

THE VACCINE VARIABLES:

Exploring attitudes towards Vaccine uptake amongst young Londoners

NHS

CURBSIGHTS

CAMPAIGN OBJECTIVES

NHS X CURBSIGHTS

- ✓ Understand barriers and motivations to vaccine uptake
- ✓ Understand what the NHS can do to encourage vaccine uptake
- ✓ Interrogate previous findings

METHODOLOGY



DIGITAL WORKSHOPS

We spoke to people who were hesitant about the vaccine or explicitly did not want to take it



WALKALONGS

We spoke to people who had a change of heart towards the vaccine

METHODOLOGY

Our respondents were recruited to meet the following criteria:

**Hesitancy
towards the
vaccine**

18-24

**Based in
London**

**Black
Caribbean**

**Black
African**

**Eastern
European**

METHODOLOGY

HERE ARE THE YOUNG PEOPLE WE SPOKE TO...

Laurel
23
Jamaican,
Trinidadian

Michael
23
Irish,
Jamaican

Mariola
20
Polish

Destiny
24
Jamaican,
Cuban

Dawid
21
Polish

Sandra
24
Nigerian

Elijona
20
Albanian

Radosveta
18
Bulgarian

Chloe
24
Nigerian

Christina
22
Jamaican,
Venetian,
Nigerian

Ruth
20
Nigerian

Amur
19
Ugandan

Marcus
18
Jamaican,
Panamanian

Osasu
19
Nigerian

Denait
22
Eritrean

Alwyn
19
Ugandan

Ra'Shaan
21
St Lucia,
St Kitts & Nevis

Dennis
21
Turkish

Aaliyah
24
Mauritian,
Jamaican

Oluwatobi
24
Nigerian

Walkalongs

KEY FINDINGS

YOUNG PEOPLE...

Don't see why they need to take the vaccine



Want to return to normality



Need to be spoken to directly & personally



Have been swayed by talking to medical professionals



BARRIERS

WHAT ARE THE BARRIERS TO VACCINE UPTAKE?

Assumptions

- Suspicion due to history of medical & institutional racism
- Lack of trust in the process of developing the vaccine
- Concerns around side-effects
- Not understanding why young, healthy people need to take it

WE FOUND YOUNG PEOPLE DON'T SEE WHY THEY SHOULD TAKE IT

As young people, who have been told throughout the pandemic that they are not at risk of Covid-19, they don't see why they should gamble their good health by putting something new and "unknown" into their body. Alongside this uncertainty, there are growing misconceptions about this vaccine and about vaccines in general. These misconceptions are driven by distrust in mainstream media and the government, two entities that marginalise both young people and ethnic minorities. Young people associate the vaccine with the government, resulting in an inability to discern who's 'got their back.'



BARRIERS

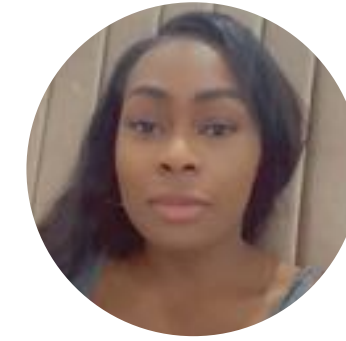
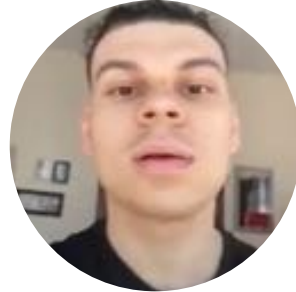
“Talking to you now is the first time anybody has spoken to me about the vaccine on a serious level. I feel abandoned, it’s life though I guess, but nobody is reaching out to me about anything. Society isn’t set up for me or my friends, so we don’t get the chance to have the conversations or get spoken to about these topics, it’s the kids at university who get spoken to about this stuff.”

Dawid

BARRIERS

“I understand why my mum got it, but for someone like me, it doesn’t really apply to me because I don’t have any health issues. And I’ve already had Covid, so what use does it have to me?”

MICHAEL



CHLOE

“The government has done nothing to establish trust with ethnic minorities. I remember on BBC news a French scientist suggested testing the vaccine on people in Africa first and nobody said anything. Its just had a negative connotation from the start.”

BARRIERS

CURE SIGHTS



MOTIVATIONS

WHAT ARE THE **MOTIVATIONS** FOR YOUNG PEOPLE TO TAKE THE VACCINE?

