



Reducing Vaccine Hesitancy of Hispanics in Tarrant County

A Comprehensive Communications
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Reducing Vaccine Hesitancy of Hispanics in Tarrant County

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Executive Summary

Executive Summary

Nearly two years into the COVID-19 pandemic, only 42.7% of Hispanics in Tarrant County are fully vaccinated. Hispanics are faced with the highest COVID-19 infection and death rates compared to other racial/ethnic groups in Texas. Tarrant County Public Health is faced with the problem of overcoming distrust in government, concern about vaccine safety and efficacy, misleading or false information shared online, and general apathy about the vaccine.

This campaign focuses on Hispanics living or working in Tarrant County, especially those under the age of 65 who are unvaccinated. The campaign aims to build trust in Tarrant County Public Health and the Center for Disease Control, to inform the target audience (and convince them) that the COVID-19 vaccine is safe and effective, and, ultimately, to increase the vaccination rate of Hispanics in Tarrant County.

The campaign proposes the use of such tactics as press releases, fact sheets, social media marketing, unique hashtags, partnerships with local bars and restaurants, partnerships with celebrities, a new website, and vaccination drives at local churches. Using a mix of traditional and nontraditional public relations practices will help reach more segments of the target audience.

It is important for the campaign to use key messages that correctly inform the target audience and help counter any misinformation they may have encountered. The following are some of the proposed key messages for the campaign:

- COVID-19 vaccines are safe and fully developed.
- COVID-19 vaccines are effective.
- The vaccine cannot make you sick with COVID-19.
- The vaccine cannot alter your DNA.

The proposed strategies and tactics are to be in place between January and April of 2022. The cost for the proposed tactics is \$4,283.08. The campaign can be evaluated with pre- and post-surveys, media impressions and engagement, web traffic, and county vaccination records.

Overview

Background

Coronavirus (COVID-19) was first detected in China in late 2019. The respiratory disease quickly spread due to its high contagiousness, and on January 30, 2020, the World Health Organization (WHO) declared the outbreak a “public health emergency of international concern.” On March 11, 2020, the WHO declared the situation to be a pandemic as the number of infected countries grew.

The Center for Disease Control (CDC) focuses national attention on developing and applying disease control and prevention. Currently, the CDC focuses on the research of COVID-19. The CDC has been researching how the disease spreads and how to prevent it, especially through vaccination. The CDC has partnered with Tarrant County Public Health and the University of Texas at Arlington to develop a disparities work plan to end the spread of misinformation, reduce vaccine hesitancy, and increase the percentage of individuals vaccinated, especially within the Hispanic community.

Situation Analysis

Hispanics represent 39.7% of the Texas population and have the highest COVID-19 infection and death rates. Only 49.1% of Hispanics in Tarrant County have at least one dose of the vaccine, and 42.7% are fully vaccinated. Reasons for vaccine hesitancy include a historical distrust of the government, lack of visibility and information in Spanish, and little to no education. Rebuilding trust and expanding it through targeted messaging and thought leaders in their communities with a strong influence and emotional appeal to the Hispanic community is key to increasing vaccination rates among the Hispanics in Tarrant County.

Research

Audience Analysis

- Hispanics represent 29.5% of Tarrant County and are the second largest racial/ethnic group.¹
- Because of information deserts, Spanish-speaking Latinos don't have a lot of options for local news.
 - Information deserts: areas lacking newspapers or access to news.
 - There is only one Spanish newspaper in Dallas and one in Fort Worth.
 - A substantial amount of the Hispanic community gets information from Telemundo.
- Hispanics use WhatsApp to communicate with their families domestically and abroad.²
- Hispanics are among the least educated racial/ethnic groups in the U.S.³
- Many Hispanics have strong family values; they want to protect their families.⁴
- Messaging that emphasizes that the vaccine makes it easier for everyone to come together will be most successful.

Secondary Research

The public is strongly divided on vaccine mandates, and public opinion polling reveals these mixed attitudes. According to a Quinnipiac University poll, 35% oppose vaccination mandates for health care workers, 42% oppose it for government employees, 49% oppose it for university students, and 50% oppose businesses requiring their employees to be vaccinated. However, an NBC News poll found that 36% of people strongly believe that everyone should be required to get the vaccine.

A Quinnipiac University poll revealed that 21% of Americans did not plan to get vaccinated as of early August 2021. While reasons for such a decision are widely varied, lack of concern may be one cause. When asked about the strain of COVID-19 called the Delta variant, which is more contagious than the original strain, 39% of people said they were unconcerned.

Another potential cause of vaccine hesitancy is distrust in the government and the Center for Disease Control (CDC). According to a Monmouth University poll, 59% of the public says that federal health agencies like the CDC have been giving mixed messages about COVID-19 risks. When asked about their confidence in the government's ability to oversee the distribution of COVID-19 vaccines, 21% were very confident, 45% were somewhat confident, 17% were not so confident, and 14% were not confident at all, according to another Quinnipiac University poll.

¹ <https://www.census.gov/quickfacts/tarrantcountytexas>

² <https://www.emarketer.com/content/whatsapp-beats-out-instagram-and-twitter-among-us-hispanic-users>

³ <https://www.statista.com/statistics/184264/educational-attainment-by-ethnicity/>

⁴ <https://www.pewresearch.org/hispanic/2009/12/11/vii-life-satisfaction-priorities-and-values/>

Secondary Research

At the center of the vaccine hesitancy issue is willingness to get vaccinated. According to an NBC News poll done in August of 2021, 69% of people have already been vaccinated. 13% will not take the vaccine, 10% are waiting to see if major problems or side effects occur, 3% will get it only if required, and 2% will take the vaccine as soon as they can. Other sources, like the Monmouth University poll, found similar results.

Focus Group Findings

A focus group was conducted in order to gain information about COVID-19 vaccine hesitancy. Questions concerning news sources, misinformation, and attitudes toward vaccines were asked, and, although most members were not part of the target public, the responses generated some interesting findings. This focus group was needed in order to better understand how messaging should be created to better reach our target audience.

Most participants reported getting their information about day-to-day events and issues surrounding COVID-19 from social media, which they say generally promotes the vaccine. People also use social media to share information about the vaccine.

Misinformation does not seem to be an issue in regards to major news sources; all of the participants have only received misinformation from individuals on social media or in person. Also, most of the respondents said they can easily identify what information is true after checking multiple news sources. They prefer to verify stories and draw their own conclusions after getting information from various sources.

The biggest concern the participants have about the vaccine is the potential long-term effects. Most of the participants identified themselves as vaccinated, and the main reason stated for getting the vaccine was wanting to keep themselves and the people around them safe from COVID-19. Respondents were not concerned about vaccine symptoms, and they said all symptoms went away after a few days.

Based on these results, the campaign should leverage the CDC's authority to encourage people to get vaccinated. Information should be disseminated through both social media and traditional channels, such as television and radio. Countering misinformation trends with facts is key to achieving the campaign's objectives.

Survey Results

Demographics

A majority of responses came from people aged 18-25. Only 43.79% of respondents were part of the target audience (Hispanics in Tarrant County). However, the responses from people outside the target audience are still valuable insights into why people aren't getting the COVID-19 vaccine. A majority of the respondents said they made less than \$40,000 per year.

Most respondents (79%) reported that they are fully vaccinated. 3% said they are partially vaccinated, and 18% said they have not gotten any doses of the vaccine.

Vaccine Safety and Efficacy

Only 13% of the respondents reported that they do not believe the COVID-19 vaccine is safe, and 14% reported not believing that the COVID-19 vaccine is effective. These results could be skewed, since 82% of respondents are either partially or fully vaccinated.

Respondents feel they play a role in protecting their community, with 46% strongly agreeing and 34% strongly agreeing.

Trust in Government and Medical Professionals

A majority of respondents are neutral toward the different levels of government. Most people, no matter their trust in the government, assigned similar trust levels to city, county, state, and federal governments. This shows that people tend to group different parts of the government together. However, city and county governments had a few more "neither trust nor distrust" responses than state and federal governments, suggesting that people are apathetic toward local government.

80% of respondents trust or strongly trust medical professionals, and only 7% distrust or strongly distrust them. For this reason, if important information is being released about the COVID-19 vaccine, it should come from medical professionals.

Trust in News Sources

A plurality of respondents are neutral about cable and local television news, with 44% neither trusting nor distrusting cable news and 42% neither trusting nor distrusting local news. This result may be skewed, since most of the respondents are 18-25 and are less likely to watch news channels on television than older adults.

Of the specific television channels asked about in the survey, CNN is the most trusted, with 28% of respondents saying they trust or strongly trust the channel. 19% of respondents reported that they trust or strongly trust MSNBC. Telemundo and Univision are trusted or strongly trusted by 15% and 14% of respondents, respectively, though this result is likely skewed since most of the respondents do not speak Spanish. Finally, FOX News is trusted or strongly trusted by 10% of respondents.

A large portion of respondents, 52%, are neutral about radio news, suggesting that many do not go to the radio for news.

Only 10% of respondents trust or strongly trust social media for their news. In the future, this question should include subcategories such as friends and family, popular posts, verified government leaders and organizations, and verified medical professionals. Since these subcategories were not asked about, it is possible that many people said they distrust social media due to the ability of anyone to post and share misinformation.

23% of respondents said they distrust or strongly distrust newspapers, 46% said they neither trust nor distrust them, and 31% said they trust or strongly distrust them. It is likely that most of the "neither trust nor distrust" responses came from people who do not read newspapers.

Insights on the Likelihood of Future Vaccinations

95% of respondents said they know somewhere within 10 miles where they can get vaccinated, suggesting that knowledge of where to get vaccinated does not need to be a focus of future communications to the target audience.

39% of respondents said they were neutral about getting COVID-19, and 23% said they're unconcerned. Since most of the respondents were vaccinated, these results may differ from reality some.

Of the respondents who are unvaccinated, the biggest concerns about the COVID-19 vaccine are how fast it was made, its safety, its effectiveness, and a distrust of the government.

Some respondents wrote their own reasons for not getting the vaccine, which include:

- Feeling like they aren't at risk
- Concern about the long-term effects of the vaccine
- Feeling like they don't need the vaccine because they haven't gotten the COVID-19 virus
- Apathy about getting the vaccine

42% of respondents who are partially vaccinated or unvaccinated reported that they are unlikely to get fully vaccinated. This suggests that 58% of those who are unvaccinated are open to the idea of getting the vaccine.

Objectives

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Campaign Objectives

- Conduct at least one focus group and one survey among the target audience to aid the client in their research and to gain insights into the audience's attitudes and beliefs.
- Conduct a focus group training session to help other students with their own focus groups.
- To inform the target audience about the benefits and effectiveness of the vaccine by getting 200,000 impressions on informative messaging relating to the vaccine.
- To inform the target audience of credible news sources and platforms to verify their information and counter any misinformation by getting 200,000 impressions on informative messaging relating to news sources.
- To increase trust for the CDC and Tarrant County Public Health among unvaccinated Hispanics in Tarrant County, measured with pre- and post-surveys.
- To convince unvaccinated Hispanics in Tarrant County that the COVID-19 is effective, measured with pre- and post-surveys.
- To convince unvaccinated Hispanics in Tarrant County that the COVID-19 is safe, measured with pre- and post-surveys.
- To increase impressions on content promoting the vaccine by 500,000 impressions within a month of posting.
- To increase web traffic of Tarrant County Public Health (www.tarrantcounty.com/en/public-health) by 3% by the end of the campaign.
- To decrease the difference in percentage between fully vaccinated Hispanics and Hispanics with only one dose (in Tarrant County) to 5% or less within two months of the campaign.
- To increase vaccinations of Hispanic residents of Tarrant County by 10% within two months of the campaign.
- To increase second dose vaccinations of Hispanic residents of Tarrant County within two months of the campaign.

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Key Target Publics

Primary

The primary target public for this campaign is Hispanic people living in Tarrant County, since the majority of them are unvaccinated. The most important subgroup of this public is people under age 65, since about 88% of those over age 65 in Tarrant County are vaccinated.

Secondary

The secondary target public for the campaign is Hispanic faith leaders in Tarrant County and local social media influencers. This public has influence over the primary target public and can act as a trustworthy source of information for the Hispanic community.

Strategies and Tactics

Strategy 1: Build trust in Tarrant County Public Health (TCPH) within the community.

Use social media and other forms of engagement to maintain a relationship with Tarrant County residents. Partner with local media outlets to get coverage on what TCPH is doing to help the county fight through the pandemic.

Tactic 1: Create a social media campaign featuring experts from TCPH.

Create weekly posts for Facebook, Instagram, Twitter, and TikTok with short-and-sweet bios of the leaders at TCPH.

Recommendations:

- Posts for Facebook, Instagram, and Twitter should include a 10-20 second video of the person introducing themselves and their credentials, with more information in the captions.
- Posts for TikTok should be about 1 minute long and should contain the same information that is included in the Facebook/Instagram/Twitter captions.
- Good candidates for this campaign include Veerinder (Vinny) Taneja, the director of TCPH.
- The posts should include captions in English and Spanish.

