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Educating Before Vaccinating: Understanding the Concerns of Black Americans about COVID-19 in the Service of Decision-Making for Self and Others

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What is the knowledge and attitudes that are essential to changing COVID-19 behaviors in the Black population in the United States?

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Respecting Social Drivers and Social Vulnerabilities

- Understanding the contextual and social drivers of COVID-19 in Black populations
 - Educating before vaccinating is an overlooked but key strategy in controlling the spread of COVID-19 in the Black community.
 - Reorganizing our thinking/attitudes about COVID-19 infection control from traditional individual infection control behaviors to social vulnerabilities and who/how to address these vulnerabilities within an equity model.
 - Restructuring our language to motivate, empower and appreciate are essential. I don't embrace the stigmatizing concept of "vaccine hesitancy" by Blacks in the US but instead appreciate "vaccination concerns"
 - Educating ourselves in order to be able to be of service

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What happened in the roll out of testing and/or vaccination resources in COVID-19 followed the usual ***lack of equity, understanding of unique historical social vulnerabilities and concerns*** and a ***blame game*** in the face of a lack of resources and ability to follow simple public health advisories

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Are there disparities in the Black communities ability to follow the three public health advisories: washing hands, physical distancing and wearing a mask?

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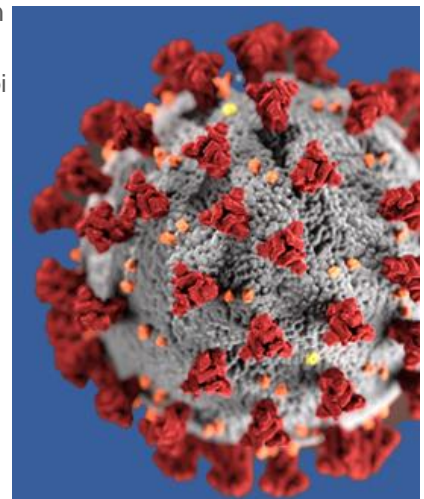
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Sources of COVID-19 Handwashing Disparity

- Water is not freely and easily available to all. 1.4 million people in the US lack access to water. **African-Americans are nearly 2X as likely to lack indoor plumbing than White households.** Mississippi and Alabama were among the worst states for African Americans access to clean or wastewater.
- Race is the strongest predictor of water and sanitation access**
- Poverty is a key obstacle to water access**
- Water access challenges affect entire communities**
- The way that our federal government collects data on water and sanitation access has several limitations that result in undercounts in vulnerable communities (Policy in Need of Change!)**



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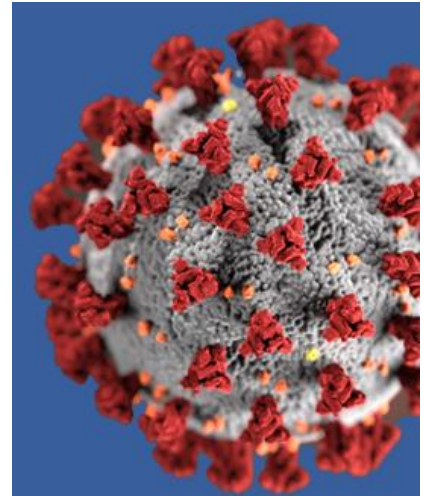
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Sources of COVID-19 Distance Disparity

- **Physically concentrated**
 - Communities with little open space, factories, prisons
- **Exposed workers**
 - Healthcare workers
 - Service workers
 - Workers who can't stay home, or can't work at home
- **Older housing stock with smaller rooms**
- **Multigenerational households**



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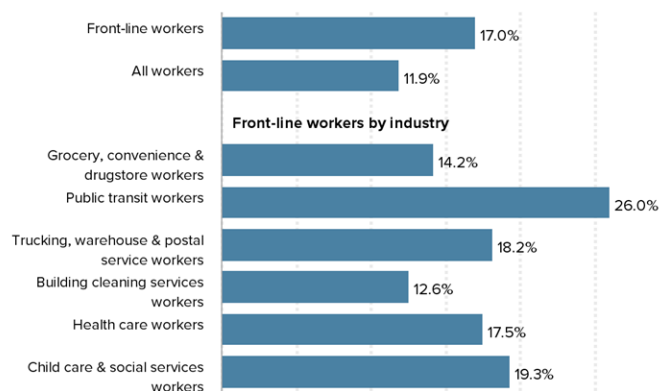
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Black workers are more likely than other workers to be in front-line jobs

Black workers as a share of all workers in a given industry



Notes: The front-line industry categories used here are the categories used in the CEPR report (see Source below for more information). Sample is a 2014–2018 five-year estimate.

Source: EPI analysis of data from the Center for Economic Policy Research (CEPR) report *A Basic Demographic Profile of Workers in Frontline Industries* (April 2020).

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Black workers are twice as likely to live in households with three or more generations than white workers

Shares of workers by number of generations in their household, 2018

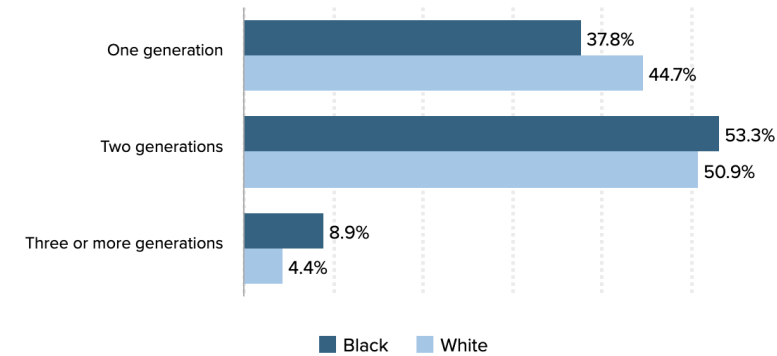


Chart Data

Note: White refers to non-Hispanic whites, black refers to blacks alone.

Source: Authors' analysis of American Community Survey 2018 microdata.

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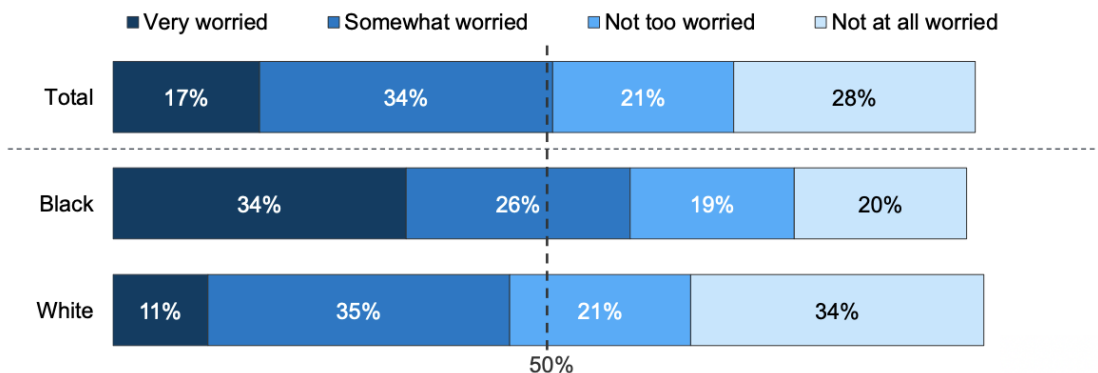
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Among Working Adults, Those Who Are Black Are More Worried about Contracting Coronavirus at Work

AMONG THOSE WHO ARE EMPLOYED AND WORK OUTSIDE THEIR HOME: How worried are you, if at all, that you might be exposed and get sick from coronavirus when you are working outside your home?



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COVID-19 Mortality & Occupational Exposures

- **Differential Rates by Industry/Occupation is Greater for Blacks**
- **High ratio of Black to White mortality rates by Industry/Occupation**
- **More Research and Collection of Work Place Data Is Needed to Determine Why**

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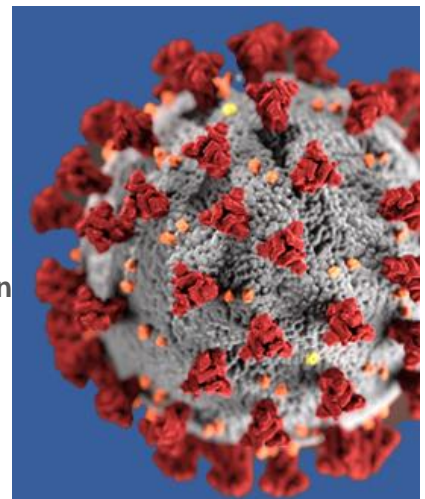
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Sources of COVID-19 Mask Wearing Disparity

- **Initial use of bandanas and gathers increased policing interactions for Black men who were viewed as “potential robbers”**
 - Fear of wearing mask because of police confrontation
 - Looks in terms of masks for Black men, size of masks
 - Knowledge about different types of masks and protection
 - Cost of masks
 - Better policies about the provision of masks by workplaces



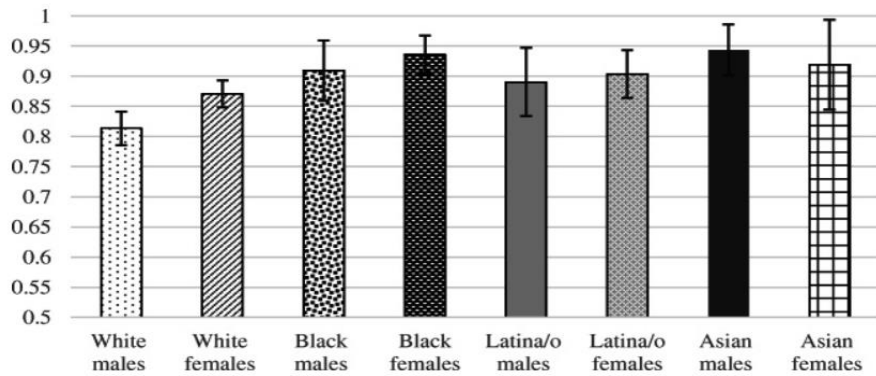
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Predicted Probability of Mask Wearing through June 2020 (Hearns & Nino, 2021)



Predicted probability of mask wearing by race and ethnicity and gender

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Social Determinants of Health, Social Vulnerabilities and Vaccination Rates & Access

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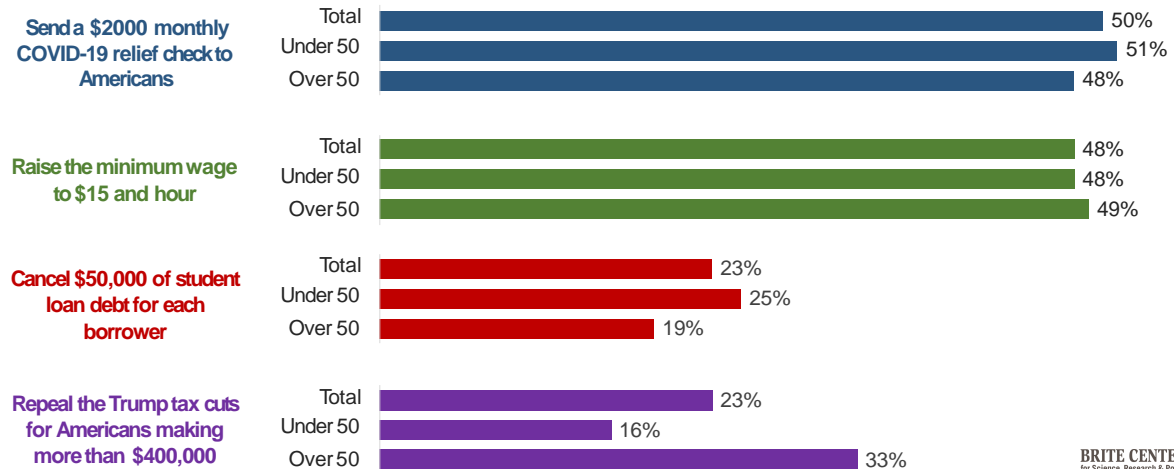
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Some policy priorities are more/less urgent depending on age



What do you think are the three most important legislative or policy priorities for Joe Biden to achieve?