Assumptions

- Protecting family
- Getting "back to normal"
- Going on holiday

WE FOUND YOUNG PEOPLE WANT TO RETURN TO NORMALITY

This was also the only motivation that all of our respondents mutually shared. Other than that, many of the motivators were distinctly personal, ranging from the desire to see hard evidence of vaccine efficacy to seeing a proactively anti-racist government engage minority groups on a human level. Some young people we spoke to feel that there are enough ways to protect themselves & those around them other than taking the vaccine. For the majority, getting vaccinated represents 'the last resort'.



MOTIVATIONS

WHAT DOES 'NORMALITY' LOOK LIKE TO YOUNG PEOPLE?



No face masks



Sharing drinks



Travel



Football games

NORMALITY



Attending university

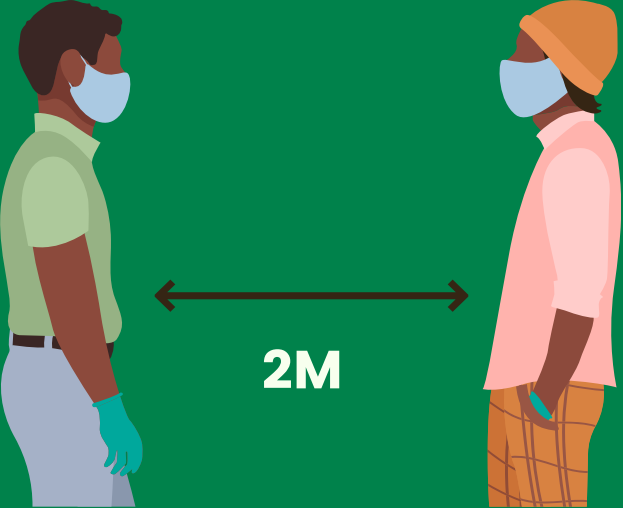


Certainty



Clubbing

No social distancing rules



MOTIVATIONS

**"I want to be able to go clubbing,
I want to be able to eat out properly,
I want to be able to use cash. I'm
definitely not going to get it, but if I had
to get it to go clubbing, I would get it
immediately.**

Christina

MOTIVATIONS

“I do care about my community a lot and one of my values is to protect my family and my sister, but where I stand right now I don't think I'll be taking it. Some things just aren't adding up.”