Tactic 2: Publish a news release that details TCPH's accomplishments.

Publish a news release that details the successes that TCPH has accomplished so far in the pandemic and the plans it has for the future.

Recommendations:

- There should be a news release in Spanish and a news release in English.
- The news release should be sent to all local and regional television news stations and newspapers with special emphasis on Telemundo 39, Univision 23, Al Día, and La Estrella.
- TCPH should use any existing relationships with local media outlets to gain coverage.

Strategy 2: Build trust in the COVID-19 vaccine within the community.

Release easily digestible information about the vaccine on social media and TCPH's website. Encourage residents to share their stories about getting vaccinated. Target popular gathering places in Tarrant County.

Tactic 1: Release a branded fact sheet with information about the vaccine.

Recommendations:

- The fact sheet should contain information about the ingredients of the vaccine, where and how to get it, common side effects, efficacy, safety, and production of the vaccine.
- The fact sheet should be produced in English and Spanish.
- Infographics for Facebook, Instagram, and Twitter should be created based on the information from the fact sheet. All components should have a similar look and feel.
- Information from the fact sheet should also be posted on TCPH's website. The webpage should be responsive and mobile-friendly.

Tactic 2: Encourage the target audience to use the hashtag #Vaccinate817.

Encourage the target audience to use the hashtag #Vaccinate817 to share their experiences with the vaccine. Using the most common phone area code in Tarrant County, the hashtag ties in a sense of community and togetherness to the campaign.

Recommendations:

- TCPH should produce some of their own #Vaccinate817 posts to get the ball rolling on the campaign.
- Local public figures such as mayors, presidents of local universities, leaders of nonprofit charity organizations (Mission Arlington, North Texas Food Bank, etc.), local church leaders, micro-influencers, principals of high schools in the area, FC Dallas players and coaches, Dallas Cowboys players and coaches, and athletes at TCU and UTA should be contacted and encouraged (or paid, in some cases) to participate in the campaign.

Tactic 3: Partner with local bars to do a #ShotOfFreedom campaign.

Partner with local bars and restaurants to do a #ShotOfFreedom campaign. If customers (21+) show proof of vaccination within one week of getting a dose of the vaccine, they get a free shot of their choice.

Recommendations:

- The campaign should emphasize the idea that if everyone gets vaccinated, everyone can have the freedom to go out and gather in large groups without worrying about getting COVID-19.
- TCPH should provide the bars and restaurants with editable marketing collateral for the campaign.
- Examples of restaurants and bars for the campaign include Joe T. Garcia's, Grease Monkey, J. Gilligan's, etc.

Strategy 3: Provide opportunities for residents of Tarrant County to get vaccinated.

Target low-income Hispanic neighborhoods and include messaging in both English and Spanish.

Tactic 1: Host vaccination drives at Spanish-speaking churches.

Host vaccination drives at Hispanic churches or churches with services in Spanish throughout the county.

Recommendations:

- Examples for churches that could be targeted include Ministerio Gracia, The Hills Church, Hillcrest Iglesia de Cristo, Iglesia Lugar de Él, etc.
- TCPH should provide the churches with content to post on social media regarding the vaccination drives.
- TCPH should also post their own content about the vaccination drives across all platforms.
- The vaccination drive should be open to all members of the community, not just those who attend the churches.
- A press release should be written about the drives, and TCPH should leverage existing relationships with the press to gain coverage on the event, especially on Hispanic platforms.

Strategy 4: Encourage the community to share trustworthy information about the vaccine.

Give an incentive for people to share facts from TCPH on social media. Help people identify qualities of misinformation so they can figure out what's true and what's not.

Tactic 1: Release a branded fact sheet with tips on addressing misinformation.

Release a branded fact sheet with tips on how to tell which information is true and which is false, especially online.

Recommendations:

- The fact sheet should contain information about determining reputable sources, discerning if a person cited sources, identifying whether or not a person is qualified to make certain claims, and differentiating between fact and opinion.
- The fact sheet should be produced in English and Spanish.
- Infographics for Facebook, Instagram, and Twitter should be created based on the information from the fact sheet. All components should have a similar look and feel.

Tactic 2: Partner with celebrities Jamie Hyneman and Adam Savage.

Partner with celebrities Jamie Hyneman and Adam Savage of the popular MythBusters television show to create a social media campaign dispelling myths about COVID-19.

Recommendations:

- Examples of myths that could be “busted” include the vaccine containing microchips, the vaccine causing people to become magnetic, the vaccine altering DNA, and the vaccine making people impotent.
- Since these celebrities will appeal more to younger people, these posts should be published on TikTok and Instagram Reels.
- The videos should include captions in Spanish.

Strategy 5: Use emotional appeals for those who are apathetic about the vaccine.

Using a variety of different appeals convinces the most people to get vaccinated.

Tactic 1: Release a 60-90 second video.

Release a 60-90 second video that tugs at people's heartstrings and shows the real effects that COVID-19 causes.

Recommendations:

- The video should be posted on YouTube, Twitter, and Facebook. TCPH could also potentially buy ad space for the video on various TV channels.
- The video should be dramatic but based in reality. The video could also be animated in order for it to cater to young audiences.
- The plot of the video should follow a young Hispanic girl who is excited to see her dad every day after school. One day, she comes home from school, and an ambulance is taking her dad to the hospital. Later, a doctor tells the girl, her mother, and her grandparents that the dad has COVID-19 and will not make it. The end of the video should be a call to action asking people to get vaccinated against COVID-19.
- The video should be mostly image based and should not contain many words. Any words that are spoken should be in Spanish, with English subtitles as necessary.

Tactics Calendar

January 2022

Week 1: Start of the social media campaign featuring experts from TCPH and start the use of the hashtag #Vaccinate817 to share experiences with the vaccine.

Week 2: Release the branded fact sheets with tips on how to tell which information about COVID-19 is true and which is false, and overall information about the vaccine.

Week 3: Publish the news release that details the successes that TCPH has accomplished so far in the pandemic and the plans it has for the future.

February 2022

Week 1: Start partnership with local bars and restaurants for the #ShotOfFreedom campaign.

Week 2: End of social media campaign featuring experts from TCPH and the #Vaccinate817 hashtag.

Week 3: Start of the MythBusters social media campaign dispelling myths about COVID-19.

March 2022

Week 1: Release the 60-90 second video that tells the story of a young Hispanic girl.

Week 2: End of social media campaign dispelling myths about COVID-19.

Week 3: Send out press release about vaccination drives.

Week 4: Host vaccination drives at Hispanic churches or churches with services in Spanish throughout the county.

April 2022

Week 1: Publish results from the vaccination drive in a press release.

Key Messages

Key Messages

- COVID-19 vaccines are safe and fully developed.
 - All necessary steps have been taken to ensure the safety of the vaccine.
 - The science behind the vaccine has been around for decades.
 - The vaccines have gone through extensive testing and safety monitoring.
 - 96% of medical doctors are fully vaccinated against COVID-19.
- COVID-19 vaccines are effective.
 - The vaccine can keep you from spreading the virus that causes COVID-19.
 - The vaccine keeps you from getting seriously ill even if you have COVID-19.
 - Those who are fully vaccinated are more protected against the virus than unvaccinated people who have previously had COVID-19.
- The vaccine cannot make you sick with COVID-19.
 - None of the COVID-19 vaccines contain the live virus that causes COVID-19.
- The vaccine cannot alter your DNA.
 - The vaccine is an mRNA vaccine, which means that it tells your body to produce a certain type of protein. It is not able to change the genetic makeup of your body.
- The long-term side effects of COVID-19 are much more dangerous than the potential (and very unlikely) long-term side effects of the vaccine.
- The COVID-19 vaccine will not harm your pregnancy.
 - Pregnant and recently pregnant people are at an increased risk for severe illness from COVID-19 compared with non-pregnant people, which means getting vaccinated is even more important for these groups.

Evaluation

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Evaluation

To measure and evaluate the campaign, Tarrant County Public Health should be prepared to keep track of media impressions (digital and otherwise), monitor web traffic, track the county's vaccination data, and conduct pre- and post-surveys with the target audience.

The following objectives will be measured with media impressions:

- To inform the target audience about the benefits and effectiveness of the vaccine by getting 200,000 impressions on informative messaging relating to the vaccine.
- To inform the target audience of credible news sources and platforms to verify their information and counter any misinformation by getting 200,000 impressions on informative messaging relating to news sources.
- To increase impressions on content promoting the vaccine by 500,000 impressions within a month of posting.

The following objective will be measured with web traffic:

- To increase web traffic of Tarrant County Public Health (www.tarrantcounty.com/en/public-health) by 3% by the end of the campaign.

The following objectives will be measured with pre- and post-surveys:

- To increase trust for the CDC and Tarrant County Public Health among unvaccinated Hispanics in Tarrant County, measured with pre- and post-surveys.
- To convince unvaccinated Hispanics in Tarrant County that the COVID-19 is effective, measured with pre- and post-surveys.
- To convince unvaccinated Hispanics in Tarrant County that the COVID-19 is safe, measured with pre- and post-surveys.

The following objectives will be measured with Tarrant County's vaccination data:

- To decrease the difference in percentage between fully vaccinated Hispanics and Hispanics with only one dose (in Tarrant County) to 5% or less within two months of the campaign.
- To increase vaccinations of Hispanic residents of Tarrant County by 10% within two months of the campaign.
- To increase second dose vaccinations of Hispanic residents of Tarrant County within two months of the campaign.

The objectives relating to conducting a focus group, survey, and focus group training have already been met.

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Budget

Detailed Expenses

Folding tables for vaccination drive: **\$424.08**
12 @ \$35.34 from Walmart

T-shirts for vaccination drive: **\$462.40**
40 @ \$11.56 from Custom Ink

Posters for vaccination drive: **\$191.92**
8 @ \$23.99 from Staples

Sticker rolls for vaccination drive: **\$94.68**
12 @ \$7.89 from Walmart

Brochures: **\$110.00**
500 @ \$0.22 from Vistaprint

Video production: **\$3,000**

Total: \$4,283.08

Conclusion

Conclusion

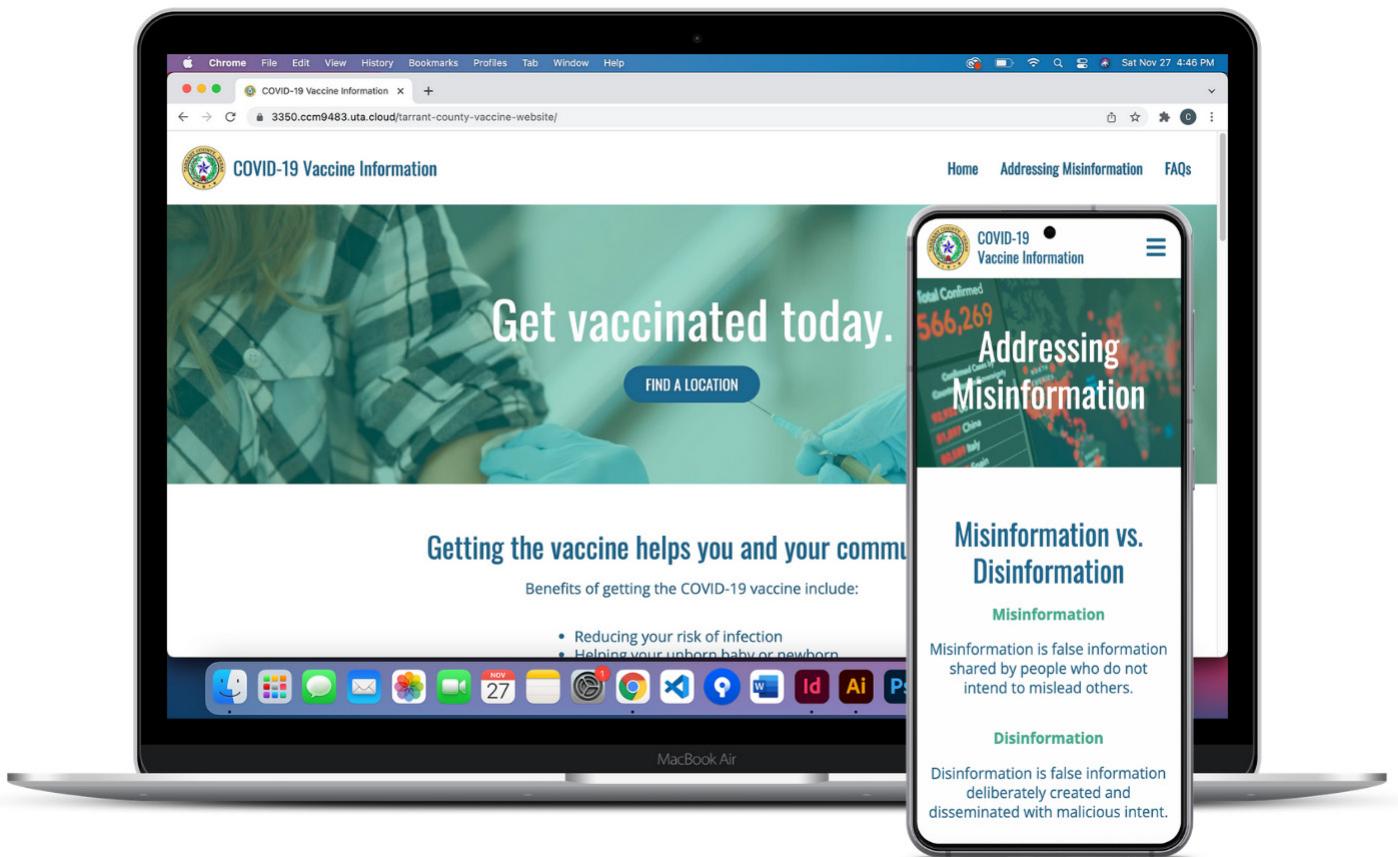
Tarrant County Public Health must find ways to overcome distrust in government, concern about the COVID-19 vaccine, misinformation shared online, and indifference toward the vaccine in order to convince more Hispanics in the area to get vaccinated. The proposed campaign will build trust in the local government and medical professionals, help educate the target audience, and increase the vaccination rate of Hispanics in Tarrant County.

