



Vaccine Equity among At-Risk Populations in the United States

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Challenges Magnified for At-Risk Populations During COVID-19 Outbreak



Lack of access to basic resources such as food, water, shelter, and transportation



Suboptimal housing conditions



Employment in essential jobs with limited protections



Lack of access to healthcare services



Mistrust of institutions due to discriminatory experiences



COVID-19 Impact Risk by Race/Ethnicity, U.S.A.

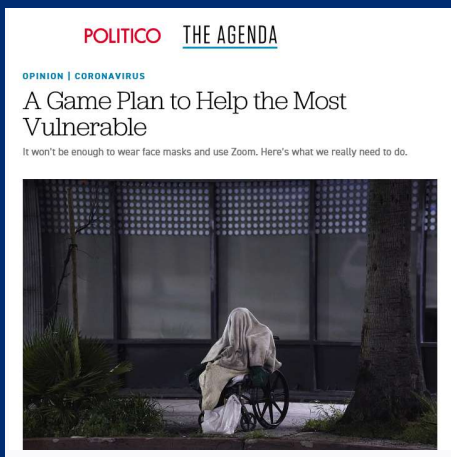
Risk for COVID-19 Infection, Hospitalization, and Death By Race/Ethnicity

Updated Mar. 12, 2021

Rate ratios compared to White, Non-Hispanic persons	American Indian or Alaska Native, Non-Hispanic persons	Asian, Non-Hispanic persons	Black or African American, Non-Hispanic persons	Hispanic or Latino persons
Cases ¹	1.7x	0.7x	1.1x	1.3x
Hospitalization ²	3.7x	1.0x	2.9x	3.1x
Death ³	2.4x	1.0x	1.9x	2.3x

<https://www.cdc.gov/coronavirus/2019-ncov/covid-data/investigations-discovery/hospitalization-death-by-race-ethnicity.html>

A Game Plan to Help the Most Vulnerable

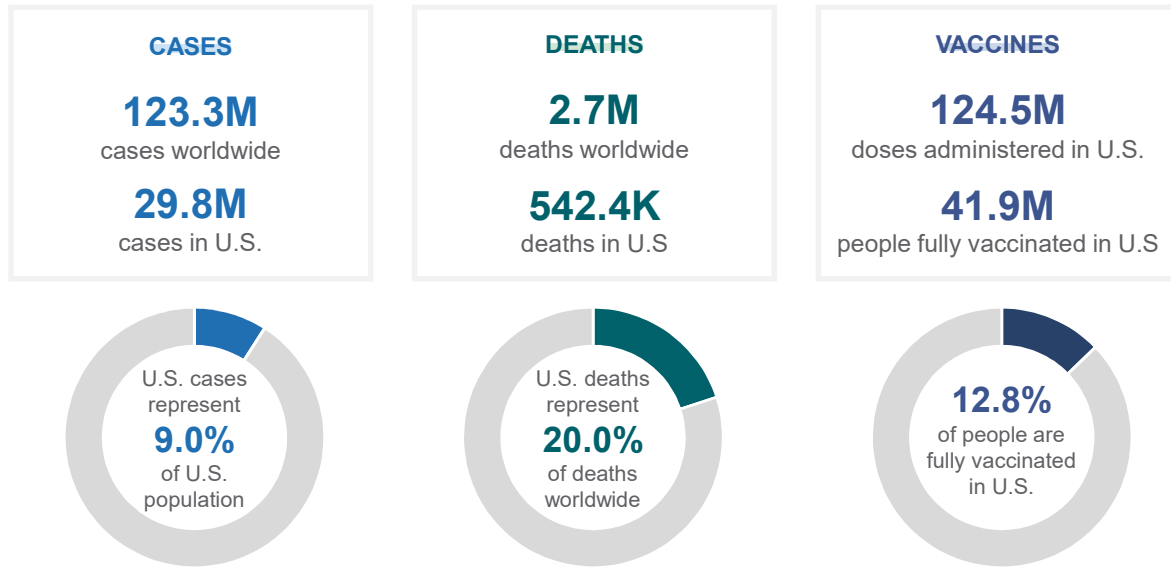


- 1 Track data on COVID-19 cases by race, ethnicity, and geography
- 2 Communicate and build trust with communities of color
- 3 Enhance access to testing and health care
- 4 Protect essential and low wage workers
- 5 Provide social services to keep vulnerable groups safe

