

Partnering for **Vaccine Equity**



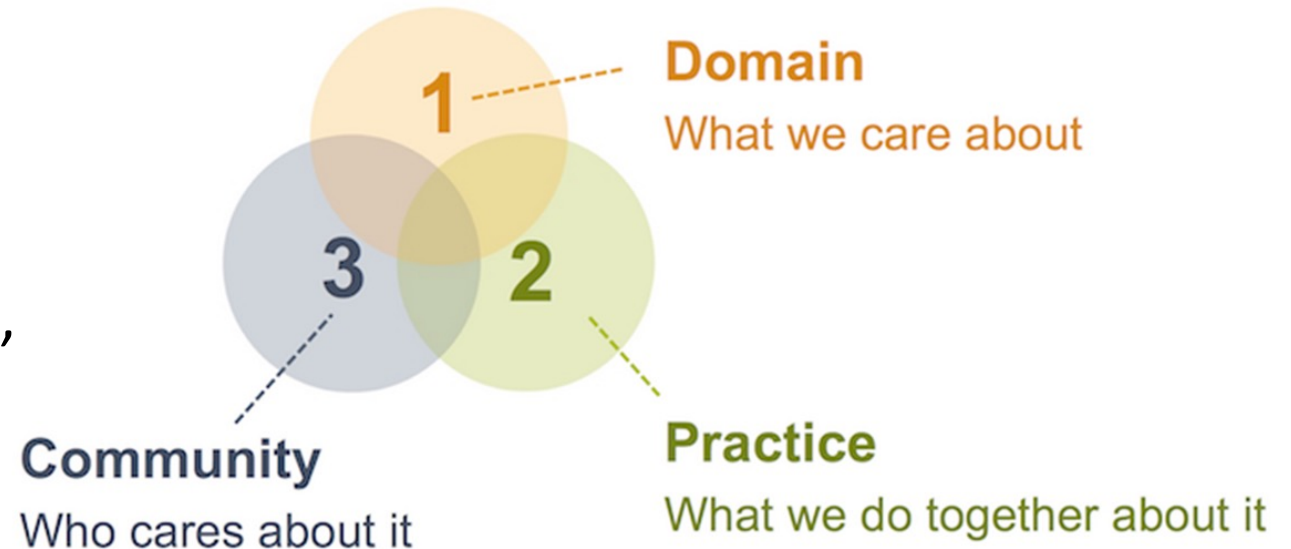
Learning Community Webinar: Young Invincibles' Young Adult
COVID Vaccine Education Campaign
September 8, 2021

Zoom Webinar Features

- Participants will **remain muted** during this webinar, but you can use the **raised hand feature** to be unmuted to ask a question, OR
- Use **Q&A tab** in Zoom task bar to submit a question at any time
- **Chatroom Etiquette:** Avoid posting questions for the speaker in the Chatroom, and be civil
- **Technical problems?** Email vaxequitylearning@urban.org

Communities of Practice (CoPs)

- A group of people who share a concern, a set of problems, or a passion about a topic, and who deepen their knowledge and expertise by interacting on an ongoing basis.¹
- 3 key elements:
 - Domain of shared interest
 - Community that enables interaction
 - Shared practice of experiences, tools, ways of addressing problems



¹Wenger, Etienne, McDermott, Richard, Snyder, William M. Cultivating Communities of Practice. Harvard Business School Press. Boston, MA. 2002.

P4VE CoPs

- CoP members will drive the focus and content by:
 - Sharing needs, experiences, expertise materials with one another
 - Serving as CoP chairs or steering committee members
- The Learning Community team will support CoPs by:
 - Providing and moderating space for communication/sharing on the web platform
 - Coordinating regular meetings where CoP members can connect, share work, identify shared needs
 - Engaging outside SMEs as needed to share expertise

Communities of Practice Poll

Today's Speaker



Erin Hemlin, MA



Young Invincibles' Young Adult COVID Vaccine Education Campaign

September 8, 2021



fb.com/together.invincible



[@younginvincible](https://twitter.com/younginvincible)

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Our Mission

“A national, nonprofit organization committed to elevating the voices of young adults in the political process, and expanding *economic opportunity* for 18-34 year-olds..”