Tactics such as press releases, fact sheets, social media marketing, unique hashtags, partnerships with local bars and restaurants, celebrity appearances, a new website, and vaccination drives will all help accomplish these goals. Key messages for the campaign will inform the target audience and counter misinformation that may have been encountered on the internet or face-to-face with friends or family.

The campaign can be evaluated by conducting pre- and post-surveys, tracking media impressions and engagement, monitoring web traffic, and examining county vaccination records.

Communication Tools

COVID-19 Vaccine Information Website



This website was created for people to go to if they have questions or concerns about getting the COVID-19 vaccine. It was designed to be responsive for all devices for ease of use on mobile, tablet, or desktop. View it in action at: www.tinyurl.com/tc-covid-vaccine.



COVID-19 “Infodemic” Fact Sheet

COVID-19 “Infodemic” FACT SHEET



MISINFORMATION VS. DISINFORMATION

Misinformation is false information shared by people who do not intend to mislead others.

Disinformation is false information deliberately created and disseminated with malicious intent.

HOW TO SPOT FALSE INFORMATION

Assess the source. Who passed on the information and where did they get it from? Always vet their source yourself; don't take their word for it, even if they are family or friends. Check how long social media profiles have been active, their number of followers and their most recent posts. For websites, search for background information and legitimate contact details. Other signs that an online source is unreliable include spelling mistakes, too many capital letters and exclamation marks.

Go beyond headlines. Read the entire story and use sources other than social media (newspapers, podcasts, news sites, etc.) to check the accuracy of a headline.

Identify the author. Search the author's name online to see if they are credible or even real. If they claim to be a professional, check for their LinkedIn profile. If they claim to be an academic, look on the website of the institution to which they say they belong.

Check the date. Ask yourself these questions: Is this a recent story? Is it up to date and relevant to current events? Does it have a headline, image, or statistic that has been used out of context?

Examine the supporting evidence. Stories that source their facts by including quotes from experts or links to statistics or studies are more credible. Verify that experts are reliable by searching them online and check to see if they really back up the story.

Check your biases. Personal biases can shape how we see the world. Ask yourself why a particular headline or story appeals to you.

HOW TO ADDRESS MISINFORMATION

- 1 Listen to and analyze misinformation circulating in your community through social and traditional media monitoring. This can include monitoring social media channels and traditional media outlets for misinformation.
- 2 Engage with and listen to your community to identify and analyze perceptions, content gaps, information voids, and misinformation.
- 3 Share accurate, clear, and easy-to-find information that addresses common questions. This can be done through your website, social media, and other places your audience looks for health information.
- 4 Use trusted messengers, like religious leaders or community organizations, to boost credibility. Some people may not trust public health professionals or visit the health department website.

Sources:

<https://www.who.int/news-room/spotlight/let-s-flatten-the-infodemic-curve>
<https://www.cdc.gov/vaccines/covid-19/health-departments/addressing-vaccine-misinformation.html>

COVID-19 Vaccine Fact Sheet

COVID-19 Vaccine FACT SHEET



THE VACCINE IS SAFE AND EFFECTIVE.

Millions of people in the United States have received COVID-19 vaccines under the most intense safety monitoring in U.S. history. To date, the systems in place to monitor the safety of these vaccines have found only two serious types of health problems after vaccination, both of which are rare. These are anaphylaxis and thrombosis with thrombocytopenia syndrome (TTS) after vaccination with J&J/Janssen COVID-19 Vaccine.

GETTING THE VACCINE HELPS YOU AND YOUR COMMUNITY.

Benefits of getting the COVID-19 vaccine include:

- Reducing your risk of infection
- Helping your unborn baby or newborn
- Protecting against severe illness
- Helping everyone safely ditch masks
- Helping you reconnect with family

VACCINES DO NOT CONTAIN ANY HARMFUL INGREDIENTS.

Vaccine ingredients vary by manufacturer. None of the vaccines contain eggs, gelatin, latex, or preservatives. All COVID-19 vaccines are free from metals such as iron, nickel, cobalt, lithium, and rare earth alloys. They are also free from manufactured products such as microelectronics, electrodes, carbon nanotubes, or nanowire semiconductors.

POTENTIAL SIDE EFFECTS ARE MILD.

Some people have no side effects. Others have reported common side effects after COVID-19 vaccination, like

- swelling, redness, and pain at injection site
- fever
- headache
- tiredness
- muscle pain
- chills
- nausea

VACCINATION SITES ARE NEARBY.

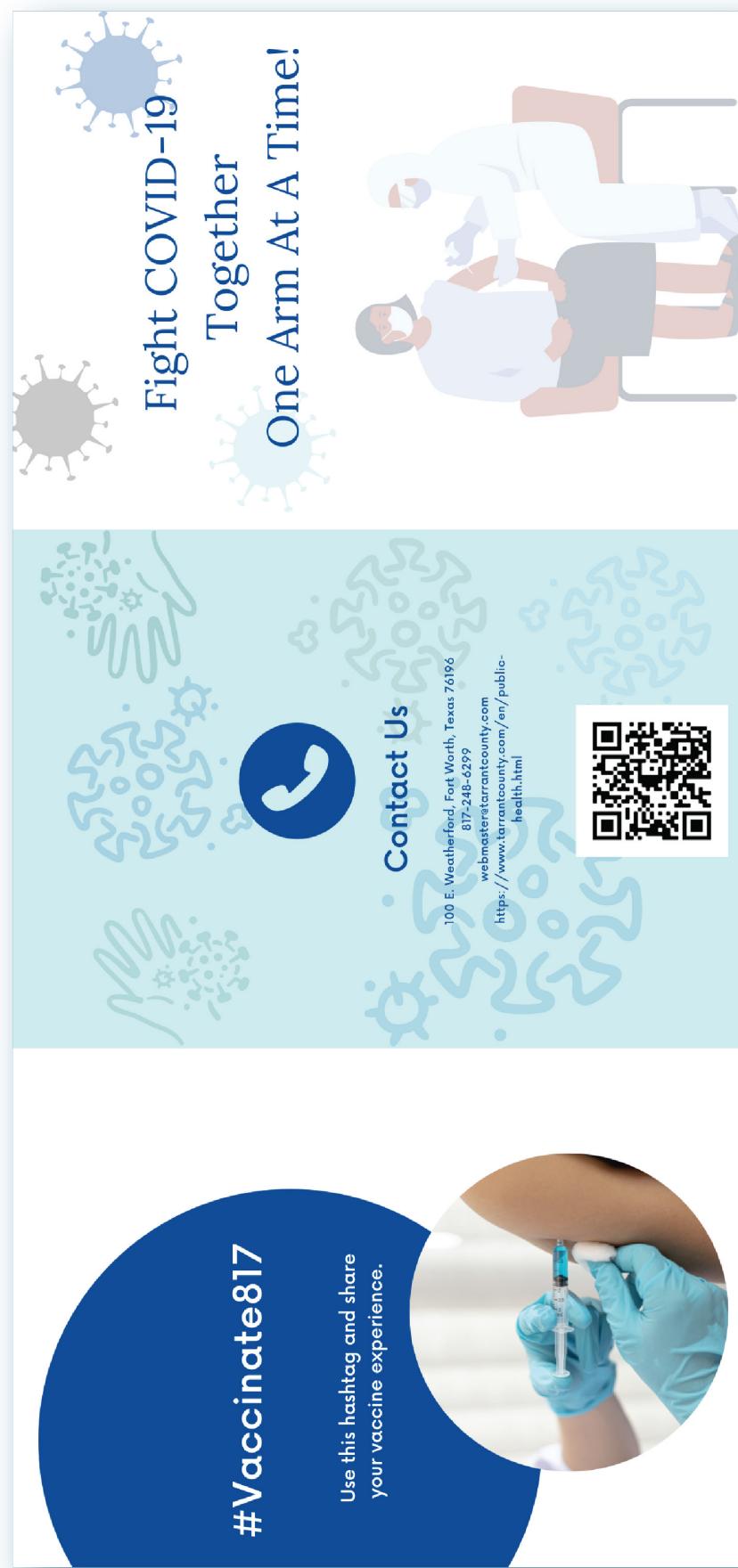
To find a COVID-19 vaccination location near you, please visit <https://www.vaccines.gov/> or scan the QR code to the right. Vaccination locations can be found at many local drugstores, pharmacies, churches, school districts, and more.



Sources:

<https://www.cdc.gov/coronavirus/2019-ncov/vaccines/safety/safety-of-vaccines.html>
https://www.cdc.gov/coronavirus/2019-ncov/vaccines/faq.html?s_cid=10492:covid%20vaccine%20ingredients:sem.ga:p:RG:GM:gen:PTN:FY21

COVID-19 Vaccine Brochure (Outside)



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COVID-19 Vaccine Brochure (Inside)

The inside cover of the COVID-19 vaccine brochure. It features a large teal circle on the left containing the text "Misinformation and Facts". To the right of the circle, there are several sections: "Effectiveness" (explains how the vaccine prevents the virus), "Safe" (details safety measures taken), and "Getting the Vaccine" (describes the process). Below these sections is a large circular graphic showing a doctor in protective gear holding a syringe, with a small blue coronavirus character looking up at the needle. To the right of the graphic, there's a section titled "Credible Sources" with links to credible resources. The right edge of the brochure has a decorative teal scalloped border.

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Proposed Email to the Target Audience

Important Info About the COVID-19 Vaccine

To Members of the Hispanic Wellness Coalition Committee

Important Info About the COVID-19 Vaccine

Dear Members of the Hispanic Wellness Coalition Community:

Thank you for everything you have done during this pandemic to keep yourself, friends, and family in your community safe and healthy. Getting the COVID-19 vaccine is a vital step in preventing getting sick with the COVID-19 disease and provides an added layer of protection so the community can put an end to the pandemic and get back to the things we love. If you haven't been fully vaccinated and you are at least the age of 18 years old, please reach out to your nearest vaccination site and set up an appointment to get fully vaccinated.

All three of the COVID-19 vaccinations are safe and effective to protect you against the COVID-19 disease. If you have any questions, please reach out to your doctor, nearest healthcare provider, or even someone you know that has been vaccinated so they can share their personal experience with you.

We understand you may have questions and concerns about the vaccine. COVID-19 vaccines are being held to the same safety standards as all other vaccines. The most common side effects are pain at the injection site, fever, and chills. These side effects tend to be mild to moderate and go away on their own within 1-2 days.

In addition, we are encouraging all community members who have or plan to take the COVID-19 vaccine to share their experience with the hashtag #Vaccinate817 for all other members of the community to connect and spread awareness of the importance of getting vaccinated. We want you to feel confident and safe in the process of getting your vaccine. Below is some basic information on what to expect when getting vaccinated:

Things you DO NOT need to get vaccinated: an ID or medical insurance
What you DO need to provide: your name, date of birth, and home address

Thank you again for all you are doing to keep your community staff safe and healthy. We welcome any questions you may have. By getting vaccinated, you can serve as a role model in your community and can positively influence the vaccination decisions of coworkers, residents, friends, and family.

Please contact us with additional questions at Tarrant County Public Health. You can also visit <https://www.cdc.gov/coronavirus/2019-ncov/vaccines/>

Sincerely,

Tarrant County Public Health

Sans Serif B I U A Send

News Release for #ShotOfFreedom Campaign

FOR IMMEDIATE RELEASE



TARRANT COUNTY PUBLIC HEALTH AND LOCAL BARS PARTNERING TO INCREASE COVID-19 VACCINATIONS

Local bars in Tarrant County will be giving out free shots to customers (21+) that show proof of vaccination.

FORT WORTH, Feb. 1, 2022 – Tarrant County Public Health is partnering with local bars and restaurants in the county in order to increase COVID-19 vaccinations.

"We think this is a great way to increase vaccinations in Tarrant County," said Tarrant County Public Health's Director Veerinder Taneja. "I'm looking forward to seeing how this impacts the vaccination rate."

