

VACCINATION FOR ADULTS



STRATEGY INTRO: Increase demand for, and access to flu, COVID-19, and other adult vaccinations via 40 pop-up community clinics at the places that cultural groups feel comfortable and connected, and increase regularity of vaccine promotion in priority communities; and increase the percentage of pan-Asian and pan-African seniors who are up-to-date with recommended adult vaccinations.

BLOG DISCUSSION #3

NAVIGATING THE COMPLEX LANDSCAPE OF VACCINE HESITANCY: SHEDDING LIGHT ON MISINFORMATION TACTICS.

Since late last year, Asian Media Access has actively interviewed BIPOC members to explore the Vaccination Hesitancy, in order to improve the education for vaccination. Few members have shared their concerns specifically on the Misinformation Tactics.

In our ongoing discussions surrounding vaccine hesitancy among BIPOC communities, it's crucial to explore the multifaceted factors at play. While we've extensively examined issues such as access barriers and cultural preferences of nature immunity, there's another layer that often goes unnoticed—the impact of misinformation tactics. These misleading narratives, often tailored to exploit historical traumas and vulnerabilities to BIPOCs, that can sow seeds of doubt and division within communities, impeding vaccination efforts and perpetuating health disparities.

For example, within Latinx communities, concerns about deportation and government surveillance can lead to apprehension towards vaccination. Rumors, often unfounded, suggesting potential data disclosure to authorities upon vaccination, can heighten anxieties and deter individuals from seeking out vaccines. This not only exacerbates existing disparities but also underscores the importance of addressing these fears with accurate information and support.

Similarly, the Asian community may face xenophobic rhetoric, which can foster feelings of discrimination and alienation. False narratives attributing the virus to a particular ethnicity, ex. “China Virus,” can further exacerbate tensions and erode

trust in the healthcare system. It's essential to recognize and counteract these falsehoods with inclusive messaging and community outreach efforts.

For Native American communities, historical trauma can amplify concerns about medical interventions. Misinformation about surveillance chips in vaccines, for example, can tap into deep-seated fears stemming from centuries of oppression and exploitation. By acknowledging these concerns and providing culturally sensitive support, we can foster a more inclusive approach to vaccination.

Meanwhile, the legacy of historical injustices looms large for Black communities, contributing to understandable skepticism towards healthcare systems. References to past atrocities, such as the Tuskegee syphilis study, can fuel mistrust and reluctance to engage with vaccination efforts. Addressing these concerns requires empathy, transparency, and a commitment to addressing systemic inequities.

By reframing the conversation around vaccine hesitancy to include the impact of misinformation tactics, we can take meaningful steps towards building trust and fostering engagement within BIPOC communities. This necessitates a collaborative approach that centers the voices and experiences of those most affected, ultimately leading to mitigate vaccine hesitancy to gain more equitable health outcomes for all.

Below are some of our Coalition designed culturally/linguistically appropriate vaccination postcards with simple, get-to-the-point scientific information.



HELPING MUSLIMS GET VACCINATED DURING RAMADAN

- Vaccines do not invalidate a fast
- Remind people that vaccine formulas don't contain food substances or vitamin issues
- Amplify trusted voices of Imams
- Consider early morning or late night vaccine appointments

WEEKS BEFORE YOU VACCINATE

- Give people a chance to ask questions related to vaccines (town hall, hotline, etc.)
- Vaccinate Imams and vaccine-site volunteers
- Talk about vaccination at Friday prayers and other events