

Deschutes County Health Services

# Deschutes County COVID-19 June Phone Survey

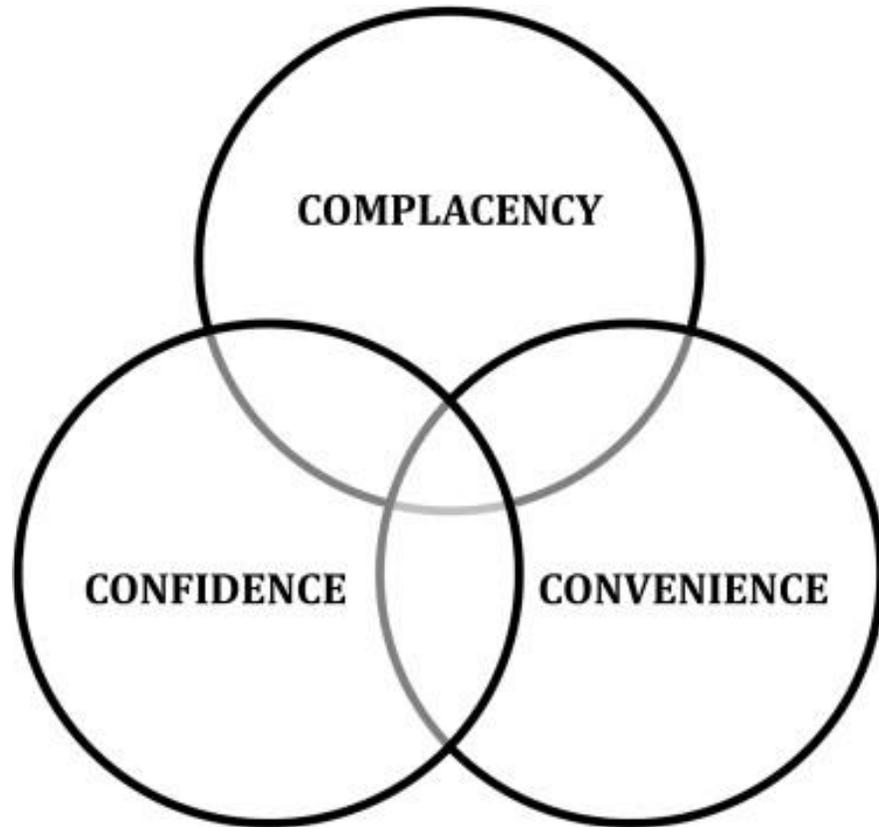
## Results Overview



June 2021

# Evidence-Based Survey Design

## Determinants of Vaccine Hesitancy



Phone survey development was once again informed by the World Health Organization's 3Cs Model of Vaccine Hesitancy.

### **Confidence**

Refers to trust in the effectiveness and safety of vaccines, the system that delivers them and/or the motivations of policy-makers who make determinations about vaccines.

### **Complacency**

Refers to a low perceived risk of vaccine-preventable diseases and therefore it is assumed vaccines are not needed. Other issues are considered more important.

### **Convenience**

Refers to the degree to which the comfort, convenience, time, place, and quality of a vaccine affects uptake of the vaccine.



# Objectives & Methodology

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## **Goal: To understand current attitudes and perceptions regarding the COVID-19 vaccines**

It's important to understand local attitudes to tailor vaccination strategies to those who live in Deschutes County. This is the third such survey effort since December, which allows us to evaluate local public sentiment over time.



## **Representative sample of Deschutes County residents**

A total sample of 383 respondents were interviewed between June 16 and June 23, 2021 by The Nelson Report. The sample has an error rate of +/-5% at the 95% confidence level.



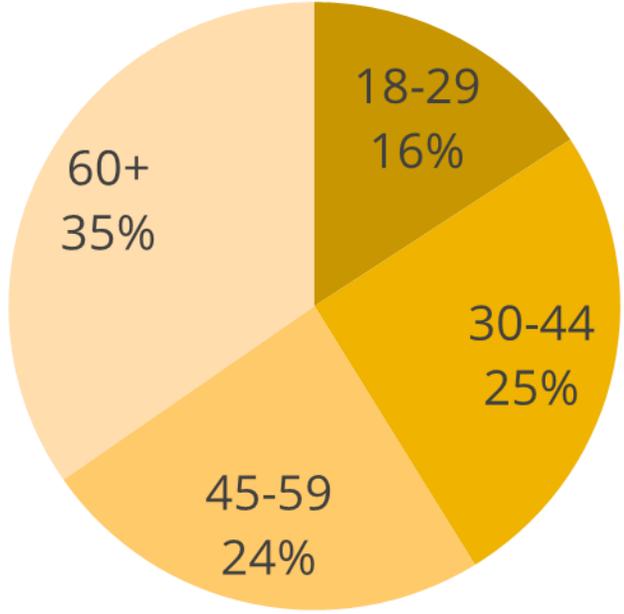
## **Sought input from both vaccinated and unvaccinated individuals**

Some questions were only asked of those who were vaccinated and others only of those who were unvaccinated. Several questions were asked of all respondents, regardless of vaccination status. See question notes at the bottom of each slide for details on the respondent subgroup.

