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COVID-19 Vaccine Community Survey Review - Round 2

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Background

- A seven-county region in South Central Kansas partnered with the University of Kansas School of Medicine–Wichita to develop and administer an online COVID-19 vaccine survey.
 - Results in this presentation are only for Sedgwick County but other counties had similar results.
- The main goal of the survey was to identify the characteristics of those not vaccinated, determine what might motivate them to get the vaccine and explore where they might consider taking their kids to get vaccinated.

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Background

- The survey was administered over two distinct periods:
 - Period 1: Nov. 16, 2020 - Dec. 16, 2020
 - Period 2: April 29, 2021 - May 21, 2021
- The following presentation will focus on Survey Period 2.
- It was available in English, Spanish and Vietnamese.

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Respondent Demographics

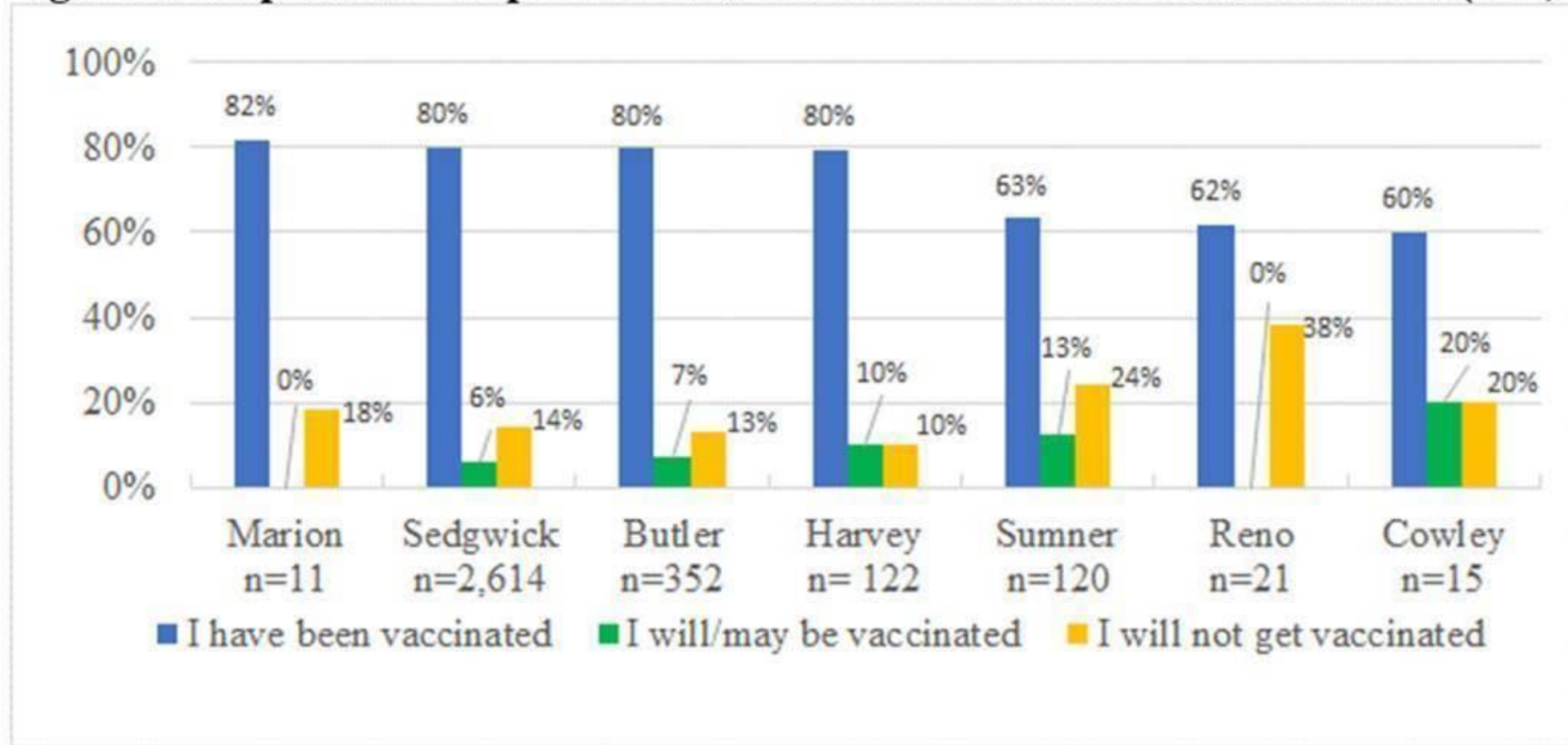
- The survey was completed by 0.51 percent of Sedgwick County's total population aged 18 and older.
- Most (77%) identified as female.
- Respondents reported being
 - 50 years or older (43%)
 - 35 to 49 years (36%)
 - 25 to 34 years (17%)
- Most (94%) reported being non-Hispanic and white/
Caucasian.

