



## “Gatekeeping Women & Moms”

### At-Risk Segment #3

- 18 - 44
- African-American & Hispanic
- Skew Urban/Suburban & Southern
- Avg. HHI of \$35K - \$45K
- Vax Confidence: Movable Middle

### **Key Barriers to Vaccination/ Vaccine Confidence**

- Access (Time/Transportation)
- Low Vax Literacy - General Safety/ Parental Concerns
  - Short-Term Side Effects
  - Fertility/Pregnancy Concerns
  - Safety in Children
  - Risk of Long-Term Side-Effects
- Distrust of The Science
  - Speed of the Development Process
  - Novel mRNA Technology

### **The Sacrificial Caregiver**

*Gatekeeping Women & Moms* are typically caregivers to children and/or parents, or they are women who are influential in their families across generations and possibly households (e.g. Bicultural HA Women making decisions for 3 generations). The welfare of their family matters more than their own health and, due to heavy responsibilities, they often forgo medical care unless absolutely necessary. A third of *Gatekeepers* are single parents, and more than half are uninsured. This is the largest demographic proportionately living in poverty, with extremely high eviction rates, so balancing work/financial needs and family is typically their top priority.



This group strives to be self-sufficient but often, may be subject to very high-stress environments that lead to many untreated health issues and need/receive some form of government assistance. That being said, social service access points can be ideal locations for COVID vaccine education and administration.

*Gatekeepers* are less likely to be anti-vax (*unless inclined toward holistic health practices, culturally insular, and/or have concerns about autism*) and are very wary of COVID-19, taking heavy precautions such as practicing risk mitigation behaviors like mask-wearing and/or limiting mobility. Chronic illness is quite common in their communities, so many are concerned about the risk of vaccination for those with specific underlying health conditions.

Additionally, their common role as primary breadwinner for the household (AA skew), makes them very concerned about short-term side-effects that could impair their ability to work, or care for family. These individuals dwell in low-to-mid-vaccination rate communities where many cite the development speed of the vaccine and/or its novel use of mRNA technology as key areas of concern.

### **Building Better BLK & Brown Futures**

*Gatekeeping Moms* are often immigrants who came to the US in search of “The Dream”, or are from families that have suffered long-standing marginalization. These women want better for their children. They want to avoid making their children fearful of the world while building on the general knowledge and life experiences of youth in a safe, educational environment.

### **The Many Faces of Places of Gatekeeping Moms**

While there is certainly overlap among *Black/AA* and *HA Gatekeepers*, as it relates to the role of cultural context in vaccine attitudes and behaviors, there is also significant nuance between and within these groups. A few of these key considerations are on the following pages:

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- Level of Acculturation** - While immigration has been on the decline over the last years, the US has still seen a steady influx of immigrants over the last decade that has resulted in sizable populations of the unacculturated or less acculturated. Additionally, many immigrant communities are quite insular, resulting in strong native cultural practice and association. This can present challenges such as the following:
  - Insular, hard-to-reach communities may not receive critical information on a timely basis
  - Language barriers may exist
  - Holistic/Indigenous health practices that interfere with COVID risk mitigation may be deep-rooted
- Country of Origin/Ethnic Background**
  - HA** - While the majority of HA immigrants and descendants of immigrants are from Mexico, In many areas of the country, there are substantial populations representing other Hispanic cultures from areas in Central America, South America, and the Caribbean. For example:
    - FL - South America (Brazil, Colombia, Argentina, etc.), Central America, Caribbean (DR, PR, Cuba), Mexico
    - ATL - Mexico, Brazil
    - DC/Baltimore - Mexico, Guatemala, San Salvador
  - AA /Black** - 1 in 10 Blacks living in the US is an immigrant<sup>1</sup>, and New York and FL have the highest Black immigrant populations in the country. While Jamaica and Haiti are the most common country of origin, recent years have seen tremendous growth from African countries and other areas in the Caribbean - increasing the diversity of this group. Cultural practices and values such as religion and religiosity may vary greatly (Caribbean vs. African) - impacting the role of religion in decisions to get vaccinated.
    - DC/Baltimore - Ethiopia, Nigeria, Ghana, Eritrea
    - ATL - Caribbean, Nigeria, Ethiopia, Eritrea

Most Black immigrants live in Northeast and South  
% of U.S. Black immigrant population, 2019



Note: Top five metro areas for the U.S. Black immigrant population displayed. Numbers are rounded to the nearest 100,000 if over 1 million and to the nearest 10,000 if below 1 million. \*U.S. Black immigrant population\* refers to all people who self-identify as Black, inclusive of all people Black, multiracial Black and Black Hispanic people and were born outside of the U.S. to non-U.S. citizens.