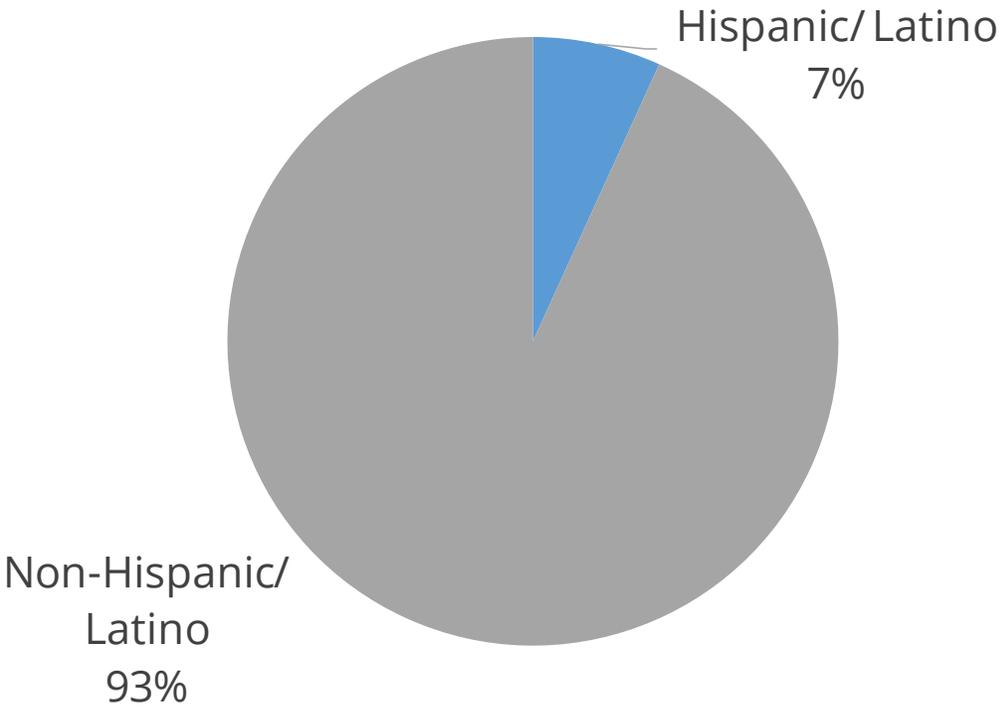


# Respondent Overview

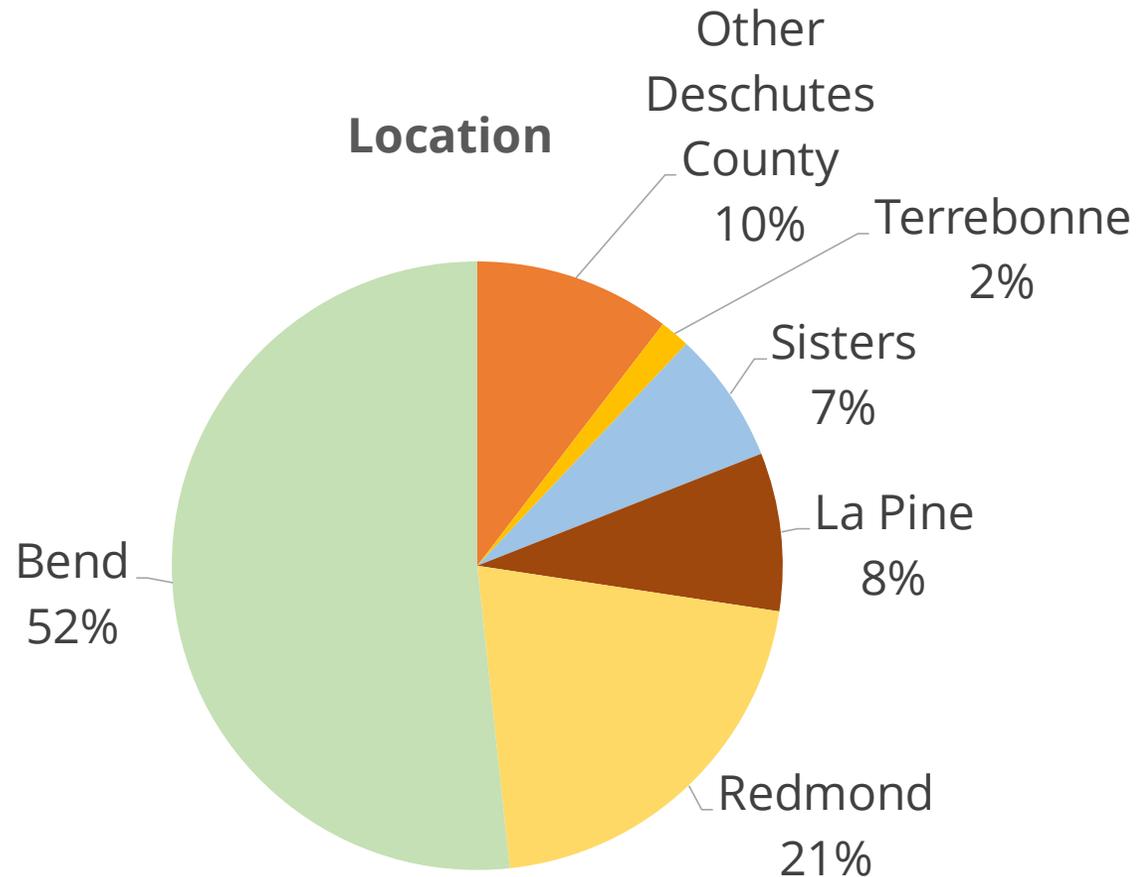
Age



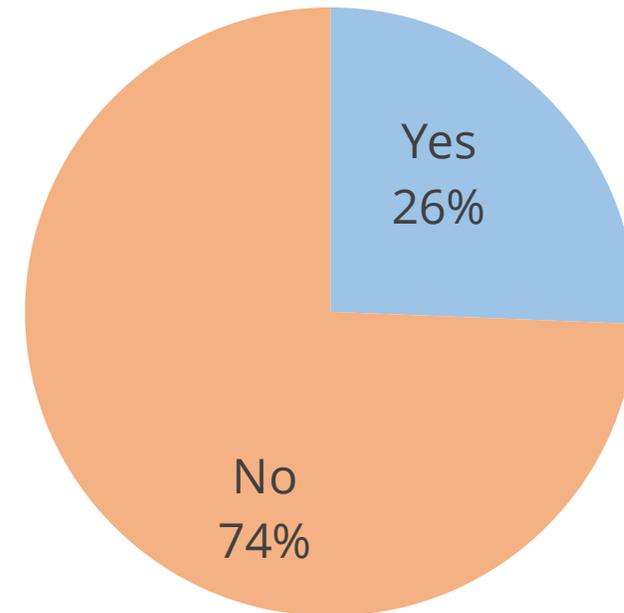
Ethnicity



# Respondent Overview



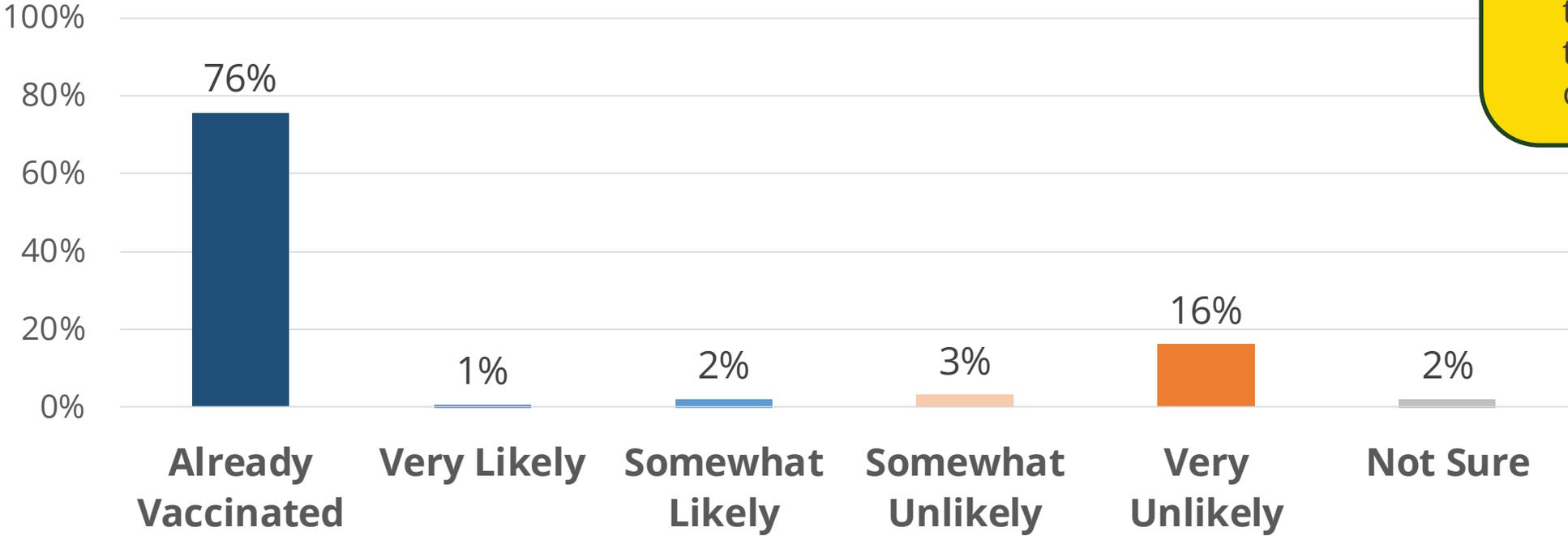
## School-aged children living in home?



