

PARENTAL VIEWS TOWARDS CHILD VACCINATION IN NEW MEXICO

INSIGHTS FROM A STATEWIDE SURVEY

Gabriel Sanchez, PhD
gabe@bspresearch.com

Matt Barreto, PhD
matt@bspresearch.com



*The Heart & Soul of
Health in New Mexico*

Methodology – Survey Specifications

The state-wide survey is focused on parents of children who have not yet vaccinated all the children in their home, and has oversamples of the Hispanic and African American population

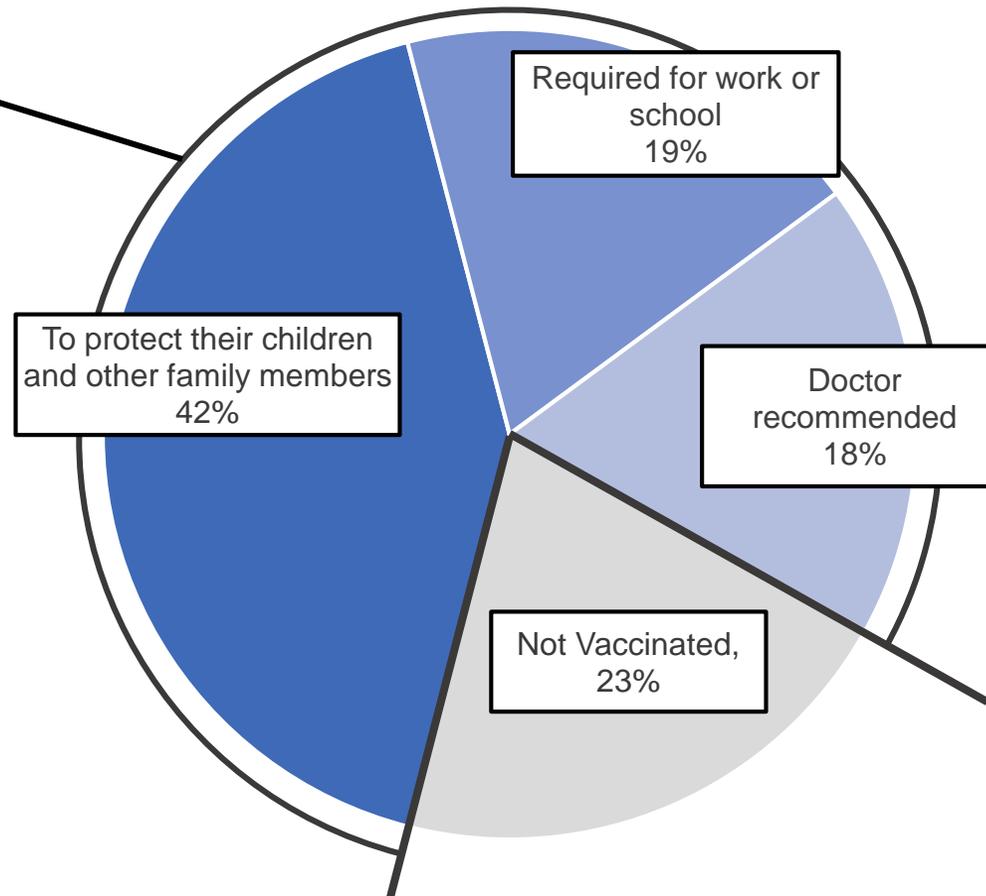
- BSP designed and implemented this survey as an effort to create evidenced-based strategies to improve outreach efforts aimed at New Mexican parents
 - Particularly towards parents who have been hesitant to vaccinate their children or who have faced challenges with the process.
- The survey was conducted with a sample of parents and primary caregivers (N = 750 / +/- 3.5%) across the state of New Mexico.
- Field Dates: November 9, 2021 – November 19, 2021
- Data was collected through a blended approach including web-based and telephone interviews (both landlines and cell phones), available in both Spanish and English.

Parental Vaccination & Main Driver for Uptake

People chose to get vaccinated for many different reasons. Which of these are the most important reasons you decided to get vaccinated?

