

COVID-19 Booster Vaccine Acceptance in Ethnic Minority Individuals in the United Kingdom: A mixed-methods study using Protection Motivation Theory

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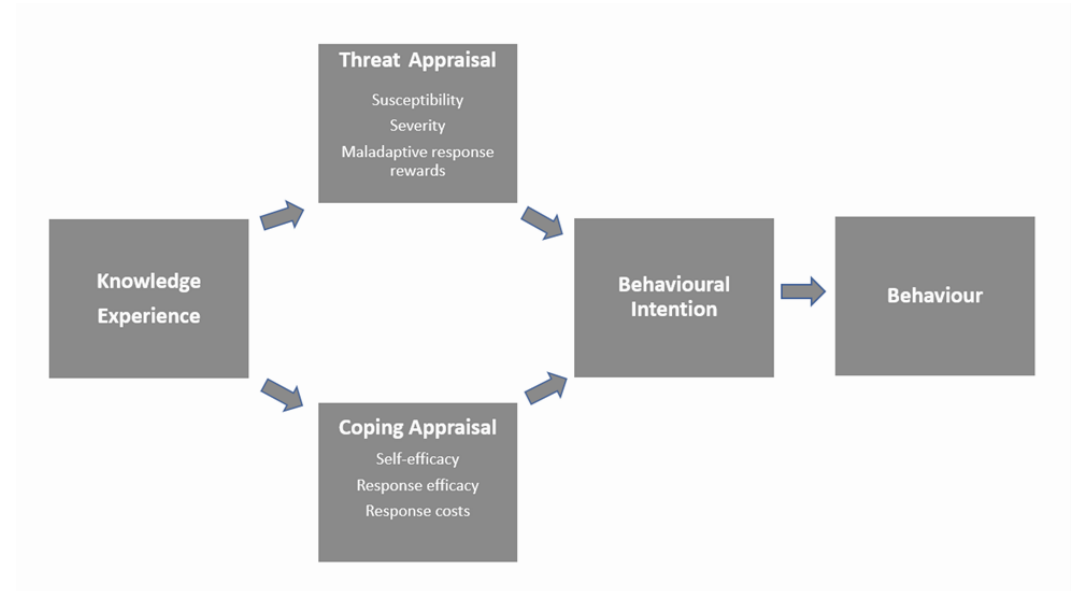


Introduction

- Global COVID-19 vaccination efforts are ongoing
- Vaccine hesitancy and scepticism are still common, particularly among minority ethnic individuals
- Mistrust of government/medical mistrust prevalent
- Mixed messages and limited research contribute to confusion

Protection Motivation Theory and Vaccine Acceptance

- Protection Motivation Theory (PMT) explains motivation to respond to health threats
- PMT considers perceived susceptibility, severity, maladaptive response rewards, self-efficacy, response efficacy, and response costs
- Applied to COVID-19 vaccination intention



Conspiracy Beliefs, Social Media Use, and Demographic Factors

- Conspiracy beliefs linked to lower adherence to guidelines
- Understanding conspiracy beliefs' impact on COVID-19 vaccine intention is vital
- Social media perpetuates misinformation and affects vaccine hesitancy
- Age, gender, education, and religiosity influence vaccine acceptance
- Limited knowledge about psychological and demographic factors in COVID-19 vaccination intention in ethnic minorities

Aims

- Investigate COVID-19 booster vaccination intention among ethnic minorities in Middlesbrough
- Examine PMT, COVID-19 conspiracy beliefs, social media use, and demographic factors in relation to vaccination intention
- Provide recommendations to inform interventions and campaigns, based on findings

Method

- Mixed-methods approach: online surveys and semi-structured interviews.
- - 64 survey participants (33 females, 31 males); $m_{\text{age}} = 31.06$ ($SD = 8.36$)
- - 16 semi-structured interviews (11 females, 5 males) conducted in North East England
- Quantitative measures: PMT constructs, conspiracy beliefs, social media use, demographics
- Qualitative measures: in-depth semi-structured interviews

Analysis

- Multiple linear regression to identify predictors of COVID-19 booster vaccination intention
- Inductive thematic analysis (Braun & Clarke, 2006) to elicit in-depth information on barriers to COVID-19 booster vaccination among minority ethnic individuals

Key Descriptive Statistics

- 92.2% had received at least one dose of COVID-19 vaccine
- Only 42.2% had received the booster vaccine
- 31.6% had previously received flu vaccination, 55.3% likely to get it next time it was offered
- 86.7% had received their childhood immunisations
- Most trusted sources for information on COVID-19: GPs (63.6%), scientists (20%)

Multiple Regression Results

- Self-efficacy and conspiracy beliefs contributed significantly to the regression model, with 48% of the variance in COVID-19 booster vaccination intention being accounted for
- Thus, the more that participants believed that they could get vaccinated and that this was within their own control, the higher their intention to get the booster vaccination
- Conversely, the higher their conspiracy beliefs, the lower their intention to get the booster vaccination

Qualitative Findings

| Theme | Subthemes |
|--|--|
| 1. Perceived vulnerability to COVID-19 and side-effects of the vaccine | |
| 1. Negative experiences with the COVID-19 vaccine | |
| 1. Negative views related to COVID-19 vaccination | <ul style="list-style-type: none"> a. The COVID-19 booster vaccine as inconvenient or unnecessary a. Lack of confidence in the COVID-19 vaccine due to its 'hasty' development a. Lack of trust due to historic events involving medical experimentation on ethnic minorities |
| 1. The influence of social media on COVID-19 vaccination intention | |
| 1. Strategies to increase confidence in the COVID-19 vaccine | <ul style="list-style-type: none"> a. Enlisting community leaders a. Education |

Influence of Social Media on Vaccination Intention

- Mixed views on social media's usefulness when it comes to vaccination intention
- Participants sceptical about vaccine information on social media
- Suggestions to trust official social media accounts, e.g. NHS

Recommendations

- 1. Engage community leaders to address concerns and debunk COVID-19 vaccination myths
- 2. Ensure convenient access to vaccination and remove practical barriers
- 3. Provide practical support for coping with vaccine side effects (e.g. single parents, individuals living alone)
- 4. Build trust by presenting research supporting safety and effectiveness of the vaccine, with the involvement of ethnic minority individuals

Conclusion

- Perceived susceptibility to COVID-19 and conspiracy beliefs contribute to COVID-19 booster vaccine hesitancy in ethnic minority individuals in the UK
- Barriers to vaccination include time constraints, lack of support, and mistrust due to historical events
- Involving community leaders in addressing people's concerns, misassumptions, and lack of confidence in COVID-19 vaccination may help increase vaccine uptake

Key References

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■ **QUESTIONS**



■ **Thanks for listening!**

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