# At this point, most community members are decided on their vaccination intentions

How likely are you to get a COVID-19 vaccine when it becomes available?

• With a majority of respondents vaccinated, small shares remain of those still “likely” to get vaccinated or “not sure”.



Note: the share of respondents who are vaccinated trends slightly higher than observed vaccine uptake in Deschutes County due to margin of error and those who choose to participate in the survey. Regardless, survey sample demographics are representative of the Deschutes County population overall.



# Reasons for not being vaccinated vary depending on likelihood to get vaccinated

## Very/somewhat LIKELY

*"Was going to but haven't found the time"*

*"I want to do it on my own terms"*

*"I probably will just wait for the trials to finish"*

*"I'm waiting on FDA approval"*

## Very/somewhat UNLIKELY

*"Not approved by the FDA"*

*"Don't trust the vaccine"*

*"I have health issues and don't want to take any risks in making them worse with an untested vaccine"*

*"I'm an age that is safe and is healthy"*

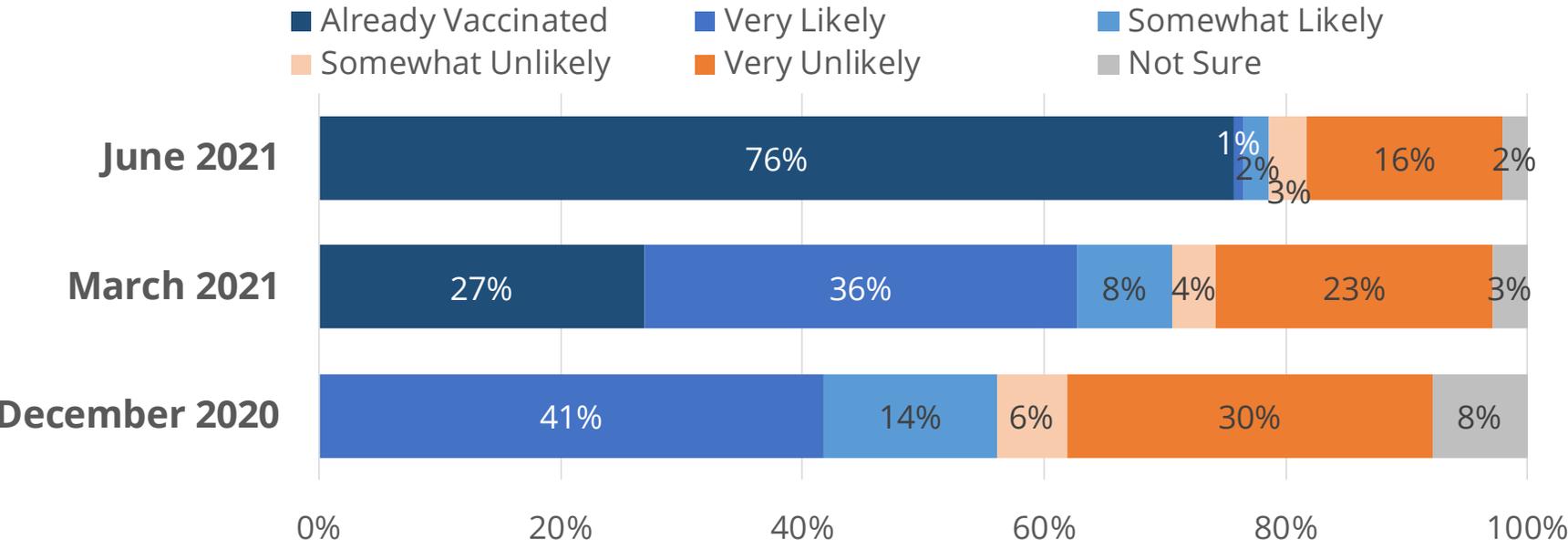
*"Not proven and it is a persons choice"*

- The sampling of comments to the left highlight the various reasons why people have not been vaccinated yet.
- For those still likely to get vaccinated, comments reflect themes of convenience and more time to build confidence.
- For those unlikely to get vaccinated, comments reflect skepticism around vaccine safety, personal choice, and vaccination not being necessary.



# Share of those “very unlikely” to get vaccinated has decreased over time

How likely are you to get a COVID-19 vaccine when it becomes available?



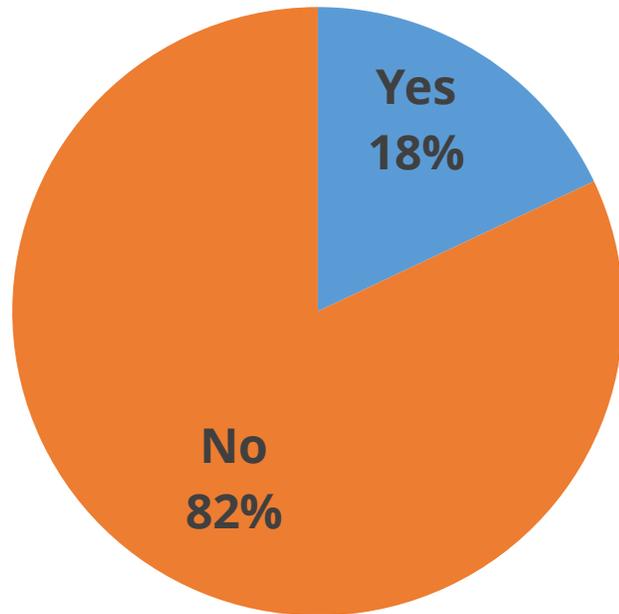
- Results highlight that public sentiment toward the vaccines has shifted over time, with smaller shares of respondents reporting being unlikely to get vaccinated since December.
- Relatedly, vaccine uptake is higher than what was projected based on December survey results.
- While a smaller share of community members remain interested in vaccination, results still point to opportunity for incremental gains in uptake.

Notes: March survey only sampled those not yet vaccinated, so results above show recalculated percentages based on percentage of the Deschutes County population who received at least one shot of a 2-dose vaccine series at the time of the survey (March 10, 2021; ~27%). At the time of the December survey, vaccines were not yet being administered in Deschutes County, so no respondents were already vaccinated.



# 1 in 5 were previously vaccine hesitant, but ultimately decided to get vaccinated

Were you previously hesitant about getting vaccinated?