Source: Pew Research Center, analyses of the 2013 American Community Survey (ACS).

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<sup>1</sup>One-In-Ten Black People Living in The US is an Immigrant - Pew Research, January, 2022

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- **Socioeconomic Status** - The income and education levels vary the most within the *Gatekeeper* segment, and hence, drives greater diversity in the barriers to vaccination. Widespread economic disruption has often pushed mothers to the service industry, where there is no option to work remotely and often no PTO to cover time off for vaccination. Lower income Gatekeepers may struggle with Access issues and General Safety concerns fueled by mis/disinformation in social media, while many Middle to Upper Income Gatekeepers are more concerned about the vaccination in children vs. adults.

## Engagement Strategy Insights

- *The Gatekeeper* target consists largely of AA/HA women and moms that are typically overworked, more likely to live below or close to the poverty line, and have little time to prioritize their own health. Their main channels of engagement are word-of-mouth, local news outlets, and social media - often interacting with other caregivers. Gatekeepers are worried about risks of taking the vaccine, citing side effects (and, sometimes, information heard from conspiracies) as main reasons for hesitancy. This worry stems chiefly from the fear of being sick and unable to take care of their children/parents.
- Family-friendly locations such as houses of worship (church/masjid/ temple), recreational centers, and community-building events are ideal for encouraging vaccination while offering experiences for children and parents. At these events, it will be important to have other mothers and caregivers of similar socioeconomic status, as well as minority doctors, to assure *Gatekeepers* that the challenging demands of their lifestyle are understood and vaccination will help improve their quality of life. Because a *Gatekeeping Mom* is likely to be the head of household and working when she's not taking care of the family, workplace vaccine education and vaccination should also be a priority.

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- *Gatekeeping Women & Moms* are largely focused on maintaining a stable home and building quality experiences for their children and/or caring for older parents, so messaging and the vaccination process should be positioned around family safety, security, growth, and shared experiences.
- For *Hispanic Gatekeeping Women & Moms*, family is an even greater focus, and they are even more likely to live in multi-generational households - making caregiver decisions for three generations. The public school system is often an effective and trusted channel for connecting these Moms with critical information which they will then convey to family and community members. Often-times, in less acculturated households, there is a younger Millennial/Gen-Z/Gen-Y female, who may not be a Mom, but is the “cultural navigator” - providing input on big decisions and translating English-Language materials.

## **Key Messages: Positioning & Topics**

- ***Stay Safe, Sleep Soundly!*** - Gatekeeping Women & Moms rarely get enough sleep, and often, what little they DO get is interrupted by family or household-related worries. Getting the family vaccinated means less worries to keep you up at night! Calculate the risks from COVID infection vs. the COVID vaccine for each family member:
  - Elderly Parents/ Chronically Ill
  - Risks to Children & Teens
  - Male Family Members & Erectile Dysfunction
  - Self - educate on heightened susceptibility due to stress, preconditions, and work conditions; problems with fertility and risk of COVID infection to pregnant moms
- ***Data Says: “Down A Day” Is Better Than Dead*** - Highlight the extreme difference in risk between the incidence and severity of possible vaccine side-effects (miss 1-2 days of work), and possible side-effects from COVID-19 infection (Long COVID or Death).