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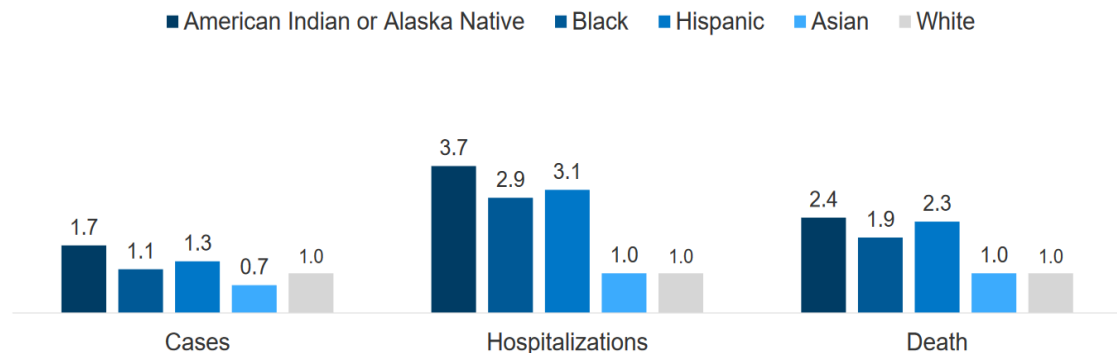


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People of color have had higher rates of infection, hospitalization, and death due to COVID-19.

Risk of infection, hospitalization, and death compared to White people in the U.S., adjusted for age:



NOTE: Persons of Hispanic origin may be of any race but are categorized as Hispanic; other groups are non-Hispanic.

SOURCE: CDC, Risk for COVID-19 Infection, Hospitalization, and Death by Race/Ethnicity, as of 3/12/2021, www.cdc.gov/coronavirus/2019-ncov/covid-data/investigations-discovery/hospitalization-death-by-race-ethnicity.html, accessed 4/6/2021.



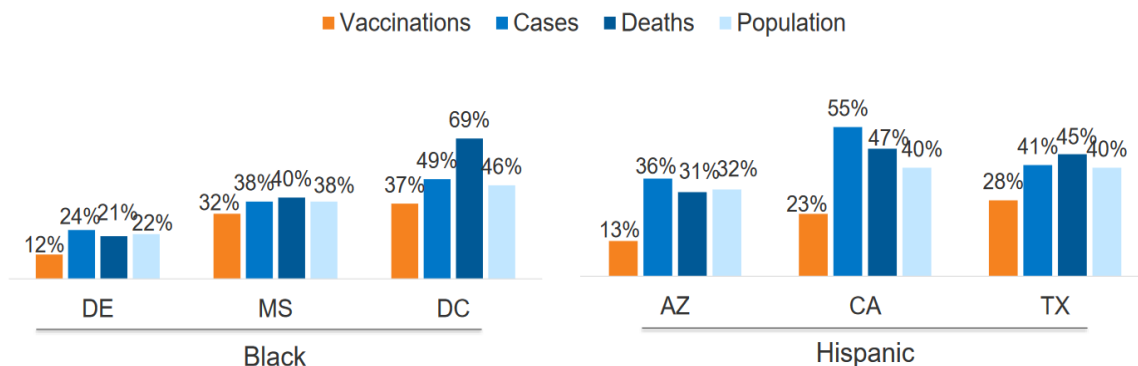
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Black and Hispanic people have received smaller shares of vaccinations across states as of April 5, 2021.

Black and Hispanic People as a Share of COVID-19 Vaccinations, Cases, Deaths and Total Population:



SOURCE: *Vaccinations*: KFF analysis of publicly available data from state websites. Data retrieved on April 5, 2021. *Cases*: KFF analysis of The COVID Tracking Project, COVID Racial Data Tracker. CTP data is current as of March 7, 2021. *Deaths*: KFF analysis of Provisional Death Data from National Center for Health Statistics released on March 31, 2021. Total state population distribution by race/ethnicity based on KFF analysis of 2019 American Community Survey.

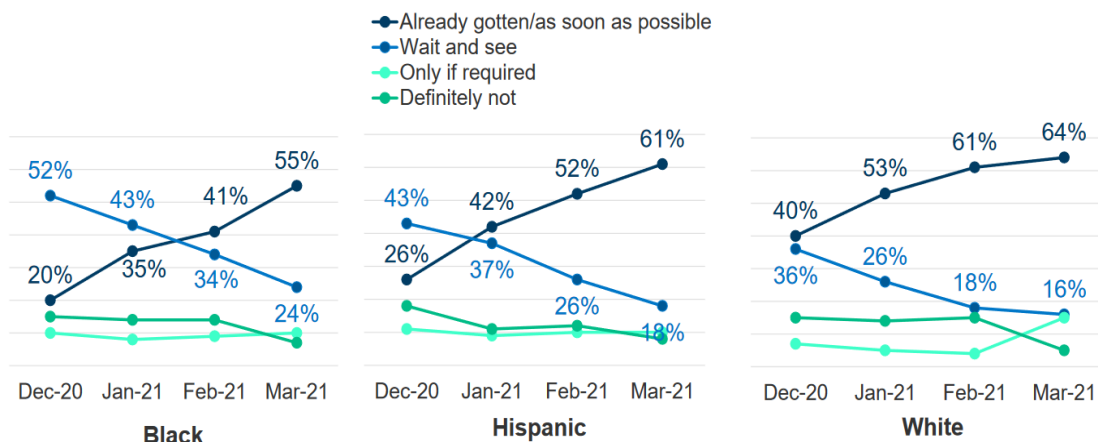


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Over half of people report they have gotten a COVID-19 vaccine dose or that they will get one as soon as possible.

Percent who say they will get a COVID-19 vaccine:



SOURCE: KFF COVID-19 Vaccine Monitor. See topline for full question wording.

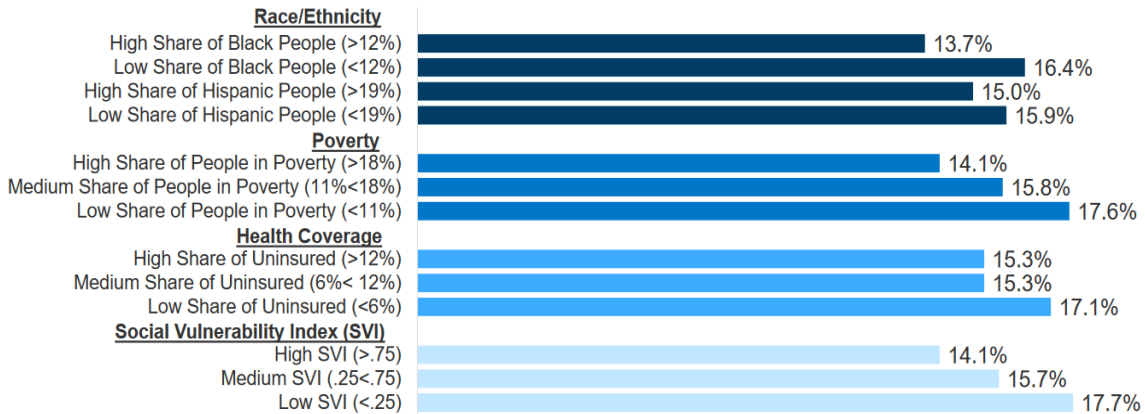


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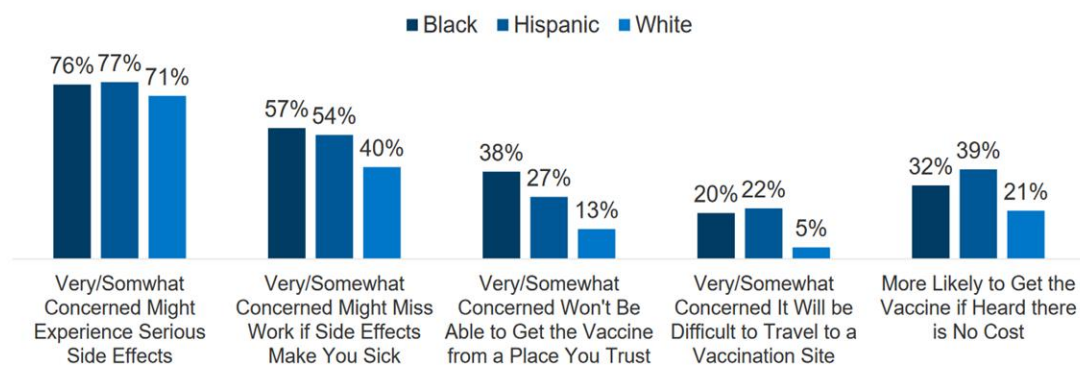
Vaccination rates are lower in counties with higher shares of people of color, poverty, uninsured rates, and a high SVI.

Average Fully Vaccinated Rates Across Counties by Key Characteristics, as of March 28, 2021



SOURCE: KFF Analysis of CDC's COVID-19 Integrated County data and 2019 American Community Survey 5-Year Estimates by county.

Concerns among Black and Hispanic adults about getting the COVID-19 vaccine reflect these underlying inequities.

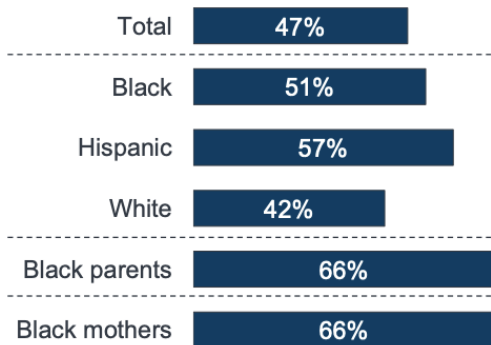


NOTE: Based on those who have not been vaccinated for COVID-19 and do not want to get the vaccine as soon as possible. See topline for full question wording.