Respondent Demographics

- More than two-thirds (73%) reported being a college graduate.
- Most (90%) reported their annual income was more than \$22,631 before taxes.
- Top professions of 17 listed:
 - Education (41%)
 - Health care and social assistance industries (13%)
 - Retired (9%)

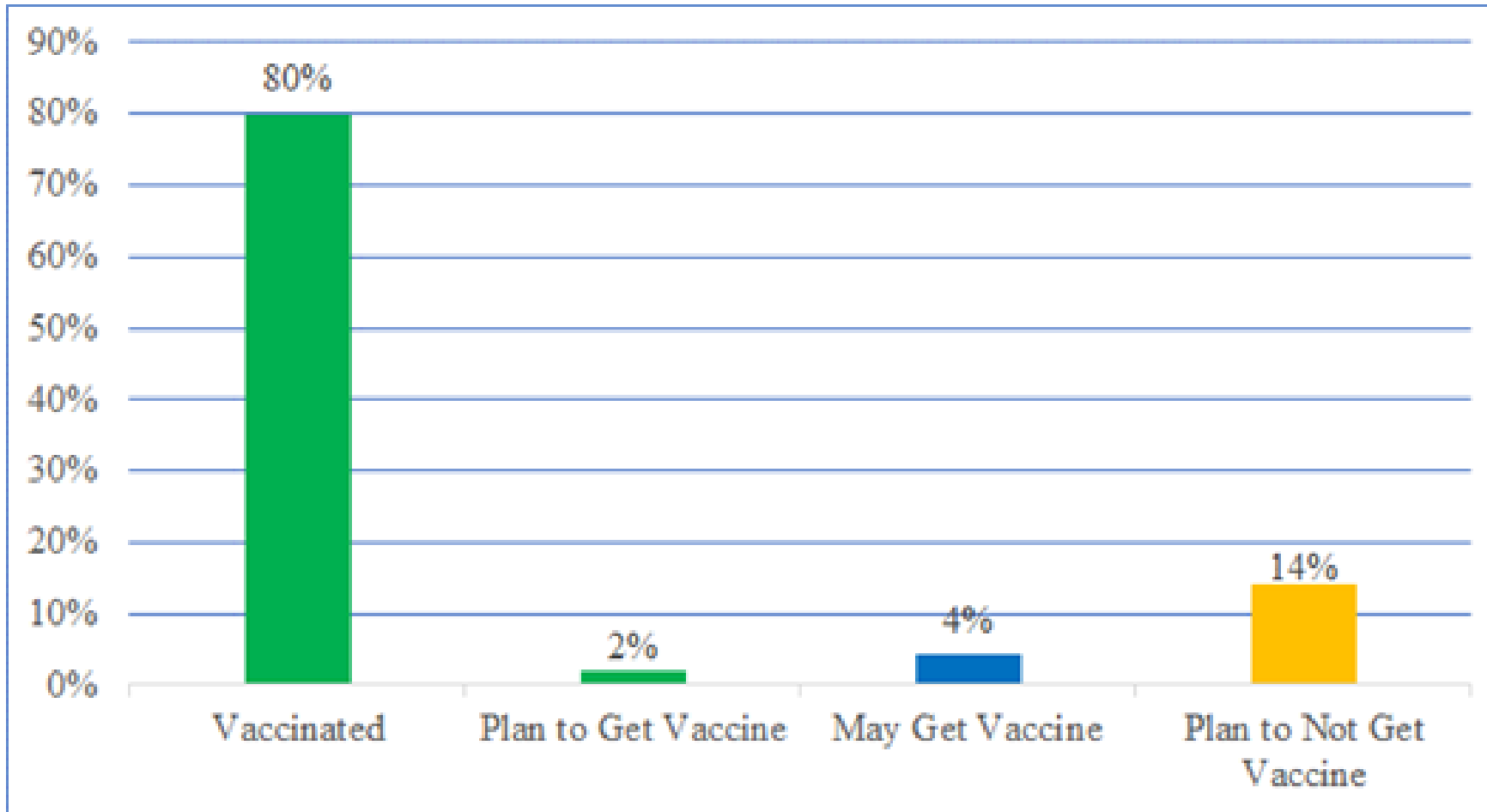
Seven-County Region in South Central Kansas