Source:
<https://www.politico.com/news/agenda/2020/04/07/game-plan-to-help-those-most-vulnerable-to-covid-19-171863>

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COVID-19 Data At-A-Glance, March 22, 2021 (10:27 AM)



COVID-19 Dashboard by the Center for Systems Science and Engineering (CSSE) at Johns Hopkins University
International Vaccination Efforts by Johns Hopkins University

Confidence in the Vaccines Has Increased

The PEW Research Center has seen an increase in the public's willingness to take the vaccine from 51% to 60% of Americans from September to November

51% → 60%

Percent of public willing to take the vaccine (Sept – Nov 2020)

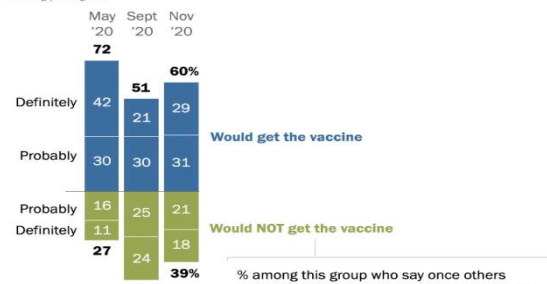
In addition, PEW has also seen public confidence has grown that the research and development process will yield a safe and effective vaccine for COVID-19: 75% have at least a fair amount of confidence in the development process today, compared with 65% who said this in September¹

65% → 75%

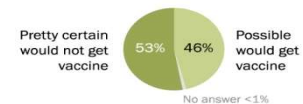
Percent of public confident in vaccine development process (Sept. – Dec 2020)

Majority of Americans now say they would get a vaccine for the coronavirus

% of U.S. adults who say if a vaccine to prevent COVID-19 were available today, they ...



% among this group who say once others start getting a coronavirus vaccine and there is more information ...



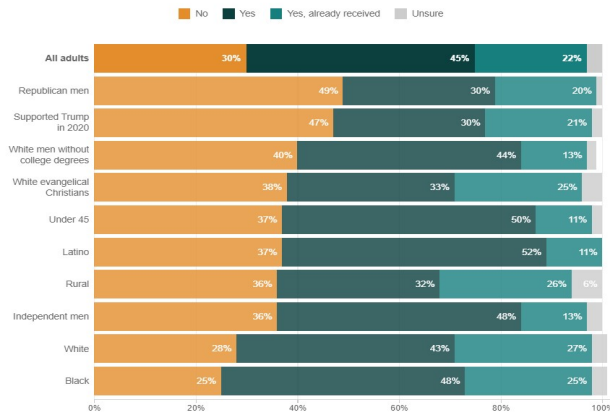
Note: Respondents who did not give an answer are not shown.
Source: Survey conducted Nov. 18-29, 2020.
"Intent to Get a COVID-19 Vaccine Rises to 60% as Confidence in Research and Development Process Increases"

PEW RESEARCH CENTER

1. <https://www.pewresearch.org/science/2020/12/03/intent-to-get-a-covid-19-vaccine-rises-to-60-as-confidence-in-research-and-development-process-increases/>

The majority of Americans now find COVID-19 vaccination acceptable, but acceptance varies

If a vaccine for the coronavirus is made available to you, will you choose to be vaccinated?