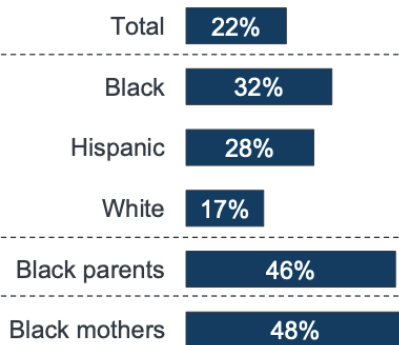
SOURCE: KFF COVID-19 Vaccine Monitor (March 15-22, 2021)

Black and Hispanic Adults Hit Harder Financially by Pandemic

Percent who say, since February, **they or someone in their household has lost a job, been placed on furlough, or had their income or hours reduced** because of coronavirus:



Percent who say the coronavirus pandemic has had a **major negative impact** on their **ability to pay for basic necessities like housing, utilities, and food**:



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Making Vaccines and Testing More Equitable Using Predictive Equity Models

COVID-19 Medical Vulnerability Indicators: A Predictive, Local Data Model for Equity in Public Health Decision Making

International Journal of Environmental Research & Public Health (2021)
Ong, PM, Pech, C, Gutierrez, NR & Mays, VM

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What are the concerns in the Black population in the United States about COVID-19 vaccination and have they changed over time?

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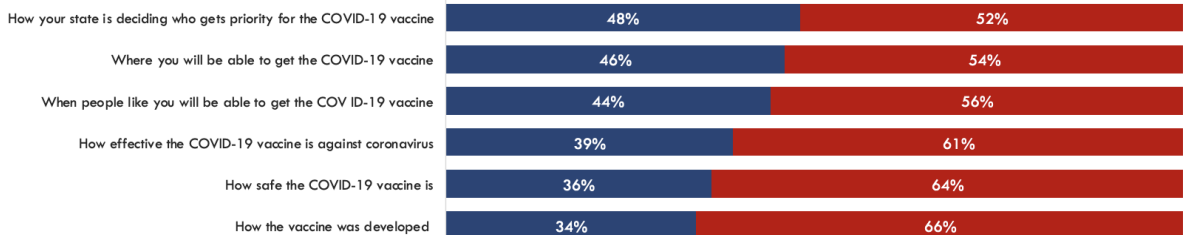
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Black communities need to know the who, when, where, and how about the COVID-19 vaccine



HIT STRATEGIES
Highly insightful Targeting

Do you feel you have enough information or not about the following...?



■ Have enough info ■ Don't have enough info

% Have enough information	Total	Men	Women	Under 50	Over 50
How your state is deciding who gets priority for the COVID-19 vaccine	48%	46%	49%	44%	54%
Where you will be able to get the COVID-19 vaccine	46%	46%	46%	45%	50%
When people like you will be able to get the COVID-19 vaccine	44%	44%	45%	41%	50%
How effective the COVID-19 vaccine is against coronavirus	39%	40%	37%	35%	45%
How safe the COVID-19 vaccine is	36%	37%	34%	34%	39%
How the vaccine was developed	34%	36%	32%	33%	36%

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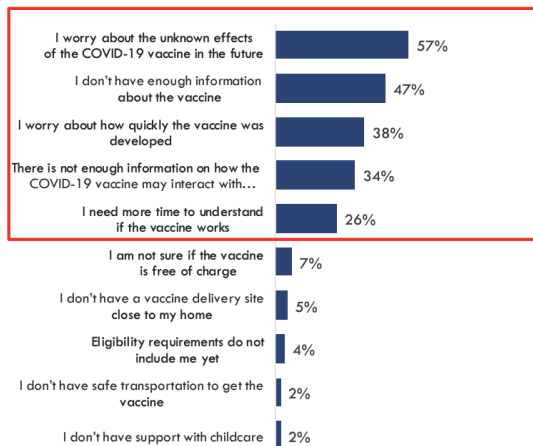
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Among the vaccine hesitant, Blacks need more information on how the vaccine works



Here is a list of reasons others have provided to explain why they will not take the COVID-19 vaccine when it is available to them. Select top three answers
(Asked only of those who reported they probably/definitely will **not** get vaccinated)



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	Total	Men	Women	Under 50	Over 50
I worry about the unknown effects of the COVID-19 vaccine in the future	57%	55%	60%	54%	65%
I don't have enough information about the vaccine	47%	51%	44%	50%	39%
I worry about how quickly the vaccine was developed	38%	33%	42%	32%	55%
There is not enough information on how the COVID-19 vaccine may interact with other health conditions	34%	35%	33%	32%	39%
I need more time to understand if the vaccine works	26%	25%	25%	27%	23%
I am not sure if the vaccine is free of charge	7%	10%	4%	8%	4%
I don't have a vaccine delivery site close to my home	5%	7%	3%	5%	5%
Eligibility requirements do not include me yet	4%	5%	4%	5%	3%
I don't have safe transportation to get the vaccine	2%	3%	1%	2%	2%
I don't have support with childcare	2%	1%	2%	3%	0%



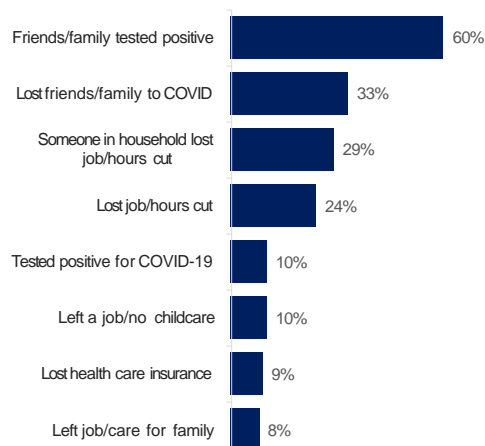
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The economic impact of COVID-19 is especially felt by Blacks under 50



Next are some questions about COVID-19's impact on your life. Have you...



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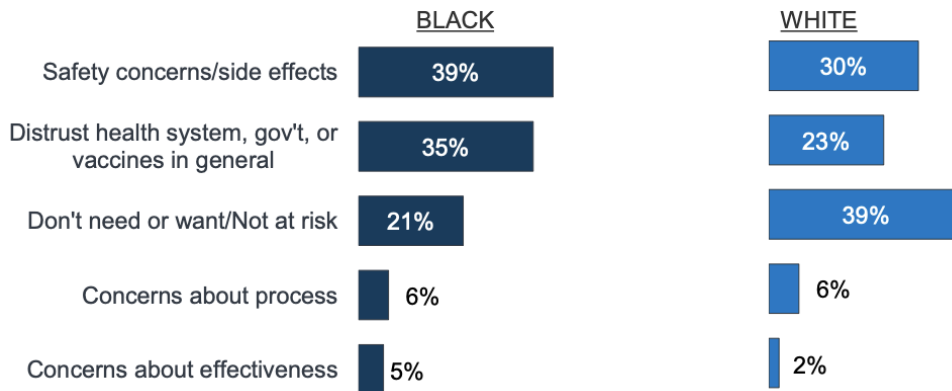
	Total	Male	Female	Under 50	Over 50
Had friends/family test positive	60%	57%	63%	55%	68%
Lost friends or family	33%	30%	36%	29%	40%
Someone in household lost job/hours cut	29%	27%	32%	35%	22%
Lost job/hours cut	24%	27%	21%	32%	13%
Tested positive for COVID-19	10%	11%	10%	10%	10%
Left job/no childcare	10%	8%	12%	15%	1%
Lost health care insurance	9%	9%	8%	12%	4%
Left job/care for family	8%	10%	7%	13%	2%

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Black Adults Who Are Vaccine Hesitant Cite Safety Concerns, Distrust; More White Adults Say They Don't Need/Want It

AMONG THOSE WHO SAY THEY WOULD NOT GET A COVID-19 VACCINE: Percent who say each of the following is the main reason why (*open-end*):



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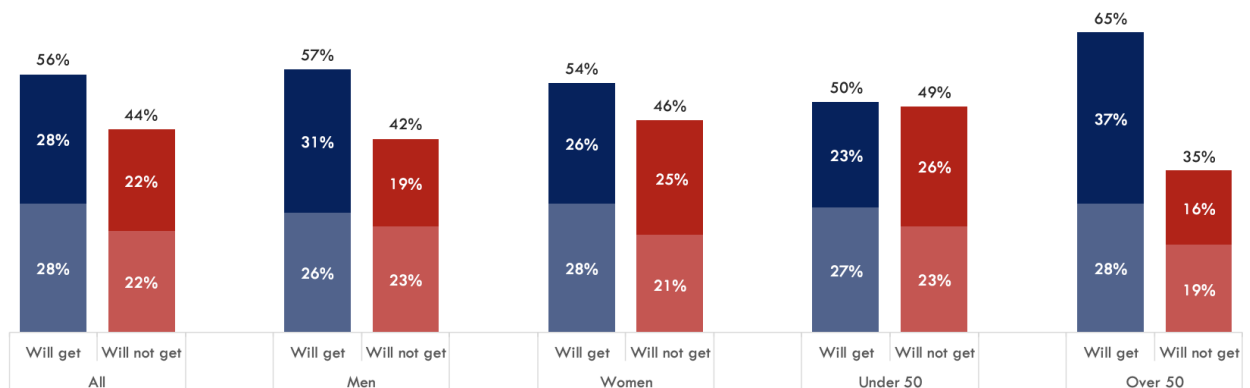
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Black men and Blacks over 50 more likely to get the vaccine



HIT STRATEGIES
Highly insightful Targeting

When the COVID-19 vaccine is available to you, will you___the vaccine?