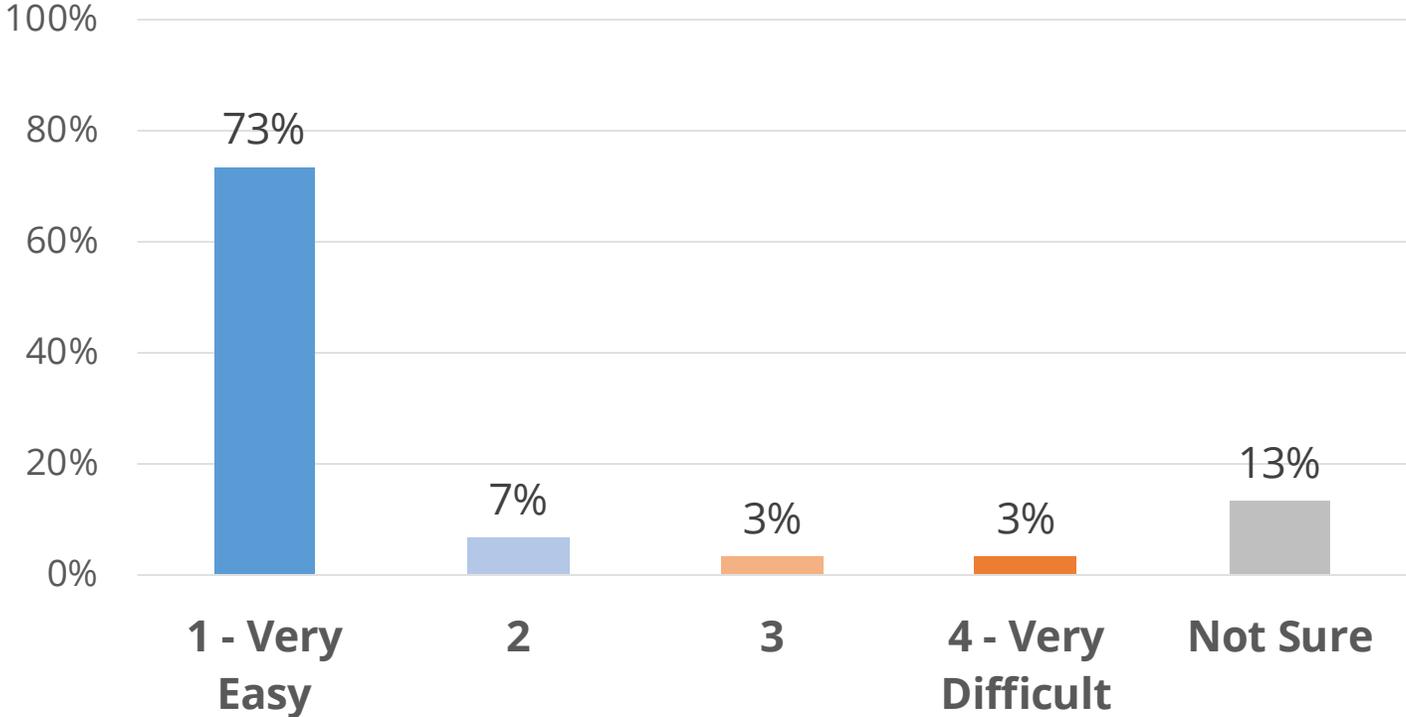


- Respondents who indicated they were previously hesitant were additionally asked “what changed your mind?” and their responses reflect a variety of influential factors. Most commonly cited were:
  - Family/friends (e.g., wanting to visit them, protect them - particularly older adult family, being encouraged by them)
  - More time having passed allowing for increased confidence in vaccine safety
  - Desire to travel
  - Encouraged by employer
  - Doing my part / returning to normal



# Majority of those unvaccinated say it is easy to find out where to get vaccinated

How easy it is to find out where to get a COVID-19 vaccine in Deschutes County?



- A notable share of “not sure” responses suggests many of those unvaccinated may not be spending much time thinking about where to get vaccinated either way.
- Although the sample size is too small for local subgroup analysis, national data indicate that those who are Hispanic/Latino(x), Black, Spanish-speaking, potentially undocumented, or earn a household income of less than \$40,000 are more likely to indicate it is difficult to find out where to get vaccinated.\*

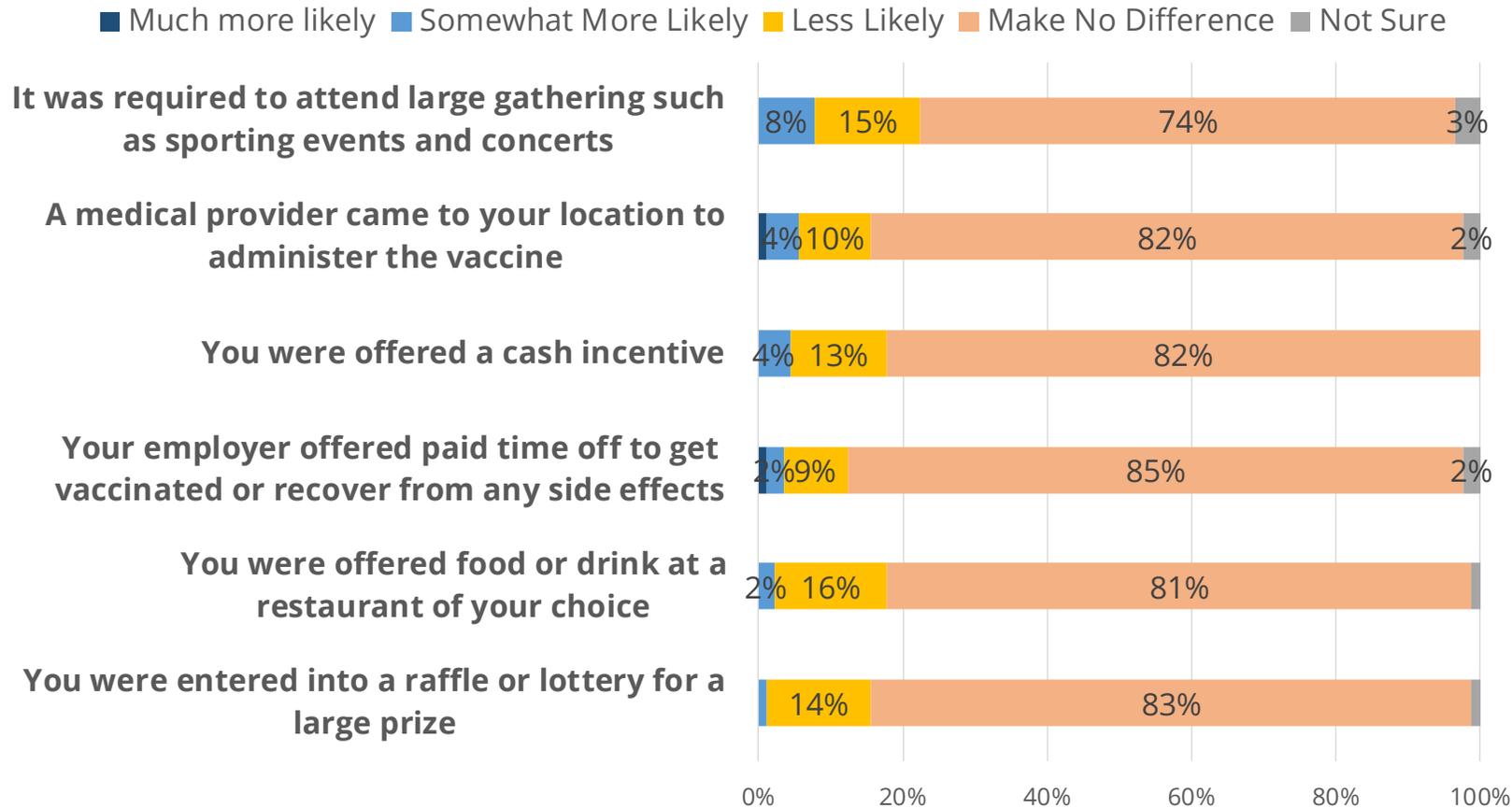
\*KFF COVID-19 Vaccine Monitor (April, 2021)