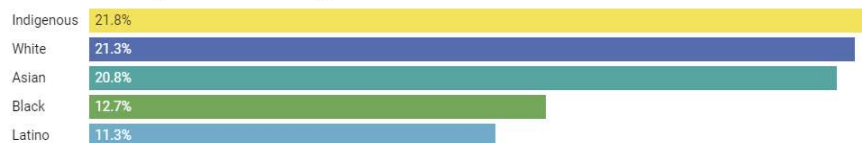
Source: NPR/PBS NewsHour/Marist poll of 1,227 U.S. adults conducted between March 3 and March 6. The margin of error for the overall sample is 3.4 percentage points. Totals may not add up to 100% because of rounding. Credit: Thomas Williams/NPR

- Acceptance of the vaccine varies by political affiliation, religious orientation, age, residence, and race/ethnicity
 - Black Americans are no longer more hesitant to accept the vaccine than White Americans, but Latino Americans have lower acceptance rates
 - Acceptance is also somewhat lower among rural versus urban populations

<https://www.npr.org/sections/coronavirus-live-updates/2021/03/12/976172586/little-difference-in-vaccine-hesitancy-among-white-and-black-americans-poll-find>

INOCULATION NATION: BLACK AND LATINO VACCINATION RATES LAG BEHIND

Percentage of U.S. residents who have received at least one dose of COVID-19 vaccine, by race/ethnicity, across all states with available data



Data gathered March 23, 2021, from the District of Columbia and the following 34 states: Alabama, Alaska, Arizona, California, Colorado, Florida, Georgia, Hawaii, Idaho, Indiana, Iowa, Kansas, Louisiana, Maine, Maryland, Massachusetts, Michigan, Minnesota, Mississippi, Missouri, Nebraska, New York, New Mexico, North Carolina, Ohio, Oregon, Pennsylvania, Rhode Island, Tennessee, Texas, Vermont, Virginia, Washington and Wisconsin. Indigenous data was not available for Indiana, New York, Pennsylvania, Tennessee and Texas. Latino data was not available for Louisiana. Asian data was not available for the District of Columbia and Florida. Asian and Pacific Islander counts are combined in Arizona, Michigan, North Carolina and Virginia. All denominators from the 2019 American Community Survey have been aligned to each state's method of racial data collection.

Source: APM Research Lab • Get the data • Created with Datawrapper

<https://www.apmresearchlab.org/>

COVID-19 Vaccine Access in the U.S.

Percent of Total Population that has Received a COVID-19 Vaccine by Race/Ethnicity, Selected States, March 15, 2021

State	White		Black	Hispanic		Asian	
	Percent Vaccinated	Percent Vaccinated	White to Black Ratio	Percent Vaccinated	White to Hispanic Ratio	Percent Vaccinated	White to Asian Ratio
Total (39 states)	19%	11%	1.8	9%	2.2	16%	1.2
Maryland	25%	14%	1.7	8%	3.1	20%	1.2
Florida	18%	8%	2.3	9%	2.0	NR	NR
New York	22%	11%	2.0	10%	2.1	22%	1.0
Alaska	12%	13%	0.9	10%	1.2	16%	0.8
Arizona	21%	9%	2.3	6%	3.3	17%	1.3
California	19%	12%	1.6	10%	1.9	18%	1.1
Colorado	24%	14%	1.7	5%	4.5	13%	1.8

<https://www.kff.org/coronavirus-covid-19/issue-brief/latest-data-on-covid-19-vaccinations-race-ethnicity/>

Where can one get vaccinated in the U.S. ?

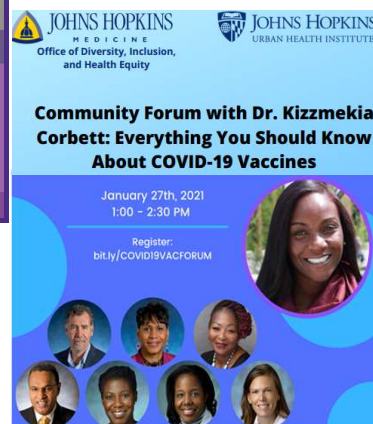
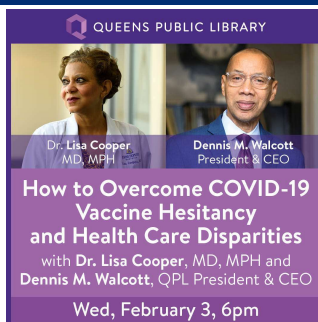
- Varies by location (city, county, state)
- Numerous options
 - Health departments, pharmacies, clinics
 - Drive through vaccinations
 - Employers
 - Community organizations, churches
- People who have fewer barriers of access to information, transportation, time off work, health care, and greater social capital are more likely to have access to vaccination



