

South Asian Community Member Experiences and Feedback for Improving COVID-19 Vaccine-Related Communication

BC Immunization Forum 2022 Presenter Disclosure

- › Gurvir Dhutt
- › This program has received financial support from the Michael Smith Foundation for Health Research and Genome BC in the form of funding for the COVID-19 Community Response Study.
- › Potential for conflict(s) of interest:
 - › No conflict of interest

Overview of COVID-19 Community Response Study

- › Purpose: To identify the information needs, values, beliefs, and experiences related to COVID-19 vaccination among the South Asian community in the Lower Mainland of BC
- › Goal: To guide future communication efforts for the COVID-19 and other vaccine programs



Image Credit: Sikh Health Foundation

METHODS

- › Qualitative research
- › 41 South Asian community members interviewed between July 24, 2021, and October 29, 2021.
 - › Ages ranged from 18 to 65+ years
 - › ~58% were females
 - › 13 were born in Canada
 - › 27 in Asia
 - › 1 in Europe
- › Most had two doses of a COVID-19 vaccine, none were unvaccinated

Avoid Conflicting Messaging

- › Conflicting messaging impacts trust and confidence people have in public health communications
 - › Avoid delivering conflicting messages
 - › Ensure messaging is consistent across different media platforms and public health groups
- › Having multiple different sources of COVID-19 related information makes it difficult to judge the credibility of these sources
 - › Have one source of information which is shared on different platforms

Address Common Information Needs

- › Information needs included:
 - › The effectiveness, safety, purpose, and science behind the vaccine
 - › The impact of the vaccine on fertility
 - › The impact of the vaccine on pre-existing medical conditions/allergies
 - › The impact of mixing vaccines



All Synthetic or Plant-based products
ਸਾਰੇ ਸਿੰਥੈਟਿਕ ਜਾਂ ਪੌਦਾ-ਅਧਾਰਤ ਉਤਪਾਦ



No Pork or Animal products
ਕੋਈ ਸੂਰ ਜਾਂ ਪਸ਼ੂ ਉਤਪਾਦ ਨਹੀਂ



No Blood or Fetal product
ਕੋਈ ਖੂਨ ਜਾਂ ਗਰੱਭਸਥ ਸ਼ੀਸ਼ੂ ਦਾ ਉਤਪਾਦ ਨਹੀਂ

Tell the Direct Experiences of People from the Community

- › Include people's direct emotions, feelings, stories and experiences with COVID-19 vaccination and infection
- › Personal stories from the community considered more trustworthy
 - › Preferred over scientific data and statistical numbers



Ensure Messaging is Culturally Sensitive

- › Ensure communication is sensitive to the community's beliefs and culture
 - › Consider *WHAT* and *HOW* something is communicated
- › Communicate in culturally appropriate settings (e.g., *places of worship*) with the involvement and support of community leaders (e.g., *religious leaders*)
- › Ensure spokespeople are from the community and/or look like community members

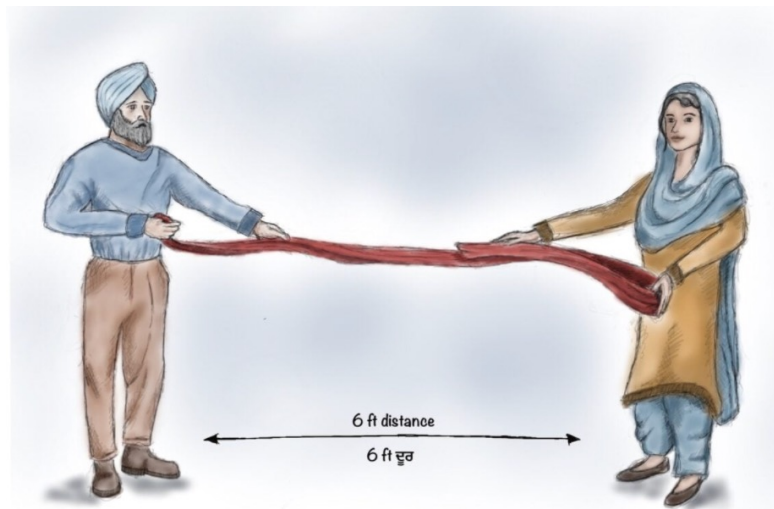


Image Credit: Sikh Health Foundation

Communicate in Other Languages

- › Most common structural barrier in accessing COVID-19 related information was Language
 - › *Communicate more information than just the bare minimum in other languages*
- › Participants valued in-person, direct communication in addition to digital and print mediums
 - › *One participant suggested: using international students from India. They are well equipped with language skills necessary to communicate with the South Asian community*

Communicate in Simple Language

- › Communicate using language that is simple and easy to understand
- › Jargon and scientific language is confusing
 - › *Especially for the immigrant population*



Image Credit: Sikh Health Foundation

Need for Transparency

- › Provide rationale behind Public Health restrictions and guidelines
 - › Outline how they implicate community members *individually* and *within their specific community group*



Image Credit: Sikh Health Foundation

Social Media Feedback

- › *Simple, visually appealing, and easily digestible* social media posts
- › Directly share in social media groups
- › Use dedicated, regulated pages on social media
- › YouTube videos in different languages and cultural contexts

Appropriate Communication Mediums

Communication Mediums	Communication Spokespeople	Communication Venues
<ul style="list-style-type: none">• Popular Punjabi TV channels• Text messages• Physical mail• Email• Radio<ul style="list-style-type: none">• 93.1 REDFM, 1550 AM, 600 AM Sher E Punjab	<ul style="list-style-type: none">• Radio hosts• Cultural celebrities• Well-known community members• Caregivers	<ul style="list-style-type: none">• Places of worship<ul style="list-style-type: none">• E.g., Gurdwaras• South Asian businesses

Preliminary Results Document

> <https://bcchr.ca/vec/research>

> "COVID-19 Research" -> "COVID-19 Community Response Study" -> "View preliminary results"

Thank you!

Email: gurvir.dhutt@bcchr.ubc.ca

Funding for the research was provided by the Michael Smith Foundation for Health
Research and Genome BC.