# Some vaccination incentives more motivating than others

How would each of the following impact your decision regarding vaccination?

Sorted in descending order by % more likely



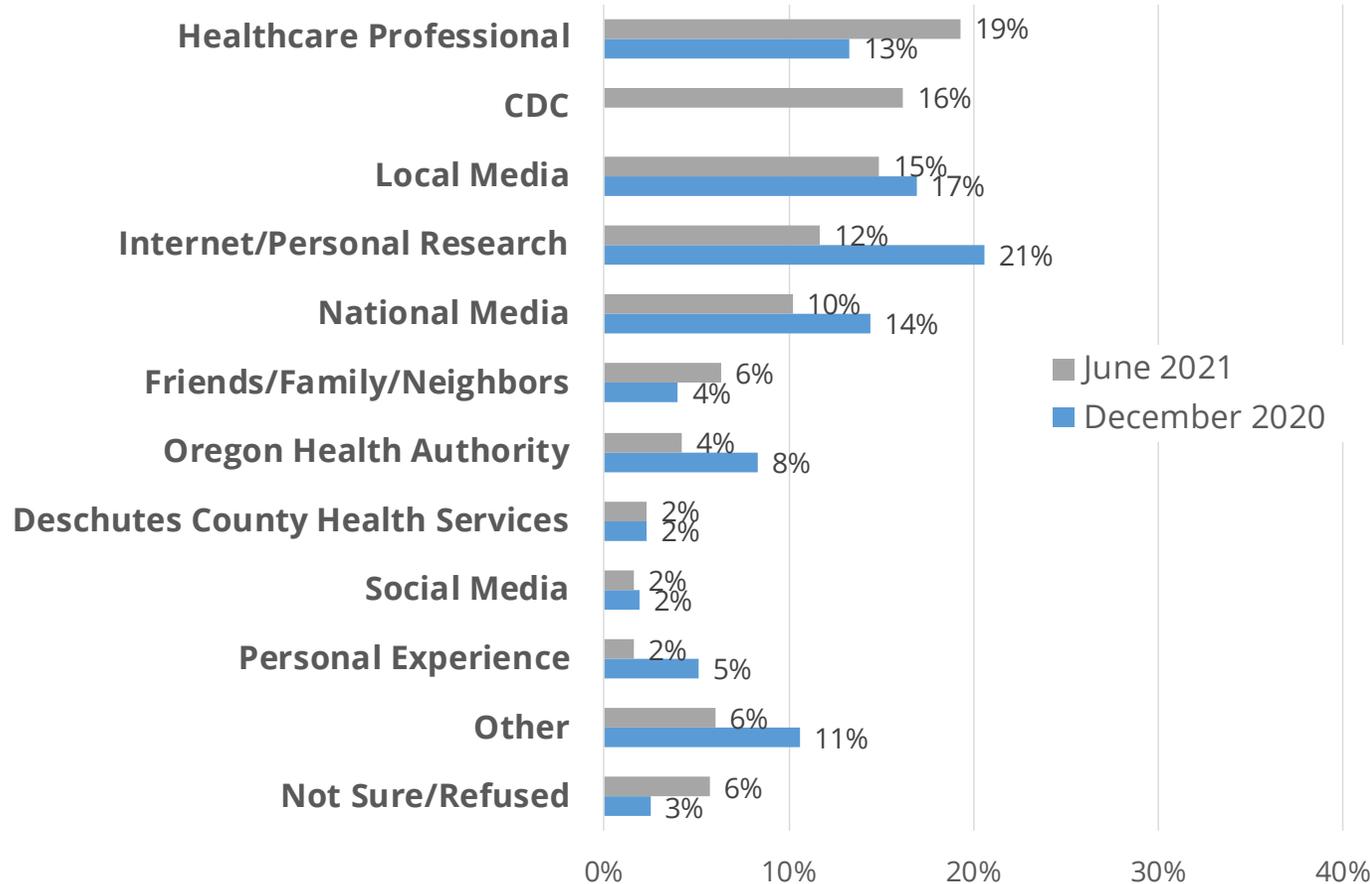
- Vaccinations required at large gatherings is the most motivating of the incentives explored.
- An employer offering paid time off has the smallest backfire effect (respondents being “less likely” to get vaccinated).
- Although the sample size is too small for local subgroup analysis, national data indicate that those who are Hispanic/Latino(x), Black, or earn a household income of less than \$40,000 are more likely to say certain incentives are motivating.\*

\*KFF COVID-19 Vaccine Monitor (May, 2021)



# Healthcare professionals, CDC, and local media most common sources of trusted vaccine information

Where do you receive your main source of trusted information?



- In alignment with national data, healthcare professionals are most trusted when it comes to vaccine information.
- Those who have already been vaccinated were particularly likely to cite healthcare professionals.
- The CDC is more commonly cited as a source for trusted vaccine information than either Oregon Health Authority or Deschutes County Health Services.
- Younger respondents and those with kids are more likely to name the CDC as their main source of trusted information.
- As was the case in December, there is a slight overall preference for local media as compared to national media.