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- **Short-Term Side-Effects vs. Long COVID or Death/ Death of Life As You know It**
- **Booster Shots & Break-through Infections** - Explain the Science behind vaccines as a protective layer; How spread drives viral mutation into potentially more dangerous variants and the need for booster shots
- **Provide Whole-Health Assistance - Mental/Emotional, Physical, Financial, Community** - The Pandemic has taken a toll on virtually every aspect of the Gatekeeping Woman/Mom's life. As such, many local authorities are pairing vaccination with wrap-around services that serve the whole-health needs of the population. These can include:
  - **Mental/Behavioral Health Services** - Relationship counseling, Drug treatment programs; Youth counseling
  - **Physical / Vaccination Access** - In-home vaccinations; Free transportation to vax sites
  - **Financial Health** - Employment, housing, and food assistance
  - **Community Health**
    - Caregiver support services

## Priority Engagement Channels

- **Trusted Messengers**
  - Peer & Subject Matter Expert Storytelling - reinforce social norms by showing community members getting vaccinated
  - Messaging through faith-based leaders, community leaders, social media and radio
  - Pair local tv/radio influencers with subject matter experts in conversation about the benefits of vaccination
- **Social media & WOM Marketing** - This group is very social both online and in the real world. They like to be the purveyors of information and are assertive about seeking answers within their networks as well as sharing information they have discovered.



## **Priority Narratives & Barriers**

Additional data on *Gatekeeping Women & Moms* was pulled from research conducted by Johns Hopkins and [RIWI](#) (*Real-Time Worldwide Interactive Intelligence*)

Although there is great variability of barriers within *Gatekeeping Women & Moms*, fear of side effects, distrust of the “The Big [marketing] Push”, and overwhelm/confusion from too much conflicting information are the anti-vaccine narratives most told by this segment.

### **1. Is it Worth the Risk? [Index of 492] (24%)**

- a. Short term side effects
- b. Long term side effects
- c. Conspiracy theories

### **2. The Big Push [407] (20%)**

- a. Rushing the production of vaccines
- b. Distrust of pharma/Govt as profit-driven
- c. Deception/Withholding information

### **3. Information Mayhem [343] (17%)**

- a. Inconsistent and confusing communication
- b. Misinformation and disinformation
- c. Inconsistent and inaccurate media reports

### **4. Covid vaccines are unnecessary [285] (14%)**

- a. Suspicion of authorities
- b. Alternative risk management strategies are adequate
- c. History of discrimination and marginalization

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## 5. It's about freedom [250] (12%)

- a. Personal freedom
- b. Suspicion and skepticism of government
- c. Defiance/Resistance of government mandate

## 6. Waiting for more information [151] (7%)

- a. Lack of Info addressing personal concerns
- b. Have very limited understanding of COVID and COVID vaccines
- c. Have limited awareness of information outside of filter system

## 7. What's the point? [128] (6%)

- a. Vaxxed still getting COVID
- b. Unaware of the roll of vaccines
- c. Vaccine not effective against variants

## Gatekeeping Women & Moms

Demographics	Identity, Attitudes, Values	Cultural Engagement	Key Cultural Spaces	Health/ Healthcare	COVID-19 Vax Confidence
<p><b>Age</b> 18-44</p> <p><b>Race/ Ethnicity</b> African-American Hispanic-American</p> <p><b>Geography</b> Skew Urban/suburban</p>	<p><b>Self-Concept</b> Caregiver/head of household/mom/gatekeeper/cultural navigator (HA Women)</p>	<p><b>Cultural Openness</b> Range From less - more open/ experiencing a period of disillusionment around race and ethnicity in America &amp; Fear for family safety</p> <p><b>Openers/ Vax Positioning</b> Open to messaging that is supportive of their family/faith/ cultural norms &amp; systems</p>	<p><b>Online Spaces</b> Black Twitter ----- Facebook Groups</p> <p><b>Offline Spaces</b> Children's lifestyle destinations ----- Healthcare provider offices ----- Family destinations ----- Places of worship ----- Community health centers/urgent care ----- Social service access points</p>	<p><b>Relative Trust In Healthcare</b> Most have relative degree of distrust in healthcare system due to persistent bias ----- Distrust in pharma</p> <p><b>Level Insured</b> Only 51% are uninsured</p>	<p><b>Risk Factors</b> Primary caregiver for the household ----- Higher exposure due to over-representation in low-paying frontline healthcare professions ----- More likely to practice risk mitigation behaviors</p>