Figure 1: Respondents' Reported Plans to Vaccinate across all SCMR Counties (n=3,333)



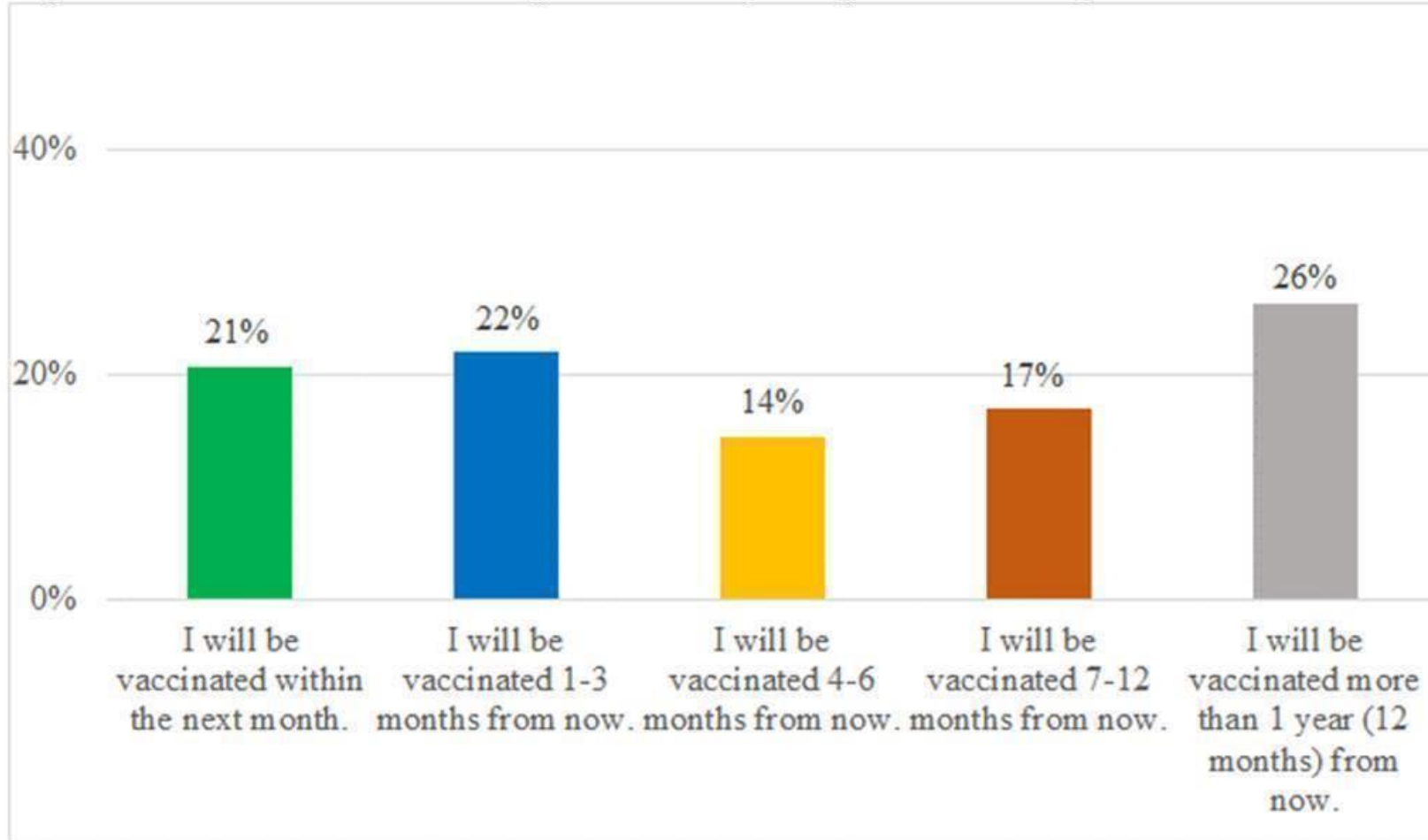
COVID-19 Vaccine Intentions

- Of the 2,614 Sedgwick County residents who accessed the survey in May 2021, 80% had already received the COVID-19 vaccine.