Achieving Equity in COVID-19 Vaccinations

- **Building trust**

- Leverage existing relationships; use trusted messengers
- Listen to concerns and insights
- Acknowledge past mistakes and harms
- Provide accurate and timely information
- Highlight the diversity of study participants and scientists involved in the vaccine's development
- Address falsehoods



Local Vaccine Partnerships



<https://twitter.com/HopkinsMedNews/status/1376567902489473030>

- **Overcoming barriers**

- Make the vaccine available in places that can be easily accessed and during hours that accommodate different work schedules
- Simplify the registration process!
- Provide funding and technical support to community-based organizations and clinics
- Send mobile van units to remote communities
- Hold vaccination events at churches, schools, community centers, barber shops, hair salons
- Engage trusted volunteers or frontline workers such as CHWs to help

NIH CEAL Program

The NIH CEAL Program is a trans-NIH initiative leading outreach, engagement and inclusive participation efforts in ethnic and racial minority communities disproportionately affected by the COVID-19 pandemic.



**Establish Partnerships
within the Community**



**Grow an
Understanding and
Trust in Science**



**Accelerate the Uptake
of Beneficial
Treatments**



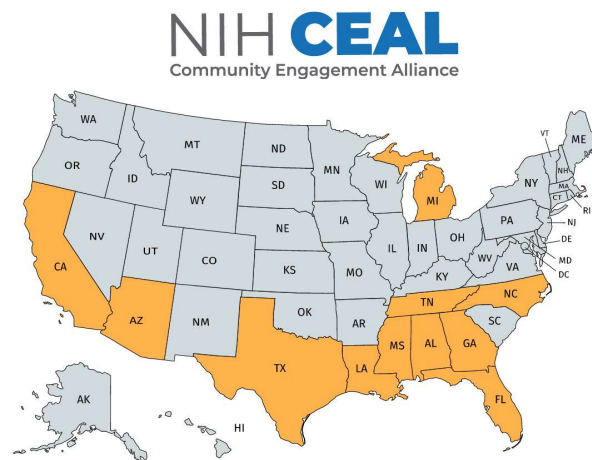
**Address
Misinformation within
Communities of Color**

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Communities of Concentrated Focus

CEAL is currently supporting research teams in 11 states to focus on urgent community-engaged research and outreach focused on COVID-19 awareness and education among communities hardest hit by the pandemic.

- Focus on **assessing** and **addressing** community knowledge, **misinformation and mistrust** about COVID-19
- **Strong partnerships** across academic, faith- and community-based organizations as well as federally qualified health centers and historically Black colleges and universities
- **Integrated projects** focused on the most affected communities
- Innovative strategies to facilitate **inclusion in COVID-19 trials**
- Variety of **communication channels**, including website, eNewsletter, social media, partnerships and news media



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NIH Guiding Principles to Combat COVID-19 through Community Engagement

1. Build and sustain **trusting relationships** through **community engagement**.
2. **Acknowledge social determinants of health's** role in COVID-19 disparities.
3. Move at the speed of **TRUST!**
4. Work with **trusted voices** and **trusted messengers** at the national and local levels.
5. **Exhibit agile leadership** and build innovative and strategic **public-private partnerships**



Community Engagement Alliance (CEAL) Against COVID-19 Disparities

In the United States, COVID-19 has taken a greater toll on communities of color.