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Demographics	Identity, Attitudes, Values	Cultural Engagement	Key Cultural Spaces	Health/ Healthcare	COVID-19 Vax Confidence
<p><b>Education</b></p> <p>Highest degree is a GED (33%)</p> <p>-----</p> <p>Possess associates degree or higher (66%)</p>	<p><b>Attitudes/ Values</b></p> <p>Family safety, security, and enrichment</p> <p>-----</p> <p>Civically engaged in local community</p> <p>-----</p> <p>AA/HA socio-cultural norms, traditions, ideals</p> <p>-----</p> <p>Faith-Based (HA &amp; Southern/Rural AA Skew)</p>	<p><b>Subculture Participation</b></p> <p>Mom Culture</p> <p>-----</p> <p>AA/HA Sports, Culture, &amp; Entertainment</p> <p>-----</p> <p>Geography</p> <p>-----</p> <p>Holistic Health</p> <p>-----</p> <p>Food/Cooking</p> <p>-----</p> <p>Racial Justice/ Immigrant Rights</p> <p>-----</p> <p>Faith-Based</p>	<p><b>Key Channels</b></p> <p><i>Online Resources/ Online Video</i></p> <p>The Root</p> <p>The Grio</p> <p>NBCBLK</p> <p>BET.com</p> <p>Essence.com</p> <p>-----</p> <p>Word-Of-Mouth</p> <p>-----</p> <p>Facebook</p> <p>Instagram</p> <p>Twitter</p> <p>-----</p> <p>Radio</p>	<p><b>Health Behaviors</b></p> <p>May forego care in the absence of culturally congruent care providers</p> <p>-----</p> <p>Place health of family and children above their own</p> <p>-----</p> <p>Try to be as self-sufficient with healthcare as possible</p> <p>-----</p> <p>Emerging movement toward natural remedies and holistic health remedies</p>	<p><b>Relative Confidence</b></p> <p>Segment with highest confidence in COVID vaccine</p> <p>-----</p> <p>Wide-ranging regional and cultural differences/ nuances driven by race/ethnicity, regionality, socio-economic status, etc.</p> <p><b>Key Areas of Doubt</b></p> <p><b>General Safety &amp; Lacking Specific Information</b></p> <ul style="list-style-type: none"> <li>- Risk with underlying conditions</li> <li>- Child vaccination</li> <li>- Pregnancy/fertility</li> <li>- Short-term side-effects</li> </ul> <p>-----</p> <p><b>Distrust of the Science</b></p> <ul style="list-style-type: none"> <li>- Speed of development process</li> </ul>

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## Gatekeeping Women & Moms

Demographics	Identity, Attitudes, Values	Cultural Engagement	Key Cultural Spaces	Health/ Healthcare	COVID-19 Vax Confidence
<p><b>Income</b> \$25,000– \$35,000 ----- 33% of single parent AA Moms live below the poverty line</p>	<p><b>Racial/ Ethnic Self-ID</b> Black/African-American ----- Country of origin/ancestry ----- Afro-Latino ----- Hispanic/LatinX  <b>Subcultures</b> Caregiver/mom ----- Regional (Rural, Urban, Southern)</p>	<p><b>Cultural Markers</b> Motherhood/parenting cues ----- Black/Hispanic cultural traditions  <b>Key Lifestyle Influencers</b> Issa Rae Keisha Lance Bottoms Erykah Badoula Tina Snow Ava DuVernay Cardi B Taraji P. Henson</p>	<p><b>Local/ Natl. News</b> CNN WSB-TV 11Alive News Fox 5 Atlanta</p>	<p><b>Health Concerns</b> Diabetes ----- Hypertension/ cardiovascular disease/stroke ----- Breast cancer ----- Asthma ----- Lupus ----- Higher incidence of stressors and feelings of anxiety or depression ----- Lower perceived mental &amp; behavioral health issues</p>	<p><b>Trusted Messengers</b> Peer Moms ----- Primary care provider/ pediatrician ----- Known health influencers ----- Family ----- Faith leaders ----- School administrators (HA skew) ----- Community advocates/ organizers</p>