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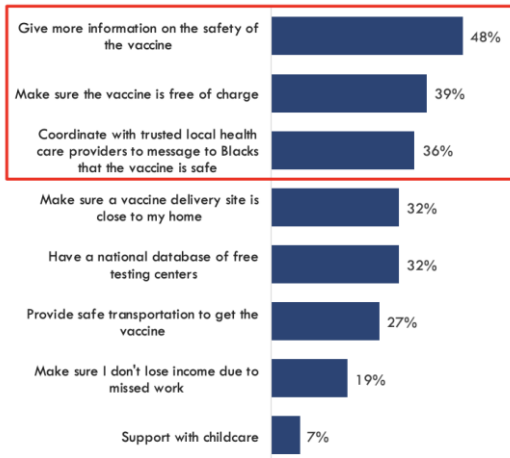
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Policy priority for fair vaccine distribution in Black communities: Let us know that the vaccine is both safe and free



What should the Biden/Harris administration do to ensure vaccines are distributed fairly in Black communities? Select top three answers



	Total	Men	Women	Under50	Over50	Won't get vaccine	Will get vaccine
Give more information on the safety of the vaccine	48%	49%	47%	47%	48%	51%	45%
Make sure the vaccine is free of charge	39%	39%	41%	35%	46%	33%	48%
Coordinate with local health care providers to message vaccine is safe	36%	33%	39%	28%	48%	29%	35%
Make sure vaccine delivery site is close to my home	32%	30%	34%	27%	40%	24%	37%
Have a national database of free testing centers	32%	35%	31%	31%	34%	30%	34%
Provide safe transportation to get the vaccine	27%	28%	26%	24%	32%	20%	31%
Make sure I don't lose income due to missed work	19%	15%	22%	23%	14%	24%	18%
Support with childcare	7%	9%	6%	10%	4%	8%	6%

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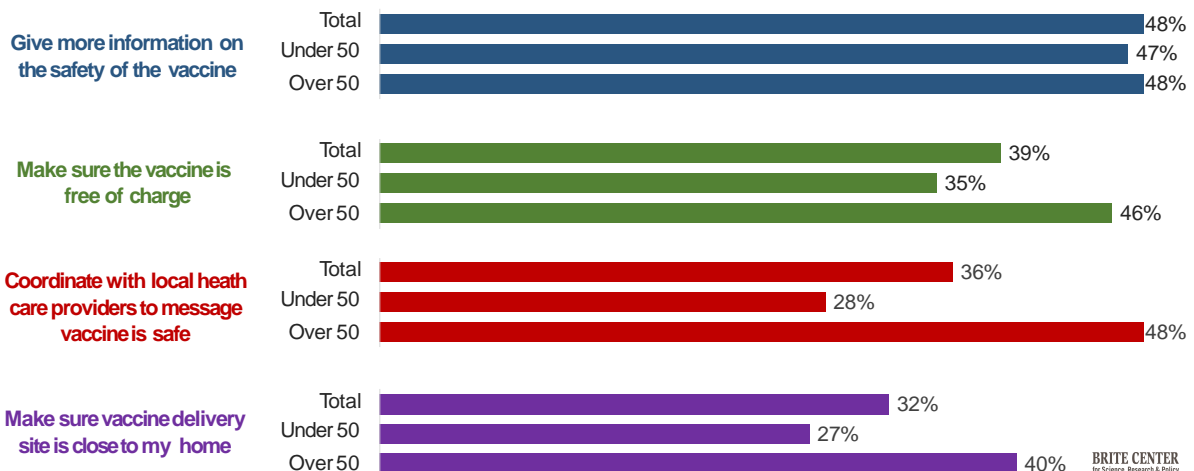
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Vaccine safety is paramount for under/over 50 – other priorities are more urgent for Blacks over 50



What should the Biden/Harris administration do to ensure vaccines are distributed fairly in Black communities? Select top three answers



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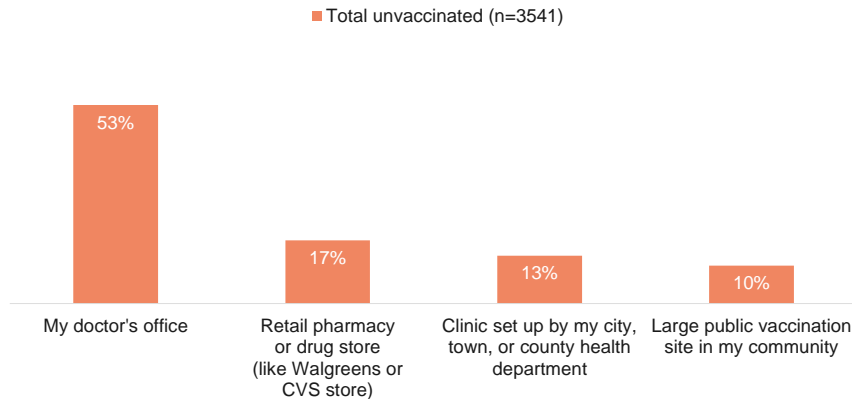
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EXHIBIT 1

Unvaccinated people would prefer to get vaccinated at their doctor's office; far fewer would prefer other locations.

Preferred vaccination location, among those who haven't had any COVID-19 vaccine



Data: African American Research Collaborative and the Commonwealth Fund, "American COVID-19 Vaccine Poll," May 7–June 7, 2021.



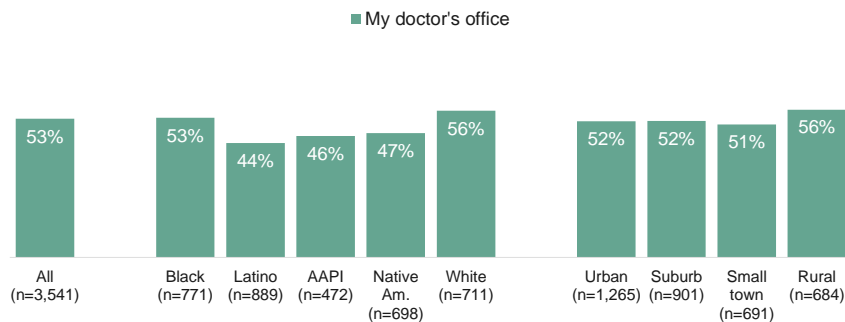
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EXHIBIT 2

About half of all unvaccinated people would prefer to get vaccinated at their doctor's office, with modest variation by race, ethnicity, and residence.

Preferred vaccination location, among those who haven't had any COVID-19 vaccine



Data: African American Research Collaborative and the Commonwealth Fund, "American COVID-19 Vaccine Poll," May 7–June 7, 2021.



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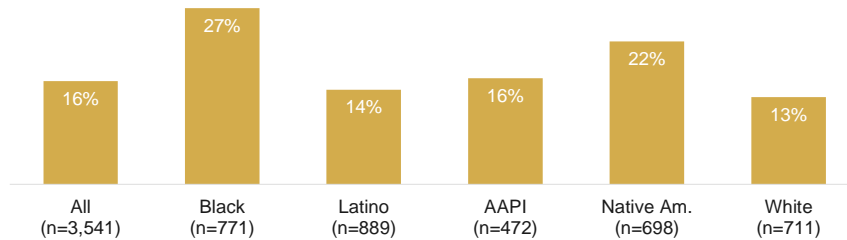
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EXHIBIT 3

Larger percentages of unvaccinated Black and Native American respondents agreed that discrimination from medical professionals makes them less likely to get a COVID-19 vaccine.

Percentage of respondents who agree people in their racial/ethnic group face discrimination from medical professionals, among those who haven't had any COVID-19 vaccine

■ Yes, I have heard this and it makes me less likely to get a vaccine



Data: African American Research Collaborative and the Commonwealth Fund, "American COVID-19 Vaccine Poll," May 7–June 7, 2021.



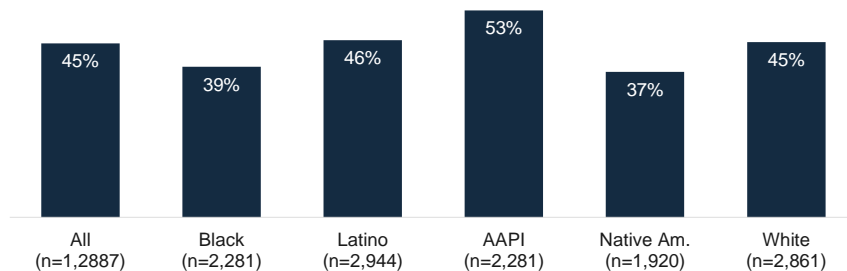
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EXHIBIT 5

Racial and ethnic groups vary on readiness to take an annual updated COVID-19 vaccine booster.

Percentage of respondents who would definitely get an annual COVID-19 booster, among all respondents



Data: African American Research Collaborative and the Commonwealth Fund, "American COVID-19 Vaccine Poll," May 7–June 7, 2021.



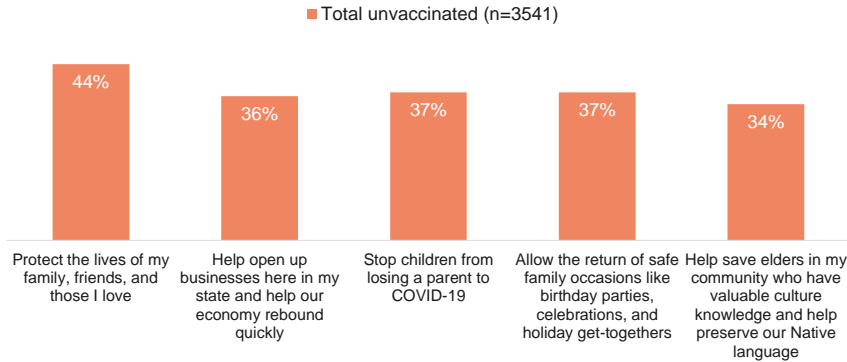
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EXHIBIT 6

Protecting loved ones, supporting local businesses, and restoring social gatherings are among the most popular messages among unvaccinated respondents.

Percentage of unvaccinated respondents who are much more/more likely to get the vaccine because it will . . .



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Data: African American Research Collaborative and the Commonwealth Fund, "American COVID-19 Vaccine Poll," May 7–June 7, 2021.



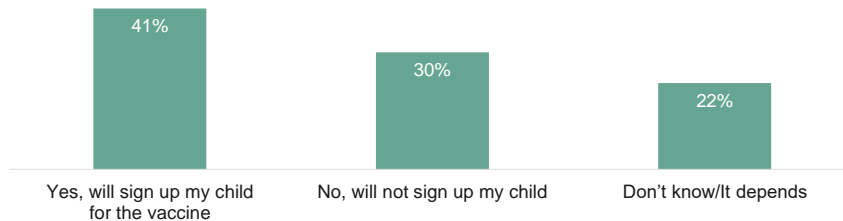
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EXHIBIT 7

Nearly a third of parents say they will not sign up their child for a COVID-19 vaccination when it becomes available.

Among parents or primary caregivers of a child 18 years old or younger (n=3,232)



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Data: African American Research Collaborative and the Commonwealth Fund, "American COVID-19 Vaccine Poll," May 7–June 7, 2021.



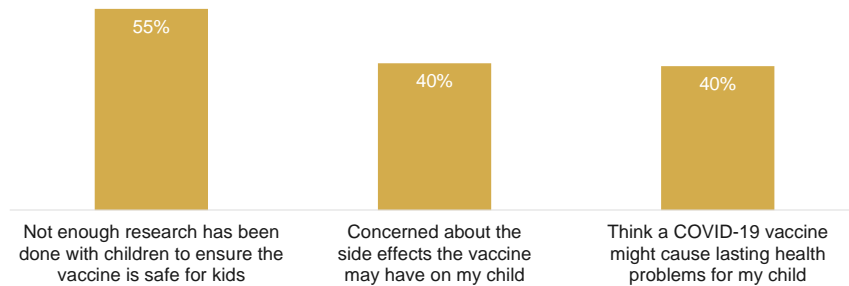
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EXHIBIT 8

Parents' concerns about signing up their child for the COVID-19 vaccine largely rest on the safety of the vaccine for children.

Top reasons for not planning to sign up child for a vaccine, among parents and primary caregivers who say they won't (n=757)



Data: African American Research Collaborative and the Commonwealth Fund, "American COVID-19 Vaccine Poll," May 7–June 7, 2021.



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For Blacks over 50, too little attention is being paid to the impact of racism and white supremacy on Black communities



In general, do you feel that there is too much, too little, or just the right amount of attention paid to the following issues?