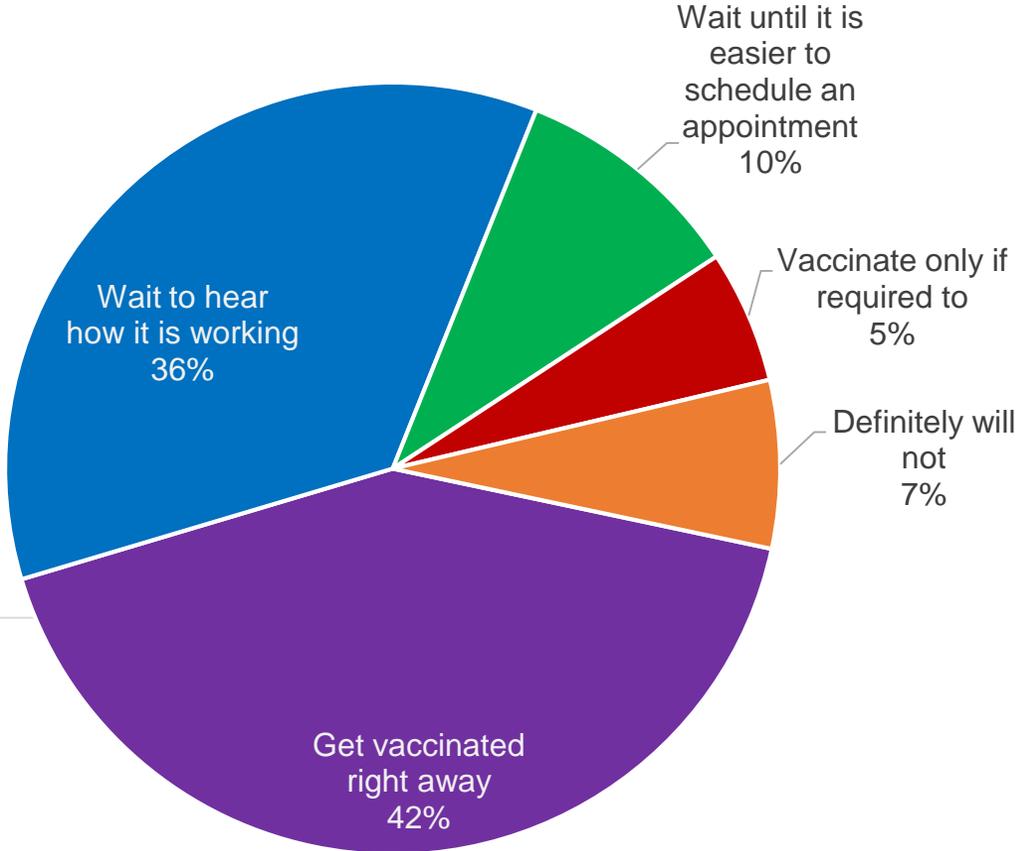
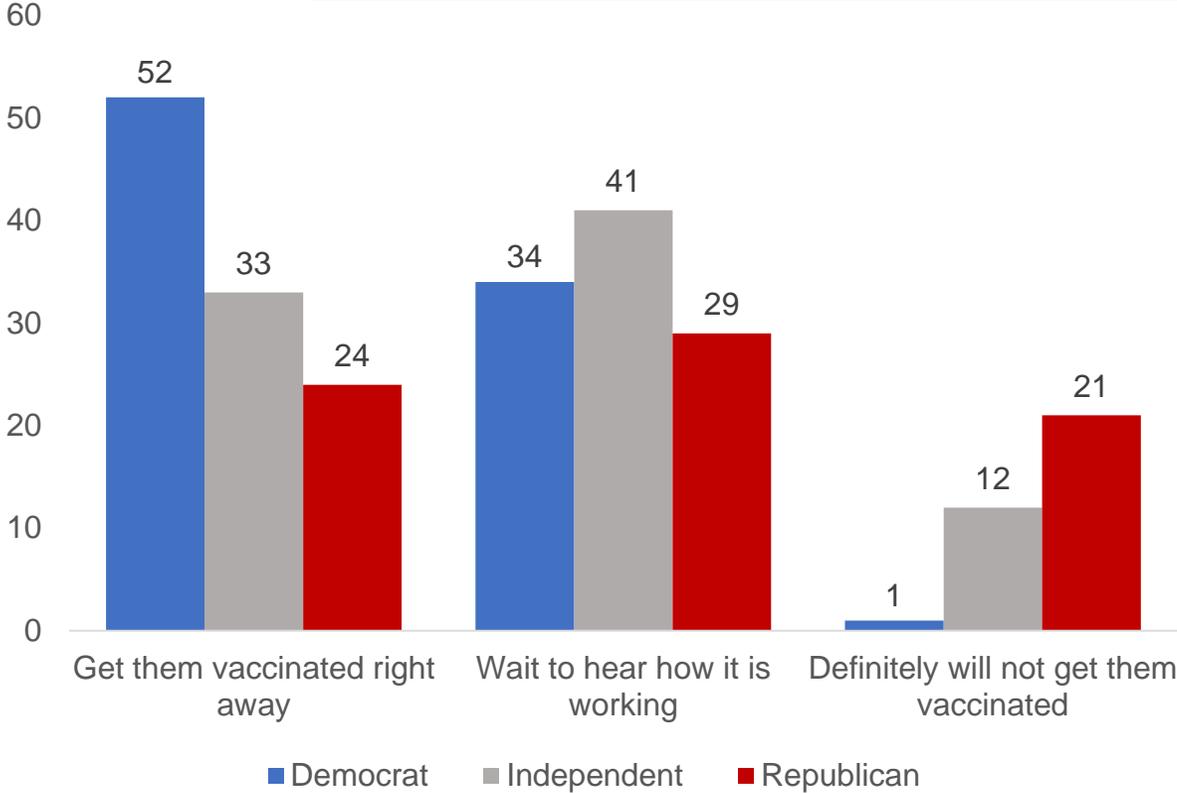
77% of parent respondents reported already being vaccinated.