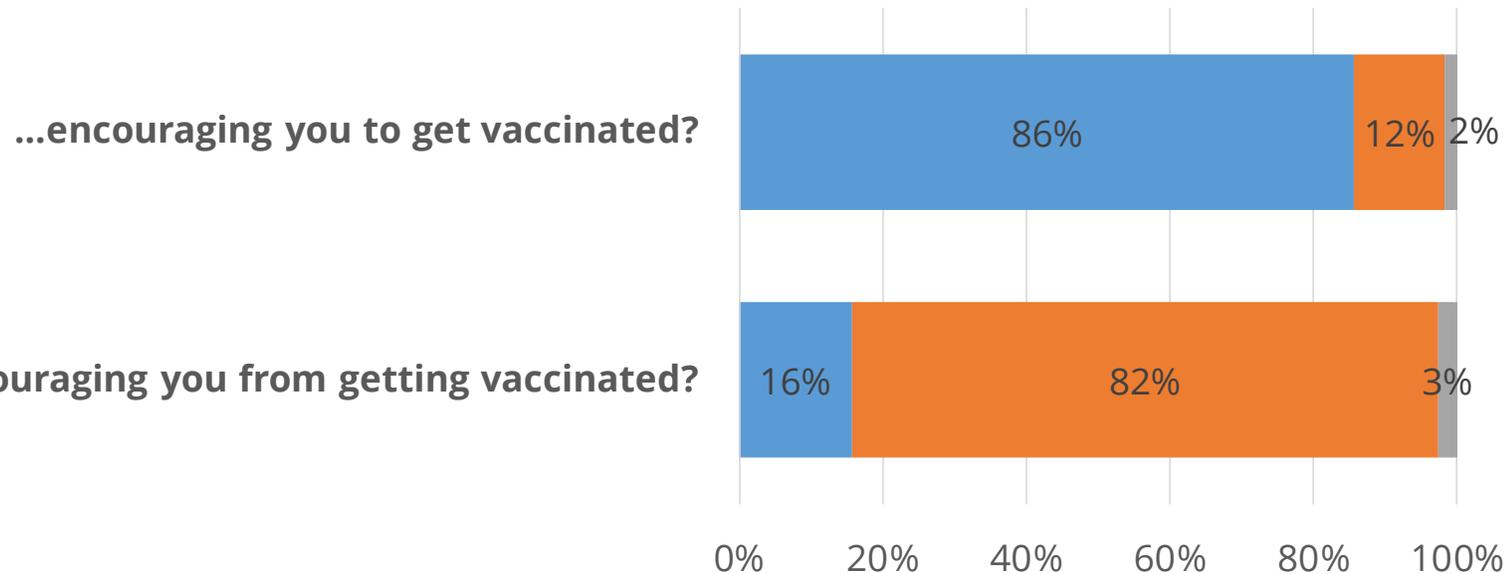
Notes: December survey asked about where you received trusted information regarding preventing the spread of COVID-19, COVID-19 vaccines, and what to do if you have symptoms of COVID-19; June survey only asked about COVID-19 vaccine information. CDC was added as an answer option in June 2021, due to notable share of mentions as an "other" source in December.

Q12: Where do you receive your main source of trusted information regarding COVID-19 vaccines? (asked of all respondents, n=383)

# Exposure to pro-vaccine messaging 5x more common than to anti-vaccine messaging

Have you heard or seen any COVID-19 vaccine commercials on TV, radio, or social media....

■ Yes ■ No ■ Not Sure

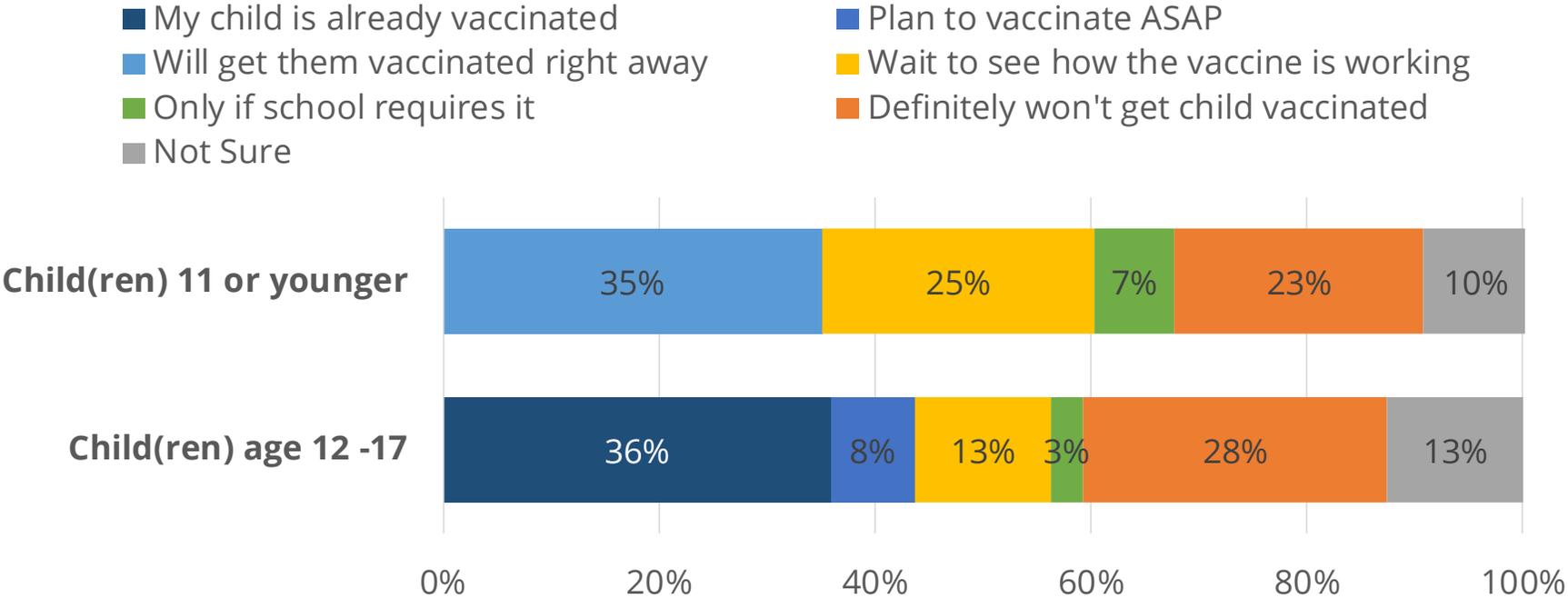


- A vast majority of respondents have had exposure to pro-vaccination messaging. This is particularly the case among those age 60 and older.
- Those under age 45 are more likely to say they have not seen any pro-vaccine messaging.
- Exposure to anti-vaccine messaging is less common overall, although more commonly reported among those who have already been vaccinated, those age 18-29, and Hispanic/Latino(x) respondents.



# Parents' intentions for children's COVID-19 vaccination mostly mirror their own

Which of the following comes closest to your child(ren)'s vaccination status?