■ Too much ■ Too little ■ Right amount ■ Don't know

	Total Too Little	Men Too Little	Women Too Little	Under 50 Too Little	Over 50 Too Little
White supremacy	53%	53%	53%	47%	62%
The rise in hate crimes toward Black people	55%	54%	57%	46%	69%
White supremacy in federal, state, and local police departments	55%	54%	56%	45%	68%
Race and racism	57%	55%	59%	47%	71%
White supremacy in the military	55%	55%	54%	47%	65%

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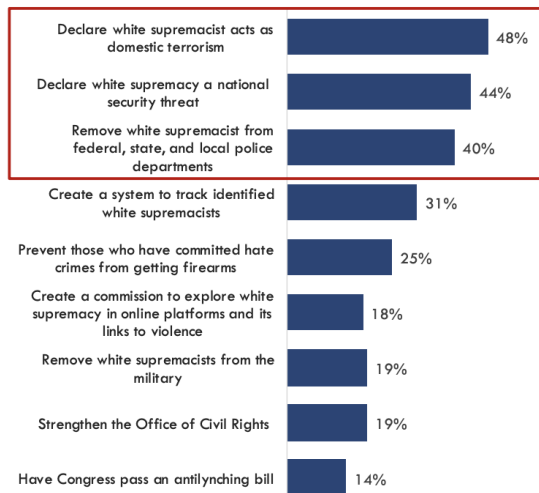
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While three priority issues rise to the top, the urgency of how to combat white supremacy varies by age



What do you think the Biden/Harris administration should do to fight white supremacy in the U.S.? Please select your top three choices.



	Total	Men	Women	Under 50	Over 50	
Declare white supremacist acts as domestic terrorism	48%	46%	50%	41%	59%	+18
Declare white supremacy a national security threat	44%	44%	44%	39%	51%	+12
Remove white supremacist from federal, state, and local police departments	40%	36%	43%	39%	41%	
Create a system to track identified white supremacists	31%	32%	31%	30%	33%	
Prevent those who have committed hate crimes from getting firearms	25%	26%	24%	25%	24%	
Create a commission to explore white supremacy in online platforms and its links to violence	18%	20%	16%	19%	18%	
Remove white supremacists from the military	19%	18%	19%	20%	17%	
Strengthen the Office of Civil Rights	19%	19%	20%	18%	22%	
Have Congress pass an antilynching bill	14%	14%	13%	15%	13%	



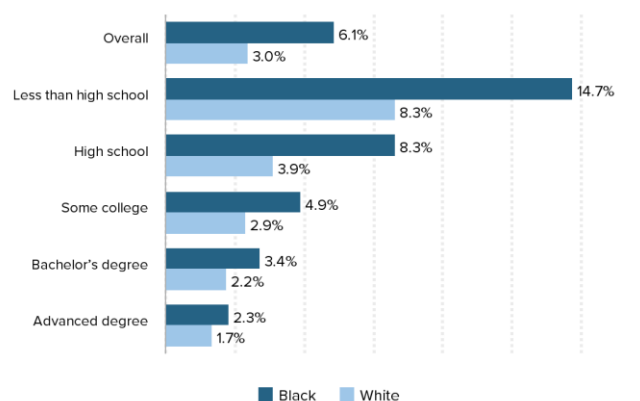
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Black workers are far more likely to be unemployed than white workers at every level of education

Unemployment rates by race and education, 2019



Notes: White refers to non-Hispanic whites, Black refers to Blacks alone. Educational categories are mutually exclusive and represent the highest education level attained for all individuals ages 16 and older.

Source: Economic Policy Institute, *State of Working America Data Library*, [Unemployment by race and education], 2019.



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Black workers are less likely to have paid sick days and less likely to be able to work from home than white workers

Shares of workers with paid sick days and the ability to work from home, by race

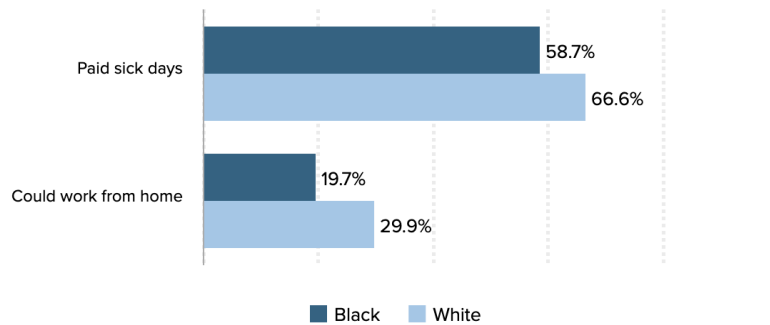


Chart Data

Sources: U.S. Bureau of Labor Statistics, *Job Flexibilities and Work Schedules*, 2017 and 2018; U.S. Bureau of Labor Statistics, American Time Use Survey microdata.

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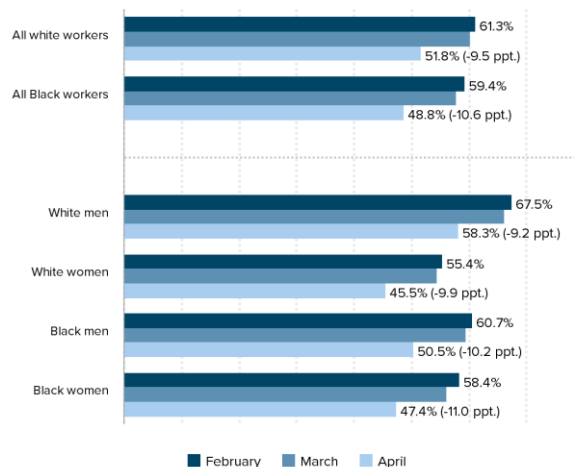
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Employment has dropped sharply in the COVID-19 labor market—Black women face the largest losses

Employment-to-population ratio by race and gender, February–April 2020



Note: White refers to non-Hispanic whites, Black refers to Blacks alone. The employment-to-population ratio is the share of the population who are working.

Source: EPI analysis of Bureau of Labor Statistics Current Population Survey public data.

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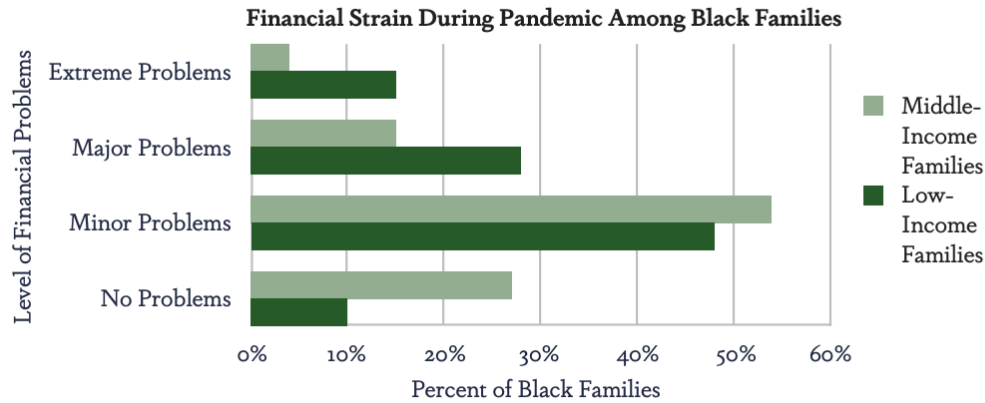


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Figure 7. Financial Strain Among Black Families During the Pandemic



Note. *N* = 688, RAPID-EC surveyed between April 6 and November 17, 2020.

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Table 1. Percent of Black Families Having a Hard Time Paying for Basic Needs

	Below/Near-Poverty	Middle-Income
Difficulties Paying for Basic Needs (Hard/Very Hard)	32%	17%
Difficulty Paying for ^a :		
Utilities	48%	29%
Housing	39%	25%
Food	33%	24%
Early Care and Education	18%	15%
Health Care	11%	13%
Material Hardships (3 or More)	30%	23%
Receiving Public Benefits	54%	22%
Access to Free Food	67%	23%

Note. *N* = 688, RAPID-EC surveyed between April 6 and November 17, 2020.

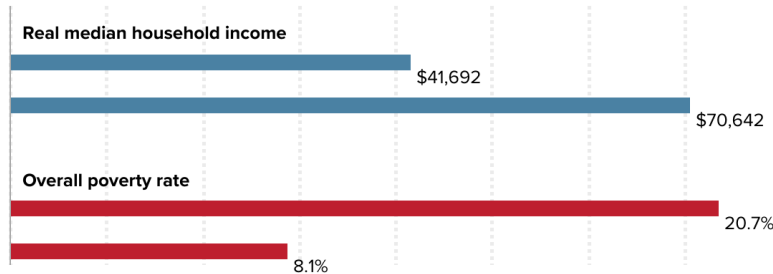
^a Based on those who reported having a hard time or very hard time paying for basic needs.

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Black households have lower incomes and higher rates of poverty than white households

Real median household income and overall poverty rate, by race, 2018



Notes: White refers to non-Hispanic whites, black refers to blacks alone. Black households are households in which the head of household is black. White households are households in which the head of household is white. The poverty rate is the share of people whose family income is below the official family-size-adjusted poverty threshold.

Source: EPI analysis of Current Population Survey Annual Social and Economic Supplement Historical Poverty Tables (Tables 3, H-5, and H-9). Adapted from *Racial and Ethnic Income Gaps Persist Amid Uneven Growth in Household Incomes* (EPI 2019).

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FIGURE I

Black households are less likely to include multiple earners than white households

Shares of nonelderly households with one earner vs. two or more earners, by race, 2018

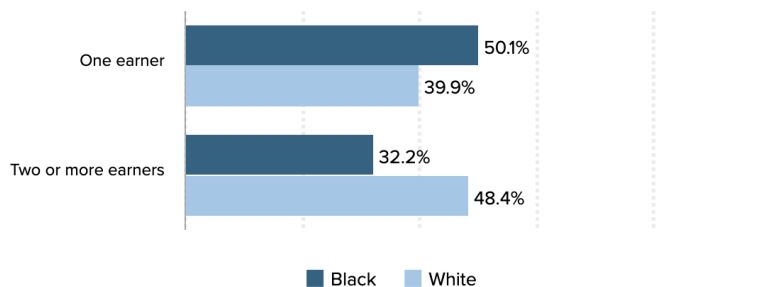


Chart Data

Notes: White refers to non-Hispanic whites, black refers to blacks alone. Black households are households in which the head of household is black. White households are households in which the head of household is white. Nonelderly households are those in which the heads of household are ages 18–64.

Source: Authors' analysis of Current Population Survey Annual Social and Economic Supplement microdata, 2018.

