

MAXIMISING UPTAKE OF THE COVID-19 VACCINE FOR ETHNIC MINORITY PEOPLE

There is growing evidence that people from ethnic minority backgrounds are more likely to be hesitant in taking the Covid-19 vaccine. More needs to be done to increase levels of confidence and trust in the vaccine so the most vulnerable are protected. Key recommendations are presented below to help leaders maximise vaccine uptake amongst ethnic minority groups.

01. Build trust

Build trust through community forums that incorporate a diverse representation of stakeholders.

- Tackle concerns around safety, efficacy and availability.
- Address the historical and current context of vaccine research.
- Openly and honestly discuss discrimination and mistreatment within healthcare.
- Identify appropriate local venues for the delivery of the vaccine to maximise access.



03. Repeat

Ensure that messaging is repeated, consistent and culturally sensitive.

- Co-design messages with local stakeholders to ensure they are tailored to diverse groups in the locality.
- Use local and credible messengers, including healthcare professionals and local leaders.
- Provide prompts and reminders in the form of letters, text messages, and make use of translated audio and visual media.



05. Embed

Embed vaccine delivery within familiar and accessible localities, including local GP practices and community venues including places of worship.

- Ensure vaccine hubs are accessible to all
- Provide culturally-specific service and educational materials
- Put in place organised programme for vaccination tracking and follow-up



07. Provide data

Provide real time local data to stakeholders on vaccine uptake, including by ethnic group.

- Identify where the gaps in access and uptake exist
- Put in place strategies for improvement in vaccine uptake

02. Make it clear

Covid-19 vaccines have been developed using the most robust methods. Volunteers involved in their development included representation of ethnic minority people. There is no evidence to believe that the vaccine performs differently for different ethnic groups.

- The Pfizer trial, participants included 9.6% black/African, 26.1% Hispanic/Latino and 3.4% Asian.
- The Oxford/AstraZeneca trial, participants included 10.1% black and 3.5% Asian.



04. Engage

Engage in proactive social media campaigns. When a message is posted querying the vaccine (safety, efficacy, content, etc.) a rapid and factual response can be provided.



06. Use professionals

Use local GPs, local pharmacists and community health workers to promote and administer the vaccines.

