group
- Protecting themselves/loved ones/community and reopening the economy were cited as most common benefits of getting the vaccine.
- Medical providers, government agencies (FDA, CDC), WA State Governor, Dr. Fauci, and local Vietnamese news channels are trusted information sources.
- They rely on Facebook and YouTube to find information despite not fully trusting it.
- They are completely fine with wearing face masks for as long as it's needed until they can be vaccinated.



Vaccines in General: Vietnamese

They trust that vaccines are safe in general but don't know much about the science behind them

Barriers

- There was some misconception about believing vaccines provide 100% protection from contracting diseases

Benefits/Motivators

- Most participants believe that vaccines are generally safe and effective
- They trust their family doctors' recommendations about vaccinations
- All of them have gotten some type of vaccination recently.

Quote: "I am not too worried about getting vaccinated overall. I am only a bit concerned that I may be tired after getting the shot and cannot do much for a few days."

COVID-19 Vaccine: Vietnamese

They are hesitant about the COVID-19 vaccine's safety but believe everyone needs to get it to reopen the economy and go back to normal

Barriers

- Potential side effects
- Not enough data available about effects of the vaccine
- Lack of vaccine testing among their specific demographic group

Benefits/Motivators

- Protection for themselves, their loved ones, and the overall community against COVID-19
- Going back to “normal,” being able to travel freely and to gather socially

Quote: *“I am not sure if the vaccine works well with people like me.”*

Credible Sources of Information: Vietnamese

- Medical providers are their most trusted sources of information for Vietnamese-speaking participants – they will most likely go to their primary care provider to get information about the vaccine.
- Most participants trust the CDC, FDA, Washington State Governor, and Dr. Fauci.
- They regularly look for news on YouTube and Facebook.
- They rely on local Vietnamese news media.



Thank You.



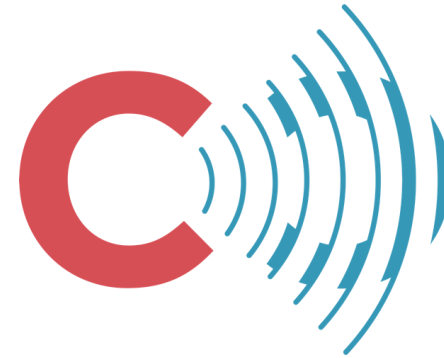
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