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Black families have significantly less cash reserves to draw upon than white families

Total value of all transaction accounts, for black and white families, by education, homeownership, and employment sector (mean values, 2016 dollars)

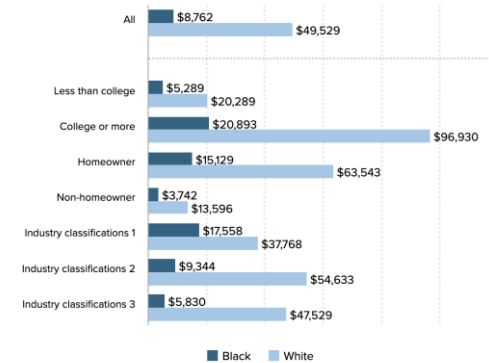


Chart Data

Notes: White refers to non-Hispanic whites, black refers to blacks alone. Transaction accounts include checking or savings accounts, cash, prepaid cards, and directly held stocks, bonds, and mutual funds. Industry classifications 1 include mining, construction, and manufacturing. Industry classifications 2 include transportation, communications, utilities and sanitary services, wholesale trade, finance, insurance, and real estate. Industry classifications 3 include agriculture, retail trade, services, and public administration. Race is the race of the survey respondent; industry classifications are for head of household. Education is the education level of the head of household.

Source: EPI analysis of Federal Reserve 2016 Survey of Consumer Finances combined extract data accessed from the UC Berkeley Survey Documentation and Analysis website. The 2016 survey is the most recent survey available.

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WHY COVID-19 HAS HIT BLACK, INDIGENOUS, AND PEOPLE OF COLOR HARDEST

The current pandemic highlights racial health inequities that go far back.



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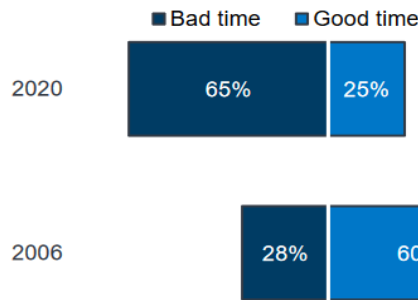
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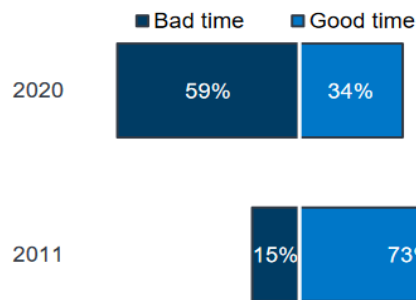
Figure 1

Most Black Men And Women Feel It Is A Bad Time To Be Black In America

AMONG BLACK MEN: Considering everything, do you think it is a good time or a bad time to be a **Black man** in America?



AMONG BLACK WOMEN: Considering everything, do you think it is a good time or a bad time to be a **Black woman** in America?



SOURCE: KFF/Washington Post/Harvard University African American Men Survey (conducted March 20-April 29, 2006); KFF/Washington Post Black Women in America Survey (conducted October 6-November 2, 2011); KFF/The Undeclared Survey on Race and Health (conducted Aug. 20-Sept. 14, 2020). See topline for full question wording.

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The pandemic echoes a history of disruption for Black families, stretching back to slavery

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Black men are dying in disproportionate numbers from COVID-19, often leaving grieving spouses and children behind. USC Dornsife experts discuss how this tragedy connects to a long history of disruption of the Black family in America, from slavery to incarceration. [6¼ min read]

By Margaret Crable – March 19, 2021



Due to the COVID-19 pandemic, Black men are experiencing a drop in life expectancy not seen since World War II, leaving widowed women and fatherless children behind. (Image Source: iStock.)

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New poll shows how the pandemic has devastated Black families

Half of Black women with children struggle to pay for basic necessities

BY MICHAEL A. FLETCHER
ILLUSTRATIONS BY SHYTHEARTIST



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<https://theundefeated.com/features/new-poll-shows-how-the-pandemic-has-devastated-black-families/>

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The Two Pandemics: *Systemic Racism and COVID-19*

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"The additional trauma of watching Black people being killed and no justice being served is devastating. It is compounding trauma. Then the weight of having white folks want me to spend emotional labor to help them feel better about a racist system I did not make. I am exhausted, and what energy I have left, I want to spend on loving my family and keeping them safe from COVID-19 and racists."
– BLACK PARENT



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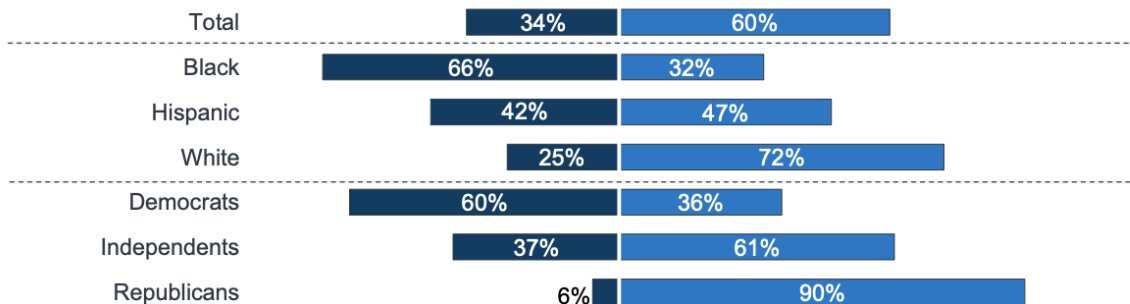
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Most Black Adults, Democrats Say Government Pandemic Response Would Be Stronger if More White People Were Affected

As you may know, people of color in the U.S. are more likely than White people to get sick and die from coronavirus. Do you think...if White people were getting sick and dying at higher rates than people of color?

- ...the federal government would be taking stronger action to fight the pandemic...
- ...the federal government's response would be the same...



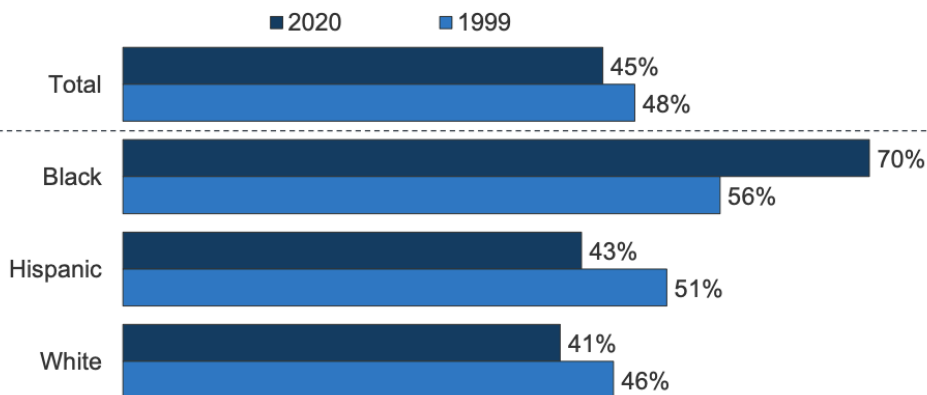
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Share of Black Adults Perceiving Racial Discrimination in Health Care Has Increased since 1999

Percent who say, generally speaking, they think our health care system treats people unfairly based on their race or ethnic background **very often** or **somewhat often**:



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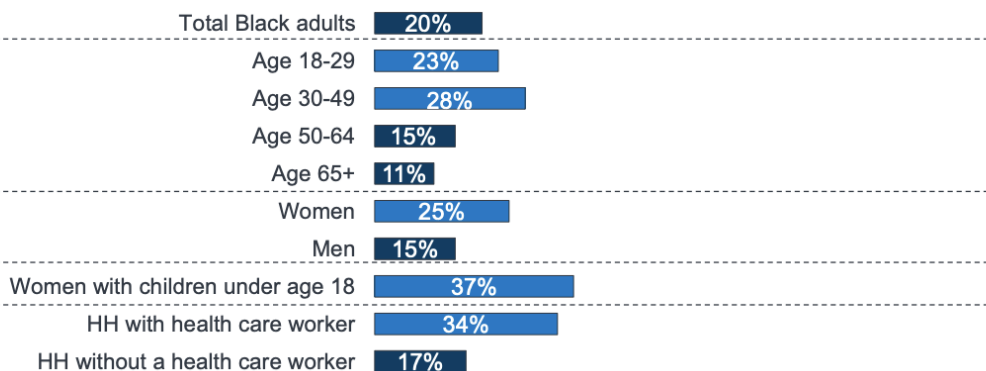
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One in Five Black Adults Report Experiencing Discrimination Getting Health Care, Higher Among Mothers and Younger Adults

AMONG BLACK ADULTS: Percent who say there was a time in the last 12 months where they **were treated unfairly** because of their race or ethnic background while getting health care for themselves or a family member:



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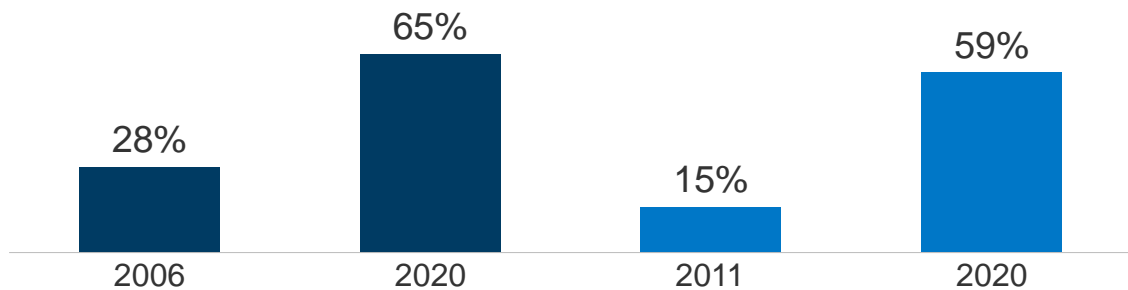
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The Share Of Black Adults Who Feel It Is A Bad Time To Be Black In America Has Increased

Share of Black men who say it is a **bad time to be a Black man** in America

Share of Black women who say it is a **bad time to be a Black woman** in America



SOURCE: KFF/Washington Post/Harvard University African American Men Survey (March 20-April 29, 2006); KFF/Washington Post Black Women in America Survey (October 6-November 2, 2011); KFF/The Undeclared Survey on Race and Health (Aug. 20-Sept. 14, 2020).