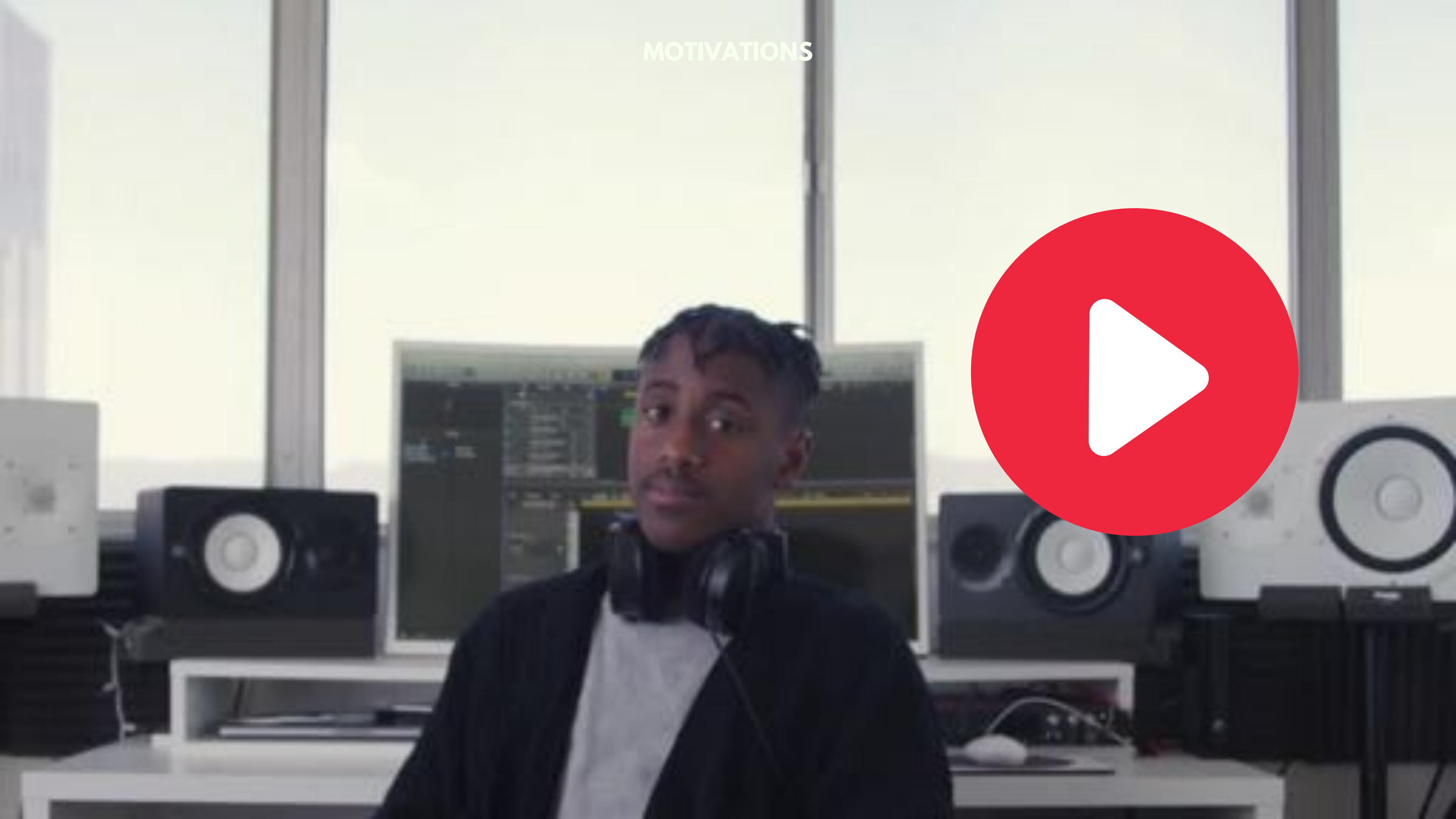
MARCUS



DESTINY

“My main motivation is just to live and for those around me to live. In both senses: I just want to live my life again and also too many people have already died prematurely.”

MOTIVATIONS



MIND CHANGERS

WHAT MADE YOUNG PEOPLE CHANGE THEIR MIND?

Assumptions

- Factual information from healthcare professionals or scientists
- Balancing the risk of vaccine against Covid-19

WE FOUND YOUNG PEOPLE HAVE BEEN SWAYED BY TALKING TO MEDICAL PROFESSIONALS

The young people we spoke to who have changed their minds, referenced personally talking with medical professionals who they trusted (friends, family, GPs, and especially those with a personal connection or similarities in ethnic background), as one of the key factors in their decision.

However, young people have a shared mentality that they cannot trust one singular piece of information. Therefore, even for those people who changed their minds, there was not a specific moment or piece of information, but a long-term collection of experiences, conversations and research.