Proposed Vaccination Timeline

Figure 5: Non-Vaccinated Sedgwick County Respondents' Proposed Vaccination Timeline (n=160)



What Helps Residents To Get COVID-19 Vaccine

- All respondents were asked to indicate what would make them more likely to get a COVID-19 vaccine:
 - 41% (n= 1,082) – “no appointment necessary”; walk-in
 - 41% (n= 1,078) - “vaccine availability at their workplace”
 - 38% (n= 998) - “knowing where to go”

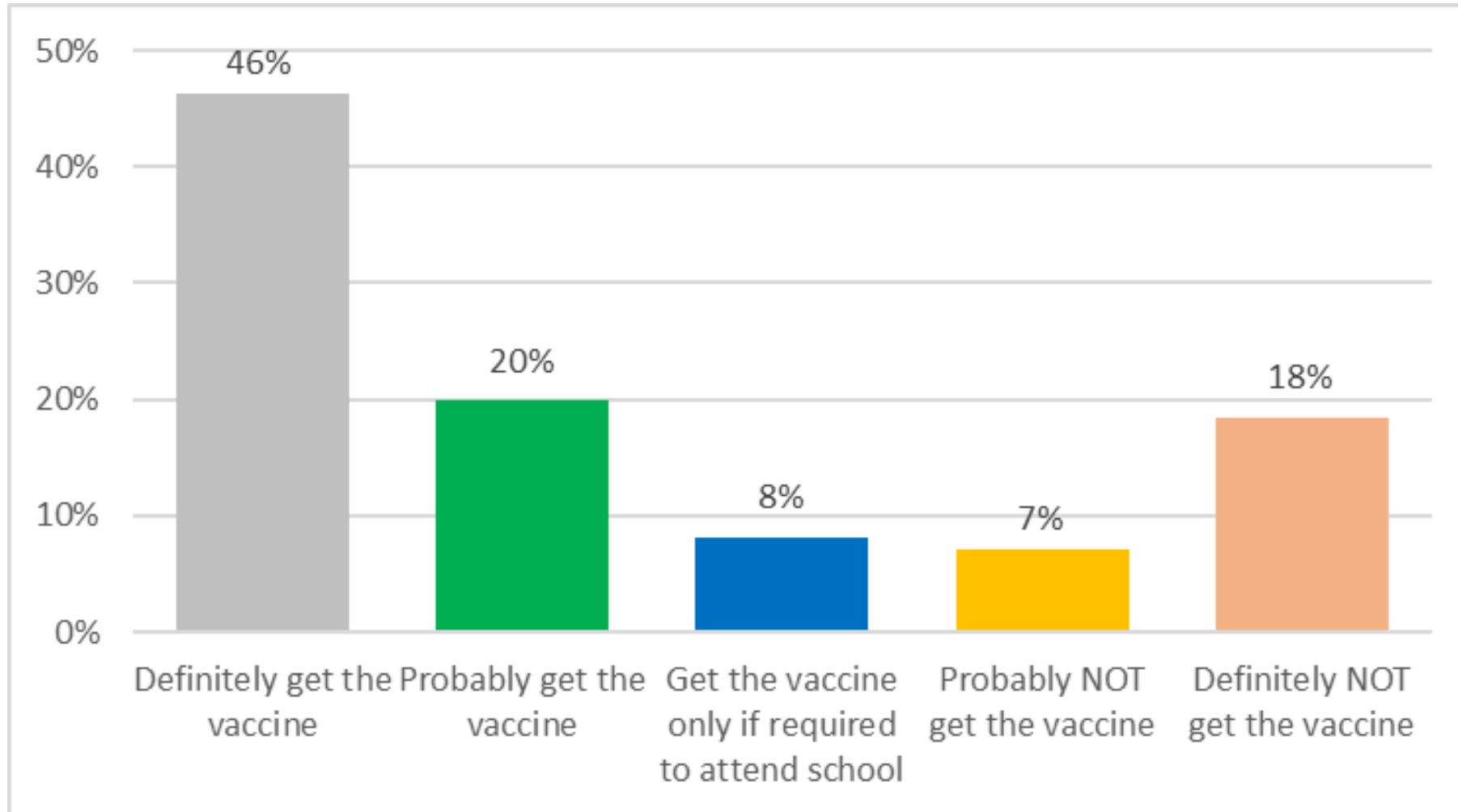