CEAL focuses on addressing misinformation around COVID-19, engaging trusted partners and messengers in the delivery of accurate information and educating communities on the importance of inclusion in clinical research to overcome COVID-19, and most importantly, health disparities. This is especially important for people unduly burdened by COVID-19 such as **African Americans, Hispanics/Latinos, and American Indians/Alaska Natives, who account for over half of all reported cases in the United States.**

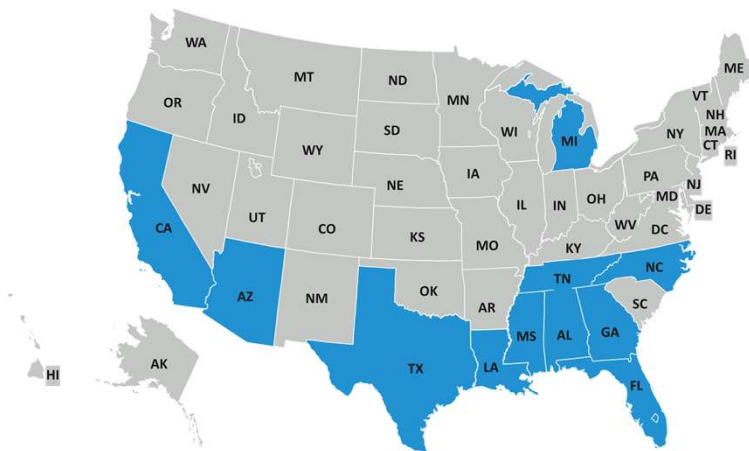
CEAL's research teams also conduct research on the most effective strategies for ensuring inclusion and for engaging, educating and increasing awareness within these groups about vaccine and treatment clinical trials to prevent and treat the disease.



Learn more at: covid19community.nih.gov

Fostering, Strengthening & Linking: Unique Partnerships Within Communities

CEAL state team coalitions partner with national and local organizations committed to CEAL's mission.



-  Academic Partners
-  Community-Based Organizations
-  Healthcare Centers & Providers
-  Faith-Based Organizations
-  State & Local Government
-  Agencies Pharmacy Networks

Creating a Community of Practice Through Collaboration

Exemplars: Connecting community leaders and policy makers to reach diverse populations



Community Needs Assessment: Geographically map community touchpoints to promote COVID-19 prevention, mitigation and risk messaging



Connecting Networks: Creating Sustainable infrastructures with community-identified leaders and health worker networks for COVID-19 and health promotion information



Address Misinformation: Co-creating culturally appropriate multilingual digital tool-kits providing accurate and trustworthy information

Leveraging Local and National Communications Networks

Strengthening communication channels with trusted media outlets and community partners to create credible messages in support of community-engaged research

MAKING IT PLAIN
A COVID Vaccine & Clinical Trials Town Hall
A conversation with healthcare leaders, organizations and the community

Thursday, October 8, 6:30pm EST

NBNA MOREHOUSE BlackDoctor.org National Heart, Lung, and Blood Institute (NHLBI) National Minority Leadership Initiative

View at [Facebook.com/BlackDoctor.org](https://www.facebook.com/BlackDoctor.org)

National Heart, Lung, and Blood Institute (NHLBI)
November 23 at 2:53 PM

HAPPENING TONIGHT: Tune in at 5 PM EST for a Facebook live with the National Institute on Minority Health and Health Disparities Director, Dr. Eliseo Pérez-Stable.

La Visión News and Dr. Pérez-Stable Discuss the Latino Community and COVID-19
Monday, November 23rd 5:00 - 6:00pm EST
Tune in TODAY via La Visión's Facebook Live!

NAACP

'WEBINAR FOR HEALTH CHAIRS'

COVID-19 VACCINES: DEVELOPMENT, TESTING, OUTREACH AND DISTRIBUTION

Join us to learn more about efforts to support the development and testing of COVID-19 vaccines; factors and engage with the public at large, including African Americans; and ensure vaccine distribution for those most affected by the disease.