MINDCHANGERS



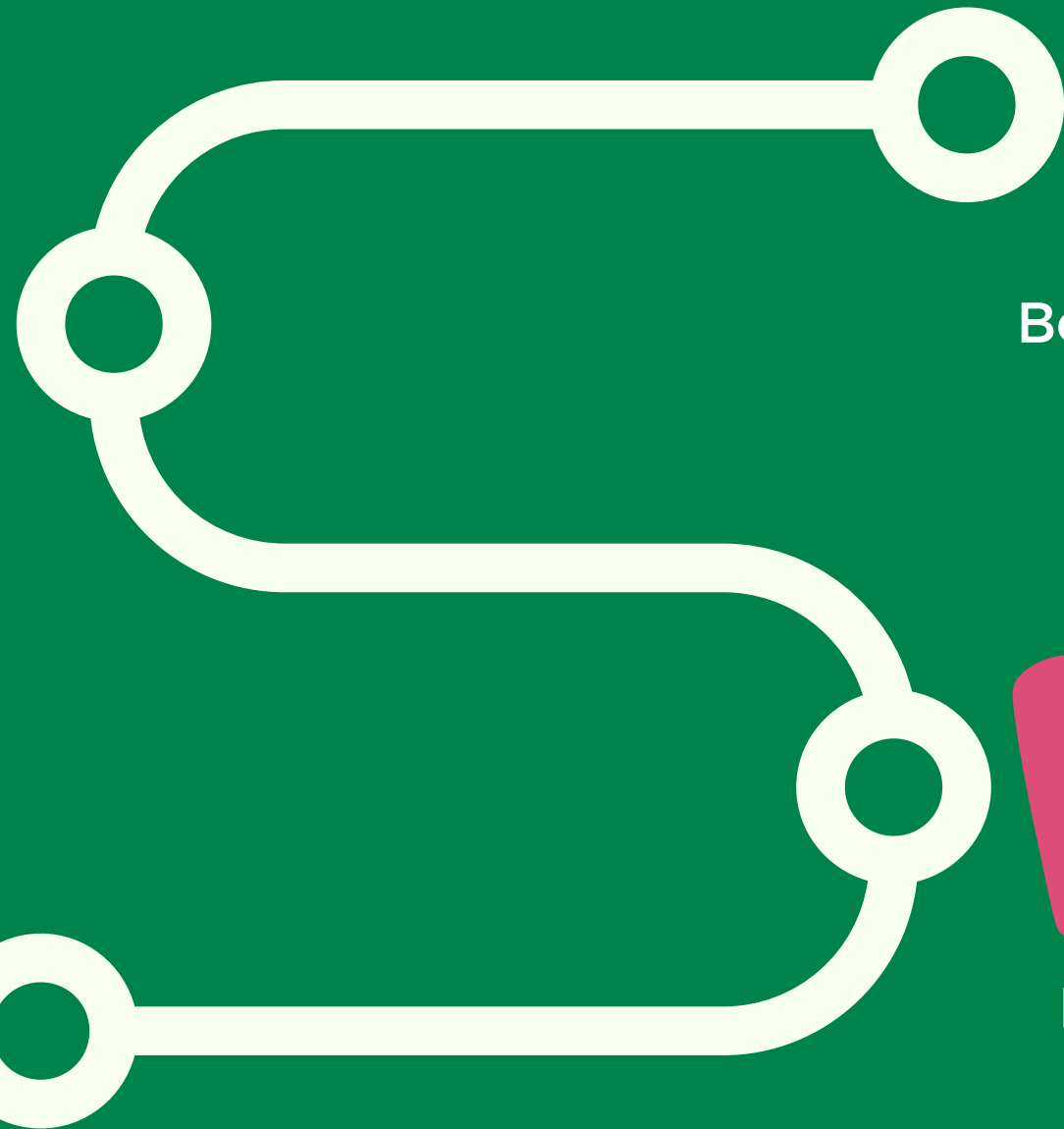
Booked or taken
the vaccine

TIME & INTUITION

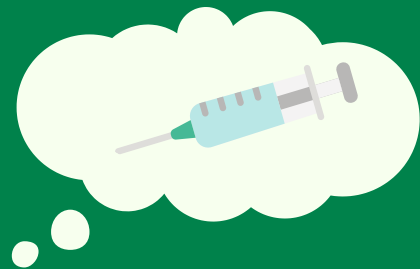
were at play at each step of
a mind changers journey