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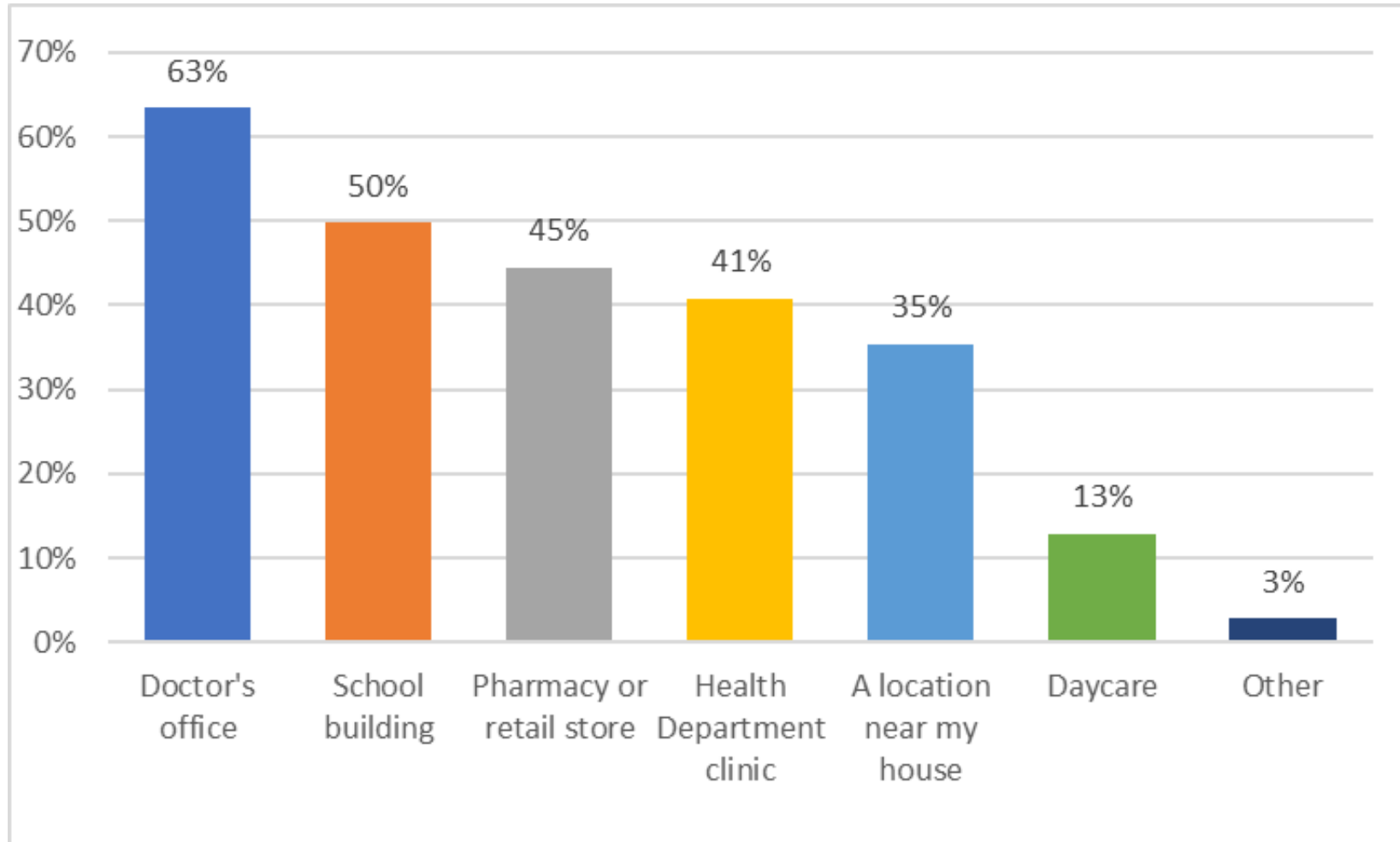
Children (<16 years of age) Vaccination Decisions

- Of the 1,590 Sedgwick County residents who reported having children younger than 16 years, only 25% would probably not, or definitely not, vaccinate them.



Children (<16 years of age) Vaccination Decisions

- The most suitable sites for child vaccination, as selected by parent-respondents, were the doctor's office (63%), the school building (50%), and the pharmacy (45%).



