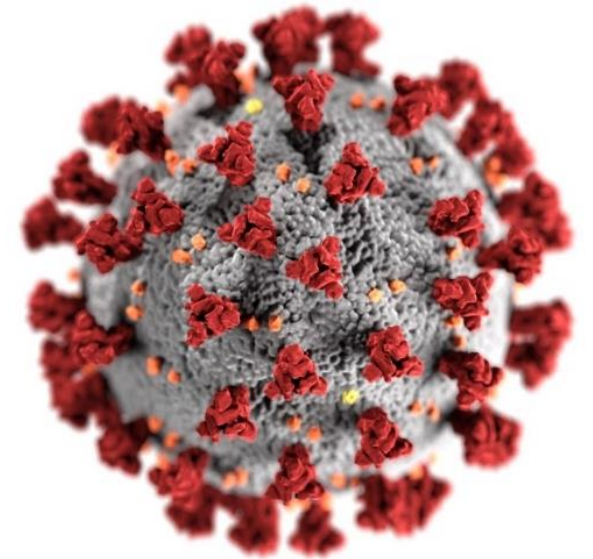


Results from Vaccine Confidence Rapid Community Assessment for Kosciusko County, IN

May 23-28, 2021

Vaccine Task Force, CDC
Indiana Department of Health



Vaccinate with **Confidence**

cdc.gov/coronavirus

5 Steps to the COVID-19 Vaccine Confidence Rapid Community Assessment (RCA)

- ✓ Identify objectives and communities of focus
- ✓ Plan for the assessment
- ✓ Collect and analyze data
- 👉 ○ Report findings and identify solutions
- Evaluate efforts



Indiana RCA Objectives

1

Carry out an RCA in Kosciusko county maximizing established relationships with local government, community- and faith-based organizations

2

Identify appropriate solutions to increase COVID-19 vaccine uptake in Kosciusko county

3

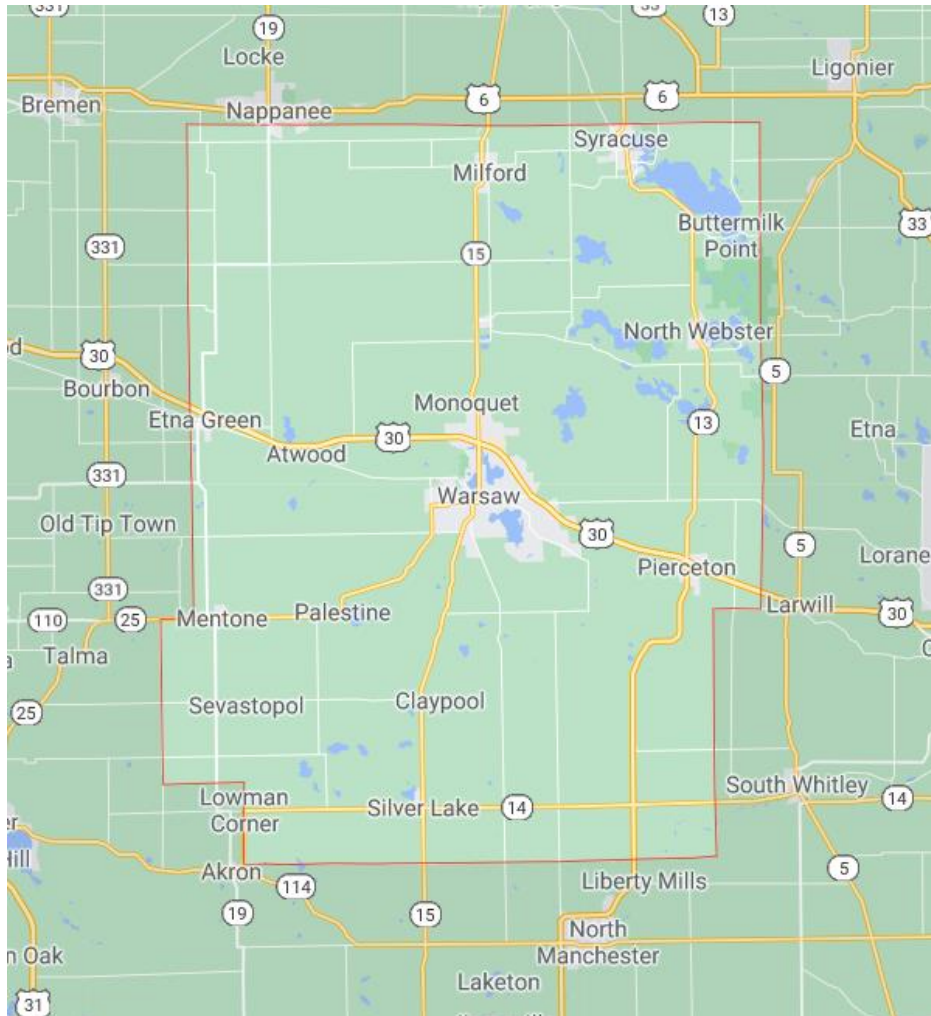
Build Indiana Department of Health (IDOH) and their partners' capacity to conduct similar assessments in other Indiana communities