COVID-19 Vaccine Campaign: Outreach and Education to Young Adults

Campaign Overview

Phase 1: Listening Tour

- Listening sessions with 80-100 young adults (18-34) across the nation
- Opinions/fears/concerns/motivations about the COVID vaccine
- Issues of systemic access
- Tested messaging
- Develop report of our findings

Phase 2: Outreach & Messaging

- Peer to peer education
- Partner trainings on young adult tested messaging, outreach
- Personal stories, testimonials, digital communications

Listening Tour Update:

Held discussions with 85+ young adults

- Median age: 24
- 68% female, 24% male, 8% non-binary or genderqueer
- 65% heterosexual/straight, 30% LGBTQ, 1% unsure
- 38% Black, 22% Latinx or Hispanic, 15% Asian, 11% non-Hispanic White, 10% with multiple identifications, 1% Indigenous, 1% Middle Eastern

On the COVID Vaccine:

- 75% vaccinated, 24% unvaccinated
- Among the unvaccinated:
 - 16.7% “definitely will”
 - 50% “probably will”
 - 29.2% “probably will not”
 - 4% “definitely will not”

Listening Tour Update:

Common Themes Emerging: Misinformation & Side Effects

- Confusion, skepticism, misinformation and “not feeling well-informed” reported among all participants
- Of those who are not vaccinated or are less eager to get vaccinated immediately, top concerns are about side effects from the vaccine:
 - Some concern about missing work if they get sick from the vaccine, especially if they do so twice with the two-shot vaccine: *“If I skip a shift at work, that \$80 could make or break paying rent this month”*
 - Some belief that the side effects from the vaccine are worse than COVID itself
- Young adults of color expressed higher levels of skepticism of both government and the medical system, and a preference for holistic remedies

Listening Tour Update:

Common Themes Emerging: Systemic access & motivations

Type of Barrier	Number of Times Mentioned
Confusion/Misinformation/fear of cost	23
Transportation	10
Internet access/issues scheduling online	9
Time off work	8
Concerns about documentation requirements (insurance and immigration status)	5
Language access	4

Listening Tour Update:

Common Themes Emerging: Mandates & Boosters

- Many participants have employers or are students at colleges that are requiring vaccination
 - Generally, participants were supportive of institutions requiring vaccinations
 - Some mentioned they would wait until it is required
- Nearly across the board, enthusiasm to get the vaccine plummets when we bring up boosters
 - Even among early vaccinated, the idea of annual shots, similar to a flu shot, are not appealing

Current Outreach & Engagement

- “On the Ground” Outreach and Education:
 - Virtual phone banks
 - Text banks
 - Events
 - Art installations
 - Vaccine pop-ups
 - Tabling
 - Presentations to University 101 classes
- Digital Communications:
 - Paid ads in English and Spanish
 - Microsite in California

Next Steps

- Written report out today
 - Partner webinars on findings and messaging best practices
- Repeat focus group discussions in fall/winter
- Building fall outreach network of young adult messengers
 - Back to school outreach
 - Phone/text banking, in-person education, canvassing
 - Digital communications campaign

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RECOMMENDATIONS



COMBAT MISINFORMATION: YOUNG PEOPLE WANT TO BE SAFE AND HEALTHY, BUT THEY NEED CLEAR, PLAIN LANGUAGE GUIDANCE THAT ANSWERS THEIR QUESTIONS AND ADDRESSES THEIR CONCERNS



MEET THEM WHERE THEY ARE: BRING VACCINATION SITES TO PLACES OF WORK, CAMPUSES, GROCERY STORES, AND MORE



SEEK OUT TRUSTED MESSENGERS: NOT ONE SINGLE MESSAGE OR MESSENGER WORKS FOR ALL YOUNG PEOPLE



INSTITUTIONAL REQUIREMENTS: YOUNG PEOPLE WERE MOTIVATED BY AND HAD POSITIVE ATTITUDES TOWARD EQUITABLE VACCINE REQUIREMENTS BY SCHOOLS AND EMPLOYERS



Thank You!

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Event Satisfaction Poll

Partnering for **Vaccine Equity**