The event will take place over two months, starting today, Feb. 1, 2022, and ending on April 1. Customers are only allowed to have one free shot with a liquor of their choosing. They are not allowed to use their free shot at other restaurants or bars.

There will be 20 local bars and restaurants participating in this campaign. Some that are included are: No Frills Grill & Sports Bar, Milo's Dive Bar, The Tipsy Oak, J.R. Bentley's, and Grease Monkey Burger Shop. The full list of locations participating in the event and more information about the event will be on the Tarrant County website, <https://www.tarrantcounty.com/>.

The campaign will be using the hashtag #ShotOfFreedom to promote the event, and customers can use it to share photos of their free shot.

"Our restaurant is happy to help get more people vaccinated. We want to help protect our community," said No Frills Grill & Sports Bar owner Gregg Wilkinson.

Customers can participate if they have at least one dose of any of the three COVID-19 vaccines, as long as they show their vaccination card.

About Tarrant County Public Health

Tarrant County Public Health assures, protects and promotes the overall health and well-being of our residents. It provides services like monitoring the health status of the community, investigating and diagnosing health problems and hazards, and informing and educating people regarding health issues. It also mobilizes partnerships to solve community problems, supports policies and plans to achieve health goals, and enforces laws and regulations to protect health and safety. Tarrant County Public Health links people to needed personal health services; ensures a skilled, competent public health workforce; evaluates effectiveness, accessibility and quality of health services; and researches and applies innovative solutions.

Vaccination Drive Event Plan

Overview:

Tarrant County Public Health will host vaccination drives at local Hispanic churches. The vaccination drives are free and open to church attendees and all other members of the public.

Target Audience:

The target audience for this event is unvaccinated Hispanics in Tarrant County who attend local churches.

Event Objectives:

To increase trust for the CDC and Tarrant County Public Health among unvaccinated Hispanics in Tarrant County from the pre and post-surveys.

To convince unvaccinated Hispanics in Tarrant County that the COVID-19 is effective, measured with pre- and post-surveys.

To convince unvaccinated Hispanics in Tarrant County that the COVID-19 is safe, measured with pre- and post-surveys.

To help decrease the difference in percentage, from pre and post-surveys, between fully vaccinated Hispanics and Hispanics with only one dose (in Tarrant County) to 5% or less.

To help increase vaccinations, from pre and post-surveys, of Hispanic residents of Tarrant County by 10%.

To help increase second dose vaccinations, from pre and post-surveys, of Hispanic residents of Tarrant County by 5%.

Basic Information:

When: Sundays in March of 2022

Where: Ministerio Gracia, The Hills Church, Hillcrest Iglesia de Cristo, and Iglesia Lugar de Él

Logistics:

Tarrant County Public Health will supply tables and signage for the event. Volunteers will be recruited to speak to those at the church and providing them with any information they need. Volunteers who are qualified will give vaccines to people who want them. Volunteers will wear matching shirts so as to be easily identifiable.

The tables will be set up in the front lobbies of the churches. During the sermon, the church leader will include a small message encouraging church-goers to get vaccinated if they have not already.

Messaging:

Volunteers at the booths inside the churches will have brochures and fact sheets containing information about the COVID-19 vaccine. After people are vaccinated, they will be given a sticker that says "I got the COVID-19 vaccine" in English or Spanish. They will also be encouraged to post on social media using the hashtag #Vaccinate817.

TCPH will post Instagram and Facebook stories of the event, and they will also supply the churches with content to post on their own social channels.

Tasks to complete before the event:

1. Contact churches and solidify the dates and times of the events.
2. Get a headcount from each church and a general prediction of how many people will want to get vaccinated at the events.
3. Coordinate with vaccine distributors to ensure that enough vaccines will be available for the events.
4. Purchase or otherwise produce enough tables for each church.
5. Create social media content for the churches to use.
6. Design posters and other signage to promote the event on-site.
7. Recruit volunteers to help set up, execute, and clean up after the event.
8. Purchase shirts for volunteers.
9. Order "I got the COVID-19 vaccine" stickers.

Appendix

Focus Group Questions

News Sources/Misinformation

- Where do you get your news about day-to-day issues and events?
- Do you check multiple news sources during the day? What is your most used source of news for day-to-day issues and events?
- Do your news sources talk about COVID-19 related information, including the vaccine? If so, what do these sources say about the vaccine?
- What do your news sources report about the vaccine? Would you say that talk about the vaccine in more of a positive or negative light?
- Have you personally shared any information online about COVID-19? If so, what did you share, and where did you share it?
- Have you personally shared any information online about the COVID-19 Vaccine? If so, where did you share it, and what did you say about it?
- What misleading information about the COVID-19 vaccine have you heard, and from what sources?
- Do you also listen to vaccine information from family and friends? If so, what do they say about the vaccine? What do they say about the news sources they use to get vaccine information?
- If you know someone who has had a negative reaction to the vaccine, what have they said about it?

Attitudes Toward Vaccines

- For those who have received the vaccine, please tell us what prompted you to get it.
- For those who have not received the vaccine, please tell us why you made that decision.
- What concerns do you have about the vaccine and why do you have these concerns?
- Do you believe that there are other (better) ways to prevent diseases than vaccines? If so, please tell us your thoughts about this.

Credibility

- Where do you get most of your news about the COVID-19 vaccine? Would you say this is a reliable source of information? Why or why not?
- Whom do you trust the most to give you news about the COVID-19 vaccine, and why do you trust this source?
- Do you believe you are getting accurate information about COVID-19? If not, what sources are not accurate?

Messaging

- What would encourage you to get the vaccine if you haven't already? What would discourage you?
- What would be important for you to know to make you more confident in the COVID-19 vaccine?
- What do your family and friends think of the vaccine?
- Whom do you trust more for information about the COVID-19 vaccine—family or friends or news from government officials? Anyone else?
- Do you know someone that has gotten COVID-19? If so, did that change your opinion about the vaccine?

Focus Group Transcript

1. Where do you get your news about day-to-day issues and events? Do you use a specific app or social media, or do you talk to friends or a specific news source?

#1: Probably from Twitter and whatever my Dad uses, because he's the one that watches the news. So most of the time I get the news from the news channel, Twitter, and my friends.

#3: Any type of news I get is gonna be from someone else, it's gonna be from either a parent or friend.

#2: I get my news from Snapchat and social media

#4: I get my news from Instagram, Facebook, Snapchat, and the news.

So when you say you get it from the news, what channels do you watch?

#4: I watch a variety of channels, so whatever comes up. I look at Spectrum a lot, they do a lot of advertising, and Channel 4. A lot of channels, I'm not specific about it.

#1: My Dad mainly watches BBC, CNN, FOX, things like that.

For those of you that said you get it from social media, is there a specific account that you follow or is it just something that shows up on your feed that someone else shared?

#2: I know with Snapchat you can follow the CDC or news stations and they give you notifications about when they post. They post a shortened clip or summarize what's going on.

#1: On Twitter it's mainly retweets and sometimes if you look under the 'Search' section it shows what's 'trending' and what's currently going on.

2. Do your news sources say anything about COVID-19? If so, what are they saying about COVID and the vaccine? Do they talk about the vaccine positively or negatively?

#5: Positively I think. Most of them talk positively. The only time I hear about the vaccine being bad is when I talk to other people. But, nothing on the news.

#1: Overwhelmingly the news, for me personally, just talks about how COVID rates are going down and the people being hospitalized with COVID are unvaccinated. Talks about the booster shot and celebrities getting the vaccine.

#2: When they talk about the vaccine on Snapchat it is positive just to get everyone to go and get it, and promote to go and get it. I haven't really seen much talk about COVID in general on Snapchat lately.

3. Have you personally shared anything about the vaccine and if so, where did you share it, and what did you say about it?

#4: I shared it with my family members and I always have something positive to say about it. I always tell them it's better to play it safe than sorry. The results are showing that the people that have the vaccine are less likely to wind up in the ICU compared to the unvaccinated people.

So when you share it with your family are you telling them in person or are you texting them or how are you contacting them?

#4: I do it by telephone, text, and I even put it on Facebook. Because my family, my kids and grandkids, are spread out and there's some mileage [between us]. I talk to my grandkids by [Facebook] Messenger, and my daughters I call and Facetime.

What about the rest of you?

#2: I guess what I would say about the vaccine is that I'm kind of eerie about it, because of the response for the immunocompromised individuals. It came pretty fast and there's not a lot of information about immunocompromised individuals and if they take it and how it's affecting them, as far as symptoms go. How immunocompromised people generally get sick once they take it. So that's mainly what I discuss when discussing the vaccine. Other than that I feel like they are talking about the booster a lot because of how the vaccine came so fast because of the need to have it so fast.

What about you, Number 3, have you shared any information about the COVID-19 vaccine?

#3: I don't like to talk about it much and I don't really do a lot of social media. But, I just have my own thoughts and I normally just keep them to myself.

So why don't you like to talk about it?

#3: In my family some people want it, some people don't and I just don't like to upset anybody. So I just normally don't bring it up.

4. Do you listen to COVID vaccine information from your family and friends? If so, what do they say about it and what do they say about your news sources that you get information from?

#3: Well, so most of my family is for the vaccine, right? But then I've got a whole bunch of that aren't, so I'm constantly getting both sides of the spectrum from my family, so I don't really put information out there, but that's what I get, so negative and positive from a lot of different people.

Number 1, were you about to say something? I saw you unmuted.

#1: I was going to say that since my entire family is basically in the medical field, they always bring things that promote the idea of everybody getting vaccinated. In terms of any opinions in terms of the news sources that I use, they don't really say much just because, you know, whenever I mentioned Twitter and Facebook, they don't really know much about it, per say, so they can't really give their two thoughts on that. But once in a while we all watch the news, like CNN or BBC, and we'll see some warnings about the vaccine, but I feel like those news media outlets tend to promote vaccinations more than the other news outlets.

5. Ok, so you've already shared where you get your information about the vaccine; would you say that those are reliable sources, and why or why not?

#3: No it's my family, it's very opinionated.

#1: Just like Twitter especially, I like to verify things first. I know there's a bunch of, like, hoaxes that people like to tweet about. Parody news articles that blow up on Twitter just because people read the headline and just retweet it or like it and just, you know, want to be funny about it. So usually if I do see something that's very controversial, that I think to myself, like, oh, this looks kind of fishy, I tend to look it up on, like, let's just say Google, and if multiple news sources are reporting about it, then I will make my judgment based off of that.

Number 6, where do you get your information about the vaccine?

No responses.

6. Out of all of those sources, who do you feel like is the most trustworthy, and why do you trust them?

#2: I trust Snapchat from the CDC the most. When they post, I feel like it's coming straight from the source. After I read the CDC and go to the article and read it, I then call my doctors to verify the sources. So I trust that source.

Number 5, what about you? What's your most trustworthy source?

#5: I get most information from the news, I think the news is very trustworthy for me. And the CDC, that's basically how I get it, and my friends get it from there too.

Are there any news channels that you feel like are less trustworthy?

#5: I watch news channels from my country (I'm from Peru), I only trust one source there. I know there are different points of view, like different channels here, but I don't know which one is biased or which one is not, that's why I don't watch it from here.

7. Do y'all tend to trust family and friends, the news, medical professionals, or government officials more, or is there someone else other than that that you trust about the COVID vaccine?

#2: I honestly look at everything, like the news, the medical professionals, news stations, and social media, and family and kind of come up with my own thought process with all of the information that I collected. I feel that everyone is a little bit biased, a little bit on one side or the other. Everyone is their own individual, so they all have their own opinions, and that portrays what they put out, so I kind of take everything and analyze it and take parts out that I feel like are trustworthy or that I can prove.

8. Y'all don't have to answer this if you're not comfortable, but if you have received the vaccine, what prompted you to get it?

#1: For me, it was just working in the healthcare field. I'm a nursing student that does clinicals in the hospital, and I put my trust in medicine more than theories and all those things. And in addition to living with family members that are a little bit older, I feel like it would be responsible for me to take the vaccine, in addition to putting my trust in masks.

#2: I haven't had the vaccine, but I have had the antibodies, and my medical team at UT Southwestern basically said that, you know, because of the issues with me getting sick from vaccines, they thought the antibodies would be a better option even though it's more expensive. So I went that route.

#4 I took the vaccine because I've been taking--if you look at it, we've been taking vaccines all our life, and I trust in the scientists and medicine. And I'd rather try to be safe around my family and be here a little longer to enjoy, instead of taking a chance and not being here. So that prompted me.

#3: I have pretty bad asthma, so I figured I might as well get it before something goes wrong. So I got it as soon as I could.

9. If there's anyone here who hasn't had the vaccine, other than Number 2 you already said you had the antibodies, but if there's anyone else and you want to share why, why did you decide not to get it or have you just not gotten around to it yet?

No responses.

Ok I'm gonna assume that everyone here has gotten it or they don't want to share.