Background



Kosciusko County at a Glance



Total population: 79,456

Non-Hispanic White 87.6%

Hispanic/Latino 8.2%

Asian 1.7%

Non-Hispanic Black or African American 1.1%

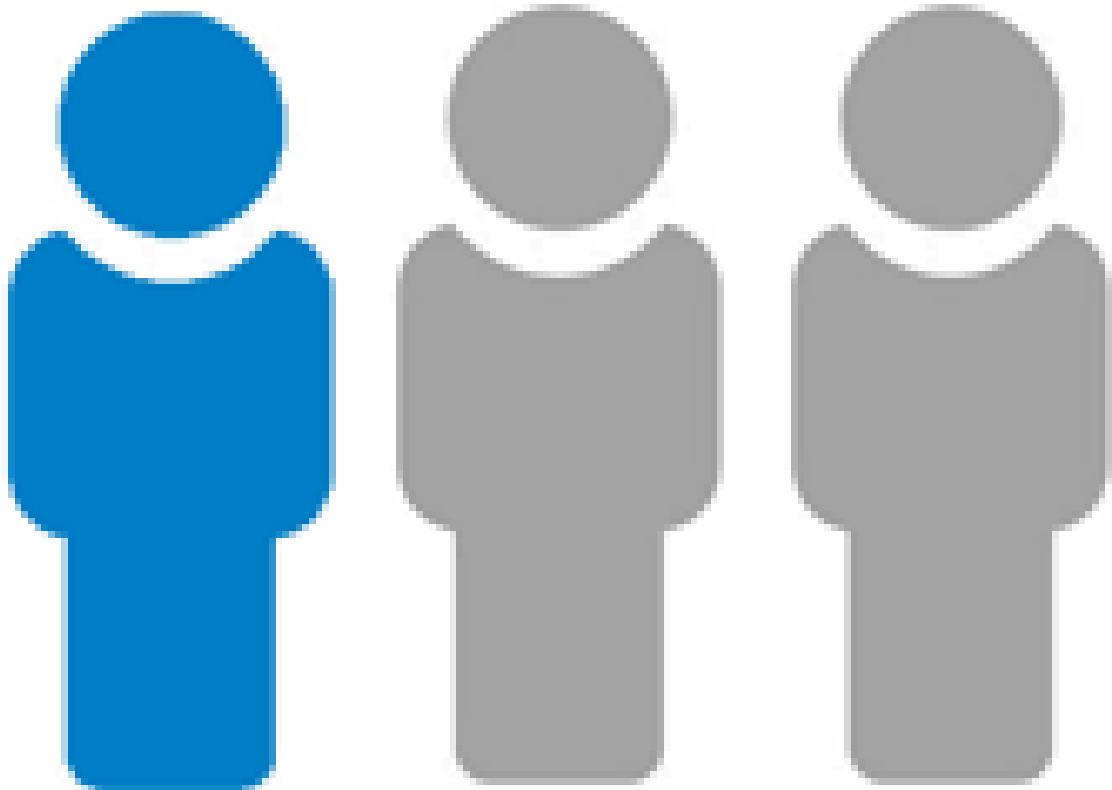
Households with broadband 79.8%

People experiencing poverty 9%

* Based on 2019 Census



1 in 3 people in Kosciusko County Have Been Vaccinated



Last updated 5AM on 5/27/2021

Concerns Over Being Infected with COVID-19 Substantially **Lower** in Kosciusko County than Nationally

“How worried are you that you will get the coronavirus (COVID-19)?”

	Kosciusko County	U.S.
Not worried at all	33%	17%
Not too worried	32%	28%
Somewhat worried	28%	44%
Very worried	7%	12%

Kosciusko County Well-Being Index Gallup Survey Results
September 14 - October 14, 2020



Kosciusko County Residents Were Substantially More Optimistic About the Pandemic Than Were Adults Nationally

“What’s your impression of the coronavirus (COVID-19) situation in the U.S. today?”