Research



Conversations
with professionals

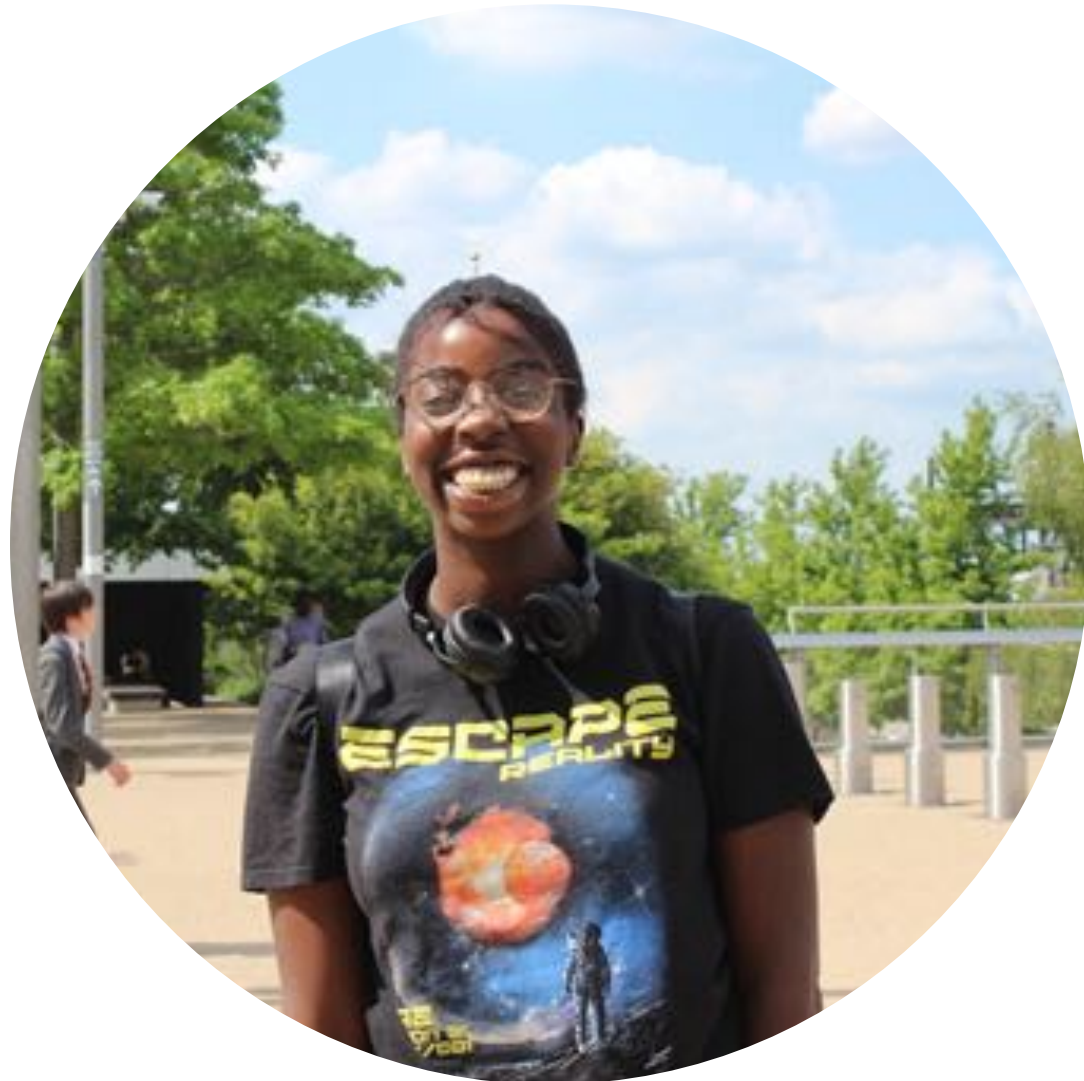


Hesitant towards
the vaccine



MINDCHANGERS

"I spoke to my mum, who is a nurse, and my cousin's friend who took part in the development trials, who has a science major. I'm lucky to be able to have access to people like that. A lot of my friends don't have that, so they have to find out everything online and then there's a lot of mistrust and conspiracy theories"



"It was a slow transition. I became less sceptical over time. I was just like, let me think about the positive impacts rather than the negative impacts, because with any vaccine there will be side effects or things that could happen. Everyone reacts to things differently."

MINDCHANGERS



WHAT WERE THE SIMILARITIES BETWEEN PEOPLE WHO CHANGED THEIR MINDS?

- 1. Having family members who were hospitalised because of Covid**
- 2. Not trying to convince others to take the vaccine**
- 3. Worried about contracting Covid-19**
- 4. Relation to underlying health conditions**
- 5. Extensive knowledge about the vaccine informed by own research**



Most importantly, they shared many of the same ideas or had heard many of the same stories that the more hesitant young people have. The difference was, they had the benefit of being able to ask their questions directly to healthcare professionals/scientists.

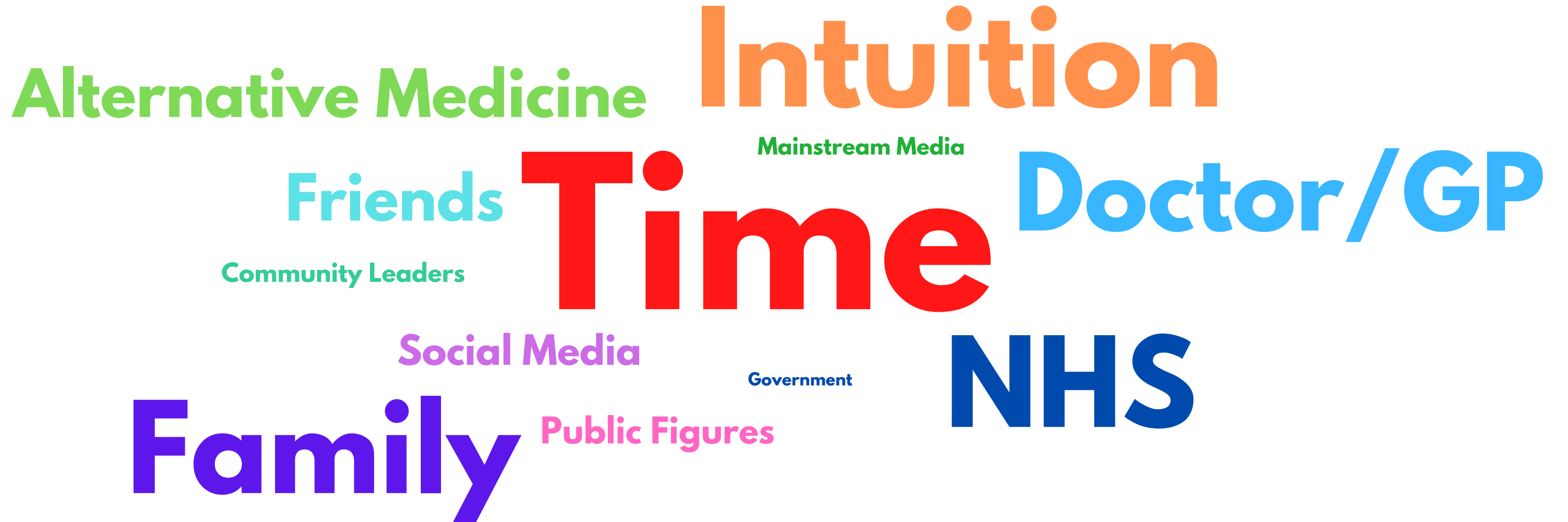
SO, WHAT WILL BUILD YOUNG PEOPLE'S CONFIDENCE IN THE VACCINE?