WHEN:
October 1, 2020
7:00 - 8:30pm ET

CLICK HERE TO REGISTER
(Registration required to join webinar)

E-mail health@naacp.org for more information

SPEAKERS:

Dr. Eliseo Pérez-Stable
Director, National Institute on Minority Health and Health Disparities
National Heart, Lung, and Blood Institute

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Media & Dissemination

- Op-eds have launched local media efforts in 11 states
- Radio Media Tours
- Forums with over 90 organizations
- BlackDoctor.org's live interviews and town halls have reached over 200,000 people

CEAL National Engagement and Communications Progress Highlights

STRATEGY AT A GLANCE

Messages & Tailored Content	Collect, create, and curate appropriate materials and resources
Web & Digital Access	Enable communities' access to tools for use.
Education (Lay & Prof.)	Enable learning opportunities (COVID, clinical trials, vaccines).
Media & Multi-Channel Diss	Leverage all media platforms to provide accurate information and messages.
Strategic Partners	Foster critical partnerships and engagement opportunities.

PROGRESS HIGHLIGHTS

- Curated and created 40+ resources across 7 topics.
- Multiple resources available in both English and Spanish.
- Established dynamic NIH web resource repository that also includes media highlights.
- Shareable social media materials and videos.
- Biweekly eNewsletter.
- NLM - series of lay educational videos/areas of greatest need.
- NCI - toolkits and webinars for evidence on COVID information delivery.
- Leveraging partnerships with digital influencers representing Blacks, Hispanics, and American Indians.
- Coordinate local level media efforts with each CEAL team.
- Engaging minority media outlets/channels.
- Forums with 90 organizations within 5 categories.
- Toolkit for Congressional caucuses.
- Leveraging voices of influence – nationally-known pastors, national leaders, etc.

Selected Examples



Stay Woke, Be Safe

August 26th, if you are participating in the protests, please be safe and check out our updated safety guidelines.

¿Me conviene participar en ensayos clínicos de vacunas contra el COVID-19?



HOY
"La vulnerabilidad de la comunidad latina en Estados Unidos durante la Pandemia del Covid-19".

BUENAS TARDES TENGA USTED!
Gracias a Alexia Rios Hayashi
¡Síguenos en nuestras redes sociales!



A Q&A on COVID-19 Research & Vaccines for American Indian & Alaska Native Communities

COVID-19 and Health Equity - A New Kind of "Herd Immunity"



- COVID-19 - a magnifying glass highlighting the larger pandemic of disparities in health
- Flattening the curve will require long-term, systematic, comprehensive, and coordinated investments in addressing social determinants of health
- Failure to protect the most vulnerable not only harms them but also increases the spread of infection
- Resistance to the “spread” of poor health will occur only when a sufficiently high proportion of people across all groups are protected from and thus “immune” to negative social factors

Williams DR, Cooper LA. JAMA. 2020;323(24):2478–2480.

If you want to go **fast**,
go **alone**...



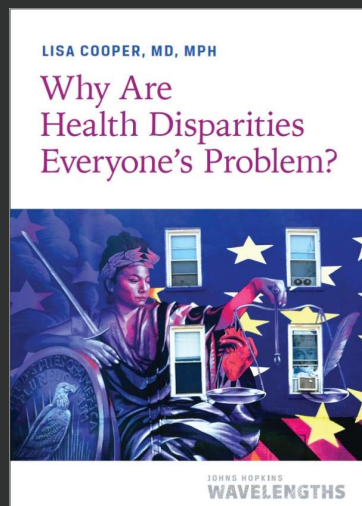
STELLENBOSCH UNIVERSITY BOTANICAL GARDENS,
STELLENBOSCH, SOUTH AFRICA

...if you want to go **far**, go
together. - African proverb



JOHNS HOPKINS COMMUNITY ADVISORY BOARD
BALTIMORE, MARYLAND

Forthcoming,
in June
2021...



<https://www.amazon.com/Disparities-Everyones-Problem-Hopkins-Wavelengths/dp/1421441152>

June 2021, Johns Hopkins University Press



THANK YOU!

Want to learn more about our work?



www.healthequityhub.org



HealthEquity@jhmi.edu



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