2020 NFID National Survey: US Black Adults

Perspectives on COVID-19 and Flu Vaccines

Intent to get COVID-19 and flu vaccines among Black adults

55% of US Black adults are worried about either themselves or someone in their family getting COVID-19, but only 49% plan to get vaccinated once eligible.

49% plan to get a COVID-19 vaccine
54% have received or plan to get a flu vaccine

Younger Black adults and Black women are most reluctant to get vaccinated against COVID-19:

53% of Black adults age 18-24 are vaccinated
33% of Black women (all ages) do not plan to get vaccinated
41% of Black adults age 55 and older do not plan to get vaccinated

Intent to get a flu vaccine among Black adults

54% have received or plan to get a flu vaccine
35% do not plan to get a flu vaccine
11% are unsure

Among Black adults who are unsure or do not plan to get vaccinated against flu, top reasons include these MISCONCEPTIONS:

- Flu vaccines weaken your immune system
- 49%
- Flu vaccines cause the flu
- 42%
- Flu vaccines are only for older people
- 29%
- Flu vaccines make you sick
- 27%

www.nfid.org/flu
2021 NFID Survey: US Black Adults (18-49 years)

Top Reason To Get Vaccinated:
- Protect themselves and/or their families

Reasons for Hesitancy:
- Concerns about side effects
- Never get sick with flu
- Vaccine efficacy

Have you received or do you plan to get a flu vaccine?
Percent of African American adults age 18-49

<table>
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<tr>
<th>Year</th>
<th>Already received</th>
<th>Plan to</th>
<th>No</th>
<th>Not sure</th>
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<tbody>
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<td>2021</td>
<td>37</td>
<td>21</td>
<td>42</td>
<td></td>
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<td>25</td>
<td>16</td>
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Question: Have you received or do you plan to get a flu vaccine during the 2021-2022 flu season? You can say if you are not sure.

Source: NFID/NORC Poll conducted December 17, 2021-January 5, 2022 with 1,003 African-Americans nationwide.

www.nfid.org/infectious-diseases/infectious-disease-surveys
In March-April 2022, NFID conducted consultations with partners with deep connections to US Black audiences, to share survey results, obtain feedback, and discuss collaboration.

“We know that we win when we take care of ourselves and continue to follow risk mitigation behaviors.”

“Prevention is becoming a part of the everyday lifestyle.”
Empowering Trusted Messengers

- Leveraging survey results, developed communications to raise awareness of the importance of disease prevention and treatment, and to increase vaccination rates among US Black adults
- Tested concepts in collaboration with partner organizations (cultural authenticity)

KEY MESSAGES

There are important factors specific to Black adults that have led to disparities in health outcomes and may influence decision-making about getting vaccinated against flu. The following key messages can help support enhanced communication about flu with the Black community:

- **Role of Self & Protection**
  You cannot be there for others if you do not show up for yourself first. Getting an annual flu vaccine not only protects you, but also your family members, especially if they have a chronic health condition that places them at higher risk.
  Getting an annual flu vaccine allows you to #ShowUp4It your best for those who matter most.

- **Disparities in Flu Burden**
  Historically, communities of color have been disproportionately impacted by flu. Black and Hispanic adults in the US have higher flu hospitalization rates and lower flu vaccination rates than White adults.¹

- **Vaccine Safety**
  Flu vaccines are safe. For more than 50 years, hundreds of millions of individuals in the US from diverse backgrounds, races, ethnicities, and geographic areas have safely received seasonal flu vaccines.

- **Vaccine Side Effects**
  You cannot get flu from a flu vaccine and severe side effects are extremely rare. Mild side effects may include a sore arm, low-grade fever, or fatigue.
  A national NFlD survey among US Black adults age 18-49 years and consultations with Black-serving partner organizations² found that perceived risk of vaccine side effects is a significant predictor of vaccine uptake. Among Black adults who do not plan to get a flu vaccine, one of the key barriers is a concern that the vaccine causes adverse reactions.

- **Vaccine Effectiveness**
  Getting an annual flu vaccine is the best way to help protect yourself and others.
  Even in cases where flu vaccination does not prevent infection completely, it can reduce the duration and severity of illness.
  And even if you do get flu, getting vaccinated helps protect against severe complications, including hospitalization and death.
#ShowUp and #FightFlu Toolkit:
www.nfid.org/show-up
Dissemination: NIVW and Beyond
Next Steps: Get Involved

- Download toolkit (co-brandable)
- Share messaging
- Help build momentum for 2023-2024 respiratory season
- Contact NFID for more information at communications@nfid.org

SAMPLE SOCIAL MEDIA MESSAGES

We invite you to use the sample social media messages below to post on your social channels. You can customize and download corresponding campaign graphics [HERE](#).

Please be sure to use #ShowUp and #FightFlu when posting on social media so we can amplify your posts! You can also follow and tag NFID on:

- Twitter: @NFIDvaccines
- Facebook: @NFIDvaccines
- LinkedIn: @NFID
- Instagram: @nfid_vaccines
- YouTube: @NFIDVideos

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"We are the hardest hit by flu. " Blacks are more likely to be hospitalized for flu and less likely to be vaccinated, but we can change that. Learn more from CDC: [www.cdc.gov/flu/](http://www.cdc.gov/flu/)" showup fightflu

"I got my annual flu vaccine to #ShowUp for myself and my family. " [www.nfidi.org/flu/](http://www.nfidi.org/flu/)

"I got my annual flu vaccine to make sure I can #ShowUp for all of life's moments. " [www.nfidi.org/](http://www.nfidi.org/)