THE VACCINE VARIABLES:
Exploring attitudes towards Vaccine uptake amongst young Londoners
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.
Our respondents were recruited to meet the following criteria:

- Hesitancy towards the vaccine
- 18-24
- Based in London
- Black Caribbean
- Black African
- Eastern European
HERE ARE THE YOUNG PEOPLE WE SPOKE TO...

Laurel
23
Jamaican, Trinidadian

Radosveta
18
Bulgarian

Dawid
21
Polish

Sandra
24
Nigerian

Christina
22
Jamaican, Venetian, Nigerian

Elijona
20
Albanian

Chloe
24
Nigerian

Mariola
20
Polish

Destiny
24
Jamaican, Cuban

Alwyn
19
Ugandan

Dennis
21
Turkish

Osasu
19
Nigerian

Oluwatobi
24
Nigerian

Marcus
18
Jamaican, Panamanian

Denait
22
Eritrean

Ra'Shaan
21
St Lucia, St Kitts & Nevis

Aaliyah
24
Mauritian, Jamaican

19
Ugandan

Michael
23
Irish, Jamaican

20
Polish

18
Bulgarian

19
Nigerian

24
Nigerian

19
Nigerian

20
Albanian

22
Eritrean

METHODOLOGY

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
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.'
**MISCONCEPTIONS**

- Why can I still get Covid?
  - Why do I need 2 doses?
  - But I'm healthy right now...
  - But I'm young and healthy now...
- Why can't pregnant people get the vaccine?
- Fertility impacts?
- Side effects of vaccine
  - Blood clots
  - Heart attacks
  - Organ failure
  - Covid Symptoms?
- Suspicion around production
- Trust in alternative media sources
- Nepotism?
- They rushed to make it

**FEAR OF THE UNKNOWN**

- Is it only effective for 3 weeks?
- Just the flu
- Only the old and vulnerable need it
- They rushed to make it

**BARRIERS**

- I've survived the pandemic
- Last in vaccine rollout
- I've already survived Covid
- Throughout the pandemic
- De-prioritisation of young people
- Lack of moral duty

**MARGINALISATION**

-磁力臂?
- Underrepresentation of ethnic minorities
- Distrust of government and media
- "Society isn't set up to me"
- History of medical & Institutional racism
- Anti-racist government?
“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
“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**

“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.”

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

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'.

Assumptions
- Protecting family
- Getting "back to normal"
- Going on holiday
WHAT DOES 'NORMALITY' LOOK LIKE TO YOUNG PEOPLE?

- No face masks
- Sharing drinks
- Travel
- Football games
- Attending university
- Certainty
- Clubbing
- No social distancing rules

NORMALITY
"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
“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

“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.”

DESTINY
WHAT MADE YOUNG PEOPLE CHANGE THEIR MIND?

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

TIME & INTUITION

were at play at each step of a mind changers journey

Conversations with professionals

Booked or taken the vaccine

Research

Hesitant towards the vaccine
"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."
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.
What do young people trust?

Alternative Medicine    Intuition    Doctor/GP
Friends                 Mainstream Media
Community Leaders       Social Media
Family                  NHS

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

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

"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

"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 ASKED, WHAT IS YOUR ETHNIC BACKGROUND?
WHERE ARE THE CULTURAL SPACES AND WHO IS ALLOWED/TRUSTED WITHIN THEM?

OTHER CONSIDERATIONS: CULTURAL DIFFERENCES
OTHER CONSIDERATIONS: SOCIO-ECONOMIC BACKGROUND

**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**

- Young people don’t see why they need to get the vaccine
- Young people have misconceptions around vaccines in general
- Young people feel marginalised by mainstream media & the government at large
- Young people are motivated to take the vaccine by the idea of returning to normality

**ACTION**

- Make clear what the goal of the vaccine is. Outline the risks of Covid-19 compared to those of the vaccine
- 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
- Where possible, directly and personally communicate through individuals within the NHS instead of a collective body
- Explain the science behind variants
**SUMMARY OF ACTIONS**

**INSIGHT**

- Most of all, young people trust time and their own intuition
- Young people have been swayed through talking with medical professionals
- Young people need to be spoken to directly and personally
- Young people trust alternative medicine

**ACTIONS**

- Play into their trusted sources by providing information like pros and cons lists or a timeline of the vaccine production
- Provide opportunities for medical professionals to talk with young, hesitant people (Q&A’s, Zoom calls, IG live sessions, Clubhouse chats)
- Communicate through trusted community or cultural spaces, through groundwork or through social media
- Explain the importance of boosting immune systems naturally, alongside taking the vaccine
WHAT'S NEXT?

Online Comms

YOUTH WEBSITE

We recommend creating an online platform for young people to access information and advice about the Covid vaccine that is specific to their concerns.
WHAT'S NEXT

ATTITUDES TOWARDS NHS ONLINE

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

A healing soul_ Id rather get stubbed with a used heroin needle that’s been passed around by 38 people than to ever take this vaccine.

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

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

Natalshaw87 No thank you

The beardsmore No thank you
JAB CHAT

HAVE YOU GOT A QUESTION ABOUT THE COVID VACCINE?

CLICK HERE
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
WHAT'S NEXT?

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.
CREATED BY CURBSIGHTS POWERED BY WORD ON THE CURB © 2021

@THECURBSIGHTS
@WORDONTHECURB
www.wordonthecurb.co.uk/curbsights