



VACCINE HESITANCY OUTREACH STRATEGIES

July 27 & August 4th, 2021

WHO WE ARE



LATINO HEALTH INITIATIVE

- ❖ Dept of Health & Human Services
- ❖ Mission: To improve the quality of life of Latinos in Montgomery County



POR NUESTRA SALUD Y BIENESTAR

- ❖ Public-Private partnership
- ❖ Mission: To reduce the impact of COVID-19 among Latinos in Montgomery County

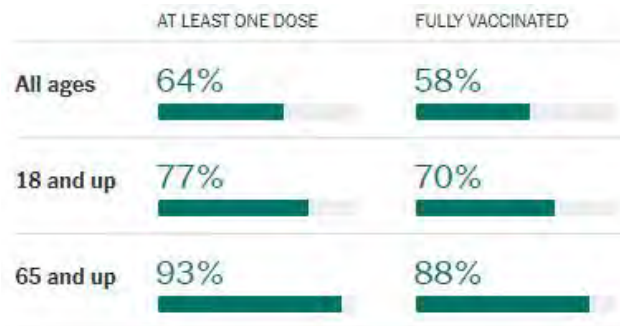


VACCINATION RATES

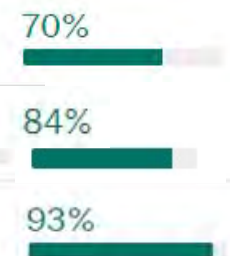
U.S. vaccinations >



MARYLAND



Montgomery County , MD



Source: nytimes.com, 7/26/21 6pm

COMMON CONCERNS/OBJECTIONS

Fears/Mistrust

- Approved too quickly
- I'll get COVID-19
- Afraid of Side effects / needles
- People will die after some time
- What happened with J&J “confirms” fears
- Fear of immigration/being undocumented
- Not having an insurance
- If I'm sick I won't be able to go to work

Misinformation/Rumors

- Alters DNA
- They'll insert a microchip in me
- Causes infertility
- I'll COVID-19
- Causes impotence
- Can't drink alcohol after getting the shot

Religious Concerns

- It's a sin
- You must have faith / trust God
- God protects us
- The shot is the mark of the devil

HOW TO TALK ABOUT THE VACCINE

Understanding our role

- Provide reliable information about the vaccine and where to get it
- Listen and respond to questions/concerns
- Motivate behavioral change

Listen with Empathy

- Understand their perspective
- Non-judgmental
- Acknowledge how people feel (doesn't mean we agree)



Individual: *I don't want to get the vaccine. I don't think there's been enough research done*
Volunteer: *It's ok to have questions and to want more information*

HOW TO TALK ABOUT THE VACCINE

“Dance” with individuals

- Avoid arguing, it creates resistance

Individual: *They’re using the shot to put a microchip on you*

Volunteer: *There is so much information going around about the vaccine that we’ve all being fearful. I also heard that.... Do you know how they would be able to do that?*

Ask open-ended questions

- Elicit response other than “yes” and “no”
- Helps you understand their concerns
- Helps the individual process their thoughts/concerns and reflect

“Why do you feel that way?”

“What have you heard about the side effects”



HOW TO TALK ABOUT THE VACCINE

Explore reasons for wanting to get the vaccine

- Explain the benefits
- A shot to get back to our activities
- You can share your personal experience

“I wanted to get the vaccine so I can visit my grandparents”

“I wanted to get the vaccine so I could protect my kids”

“Why do you want to get the vaccine?”

Use simple language that resonates with people

- Cultural and linguistically competent
- Abuelina
- Health Promoters



STAY INFORMED



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