

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 #5

UNVEILING COMMUNITY PERSPECTIVES: FOCUSED GROUP INSIGHTS

PREFACE: Since late last year, Asian Media Access has been actively interviewed BIPOC members for issues related to vaccination hesitancy, in order to better design our vaccination mobilization effort. Please follow up us, with a new story every month.



Led by our partner Asian American Business Resilience Network, we have conducted a focused group interview at the Legacy Adult Daycare Center to delve into the community's understanding and perspectives regarding vaccination. The focus group

was conducted in Mandarin, ensuring accessibility and inclusivity for all participants. The session lasted two hours and provided an opportunity for 11 seniors to share their thoughts and experiences. This article presents a summary of the responses obtained during the interview, shedding light on the diverse views and perceptions surrounding vaccination within the community.

COMMUNITY CONSENSUS AND SKEPTICISM

The focused group interview revealed a broad consensus among participants regarding their understanding of general vaccines. Most individuals in our community comprehend vaccines well, recognizing their role in preventing illness, including COVID-19. While they generally trust vaccines and believe in their effectiveness, there are some skeptics. About 3 members are skeptical, and within those 3 - one person said he does not believe in them, has not taken any single vaccine. Discussions revealed varied experiences, with some seniors supporting vaccines while others observed unexpected reactions among younger family members, indicating differing views within the community.

**LOOKING FOR 10 CHINESE AMERICAN SENIORS
FOR VACCINE HESITANCY FOCUS GROUP**
邀請10名華裔老人進行“疫苗猶豫”的座談

Date: Thursday, 04/11/2024, 10:30am – 12:00pm
日期: 04/11/2024, 星期四上午10:30 – 中午

Location: Legacy Adult Daycare Center
地點: 常青中心
800 Boone Ave. North, #150, Golden Valley, MN 55427

Potential Incentive provided 會提供獎勵措施
If you are interested, please register with Agency Director
Sally Wu <swu@hhcare.net>
如果您有興趣, 請向負責人 - Sally Wu 詢問



ADDRESSING VACCINE INFORMATION CHALLENGES

The interview highlighted challenges in accessing vaccine information, particularly due to language barriers and lack of clarity, especially in English. Seniors expressed a preference for face-to-face explanations in Chinese and emphasized the need for printed brochures containing government-endorsed information. Many participants stressed the importance of consulting family doctors for reliable vaccine information, indicating the need for personalized guidance and support from healthcare professionals. Additionally, participants expressed frustration in attempting to obtain vaccination information from insurance companies due to language barriers and difficulties in reaching them.

COMMUNITY PERSPECTIVES ON VACCINE INFORMATION

The participants primarily rely on various sources for vaccine information, including Legacy Adult DayCare Center's WeChat channel, prominent posters, newspapers, and insights from friends and family members. However, despite the availability of these

resources, there exists a notable lack of trust and understanding about vaccines within the community. Many struggle to grasp the benefits of vaccination and seek clearer explanations, emphasizing the importance of consistent and accessible information. Face-to-face gatherings tend to be preferred and help in building trust and enhancing understanding. Moreover, there was a consensus that more written information in Chinese, focusing on positive health promotion and featuring simplified messages, is needed to effectively address vaccine-related concerns.

ADDRESSING VACCINE HESITANCY

Several reasons contribute to vaccine hesitancy in our community. Firstly, individuals are influenced by the behavior of those around them, with many deterred from vaccination if others in their social circles have not received it. Additionally, uncertainty about vaccine safety and suitability for Asian individuals adds to hesitancy. The absence of clear explanations about vaccines exacerbates this issue. Fear of potential side effects, coupled with a general lack of understanding about vaccines and the prevalence of confusing messages, further fuels reluctance. Addressing these concerns requires targeted education and communication efforts to increase vaccine acceptance within our community. Surprisingly, many seniors are the one within families to push for the whole family to get vaccinated.

In conclusion, the findings from the focused group survey at Legacy Adult Daycare Center underscore the pressing need for improved access to vaccine information and heightened awareness within the community. Seniors face significant barriers in understanding and accessing vaccine resources, compounded by social influences and uncertainty about vaccine safety and efficacy. To mitigate vaccine hesitancy, proactive measures such as providing clear, culturally appropriate information and facilitating access to healthcare professionals are crucial. By addressing these challenges head-on, we can cultivate a community that is better equipped to make informed decisions and prioritize their health and well-being.

