

TITLE: Promoting COVID vaccinations among Latinx audiences in Oregon

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STUDENT SUBMISSION: No

TOPIC/TARGET AUDIENCE: Local government officials, public health department personnel, researchers, evaluators, health care administrators

ABSTRACT: Context: Oregon's Latinx population continues to have lower COVID vaccination rates than Oregon overall (65% vs. 82%). Study Aims: This study, part of a grant from the Extension Foundation and CDC, investigated factors related to vaccine hesitancy among Oregon's Latinx audiences and explored best strategies for outreach to those communities. Methodology: To date, the study has included two focus groups with Latinx parents in Albany, conducted in Spanish (N=18), and three key informant interviews (two local educators, one researcher), conducted in English. Data from additional interviews will also be included. Interview topics have included beliefs, concerns, and barriers regarding vaccination in Latinx communities; the best media channels for communicating health-related information; and effective messaging strategies and communicators. Conclusions: Results indicate that building trust is essential. The most trusted communicators are from within Latinx communities. Distrust about vaccines seems to be declining in this phase of the pandemic. Personal communication, radio, and social media were cited as important communication channels. Vaccination events offering family-based entertainment, food and music have been very successful. Public Health Implications: The dissemination of culturally specific vaccine-related messages can improve vaccination rates within Oregon's Latinx communities, and thereby reduce inequities regarding the risks and impacts of COVID.

OBJECTIVE(S): Identify factors related to vaccination hesitancy among Latinx populations in Oregon. Identify effective media channels for communicating vaccine-related information to Latinx audiences. Describe strategies that can be effective in promoting vaccination among Latinx families in Oregon.