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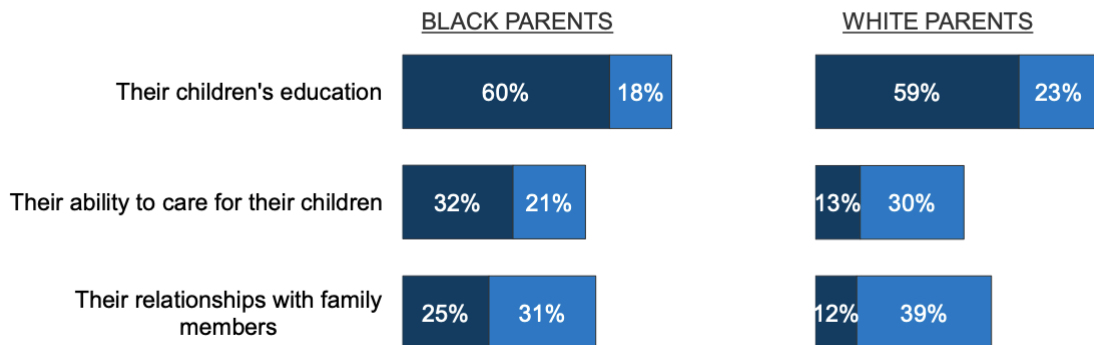


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Black Parents Report Major Impacts of Pandemic on Education, Relationships, and Ability to Care for Their Children

AMONG PARENTS OF CHILDREN UNDER AGE 18: Percent who say the coronavirus pandemic has had a **major negative impact** or **minor negative impact** on each of the following:



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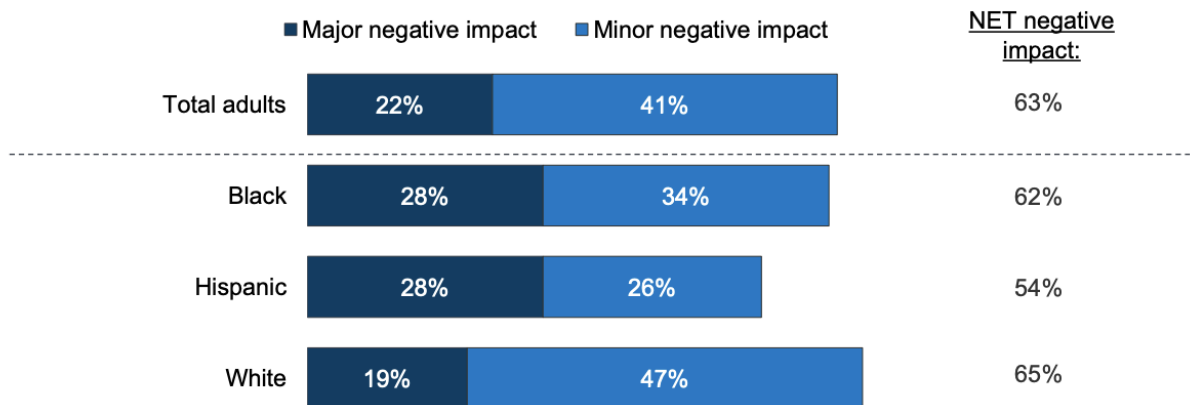


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Most Say the Pandemic Is Taking a Toll on Their Mental Health

Percent who say the coronavirus pandemic had a negative impact on their **mental health**:



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“The paranoia of us getting sick and ultimately dying from COVID or racism is [so] unreal that we have days where we disconnect from all news platforms and social media just to breathe.”
– BLACK PARENT



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VOICES OF BLACK PARENTS ABOUT THEIR STRESS

“Pandemic + racism = a lot of stress and worry.”

“Stress and worry has been very debilitating and constant trauma from violence against Black people.”



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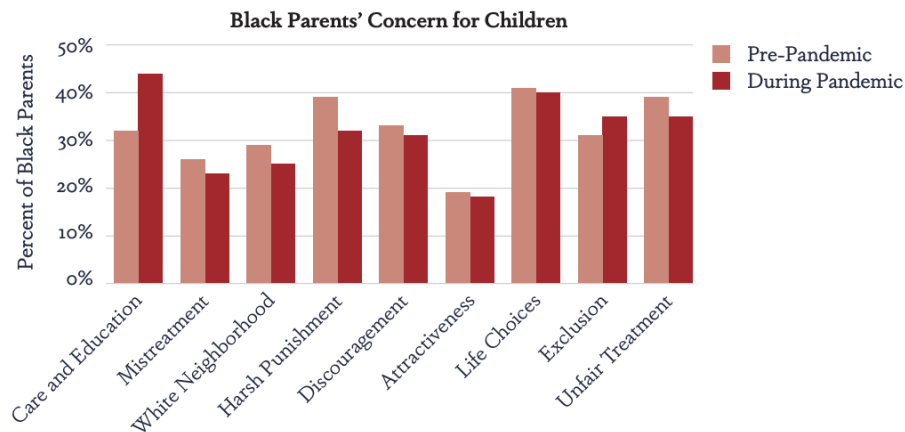
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Figure 3. Black Parents' Concerns for their Children Pre-Pandemic and During the Pandemic



Note. $N = 214$, RAPID-EC surveyed between August 1 and November 3, 2020.

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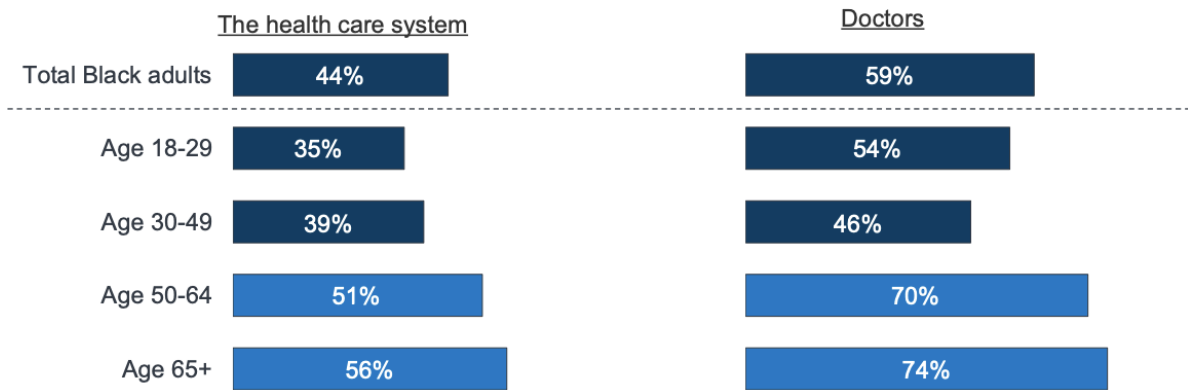
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Younger Black Adults Less Likely to Trust Doctors and the Health Care System

AMONG BLACK ADULTS: Percent who say they can **trust** ... to do what is right for them or their community **almost all of the time** or **most of the time**:



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Watching Our Language: Reframing the Narrative and Telling the Community's Story Not Yours!

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THE BLACK RESPONSE

TELLING THE RIGHT STORY ON RACE DURING COVID-19

A guide for effectively advancing racial justice: communicating about the realities, causes and solutions related to current attacks on our health, economy, democracy and future.

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OUR STORYTELLING *must do* THREE THINGS

01 INSTILL AND REINFORCE BELIEFS THAT DRIVE BEHAVIOR

Beliefs about the causes of what we're experiencing; beliefs about race and the 'brand' of black people; beliefs about what we'll get from the changes we win; and more.

02 MOTIVATE PEOPLE TO CONNECT AND ACT TOGETHER

Making people feel they are on a winning team.

03 RALLY PEOPLE AROUND REAL SOLUTIONS

Solutions they can believe in, not just problems to point at.



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BLACK PEOPLE ARE NOT “VULNERABLE”

IT'S NOT THAT

Black people are always some kind of problem.

IT'S THAT

Black people are creating solutions and doing life-saving work that Americans cannot live without.

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BLACK PEOPLE ARE NOT “DYING”

IT'S NOT THAT

Black people are dying at higher rates than others.

IT'S THAT

Politicians are preventing Black people from surviving, denying us the care and attention they give to others.

The coronavirus doesn't attack people by race, but American society does.

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BLACK PEOPLE DO NOT NEED HELP, WE NEED JUSTICE

Black people are not the problem. We are the solution.

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Top Pro-Vaccine-Uptake *Messages*

Q45 – Q69: The following statement makes me much more/more likely to get the vaccine (among those who haven't had any COVID-19 vaccine)

	Total	Black	Latino	AAPI	Native American	White
Getting a COVID-19 vaccine can protect the lives of my family, friends, and those I love.	44%	45%	57%	62%	34%	38%
People and businesses in [cities / suburbs / smaller towns] have been particularly hard hit by job losses here in [State] . . .	37%	37%	50%	52%	27%	33%
In the past year, at least 40,000 children have lost a parent to COVID-19 . . .	37%	40%	50%	54%	30%	32%
Non-overlapping mentions	Make schools safe for in-person learning (35%)	Return of safe family occasions (43%) / Black community hit hard by COVID (41%)	Latino community hit hard by COVID (52%) / Protect & visit elders (49%)	Protect & visit elders (62%) / AAPI community hit hard by COVID (55%)	Native American community hit hard by COVID (32%) / Protect my community's elders and culture (31%)	Protects my community's elders and culture (32%) / Return of social activities, movies, etc. (32%)

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American COVID-19 Vaccine Poll, June 2021, Full Sample N = 12,288, MOE = +/- 0.9%

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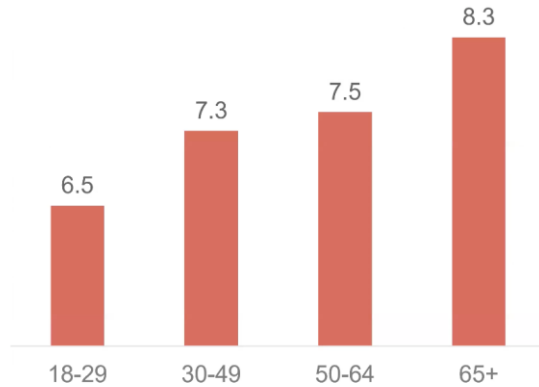


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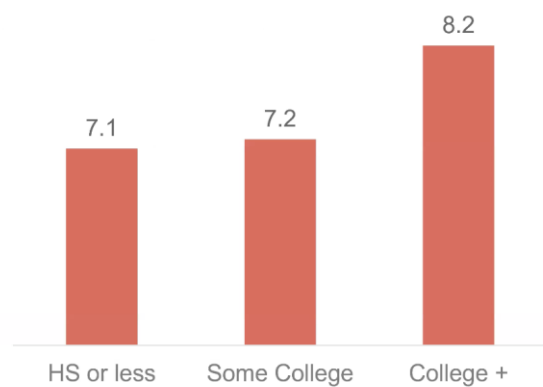
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A deeper look at trusted *messengers*

Average doctor/primary care physician ratings, by age



Average doctor/primary care physician ratings, by education



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Vaccine Hesitancy

Annals of Internal Medicine

IDEAS AND OPINIONS

Addressing Mistrust About COVID-19 Vaccines Among Patients of Color

Douglas J. Opel, MD, MPH; Bernard Lo, MD; and Monica E. Peek, MD, MPH, MS

Motivational Interviewing Techniques

Technique	Rationale	Example
Open-ended questions	Helps identify, explore, and understand patients' COVID-19 vaccine concerns	"Can you tell me more about what is worrying you?"
Reflection statements	Encourages partnerships, deepens rapport, and broadens understanding of patient motivations	"I hear that you want to be sure that the COVID vaccine is safe for you."
Affirmation statements	Helps patients feel supported, appreciated, and understood, which can improve their engagement in an open discussion	"You're not alone. Several of my patients have similar concerns."
Ask permission to share	Puts patients in a less defensive posture and improves receptivity to information being shared	"May I share my view with you?"
Statements that support patient autonomy	Enhances a patient's sense of control and helps them feel more at ease with the conversation	"I want you to know that this is your decision to make."
Rolling with resistance	Meeting patient resistance with curiosity (an opportunity to understand more about the patient's perspective in a nonjudgmental, respectful way) rather than confrontation encourages continued patient engagement	"I am hearing that you don't think you'll get the COVID vaccine anytime soon. Tell me more about what is concerning you."

