

TITLE: COVID-19 Survey of Latinx Community Members in Lane County

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STUDENT SUBMISSION: Yes

TOPIC/TARGET AUDIENCE: COVID-19 research, communication and outreach program developers

ABSTRACT: In the U.S. and Oregon, Latinx communities have experienced disparate consequences during the COVID-19 pandemic. Many public health workers quickly recognized the significant need to better understand concerns and perceptions around the coronavirus, testing, and vaccination, how to reach Latinx community members through appropriate information channels, and community impacts of the pandemic. In Lane County, a research team mobilized a community survey to provide data and insight for local health authority to utilize in informing and designing their ongoing health outreach and communications programs for Latinx communities. Approximately 200 community members were surveyed at local outreach and testing locations. The survey was deployed through three phases beginning in July 2020 through September 2021. This presentation will cover findings from this survey project including the predominant communication channels for coronavirus information and prominent social, economic, and emotional health community challenges. The survey found protection for self and family members as key community motivations for COVID-19 testing and vaccination while fear, misinformation, and lack of concern or access acted as major deterrents. Insights from this survey research have implications for continuing pandemic-related support and outreach in Latinx communities as well as other health equity efforts.

OBJECTIVE(S): Discuss significant concerns and perceptions around the coronavirus among Latinx community members; List predominant pandemic information channels of Latinx community members; Describe prominent social, economic and emotional health community challenges during the pandemic