	Kosciusko County	U.S.
Getting a lot worse	10%	36%
Getting a little worse	14%	25%
Staying the same	30%	16%
Getting a little better	29%	13%
Getting a lot better	17%	10%



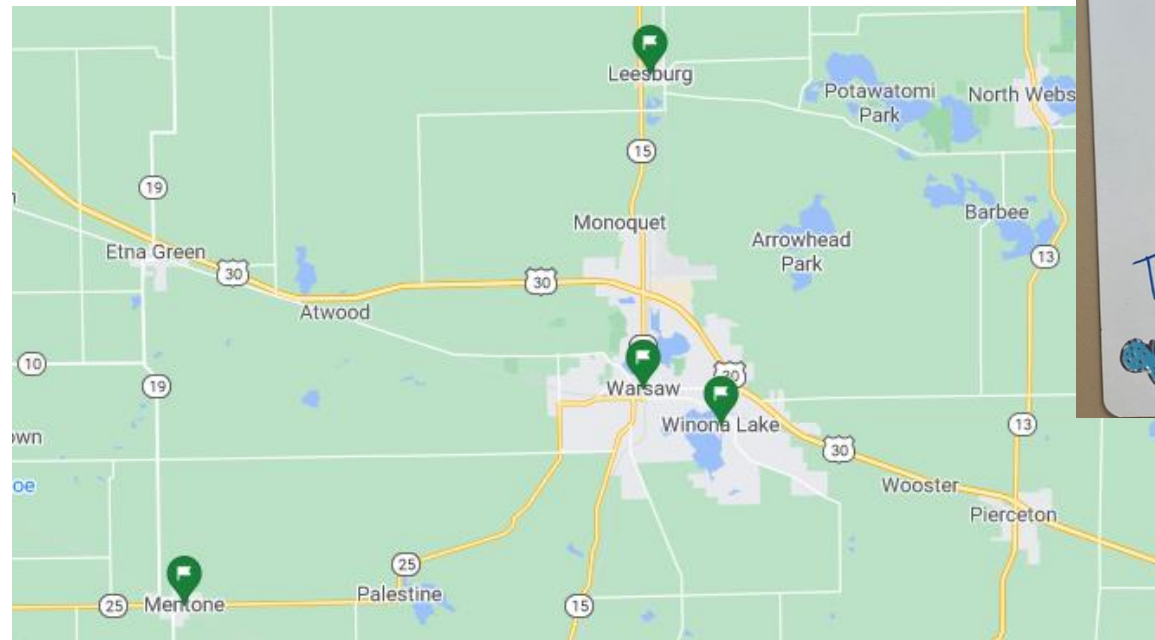
Kosciusko County Well-Being Index Gallup Survey Results
September 14 - October 14, 2020

Methods



Methods: Kosciusko County

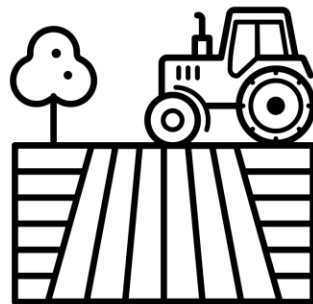
- 14 key informant interviews
- 3 listening sessions
- Observations
- Windshield tour of the county



People and Perspectives Included



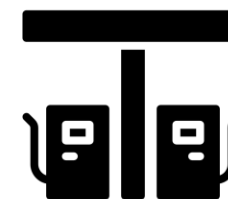
Community-
Based
Organizations



Agri-business



Faith Leaders



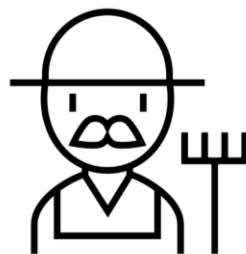
Essential
Service Staff



Healthcare
Providers



School
Administration



Farmers



County
Leadership



Law
Enforcement



Fire and First
Responders



Health
Department

Findings



What's Working Well?

- Strong local health department leadership and support
- Vaccine is accessible for most
- Testing site at local church was very effective
- Incentives at workplaces
- Resources provided in other languages (Spanish, Burmese, etc.)
- The Northern Indiana Hispanic Health Coalition (NIHHC) effectively mobilized Hispanic/Latino community to sign up for vaccination
- Agri-business provided trusted sources to answer vaccine-related questions from employees

What Challenges Exist?