Trusted Sources

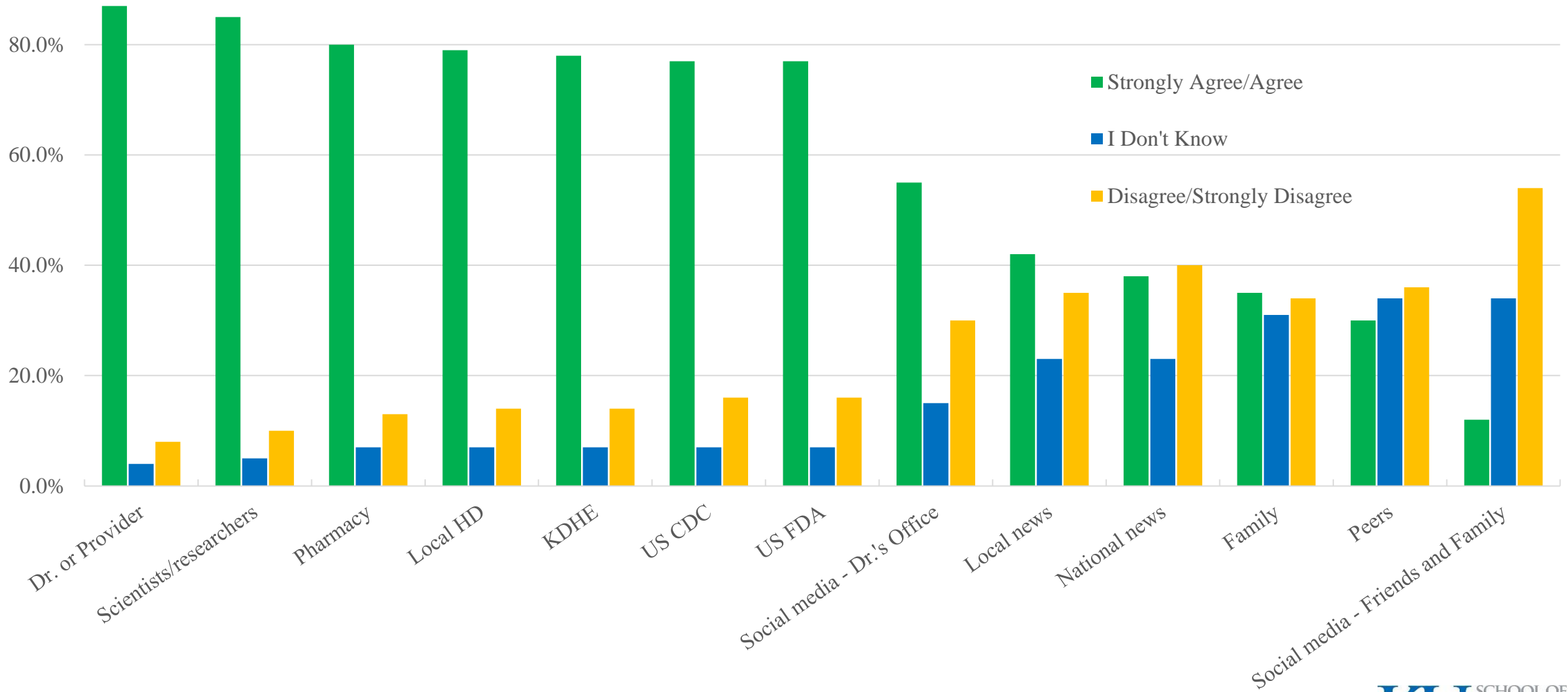
- Residents reported that the following resources were considered the most trusted sources of information about the COVID-19 vaccine.
 - doctors/medical providers (87%)
 - researchers (85%)
 - pharmacies (80%)
 - local health departments (79%)