Young people need to be spoken to **directly** and **personally**. They feel as though there has been a significant lack of consensus in the information given from key sources (government, mainstream media, NHS) throughout the pandemic. Furthermore, none of that information has addressed their concerns as young people specifically.



CONFIDENCE DRIVERS

WHAT DO YOUNG PEOPLE TRUST?



*When questioned, young people don't want to admit that they **fully** trust one particular source.

CONFIDENCE DRIVERS



"They've saved my friends' lives"

"Associated with the Government"

"Overall it's still kind of a business, so it's not 100% trustworthy. But the individual GPs are"

"Still have an agenda"

"I feel bad for them"

"I would trust a private conversation with a doctor over the NHS website"

"Underdogs"

"I love the NHS"

"I like the branding"

"I would listen to the NHS more than the Government"

CONFIDENCE DRIVERS

WHAT INFORMATION DO THEY WANT TO HEAR?

- What is in the vaccine?
- Statistics that demonstrate **why** they should take it.
- Chances of developing side effects versus the chances of serious Covid-19 symptoms.
- Timeline of the vaccine's production and development.
- The pros and cons of taking the vaccine.
- As much information about the fertility side-effects as possible.

AND HOW?

Young people want to have direct communication with medical professionals or scientist who does not have an obvious agenda.

This can include: their trusted GP, medical professionals in their family, the scientists involved in creating the vaccine itself, or even doctors on TikTok.



OTHER CONSIDERATIONS: CULTURAL DIFFERENCES

**WE ASKED,
WHERE IN LONDON
ARE YOU FROM
AND HOW DO
PEOPLE AROUND
YOU TALK ABOUT
THE VACCINE?**

"There's a lot of professional middle-class white people here so obviously they want to take it. I'm not so keen."

Chloe, Barnet

"I'm the only black person in my office and also the only one not taking the vaccine. I don't understand why my colleagues were so trusting of it."

Sandra, Canary Wharf

"Older people are all getting it but the younger people want to wait it out"

Laurel, Willesden

"The older people in my community are very suspicious and warn us not to trust it"

Destiny, Dalston

"It's about gentrification. The new people who've moved here are happy to get the vaccine. The people who have been here for years are more sceptical. It makes me a bit of both, to be honest. I'm in the middle."

Marcus, Hackney

"The vaccine is a sticky situation, some of my colleagues don't talk to each other anymore."

Ruth, Catford

OTHER CONSIDERATIONS: CULTURAL DIFFERENCES



"We Polish people don't believe in that stuff. Just take your vitamins, boost your immunity, you know? I don't see how it's necessary."
Dawid, Poland

"Jamaican's are very set in their ways. Very distrusting & anti-government. The government are struggling to vaccinate people. Maybe subconsciously it influences me."
Marcus, Jamaica

"My mum is a nurse but she's Eritrean first. That's why she was still sceptical of the vaccine at the start."
Denait, Eritrea

"Because I'm from Nigeria, whatever is going on there still matters a lot to me. I go out of my way to know what's happening there and it definitely impacts how I make decisions living here"
Chloe, Nigeria

"There's a lot of political suffering in Uganda, with the elections, the rigging, the brutality. It has spiked hyper awareness and anti government ideas. Many East African's even think the President is being paid to endorse the vaccine"
Amar, Uganda

**WE ASKED,
WHAT IS YOUR
ETHNIC
BACKGROUND?**

OTHER CONSIDERATIONS: CULTURAL DIFFERENCES

College/ University



Alternative medicine

Church



WHERE ARE THE CULTURAL SPACES AND WHO IS ALLOWED/TRUSTED WITHIN THEM?