- **Hispanic/Latino community lack of trust/fear of deportation**
- Language barriers (Spanish and Burmese)
- **Low COVID-19 risk perception**
- Lack of trust in government
- **Lack of confidence in COVID-19 vaccines (“wait and see”)**
 - Speed of vaccine development and approval
 - Short and long-term side effects
 - Johnson & Johnson’s Janssen (J&J) vaccine

What Challenges Exist continued...

- **Misinformation and disinformation**
- Feelings of personal autonomy and not wanting to be told what to do
- Politicization of COVID-19
- **Lack of access (transportation, work, vaccine clinic hours)**
- **Lack of vaccine buy-in by trusted messengers**
- Low sign visibility/outdated registration information

Proposed Solutions



What Can Be Done to Increase Vaccine Uptake?

Challenge

Hispanic/Latino persons lack of trust/fear of deportation

- Language barriers



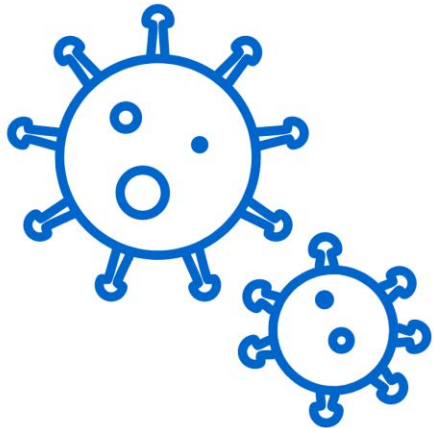
Solutions

- Partner with trusted messengers and providers in the community
- Say what you mean, and mean what you say (e.g., billed \$169 for COVID-19 testing that should be free)
- Soften identification requirements at vaccination sites (make them consistent)
- Offer the Pfizer-BioNTech vaccine (preferred due to family values and J&J distrust)
- Mobile vaccine clinics over established providers; bring the vaccines to them to improve

What Can Be Done to Increase Vaccine Uptake?

Challenge

Low COVID-19 risk perception



Solutions

- Provide educational materials that address false beliefs about the vaccines and COVID-19
 - Severity of COVID-19
 - Lack of transmission as a result of success of community mitigation efforts by Warsaw school and families
- Host listening sessions with fence sitters
- Implement the local K21 campaign of personal stories from relatable residents
- Hear from trusted messengers (e.g., physicians, nurses, first responders)

What Can Be Done to Increase Vaccine Uptake?

Challenge

Lack of confidence in COVID-19 vaccines
("wait and see")



Solutions

- Offer Pfizer-BioNTech vaccine to Hispanic/Latino persons
- Use paid and trained bilingual staff who can educate people about vaccinations
- Collaborate and empower community-based organizations (CBOs) and trusted partners to disseminate accurate information (e.g., Purdue Extension Office)
- Raise awareness of the benefits of COVID-19 vaccine in vaccinated individuals (e.g., improved health outcomes in breakthrough cases)

What Can Be Done to Increase Vaccine Uptake?

Challenge

Mis/disinformation

- made from fetal cells
- cause infertility
- contain microchips
- change DNA
- cause COVID-19
- natural immunity



Solutions

- Have empathetic conversations with trusted messengers (healthcare providers, faith-based leaders, employers)
- Implement vaccine campaigns through trusted sources (social media, news outlets, radio shows)
- Compile and simplify information (debunking myths, FAQs)

What Can Be Done to Increase Vaccine Uptake?

Challenge

Lack of access

- lack of transportation
- inability to leave/miss work
- short clinic hours
- inconvenient clinic locations



Solutions

- Offer mobile vaccination clinics at trusted locations (homes, schools, workplaces)
- Stagger clinic hours (some evening/weekend availability)
- Encourage employers to provide paid leave to receive/recover from vaccine

What Can Be Done to Increase Vaccine Uptake?

Challenge

Lack of vaccine buy-in by trusted messengers

- faith-based leaders
- healthcare providers
- people administering vaccines
- employers

Solutions

- Identify vaccine champions and encourage them to promote the vaccine to peers/community
- Emphasize trusted messengers' role in setting an example for their community