Opal DJ, et al. <https://www.acpjournals.org/doi/10.7326/M21-0055>

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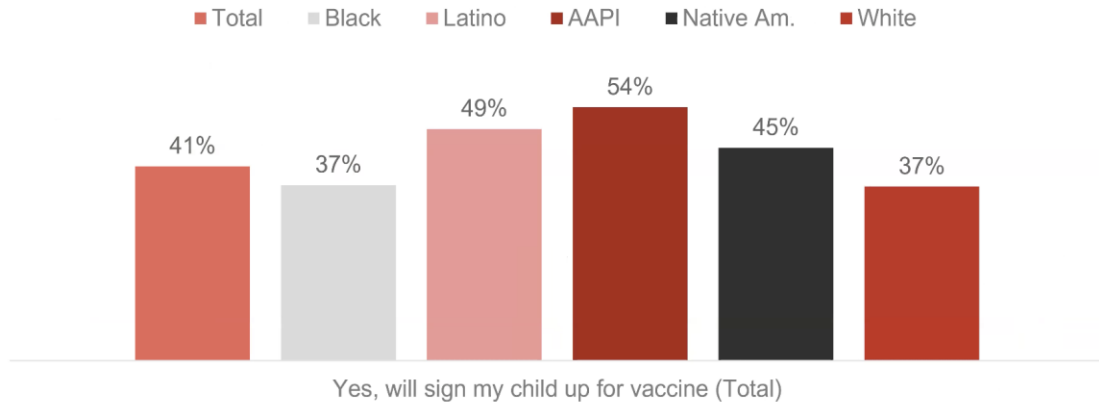
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Established 1930
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Attitudes about vaccinating children

Q72: ...As vaccines become available for those under age 18, do you plan to sign your child/ children up for the vaccine? (Among parents or primary caregivers of child 18 years of age or younger)



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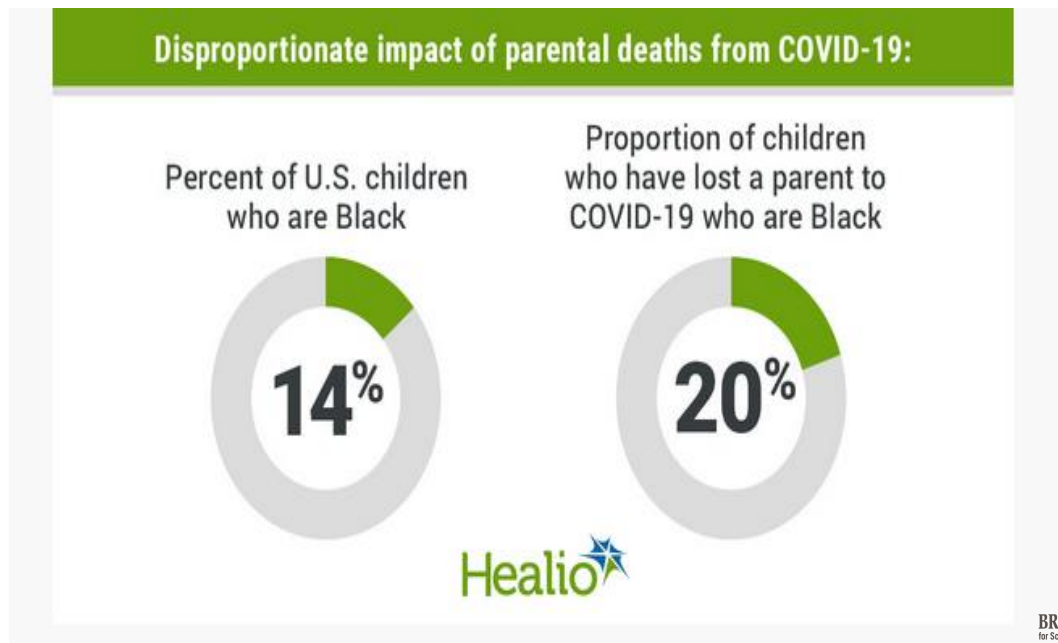
American COVID-19 Vaccine Poll, June 2021, Full Sample N = 12,288, MOE = +/- 0.9%

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Black Children During COVID-19

- Experiences of Dual Epidemics---COVID-19 & Policing
 - **Black people died and continue dying at a disproportional rate from COVID-19. For every 13 or so US COVID-19 deaths, a child loses a parent results through 2/21.**
 - 1 out of 753 white children lost a caregiver to COVID-19,
 - 1 out of 412 Hispanic lost a caregiver to COVID-19
 - 1 in 310 Black children had a parent or a caregiver die**
 - 1 in 168 American Indian and Native Alaskan children lost a parent

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Modeling of Children's Loss of Parents (Kidman et al, 2021)

- As of February 2021, the model estimated that between 37,300 and 43,000 children 0-17 years of age had lost at least one parent because of COVID-19.
- Of these kids approximately 75% were adolescents, 20,600 were White and 7,600 were Black.
- In 9/11 3,000 children lost a parent

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Black Children Who Have Lost A Caregiver

- Lessons learned from HIV parental deaths Kidman, 2021)
 - Supporting the family is crucial: carer and household factors are key determinants of child outcomes (Nyberg et al., 2012).
 - Children develop depression, anxiety and post-traumatic stress disorder in the wake of a parent's death (Chi & Li, 2013)
 - Death of parent can be understood in the larger framework of adverse childhood experiences. Embodiment of chronic stress responses that have biological, behavioral and social processes throughout a person's life, PTSD (Shonkoff, Boyce, & McEwen, 2009' Chi & Li, 2013)
 - Seeing a rise in child abuse, family violence and food insecurity (UNICEF. *Averting a Lost COVID Generation: A Six-Point Plan to Respond, Recover and Reimagine a Post-Pandemic World for Every Child* (UNICEF, 2020)

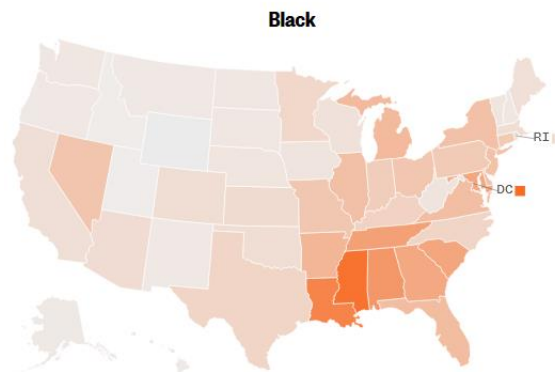
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The states and number of children who experienced the death of a primary caregiver, per 100,000 children



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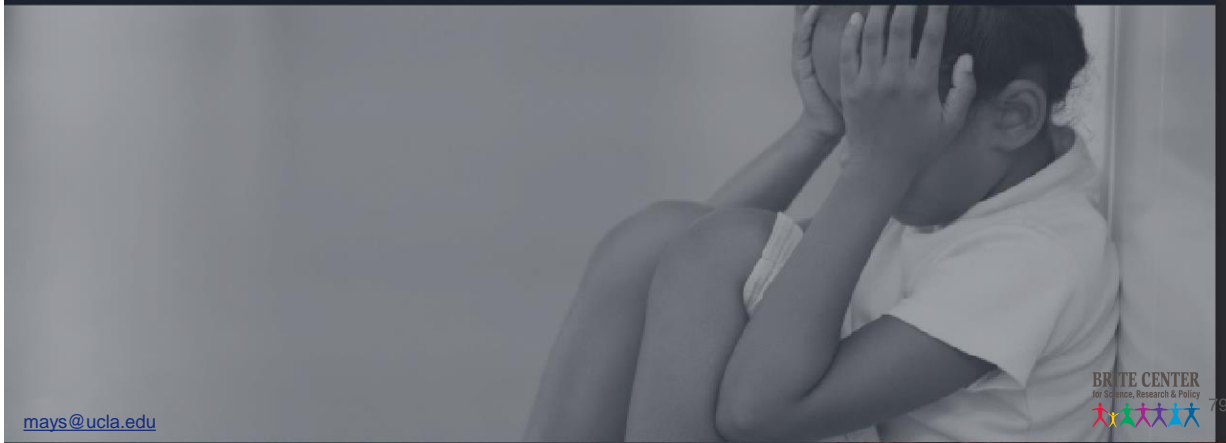


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RING THE ALARM

THE CRISIS OF BLACK YOUTH SUICIDE IN AMERICA



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Recommendations for Next Steps in Addressing Lost of Caregivers of Black Children (Kidman, 2021)

- Determine transferability of child interventions for lost of parents developed during HIV/AIDS (Bergman, Axberg,& Hanson, 2017).
- Increase skill capacities of school counselors to provide trauma-informed care
- Increase funding for child bereavement intervention targeted at Black children
- Use of policies around child tax credits, ensuring that children who qualify for social security benefits get enrolled as many do not (advocacy and community groups can advise and assist)
- Expanding access to bereavement leave for guardians responsible for the children as this is not a part of the Family & Medical Leave Act (remember the kin structure of racial/ethnic families is sometimes in conflict with nuclear family designed policies)

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Recommendations for Next Steps in Addressing Lost of Caregivers of Black Children (Kidman, 2021)

- Evidenced-Based Initiatives such as positive parenting programs these are designed to forge strong nurturing relationship between child and caregivers
- COVID-19 Playful Parenting, evidence-based and open-access resources geared towards improving child–carer bonds, reducing stress and violence, and talking about COVID-19 (www.covid19parenting.com) (doesn't address bereavement)
- Additional research questions
 - **Children orphaned by AIDS did worst than other circumstances for lost of parents what will COVID-19 deaths do** (Cluver, Orkin, Gardner, & Boyes 2012)
 - **We should examine as a natural experiment the stimulus funding and alleviation of mental health stresses**

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Mental/Behavioral Health Needs to Utilize Registries

- What is a registry?
 - A disease registry is a special database that contains information about people diagnosed with a specific type of disease. Most disease registries are either hospital based or population based. A hospital-based registry contains data on all the patients with a specific type of disease diagnosed and treated at that hospital. A population-based registry contains records for people diagnosed with a specific type of disease who reside within a defined geographic region.
- Registries are typically utilized to follow disease progression and learn from the incidents --- SEER Cancer Registries, 9/11 First Responders, National Academy of Medicine Veterans Open Burn Pit Registry

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Mental/Behavioral Health Registry for Black Children Who Have Lost A Parent

- “The establishment of a **national** child bereavement cohort could identify children who have lost parents, monitor them for early identification of emerging challenges, link them to locally delivered care, and form the basis for a longitudinal study of the long-term effects of mass parental bereavement during a uniquely challenging time of social isolation and economic uncertainty” (Kidman et al., 2021)

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