Barbershops



Whatsapp "Aunties"



Football teams/sports clubs



Mosque

NO STRONG LINK

Between education level & desire to take the vaccine

42%

HAVE ENTERED/ARE ENTERING HIGHER EDUCATION

7%

OF TOTAL APPLICANTS TO RESEARCH (WHO ARE HESITANT) HAVE MASTERS DEGREES



MUCH STRONGER LINK

Between economic disadvantage & institutional distrust

63%

HOUSEHOLD INCOME LESS THAN £50,000

26%

LESS THAN £25,000 HOUSEHOLD INCOME

SUMMARY OF ACTIONS

INSIGHT

ACTION

Young people don't see why they need to get the vaccine

Make clear what the goal of the vaccine is. Outline the risks of Covid-19 compared to those of the vaccine

Young people have misconceptions around vaccines in general

Explain how vaccines work as a whole and what the processes are for testing their safety. Explain why most side effects are actually a good sign

Young people feel marginalised by mainstream media & the government at large

Where possible, directly and personally communicate through individuals within the NHS instead of a collective body

Young people are motivated to take the vaccine by the idea of returning to normality

Explain the science behind variants

SUMMARY OF ACTIONS

INSIGHT

ACTION

Most of all, young people trust time and their own intuition

Play into their trusted sources by providing information like pros and cons lists or a timeline of the vaccine production

Young people have been swayed through talking with medical professionals

Provide opportunities for medical professionals to talk with young, hesitant people (Q&A's, Zoom calls, IG live sessions, Clubhouse chats)

Young people need to be spoken to directly and personally

Communicate through trusted community or cultural spaces, through groundwork or through social media

Young people trust alternative medicine

Explain the importance of boosting immune systems naturally, alongside taking the vaccine

WHAT'S NEXT?

YOUTH WEBSITE

**We recommend creating a
online platform for young
people to access information
and advice about the Covid
vaccine that is specific to
their concerns**

**Online
Comms**



WHAT'S NEXT

ATTITUDES TOWARDS NHS ONLINE



nhswebsite England

2d 2 likes Reply

View replies (1)

the.blonde.spirit Anyone with half a brain can see whats going on is genocide

1d 2 likes Reply

Hide replies

asadsheeraz @the.blonde.spirit we are just puppets to them

1d 1 like Reply

indiaalicee Young adults don't need to be vaccines or saved against covid.. they are young and healthy enough..

2d 7 likes Reply

natelshaw87 No thank you

the_beardsmore No thank you

ahealingsoul_ Id rather get stabbed with a used heroin needle that's been passed around by 38 people than to ever take this vaccine.

6d 18 likes Reply

venusgurl Over 900k adverse reactions reported to the UK gov's yellow card MHRA scheme. & Vaers data shows this killed more ppl in the past 6 months than all v@ccines combined in 20 years.