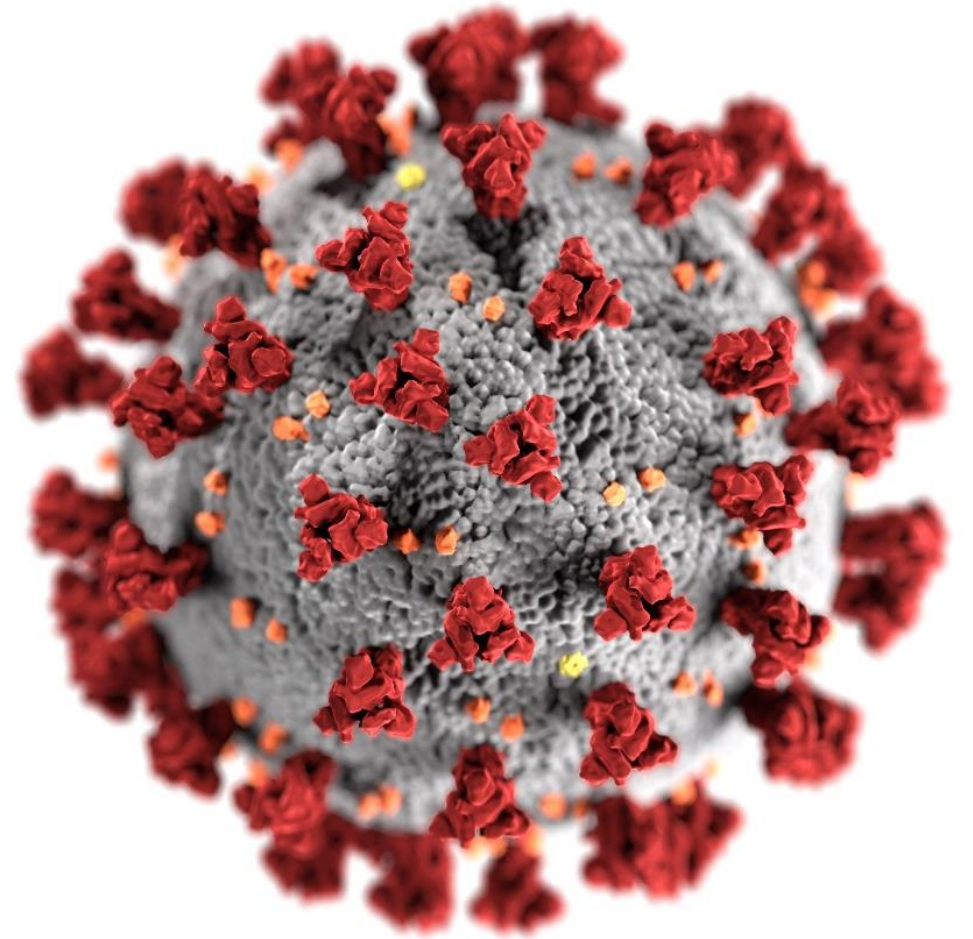
Next Steps

- Mobilize, engage, and connect community organizations and trusted partners with like-minded groups to improve access to vaccinations in populations of interest.
 - Mobile vaccination clinics
 - K21 campaign
- Empower frontline healthcare workers and local leaders to be vaccine advocates.
- IDOH can support counties with their bilingual messaging and outreach efforts.
- Monitor Kosciusko County vaccine uptake data by race and age.
- Share findings with broader community.
- Conduct additional listening sessions with community members (Hispanic/Latino persons, people experiencing poverty, farmers, people experiencing homelessness, parents).

Acknowledgments

- Indiana Department of Health
- Kosciusko County Health Officer Dr. Remington
- Warsaw Mayor Joseph Thallemer
- Immunization Nurse Jeanne DeWilde
- Communicable Disease Nurse Teresa Reed
- Bowen Center CEO Kurt Carlson
- Bowen Center Interpreter Gamal Hernandez
- Fairgrounds/Bowen Center drive-thru COVID testing site staff (Blanca & Vanessa)
- Local Pharmacists/Pharmacy Technicians
- Don Zolman – local farmer/business owner
- Steve Ferber – Director of Gateway Education Center
- Lori Springer – Maple Leaf Farms Human Resources
- Law enforcement and first responders
- Warsaw School Superintendent Dr. Hoffert
- Mentone local businesses
- Kim Finch - Kosciusko Community Hospital, Chief Nursing Officer
- Liliana Quintero – Executive Director Northern Indiana Hispanic Health Coalition
- Creighton Brothers Poultry/Egg Producer Executive Staff
- Parkview Health Systems Healthcare Professionals
- Purdue Extension Service
- Father Tino, Our Lady of Guadalupe
- Professor Benjamin Navarro, Grace College

Thank You!



For more information, contact CDC
1-800-CDC-INFO (232-4636)
TTY: 1-888-232-6348 www.cdc.gov

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