10. What concerns do you have about the vaccine, even if you've already gotten it, and why do you have those concerns?

#1: I guess just in terms of like in the future how it'll affect us because - you know just by putting my trust in medicine, I do agree with the fact that it was kind of fast with how it was made. So I don't really know how it'll affect us in the future because there haven't been tests to see the long-term effects of the vaccine. In addition to that we don't know how it'll affect those who have different medical conditions, diabetes for example. How would getting the vaccine affect them, and I feel like we haven't had enough time to study that.

Does anyone else have any other concerns?

No responses.

11. Is there anything that you feel like you don't know about the vaccine, what would you like to know more about it, if you could?

#2: I would like some more information on the build of the vaccine, basically an in depth version of what's in it and how it would affect our bodies long-term. Like Number 1 said, I think it came so quickly and there's not much information about it, and I feel like that's the main concern a lot of people have.

#6: [Responded through the chat.] I would like to know more about why some people keep experiencing side effects.

So just like a breakdown of what's in it, how it works, stuff like that?:

#2: Yes.

12. What do you want other people to know about the vaccine?

No responses.

Number 3 you talked a lot about how your family is conflicted in views, so if you could tell them something about the vaccine what would you want them to know:

#3: All I would say is I got my vaccine in February and I haven't gotten anything since then. So it's worked for me! That's about it.

13. Do you guys believe that there are any other ways to prevent diseases other than vaccines that might work better than vaccines?

#2: Do you mean holistic medication and stuff like that?

#6: [Responded through the chat.] As far as now, no.

Yeah that's one option, just really anything.

#2: I would say social distancing, masks, and staying home and quarantining when you're actually sick. I feel like isolating while you're sick so it can run its course to prevent the spread.

14. Do y'all know anyone who's had a negative reaction to the vaccine? And what did they say about it? What did they say were their symptoms? And what did they think about the vaccine after that?

#2: My mom is also immunocompromised and she got the vaccine. A lot of women in my family are immunocompromised, they have autoimmune disorders. When they got the vaccine they had numerous issues, like high fever, muscle pain, and were unable to get out of bed. For over three days they were stuck in the bed and have been having slight issues ever since, like with muscle pain.

#6: [Responded through the chat.] Me either. I couldn't get out of my bed for 3 days. I just felt a high fever and tiredness for 3 days.

#2: My family still kind of are promoting the vaccine though, so it hasn't really changed their view of the vaccine. Being unable to get out of bed and other issues are better than being in the ICU.

What about the rest of y'all, have y'all had any experiences with someone who had a negative reaction to the vaccine?

#3: Everyone I know who has gotten it got sick for a couple days afterwards, but it didn't bother them too much. I got really sick a couple days after, but I think it's better to get it [the vaccine] and take the sickness, it's not that bad,

15. What conflicting information have you seen about the vaccine? And any misinformation that you may have seen as well.

No responses.

Number 5 have you seen any misinformation about it?

#5: I didn't actually look for it, but I heard that there are vaccines that give you coagulated blood (blood clots). I think Johnson & Johnson had that and that's why it's under review, but that's the only thing that I heard. That's one of the reasons a lot of people didn't want to get it [the vaccine]. People were questioning why the government wants us to get it and why they're giving out money to get it. Also people were saying that the vaccine can kill you, and I think it was because of people who had COVID before.

Number 4 have you seen any conflicting information about the vaccine?

#4: It depends on what you call conflicting. I haven't actually seen anything negative about it. But, there's always negative talk, that's on social media. As far as medical wise, I haven't seen anything conflicting about it.

What is some of the stuff on social media that you've seen?

#4: You've got people that are against the vaccine, where they get their information, I don't know. Some people talk about microchips, some say the government is trying to kill you.

Number 1 have you seen any misinformation about the vaccine?

#1: Honestly, I haven't. I don't know because I know that both sides will try not to report things that support the other side. So I haven't really seen anything too bad about it. I've heard conspiracy theories about how the vaccine causes infertility. In terms of the government lying about how many people have gotten the vaccine, I haven't heard too many lies about it.

16. So do you feel like when you come across information that may or may not be true, is it hard for you to figure out what's true or not or do you think it's pretty easy?

#3: I still have no idea what's true and what's not. So whenever someone comes to me with new information I have no idea.

What's an example of something that, if you're comfortable sharing, you've heard you're not sure if it's true or not?

#3: Now this doesn't affect me, but I heard that the vaccine does make it hard for people to get pregnant. I don't know if that's true or not, I'm not gonna go Google it, because I already have mine, it's too late. That's the big one I hear, and that if you do get it [the vaccine] you'll have a bunch of health risks later, but I haven't heard any specifics.

So what would you like to see happen to help you clarify that information?

#3: I could look it up, but you don't know whether what you find is gonna be true or not. I don't really put in the effort to figure it out.

17. It sounds like most of you are vaccinated, but imagine that you're not. What would encourage you to get the vaccine and what would discourage you?

#3: I got tired of staying inside all the time and I like people around me to feel more comfortable. So that would encourage me to get it so if I'm around more people they'll be more comfortable. That and asthma are the main reasons I got it. I don't know of a whole lot that would persuade me not to get it.

#6: [Responded through the chat]. Side effects that I heard from the news or social media was the only part that discouraged me from getting the vaccine.

18. What is something you think might be able to help persuade other people who haven't gotten it yet that are suspicious of the vaccine?

#1: I don't really think there's much else we can say to them if they're stuck with the idea that they don't want to get the vaccine. I think they'll only change their minds when COVID directly affects them and their family. I don't think we can say anything to persuade them, I think it's mainly just up to them.

19. Do you know anyone, before you got vaccinated, that had gotten COVID and did that change your opinion about the vaccine?

#6: [Responded through the chat]. No one around me got COVID.

Detailed Focus Group Results

Focus Group Information

Participants for the focus group were recruited by professors within the communication department at UTA. Students were offered extra credit for their participation in the focus group. This focus group was conducted on October 7, 2021 at 2:00 p.m. via Microsoft Teams. Courtney McDonald moderated the focus group, and a recording of the event was made using Microsoft Teams. Melodi Colvin, Joel Cueto, and Sadirah Pathan took notes during the session. The targeted public of the focus group was Hispanic adults living in Tarrant County, as they have relatively low vaccination rates compared to other groups in the county.

News Sources

When asked about their primary news sources, most of the respondents said they get their news from social media, namely Twitter, Facebook, Instagram, and Snapchat. Specifically, they get information from the Center for Disease Control's social media accounts, as well as viral or trending tweets.

Some respondents said they watch news channels on TV, such as BBC, FOX, and CNN. One respondent said they only get news from other people, such as their parents or friends.

Of those that get their news from external sources (i.e. not friends or family), most people said their news sources are overwhelmingly positive towards the COVID-19 vaccine. They hear information about COVID-19 rates going down, unvaccinated people being hospitalized, talk about the booster shot, promotion of the vaccine, and celebrities getting vaccinated. The only time they encounter negative information about the vaccine is when it comes directly from another person, either on social media or face to face.

When asked about information they had personally shared about the COVID-19 vaccine, one respondent said he reminds his family members to get the vaccine because it is "better to play it safe than sorry." He shares information with his family via text, telephone, or Facebook because his family is spread out all over the country.

One respondent who identified herself as immunocompromised said she is more suspicious about information she hears about the vaccine because she hasn't heard much about the effects it could have on immunocompromised people. However, she said she does still promote the vaccine for individuals who do not have any health risks.

Another respondent avoids talking about the vaccine altogether because his family is divided on the issue. He said he doesn't like to upset anyone, so he just doesn't bring up the topic of the vaccine.

In regards to getting information from family and friends, some respondents said they don't listen to their families because they are biased. Another respondent said that since his family works in the medical field, he can trust their information and sources about the vaccine.

Trends in News Sources:

- Most respondents get their information about day-to-day events and issues surrounding COVID-19 from social media.
- Respondents' news sources are positive toward the vaccine and generally promote it.
- Those who share information about the vaccine do so digitally.
- Respondents decide whether they can trust their family's information about the vaccine based on the perceived level of bias from their family.

Misinformation

Participants report having seen several pieces of misinformation regarding COVID-19 vaccines, including: conspiracy theories about the government, microchips in the vaccine, vaccines causing infertility, and attempts by the government to kill people with the vaccine. All of the misinformation they have heard comes from social media or from talking to people face to face.

Most respondents said they don't have trouble identifying what's true and what's not, especially after checking multiple sources. However, one respondent said he doesn't know what is true, and he doesn't know what sources he can trust when he looks things up on Google, so he doesn't put much effort into discerning truth from falsehood.

Trends in Misinformation:

- All of the participants have only received misinformation from individuals on social media or in person.
- Most of the respondents can easily identify what information is true after checking multiple news sources.

Trust and Credibility

When asked about source reliability, multiple respondents said they verify reports by looking to see if multiple outlets are reporting similar stories. Respondents had varied choices for their sources, ranging from local TV news to social media apps (Twitter, Facebook, etc.) and official social media accounts, such as the verified Snapchat CDC profile. The respondents said that most media outlets are spreading positive and informative information about the vaccine, and that they verify things that they read if they sound untrue or questionable. Additionally, they reported that they often get information from many sources and try to analyze it to come up with their own opinions on what is true and what is not.

Trends in Trust and Credibility:

- The participants try to get information from multiple sources to verify stories.
- Respondents prefer to draw their own conclusions after reading information from more than one source.

Attitudes Toward Vaccines

When participants' attitudes about the vaccine were questioned, most responded positively. Their reasons for getting vaccinated ranged from working in healthcare, to having asthma, to just wanting to be safe. One participant said that he got the vaccine because he was tired of staying inside all the time, and he wanted the people around him to feel more comfortable.

One participant did not get the vaccine and instead received antibodies, as recommended by her doctors. Other than her, nobody identified themselves as being unvaccinated, but it is not certain that everyone got the vaccine; all of the participants are in a class together, so they may have been uncomfortable sharing their vaccination status with each other.

Participants' concerns about the vaccine include the long-term effects it may have, how it'll affect people with medical conditions, and the specific ingredients it contains. One participant identified social distancing, wearing masks, and quarantining as effective ways of preventing the spread of diseases other than vaccines.

Negative reactions that participants faced after getting the vaccine include high fever, muscle pain, and being bed-ridden for 3 or more days. Overall, the participants that said they experienced symptoms said that they went away after a few days. One participant said that her mother, who is immunocompromised, is still experiencing muscle pain in reaction to getting the vaccine. However, she said this does not change her outlook on the vaccine, and she still believes it is effective.

Trends in Attitudes Towards Vaccines:

- Most respondents are concerned about long-term effects of the vaccine.
- The main reason respondents listed for getting the vaccine was wanting to keep themselves and people around them safe from COVID-19.
- Respondents who experienced symptoms from the vaccine said they went away after a few days.

Application of Results

To best reach goals and objectives, the client should develop their strategies and tactics based on the following recommendations.

The responses from the focus group indicate a lot of trust in official government sources, such as the CDC. Participants also trusted traditional news sources, such as BBC, FOX, and CNN, to give them trustworthy information about the COVID-19 vaccine. The campaign should leverage the CDC's authority to encourage people to get vaccinated.

Information should be disseminated through both social media and traditional channels, such as television and radio. Getting airtime on Spanish news stations to promote the vaccine would be beneficial. Additionally, posting information on social media and encouraging others to share would help spread information to those who do not regularly consume news on television.

Misinformation that respondents have seen generally comes from individuals on social media. Counteracting misinformation trends, such as the vaccine causing infertility, with facts is key to increasing vaccination rates.

The campaign should emphasize that there are no negative long-term effects from the vaccine, which is the main concern from respondents. It also may be beneficial to list the long-term effects that can be suffered by people who are infected with COVID-19 and compare them to short-term symptoms from the vaccine.

The client should be sure to share information with immunocompromised individuals, who are often unsure of the best option for themselves. Having a safe alternative is important to those who are not always able to get vaccines. If the vaccine is still the best route, this should be stressed to people who are immunocompromised.

Limitations

Our targeted public is the Hispanic community in Tarrant County because many of them are unvaccinated. We were unable to get participants in our targeted public, so we gathered students from another class. Only one of the participants was of the targeted public.

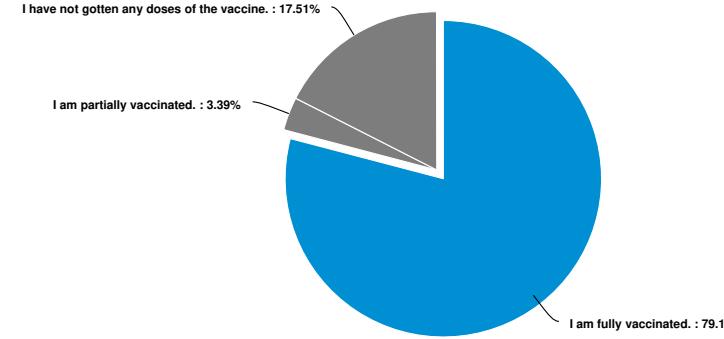
Due to COVID-19 and scheduling reasons, we were only able to conduct the focus group virtually through Microsoft Teams. This led to fewer responses than an in-person focus group would have produced, likely because people felt less obligated to respond. One participant did not respond at all, and another used the chat option to respond. With them using the chat, we were unable to ask them follow up questions for the sake of time.