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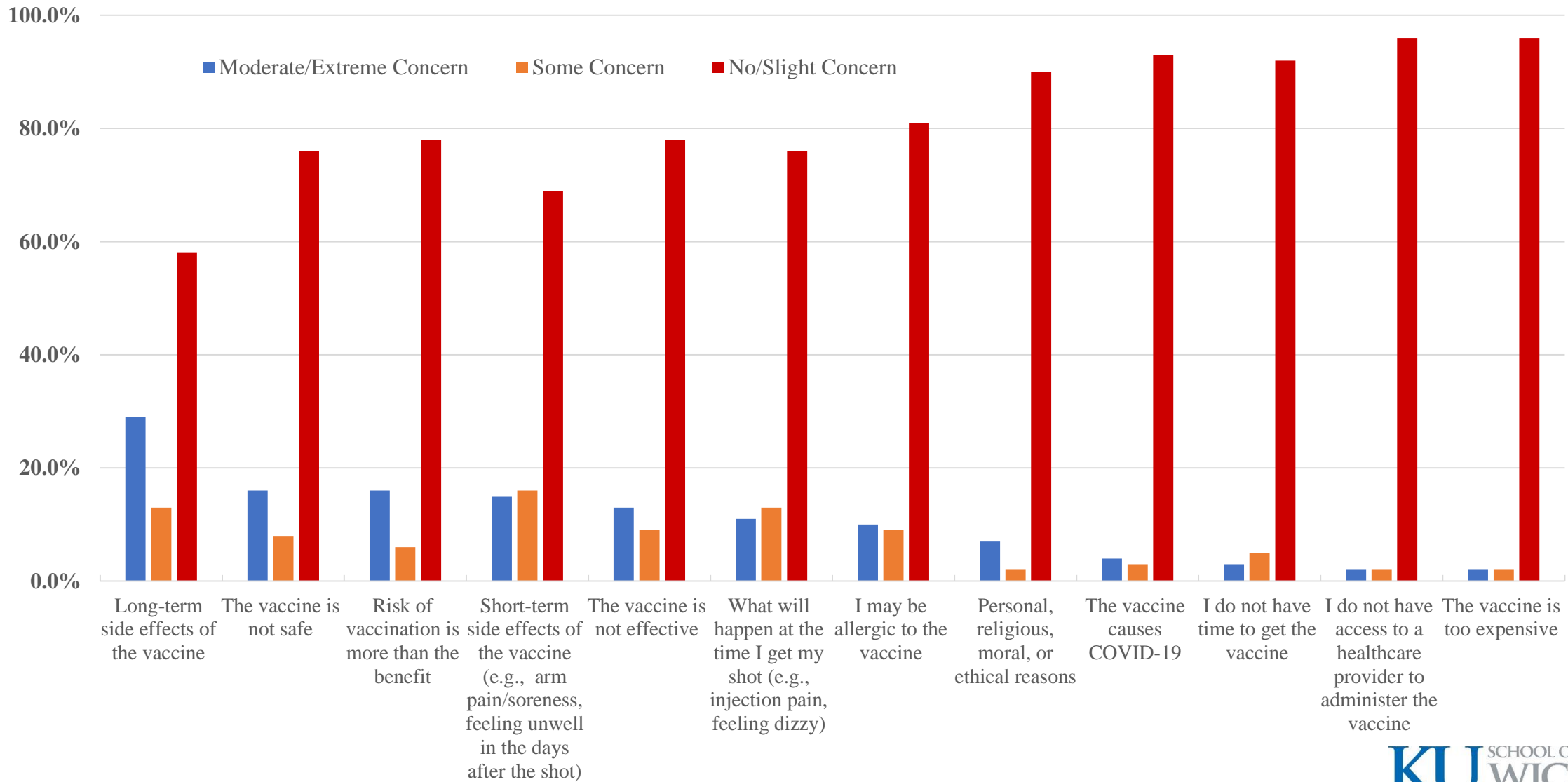
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Trusted Sources



Vaccine Concerns



Top Themes for Not Wanting To Be Vaccinated

- Do not trust the vaccine
- Do not need the vaccine; COVID-19 is “not that bad”
- Can not have vaccine due to medical conditions

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Next Steps

- The data will help Sedgwick County to:
 - evaluate the effect of local vaccine response.
 - place materials where residents are more likely to access the information.
 - create messages about the vaccine to reduce misinformation and build vaccine confidence.
- The results will be posted to the county's COVID-19 vaccine page.

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Action Taken

- The data have already been used to help Sedgwick County to adjust their activities.

Result

They know that many people are wanting to be vaccinated.



Action Taken

Planning more mobile clinics

They know that medical providers are trusted sources and that parents want to take kids to doctor for vaccines.



Informing the medical community

They know that some residents do not know where to go to get a vaccine.



Sending mailers, developing door hangers, using mobile clinics for outreach.

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QUESTIONS?