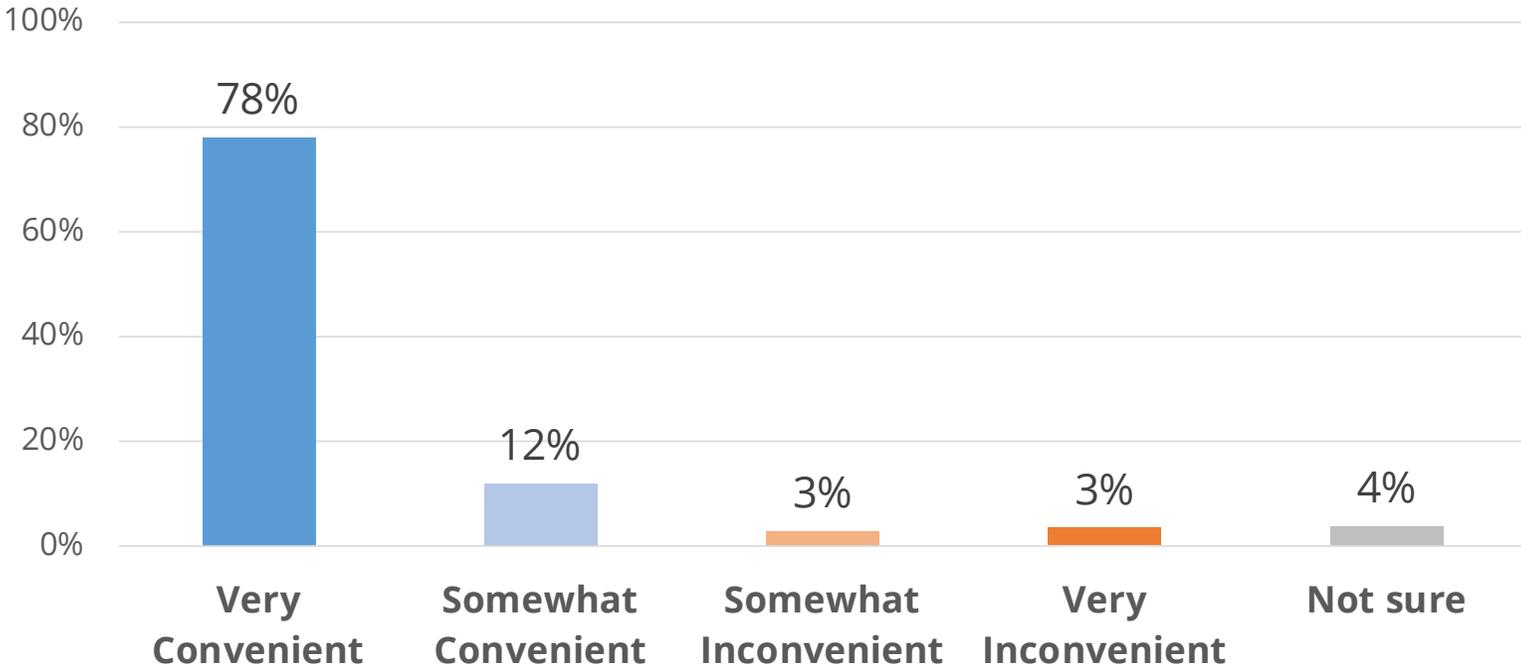
- Respondents already vaccinated are significantly more likely to vaccinate their children.
- Although, the share of those that intend to vaccinate their kids is still smaller than the share that say they are already vaccinated.
- Overall, there is more of a “wait and see” attitude with regard to vaccination for those age 11 or younger.

Note: Percentages recalculated to show answers from only those who have children in each age group (i.e., “do not have child(ren)” responses removed) and didn’t refuse to answer the question. Sample sizes: child(ren) age 12-17, n=64; child(ren) age 11 or younger, n=83.



# 9 in 10 say it is convenient to get vaccinated in Deschutes County

Please tell me how convenient you believe it is to get a COVID-19 vaccine in Deschutes County?



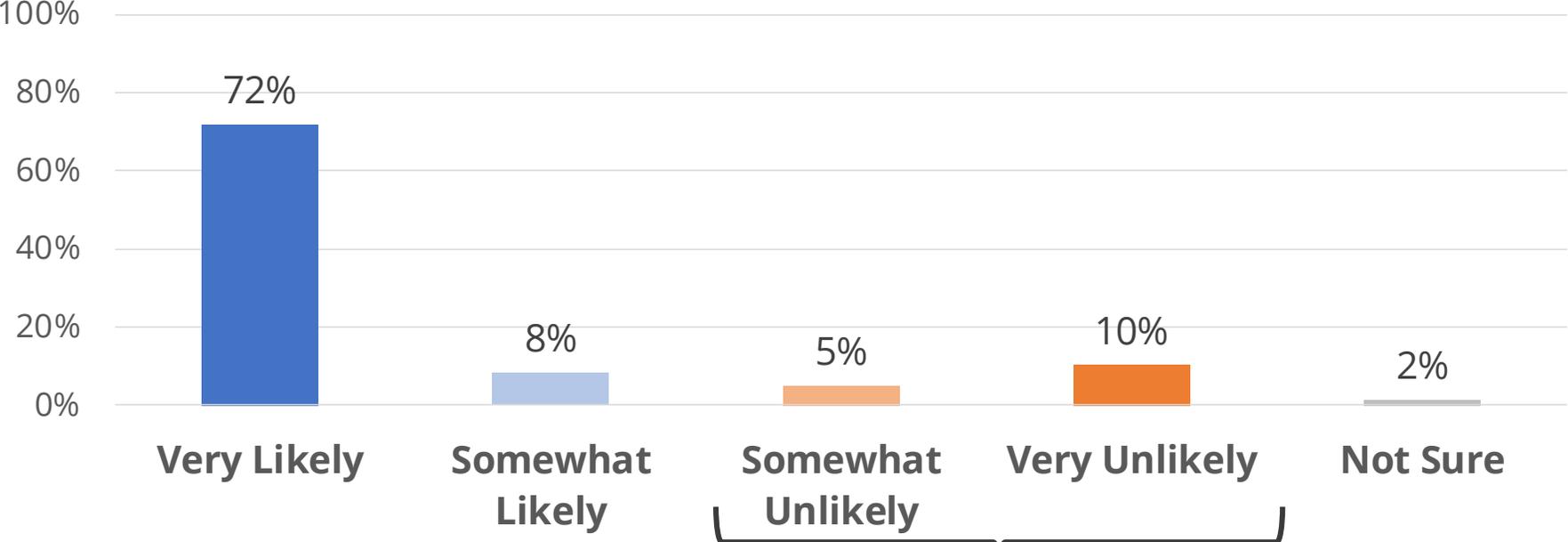
- Some respondents are more likely to say it is convenient to get vaccinated, including those already vaccinated, as well as those who live in Bend and Redmond.
- Some respondents are more likely to report it is inconvenient to get vaccinated, including those age 60 and older and those who live in more rural areas of the County.
- When asked why it is "inconvenient," responses vary; getting the 2<sup>nd</sup> shot, lack of walk in appointments, scheduling at the Fairgrounds, and limited eligibility earlier on were mentioned.



Q17: Please tell me how convenient you believe it is to get a COVID-19 vaccine in Deschutes County? (asked of all respondents and didn't refuse to answer these questions, n=376); Q17B: Why do you believe it is inconvenient to get a vaccine in Deschutes County? (asked of respondents who said it was somewhat or very inconvenient and didn't refuse to answer, n=24)

# 4 in 5 likely to get tested if they have symptoms of COVID-19

If you have symptoms of COVID-19 but are not sure if you have it, how likely are you to get tested for COVID-19?



- 1 in 10 respondents are “very unlikely” to get tested for COVID-19 even if they are exhibiting symptoms.
- Those who are not yet vaccinated and younger adults are more likely to say they are very unlikely to get tested.

Those most common reasons cited for being unlikely to get tested include believing COVID-19 is no more dangerous than the common cold or flu, already vaccinated, would need to quarantine, already had COVID, not trusting the tests, and not being an exposure risk to other people (i.e., “don’t go out much”).