Since the participants were all part of the same class, it is possible that some of them felt pressure from their peers to answer questions a certain way, since they will be seeing each other in class after the focus group.

In future focus groups, it would be best to get participants who are part of the targeted public and who do not know each other so that they do not face peer pressure. In addition, conducting the focus group in person would produce better results.

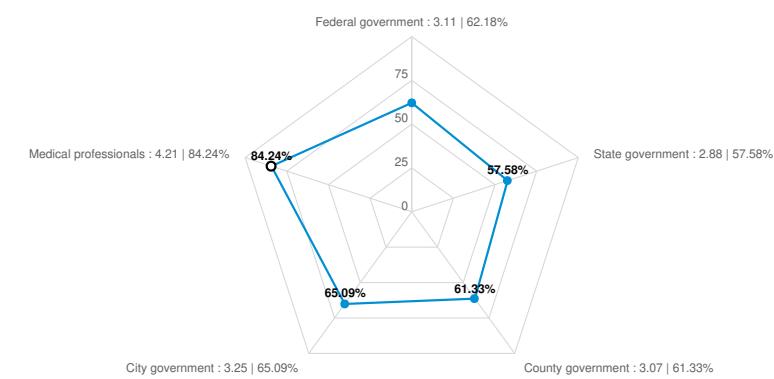
Survey Questions and Detailed Results

Please indicate your COVID-19 vaccination status:



Answer	Count	Percent	20%	40%	60%	80%	100%
I am fully vaccinated.	140	79.1%					
I am partially vaccinated.	6	3.39%					
I have not gotten any doses of the vaccine.	31	17.51%					
Total	177	100%					

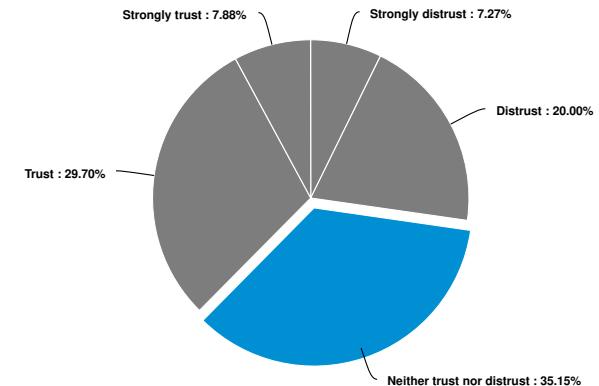
How much do you trust information from each of the following sources? Use the slider to select your level of trust for each option.



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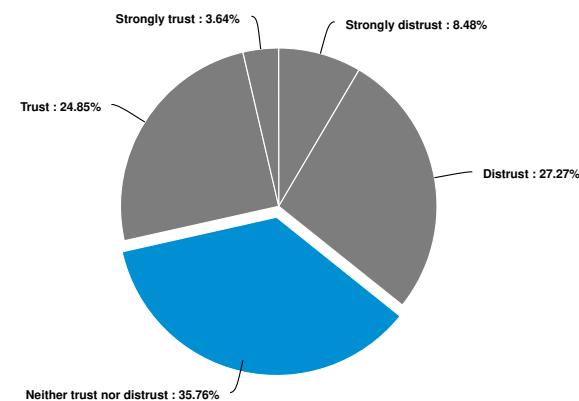
Question	Count	Score	Strongly distrust	Distrust	Neither trust nor distrust	Trust	Strongly trust
Federal government	165	3.11					
State government	165	2.88					
County government	165	3.07					
City government	165	3.25					
Medical professionals	165	4.21					
Average		3.3					

Federal government



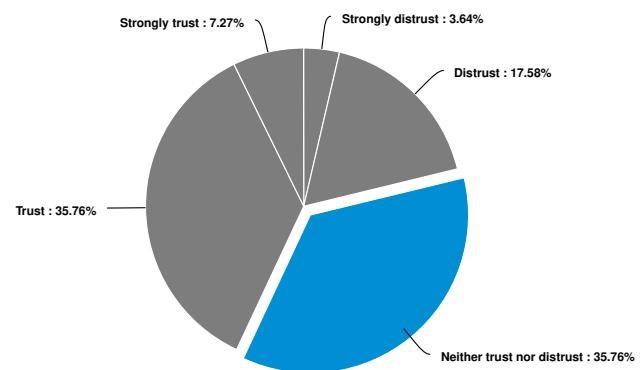
Answer	Count	Percent	20%	40%	60%	80%	100%
Strongly distrust	12	7.27%					
Distrust	33	20%					
Neither trust nor distrust	58	35.15%					
Trust	49	29.7%					
Strongly trust	13	7.88%					
Total	165	100%					

State government



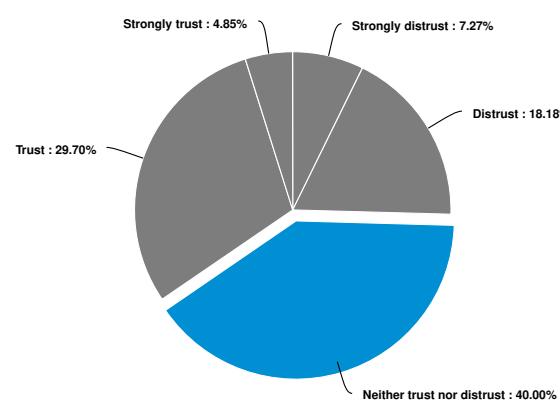
Answer	Count	Percent	20%	40%	60%	80%	100%
Strongly distrust	14	8.48%					
Distrust	45	27.27%					
Neither trust nor distrust	59	35.76%					
Trust	41	24.85%					
Strongly trust	6	3.64%					
Total	165	100%					

City government



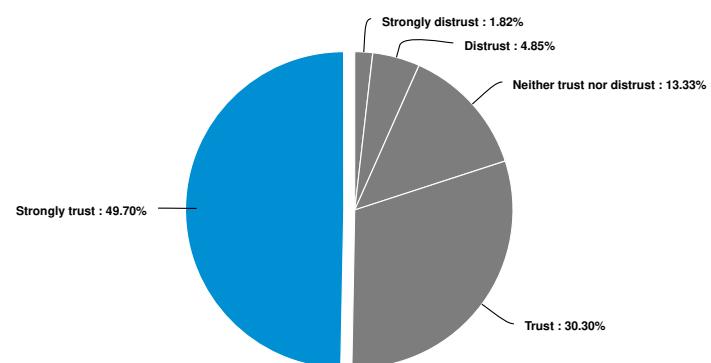
Answer	Count	Percent	20%	40%	60%	80%	100%
Strongly distrust	6	3.64%					
Distrust	29	17.58%					
Neither trust nor distrust	59	35.76%					
Trust	59	35.76%					
Strongly trust	12	7.27%					
Total	165	100%					

County government



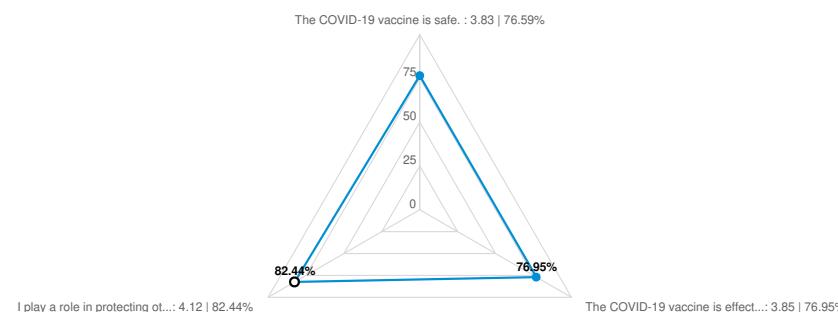
Answer	Count	Percent	20%	40%	60%	80%	100%
Strongly distrust	12	7.27%					
Distrust	30	18.18%					
Neither trust nor distrust	66	40%					
Trust	49	29.70%					
Strongly trust	8	4.85%					
Total	165	100%					

Medical professionals



Answer	Count	Percent	20%	40%	60%	80%	100%
Strongly distrust	3	1.82%					
Distrust	8	4.85%					
Neither trust nor distrust	22	13.33%					
Trust	50	30.3%					
Strongly trust	82	49.7%					
Total	165	100%					

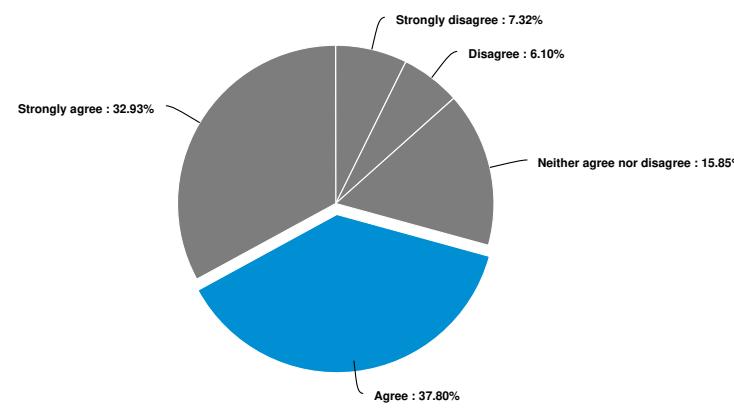
How much do you agree with the following statements?



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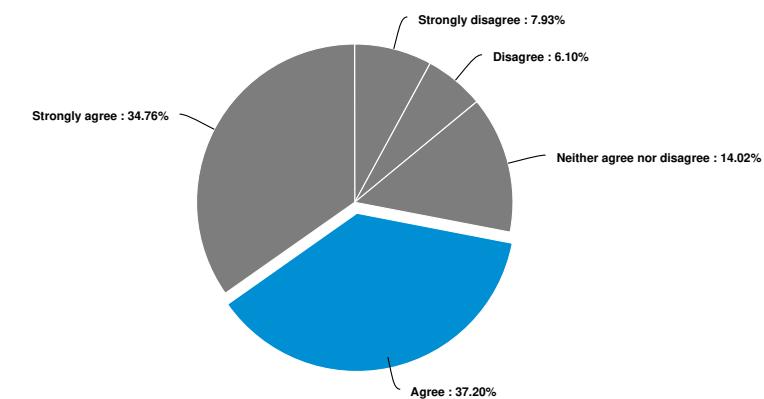
Question	Count	Score	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
The COVID-19 vaccine is safe.	164	3.83					
The COVID-19 vaccine is effective.	164	3.85					
I play a role in protecting others in my community.	164	4.12					
Average		3.93					

The COVID-19 vaccine is safe.



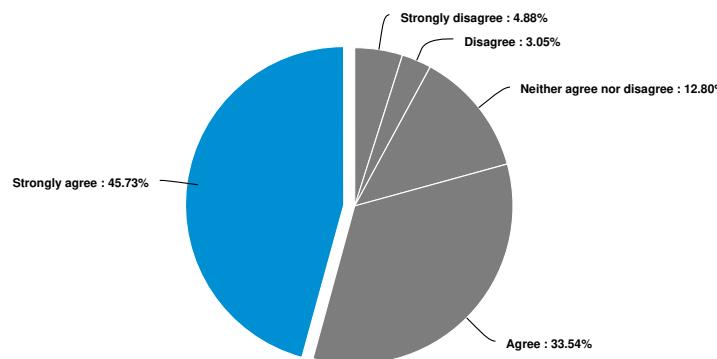
Answer	Count	Percent	20%	40%	60%	80%	100%
Strongly disagree	12	7.32%					
Disagree	10	6.1%					
Neither agree nor disagree	26	15.85%					
Agree	62	37.8%					
Strongly agree	54	32.93%					
Total	164	100%					

The COVID-19 vaccine is effective.



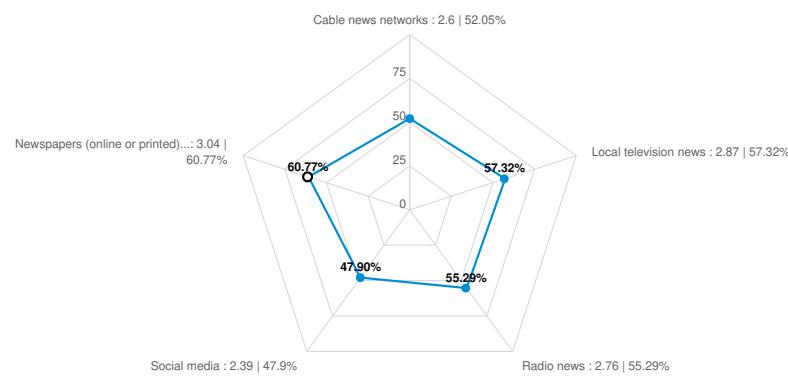
Answer	Count	Percent	20%	40%	60%	80%	100%
Strongly disagree	13	7.93%					
Disagree	10	6.1%					
Neither agree nor disagree	23	14.02%					
Agree	61	37.2%					
Strongly agree	57	34.76%					
Total	164	100%					

I play a role in protecting others in my community.