4h 2 likes Reply

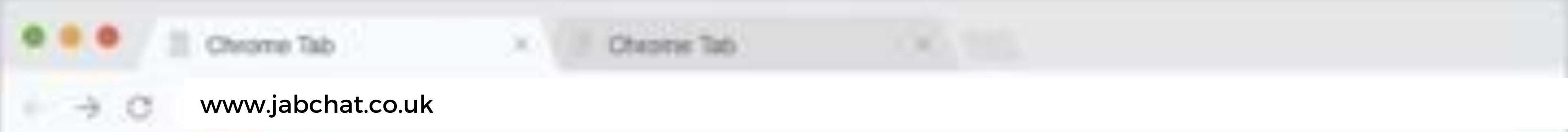
Hide replies

eldenegordon @venusgurl and only 10% are actually reported

3h 1 like Reply

venusgurl @eldenegordon exactly! Ty

3h 1 like Reply



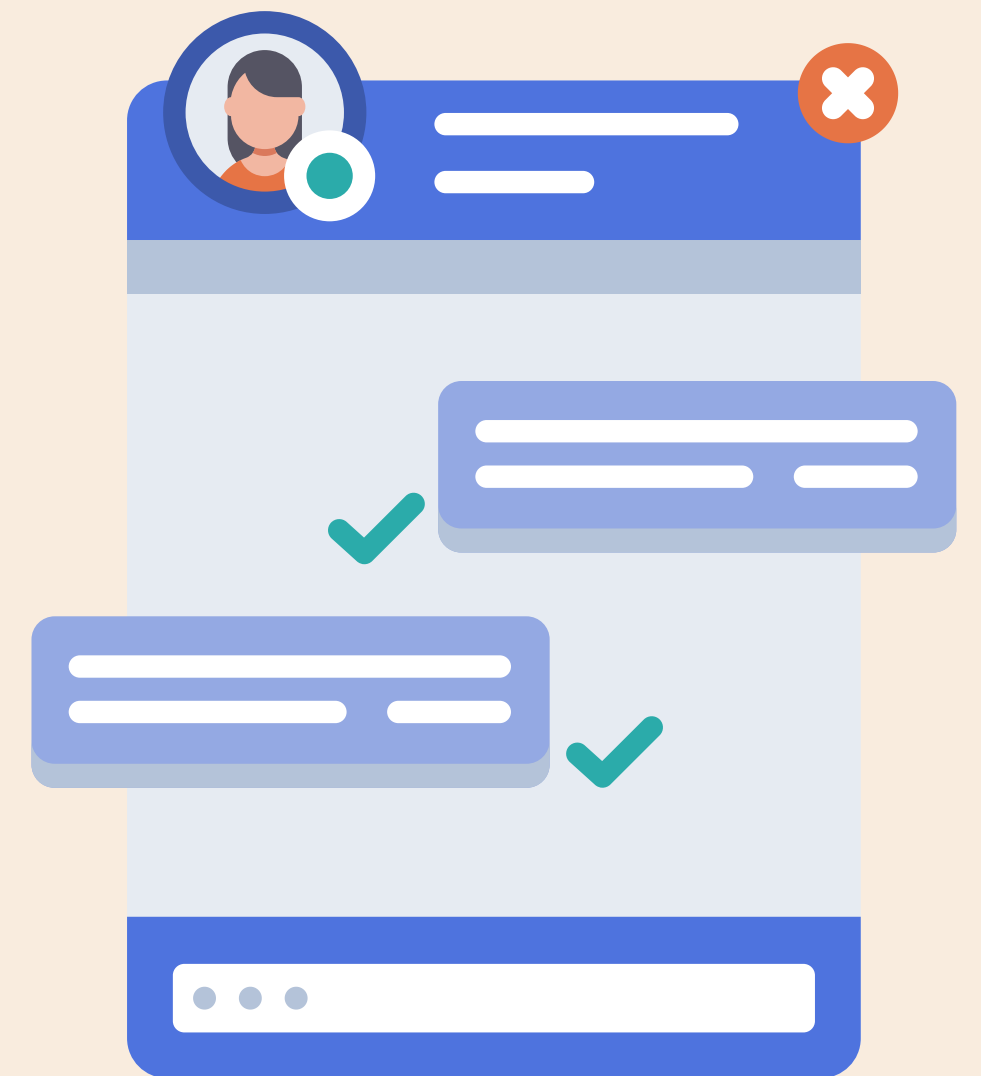
JAB CHAT

HAVE YOU GOT A
QUESTION ABOUT
THE COVID
VACCINE?

[CLICK HERE](#)



ASK JABS



WHAT'S NEXT?

GROUNDWORK

A 'You Can Do It' booklet distributed in the places and space young people reside which will address the concerns (ie. personal medical history, efficacy etc) young people have about the vaccine:

- **Led by youth ambassadors**
- **QR code to direct people to online content for more information**



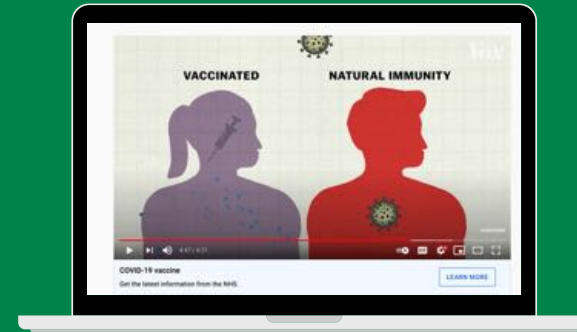
**Offline
Comms**

WHAT'S NEXT?

Content



ANIMATED CONTENT



Animated video content to explain the vaccine, from efficacy, development and distribution, which can be hosted on youth focused website.

SOCIAL MEDIA ADVERT



"I've got a text" is the Love Island phrase young people know well. We found the text to book the vaccine from the NHS and GP practices was powerful in encouraging young people to think about making a decision on whether to take the vaccine, so why not recreate it, in an entertaining, compelling advertisement form directed at guiding young people towards vaccine booking.

**THE VACCINE VARIABLES: EXPLORING ATTITUDES TOWARDS VACCINE
UPTAKE AMONGST YOUNG LONDONERS.
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