

HOW TO IMPROVE VACCINATION EQUITY



WHAT CAUSES COVID-19 VACCINATION INEQUITY?

? *Are your vaccination rates **lower** for Black and Hispanic residents?*
Probably "yes"... but **why?**

? *Is it because they **don't want** the vaccine as much as white residents?*
No! According to our survey data (and others) there is very little difference in hesitancy rates. About **65% to 70%+** of Whites, Blacks, and Hispanics **want the vaccine ASAP.**

? *So why do we see significant **differences** in vaccination rates?*
Our data suggests that **awareness** gaps, challenges in making **appointments**, and inconvenient vaccination **locations** have had disparate impacts.

4 QUICK TIPS TO IMPROVE VACCINATION EQUITY

1. Remind people it's **"FREE!"**

About 15% to 20% of people don't know that the vaccine is free. Even higher for younger and poorer.

3. Make appointments **easier!**

Make sure it takes less than 5 seconds to spot your "make appointment" button on your website page(s).

2. Remind people it's **safe!**

Of those who aren't vaccinated yet, uncertainty about safety is their top concern.

4. More convenient **locations!**

Make vaccines available where people already go. Or, bring it to them!