Q18: If you have symptoms of COVID-19, but are not sure if you have it, how likely are you to get tested for COVID-19? (asked of all respondents and didn't refuse to answer this question, n=372); Q18B: Why would you be unlikely to get tested if you have symptoms of COVID-19? (asked of respondents who said they are unlikely to get tested and didn't refuse to answer, n=39).

# Key Takeaways

There is a diminishing share of people still likely to get vaccinated against COVID-19. Results point to the importance of **ongoing evaluation of where and how to deploy limited resources** to support vaccination efforts; **incremental gains in vaccine uptake are expected** at this point of the vaccine rollout.

Both local and national data point to trust and safety concerns continuing to be the biggest barriers to vaccination uptake, and that full FDA approval for vaccines may positively impact vaccination intentions. **Full FDA approval should be heavily publicized and promoted once granted** in order to enhance confidence.

We can expect to see vaccine hesitancy decrease over time as more time and positive testimonials from those already vaccinated help chip away at hesitancy. Open-ended responses continue to reflect the importance of family and friends in the vaccine decision making process (in alignment with research conducted by OSU-Cascades). **Centering messaging around family/friend-related values** may help increase openness to vaccination over time. Additionally, data highlight how **ongoing vaccination conversations with friends and family** are making a difference in increasing vaccine acceptance.



# Key Takeaways

Lack of information about where to get vaccinated does not appear to be a major barrier to uptake, although national data show that some community members are more likely to experience information access barriers. **Focusing communication efforts on minority and low-income community members is recommended** moving forward.

By and large, incentives don't appear to have a large influence on self-reported vaccination intentions. However, national data suggest that minority and low-income community members are more likely to be motivated by incentives. **Offering incentives can be impactful to increase uptake within key groups**; however, large increases in uptake should not be expected as a result of offering incentives.

Both local and national data point to the positive impact of employers offering employees paid time off (PTO) to get vaccinated and to recover from any vaccination related side effects. **Encouraging employers to offer employees PTO, as well as providing employers resources to do so, is recommended.**



# Key Takeaways

Both local and national data highlight that healthcare professionals are the most trusted source of vaccine information. **Equipping healthcare professionals with resources** they need to navigate vaccination conversations with patients is important, especially as vaccine distribution moves increasingly toward traditional healthcare settings.

The CDC is a trusted source, particularly among those with kids and younger adults. Local media is also trusted, particularly among older adults. Continuing to **convey information through local media is recommended**. **Citing the CDC in communications tailored to younger audiences and parents** is also suggested.

Given that they are more likely to have had exposure to anti-vaccine messaging, it's important to continue **encouraging vaccination among those age 18-29 and Hispanic/Latino(x) community members** in order to counteract any potential misinformation exposure. Pro-vaccine messaging is reaching most all community members, although those under age 45 report less exposure to pro-vaccine messaging exposure overall. It's important to **focus communication and outreach on community members under age 45, whom we may not be reaching as consistently**.



# Key Takeaways

Parents' intentions to vaccinate their child(ren) mostly align with parents' own vaccination status, albeit lower overall. In general, there is more of a "wait and see" approach when it comes to vaccinating youth. **Continuing to engage parents with safety information will be helpful** as parents make decisions for their child(ren) over time.

A majority of people think it is convenient to get vaccinated, meaning convenience isn't a major barrier to vaccine uptake overall. Older respondents and those who live in more rural areas were more likely to report that it is inconvenient. **Ongoing vaccine administration within and communication to rural areas of the County is important**, as well as making transportation options and appointment availability widely known.

Likelihood of getting tested for COVID-19 is lower among those who haven't been vaccinated. Results highlight the importance of **continuing to explain why testing is important** if you are exhibiting symptoms of COVID-19.



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# Thank you



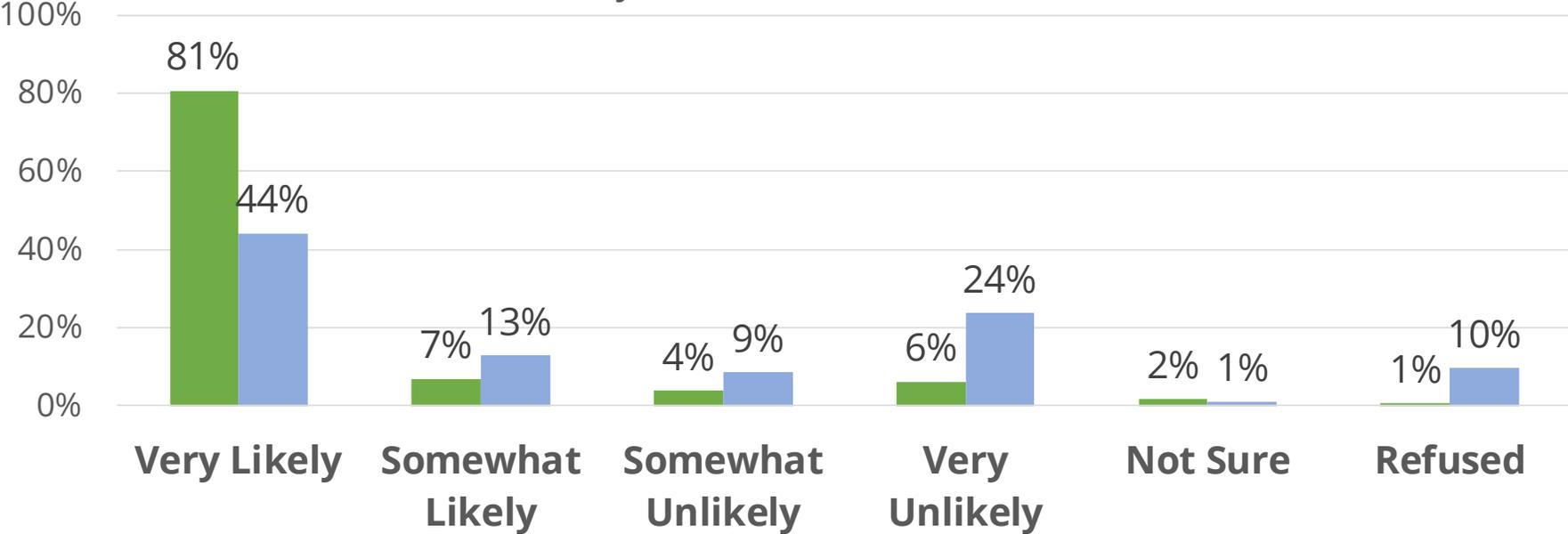
# Appendix

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# Testing intent varies by vaccination status

If you have symptoms of COVID-19 but are not sure if you have it, how likely are you to get tested for COVID-19?

■ Already vaccinated ■ Not vaccinated



- Those who are already vaccinated are nearly twice as likely to say they are very likely to get tested if they have symptoms of COVID-19.
- Those who are not vaccinated are about 4x more likely to say they are very unlikely to get tested.
- Non-vaccinated respondents also had a higher refusal rate for this question, signaling discomfort with providing this information.