Answer	Count	Percent	20%	40%	60%	80%	100%
Strongly disagree	8	4.88%					
Disagree	5	3.05%					
Neither agree nor disagree	21	12.8%					
Agree	55	33.54%					
Strongly agree	75	45.73%					
Total	164	100%					

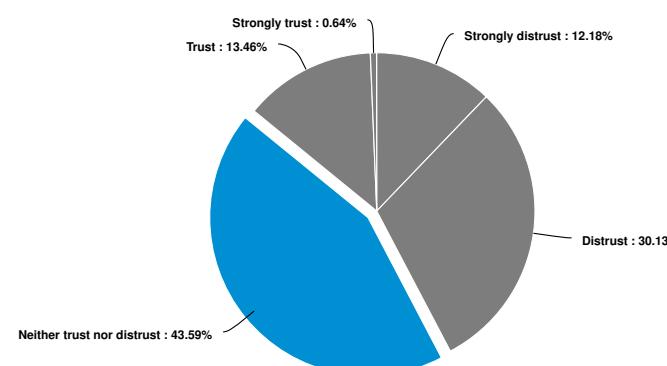
How much do you trust the following news sources? Use the slider to select your level of trust for each option.



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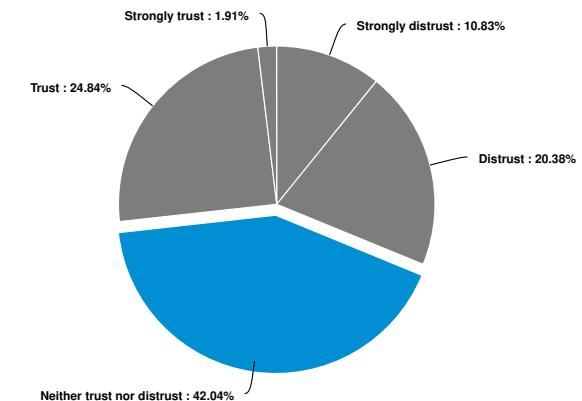
Question	Count	Score	Strongly distrust	Distrust	Neither trust nor distrust	Trust	Strongly trust
Cable news networks	156	2.6	45%	40%	15%	5%	0%
Local television news	157	2.87	45%	40%	15%	5%	0%
Radio news	157	2.76	45%	40%	15%	5%	0%
Social media	157	2.39	40%	40%	15%	5%	0%
Newspapers (online or printed)	156	3.04	0%	0%	0%	0%	100%
Average		2.73					

Cable news networks



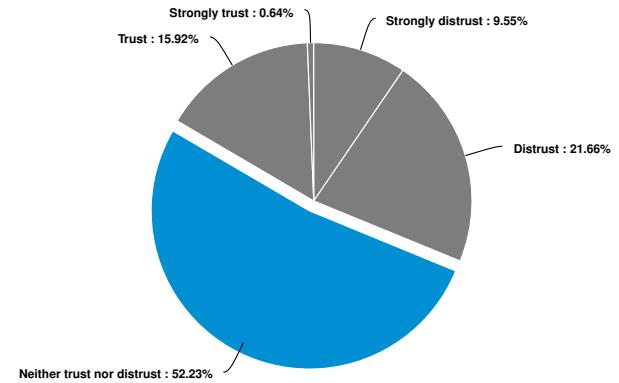
Answer	Count	Percent	20%	40%	60%	80%	100%
Strongly distrust	19	12.18%	0%	0%	0%	0%	0%
Distrust	47	30.13%	0%	0%	0%	0%	0%
Neither trust nor distrust	68	43.59%	0%	0%	0%	0%	0%
Trust	21	13.46%	0%	0%	0%	0%	0%
Strongly trust	1	0.64%	0%	0%	0%	0%	0%
Total	156	100%					

Local television news



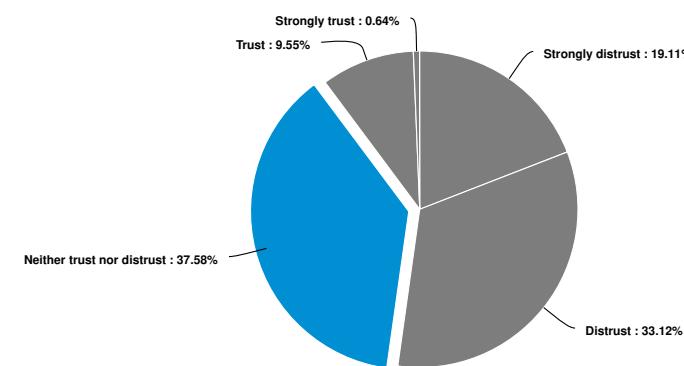
Answer	Count	Percent	20%	40%	60%	80%	100%
Strongly distrust	17	10.83%	0%	0%	0%	0%	0%
Distrust	32	20.38%	0%	0%	0%	0%	0%
Neither trust nor distrust	66	42.04%	0%	0%	0%	0%	0%
Trust	39	24.84%	0%	0%	0%	0%	0%
Strongly trust	3	1.91%	0%	0%	0%	0%	0%
Total	157	100%					

Radio news



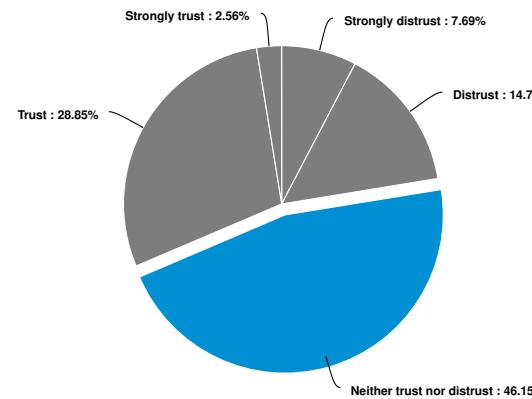
Answer	Count	Percent	20%	40%	60%	80%	100%
Strongly distrust	15	9.55%	0%	0%	0%	0%	0%
Distrust	34	21.66%	0%	0%	0%	0%	0%
Neither trust nor distrust	82	52.23%	0%	0%	0%	0%	0%
Trust	25	15.92%	0%	0%	0%	0%	0%
Strongly trust	1	0.64%	0%	0%	0%	0%	0%
Total	157	100%					

Social media



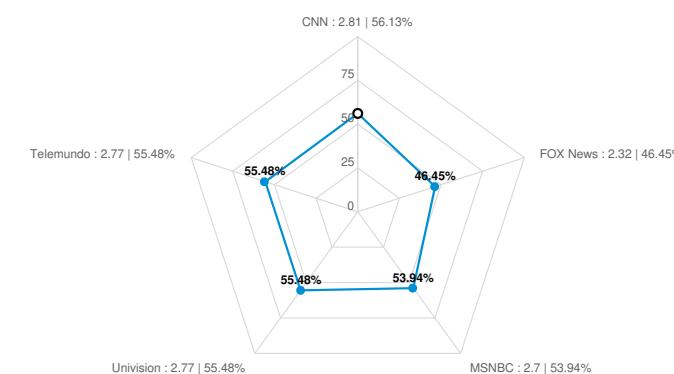
Answer	Count	Percent	20%	40%	60%	80%	100%
Strongly distrust	30	19.11%					
Distrust	52	33.12%					
Neither trust nor distrust	59	37.58%					
Trust	15	9.55%					
Strongly trust	1	0.64%					
Total	157	100%					

Newspapers (online or printed)



Answer	Count	Percent	20%	40%	60%	80%	100%
Strongly distrust	12	7.69%					
Distrust	23	14.74%					
Neither trust nor distrust	72	46.15%					
Trust	45	28.85%					
Strongly trust	4	2.56%					
Total	156	100%					

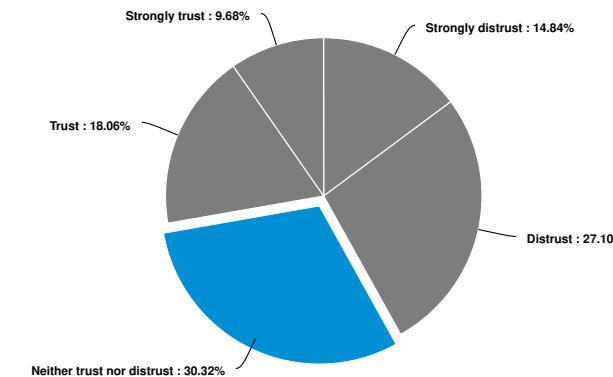
How much do you trust the following news sources? Use the slider to select your level of trust for each option.



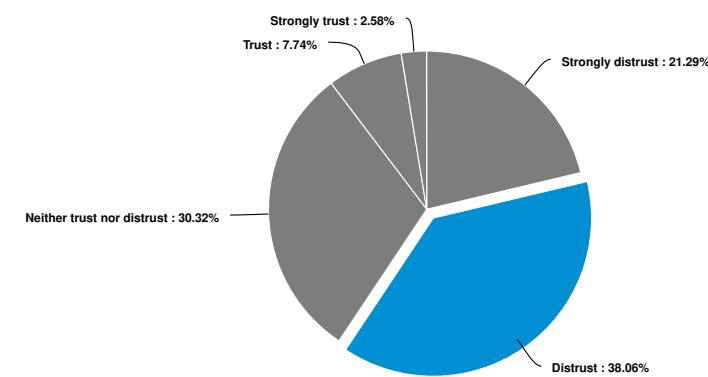
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Question	Count	Score	Strongly distrust	Distrust	Neither trust nor distrust	Trust	Strongly trust
CNN	155	2.81					
FOX News	155	2.32					
MSNBC	155	2.7					
Univision	155	2.77					
Telemundo	155	2.77					
Average		2.67					

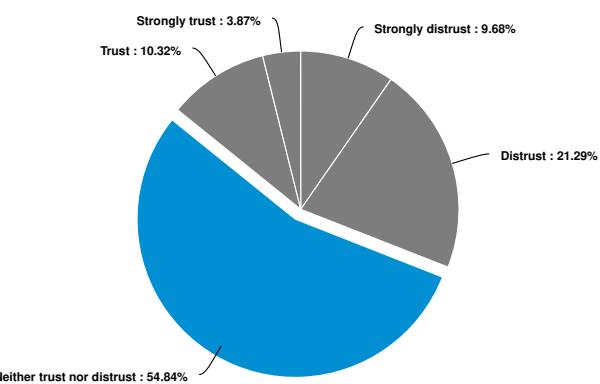
CNN



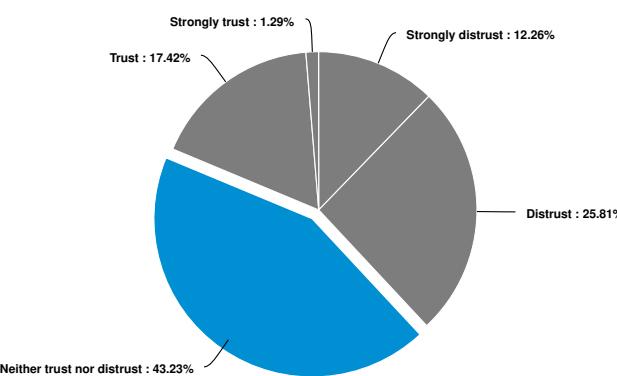
Answer	Count	Percent	20%	40%	60%	80%	100%
Strongly distrust	23	14.84%					
Distrust	42	27.1%					
Neither trust nor distrust	47	30.32%					
Trust	28	18.06%					
Strongly trust	15	9.68%					
Total	155	100%					



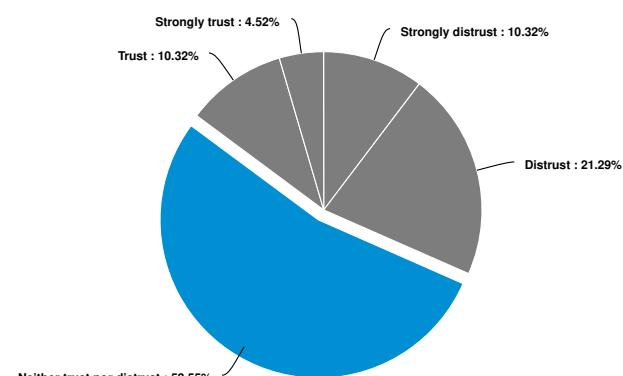
Answer	Count	Percent	20%	40%	60%	80%	100%
Strongly distrust	33	21.29%					
Distrust	59	38.06%					
Neither trust nor distrust	47	30.32%					
Trust	12	7.74%					
Strongly trust	4	2.58%					
Total	155	100%					



Answer	Count	Percent	20%	40%	60%	80%	100%
Strongly distrust	15	9.68%					
Distrust	33	21.29%					
Neither trust nor distrust	85	54.84%					
Trust	16	10.32%					
Strongly trust	6	3.87%					
Total	155	100%					

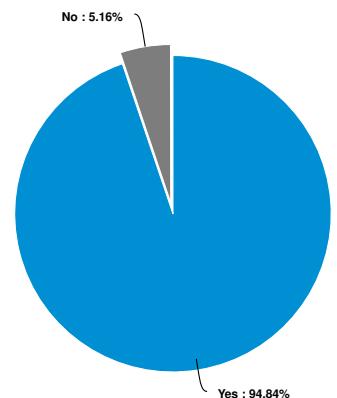


Answer	Count	Percent	20%	40%	60%	80%	100%
Strongly distrust	19	12.26%					
Distrust	40	25.81%					
Neither trust nor distrust	67	43.23%					
Trust	27	17.42%					
Strongly trust	2	1.29%					
Total	155	100%					



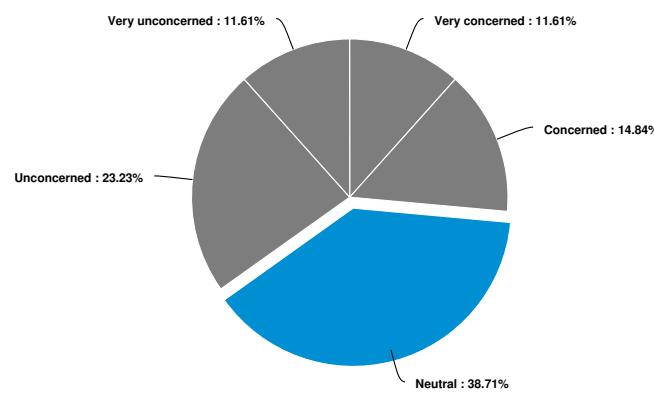
Answer	Count	Percent	20%	40%	60%	80%	100%
Strongly distrust	16	10.32%					
Distrust	33	21.29%					
Neither trust nor distrust	83	53.55%					
Trust	16	10.32%					
Strongly trust	7	4.52%					
Total	155	100%					

Do you know of somewhere near you (within 10 miles) where you can get vaccinated?



