



Attitudes Surrounding the COVID-19 Vaccine Among African American Women

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PURPOSE

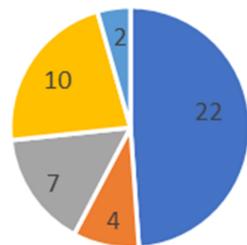
The aim of this study is to acquire an understanding of vaccine hesitancy and fears and mistrust of the medical field among African American women ages 30-65 in the Chattanooga, TN area. As the forefront of the African American community, their viewpoint can shape the opinion of the community as a whole.

This study may help in developing strategies to better educate community residents around medical, ethical and legal issues for vaccine compliance specifically in preparation for the mass distribution of COVID-19 vaccines.

DEMOGRAPHIC

The focus demographic of this study was African American women from the ages of 30-65 who reside in Chattanooga, TN. Participants came from any socio-economical background.

Factors That Persuade African American Women to Recieve the COVID-19 Vaccine



- Safety/Protection
- Pre-Existing Health Issues
- Accessibility
- Convenience (for one time shot)
- Other

METHODS

To solicit participants, three routes were taken:

- 1) "Listening Sessions" conducted via Zoom was advertised on the Hamilton County Commission District 5 Facebook page
- 2) A Google survey was created and advertised on the Hamilton County Commissioners District 5 Facebook page
- 3) In person interviews were conducted at a COVID-19 vaccine event hosted by Brainerd High School in Chattanooga, TN

Responses were recorded and imported onto an Excel spreadsheet for further data interpretation.

OUTCOMES

The outcomes of this study are as followed:

- 1)Forty-five (45) women shared their opinion regarding their feelings towards the COVID-19 vaccine and its effectiveness
- 2) The amount of participants who receive the flu vaccine (33) versus the participants who don't (12), share the same amount of willingness to receive the COVID-19 vaccine
- 3) Only 18% of participants felt well-informed about the vaccine and its effectiveness

STUDENT LESSONS LEARNED

Lessons learned from this study include:

- 1) In order to reach a target goal, it's important to consider and prepare for alternative methods or routes to reach said goal
- 2) Letting voices who have historically been ignored be heard solicits a sense of importance and visibility from said individuals

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