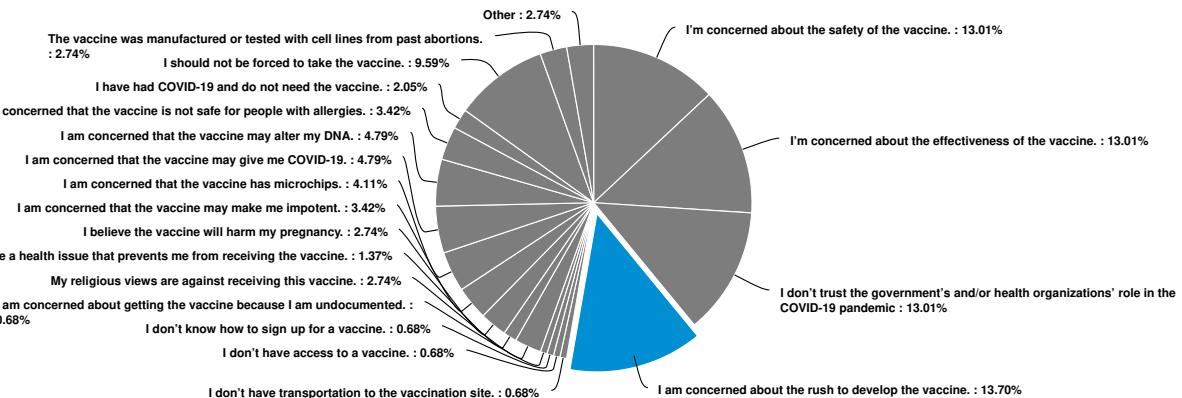
Answer	Count	Percent	20%	40%	60%	80%	100%
Yes	147	94.84%					
No	8	5.16%					
Total	155	100%					

How concerned are you about getting COVID-19?



Answer	Count	Percent	20%	40%	60%	80%	100%
😊 Very concerned	18	11.61%					
😊 Concerned	23	14.84%					
😐 Neutral	60	38.71%					
😊 Unconcerned	36	23.23%					
😊 Very unconcerned	18	11.61%					
Total	155	100%					

What are your reasons for not getting the COVID-19 vaccine? Select all that apply.



Answer	Count	Percent	20%	40%	60%	80%	100%
I'm concerned about the safety of the vaccine.	19	13.01%					
I'm concerned about the effectiveness of the vaccine.	19	13.01%					
I don't trust the government's and/or health organizations' role in the COVID-19 pandemic or vaccine creation.	19	13.01%					
I am concerned about the rush to develop the vaccine.	20	13.70%					
I don't have transportation to the vaccination site.	1	0.68%					
I don't have access to a vaccine.	1	0.68%					
I don't know how to sign up for a vaccine.	1	0.68%					
I am concerned about getting the vaccine because I am undocumented.	1	0.68%					
My religious views are against receiving this vaccine.	4	2.74%					
I have a health issue that prevents me from receiving the vaccine.	2	1.37%					
I believe the vaccine will harm my pregnancy.	4	2.74%					
I am concerned that the vaccine may make me impotent.	5	3.42%					
I am concerned that the vaccine has microchips.	6	4.11%					
I am concerned that the vaccine may give me COVID-19.	7	4.79%					
I am concerned that the vaccine may alter my DNA.	7	4.79%					
I am concerned that the vaccine is not safe for people with allergies.	5	3.42%					
I have had COVID-19 and do not need the vaccine.	3	2.05%					
I should not be forced to take the vaccine.	14	9.59%					
The vaccine was manufactured or tested with cell lines from past abortions.	4	2.74%					
Other	4	2.74%					
Total	146	100%					

What are your reasons for not getting the COVID-19 vaccine? Select all that apply. - Text Data for Other

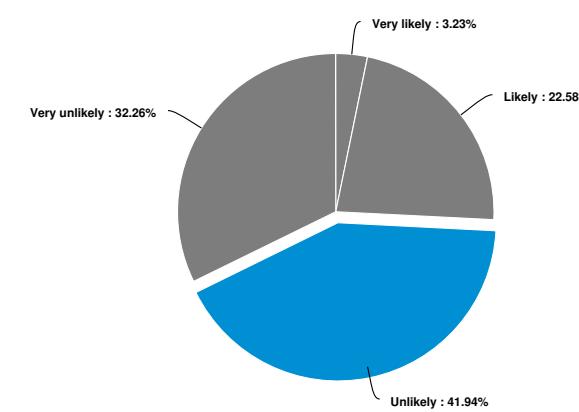
11/14/2021 58983526 I feel I'm not at risk.

10/28/2021 57822599 I'm concerned about the long term side effects

10/28/2021 57821259 Because there no need cause I haven't gotten sick yet

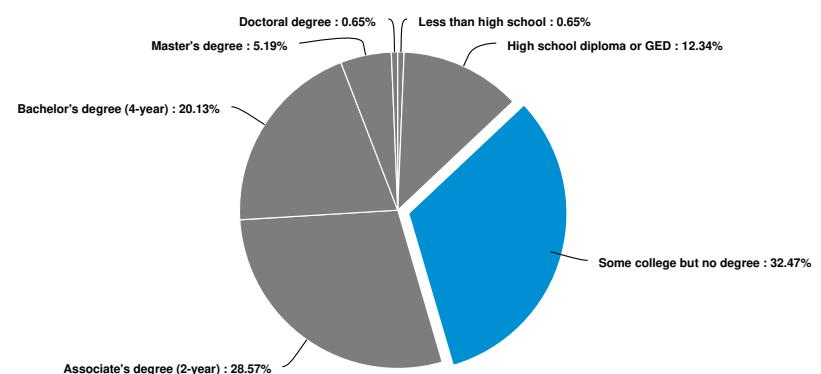
10/26/2021 57639149 I don't care enough to actually go get it

How likely are you to get fully vaccinated?



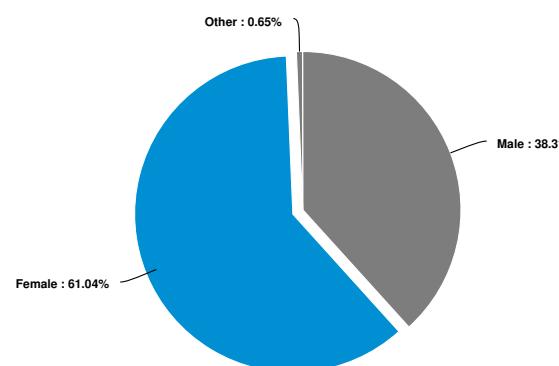
Answer	Count	Percent	20%	40%	60%	80%	100%
Very likely	1	3.23%					
Likely	7	22.58%					
Unlikely	13	41.94%					
Very unlikely	10	32.26%					
Total	31	100%					

What is the highest level of schooling you have completed or the highest degree you have received?



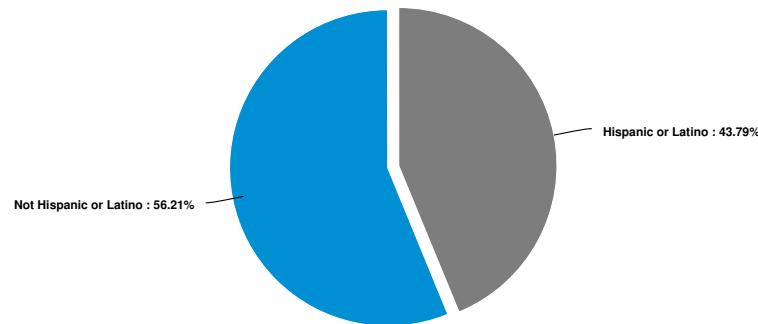
Answer	Count	Percent	20%	40%	60%	80%	100%
Less than high school	1	0.65%					
High school diploma or GED	19	12.34%					
Some college but no degree	50	32.47%					
Associate's degree (2-year)	44	28.57%					
Bachelor's degree (4-year)	31	20.13%					
Master's degree	8	5.19%					
Doctoral degree	1	0.65%					
Professional degree	0	0%					
Total	154	100%					

What is your gender identity?



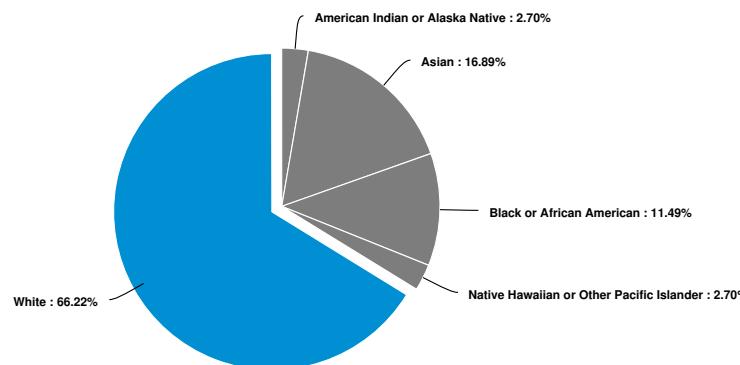
Answer	Count	Percent	20%	40%	60%	80%	100%
Male	59	38.31%					
Female	94	61.04%					
Non-binary	0	0%					
Other	1	0.65%					
Total	154	100%					

What is your ethnicity?



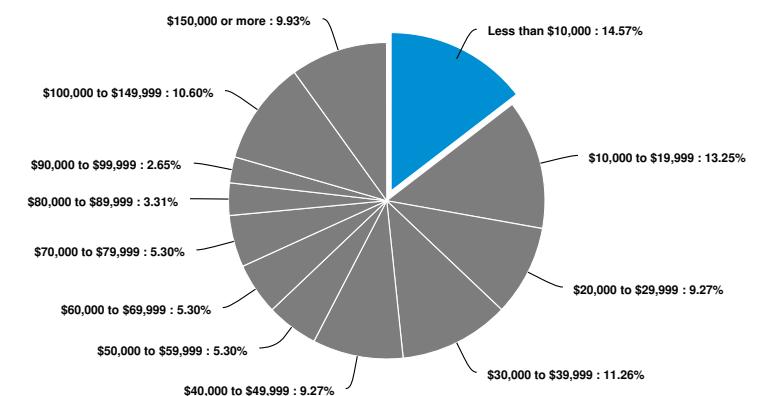
Answer	Count	Percent	20%	40%	60%	80%	100%
Hispanic or Latino	67	43.79%					
Not Hispanic or Latino	86	56.21%					
Total	153	100%					

What is your race?



Answer	Count	Percent	20%	40%	60%	80%	100%
American Indian or Alaska Native	4	2.7%					
Asian	25	16.89%					
Black or African American	17	11.49%					
Native Hawaiian or Other Pacific Islander	4	2.7%					
White	98	66.22%					
Total	148	100%					

What is your yearly household income (before taxes)?



Answer	Count	Percent	20%	40%	60%	80%	100%
Less than \$10,000	22	14.57%					
\$10,000 to \$19,999	20	13.25%					
\$20,000 to \$29,999	14	9.27%					
\$30,000 to \$39,999	17	11.26%					
\$40,000 to \$49,999	14	9.27%					
\$50,000 to \$59,999	8	5.3%					
\$60,000 to \$69,999	8	5.3%					
\$70,000 to \$79,999	8	5.3%					
\$80,000 to \$89,999	5	3.31%					
\$90,000 to \$99,999	4	2.65%					
\$100,000 to \$149,999	16	10.6%					
\$150,000 or more	15	9.93%					
Total	151	100%					