Vaccinated parents identified “protecting their children and other family members” as one of the most important reasons to get vaccinated (60%)



Inclination for Child Vaccinations

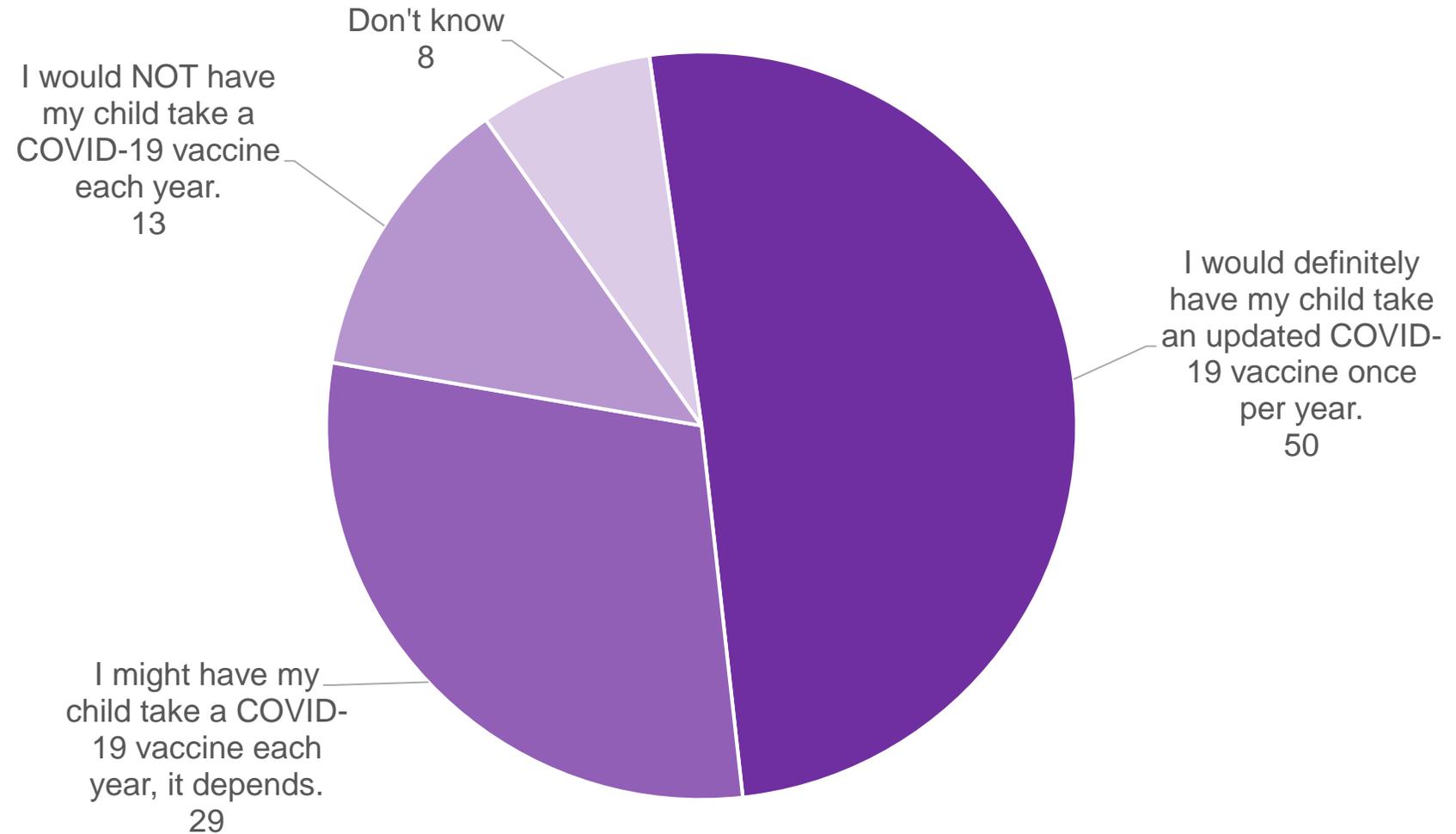
Now that the Center for Disease Control (CDC) has approved a COVID-19 vaccine for children under age 12, which of the following do you plan to do with your child(ren)?



Half of Parents Will Vaccinate Their Children Annually

“Some medical professionals think COVID-19 vaccines may need to be taken annually similar to the seasonal flu vaccine. What would you choose to do with your own children?”

Approximately half of parents have agreed that they would have their child take the updated vaccine yearly, while 13% have stated they would not.



Sources of Hesitancy

People have not vaccinated their children for many different reasons. What are the most important reasons you have not vaccinated one of your children?



Possible Side Effects are Main Driver of Hesitancy

- The highest concern among parents are the potential side effects of the vaccine, such as heart inflammation. These concerns are particularly high among:
 - Unvaccinated parents
 - Mothers (relative to fathers)
 - African American parents
 - Residents of rural counties in the state
- Two other main reasons for vaccine hesitancy are:
 - "There has not been enough COVID-19 vaccination research conducted with children"
 - "COVID-19 vaccines do not have full FDA approval yet."
- These types of concerns reinforce the need to provide parents with current and factual information.

Nuances to Side Effects Concerns Among Parents

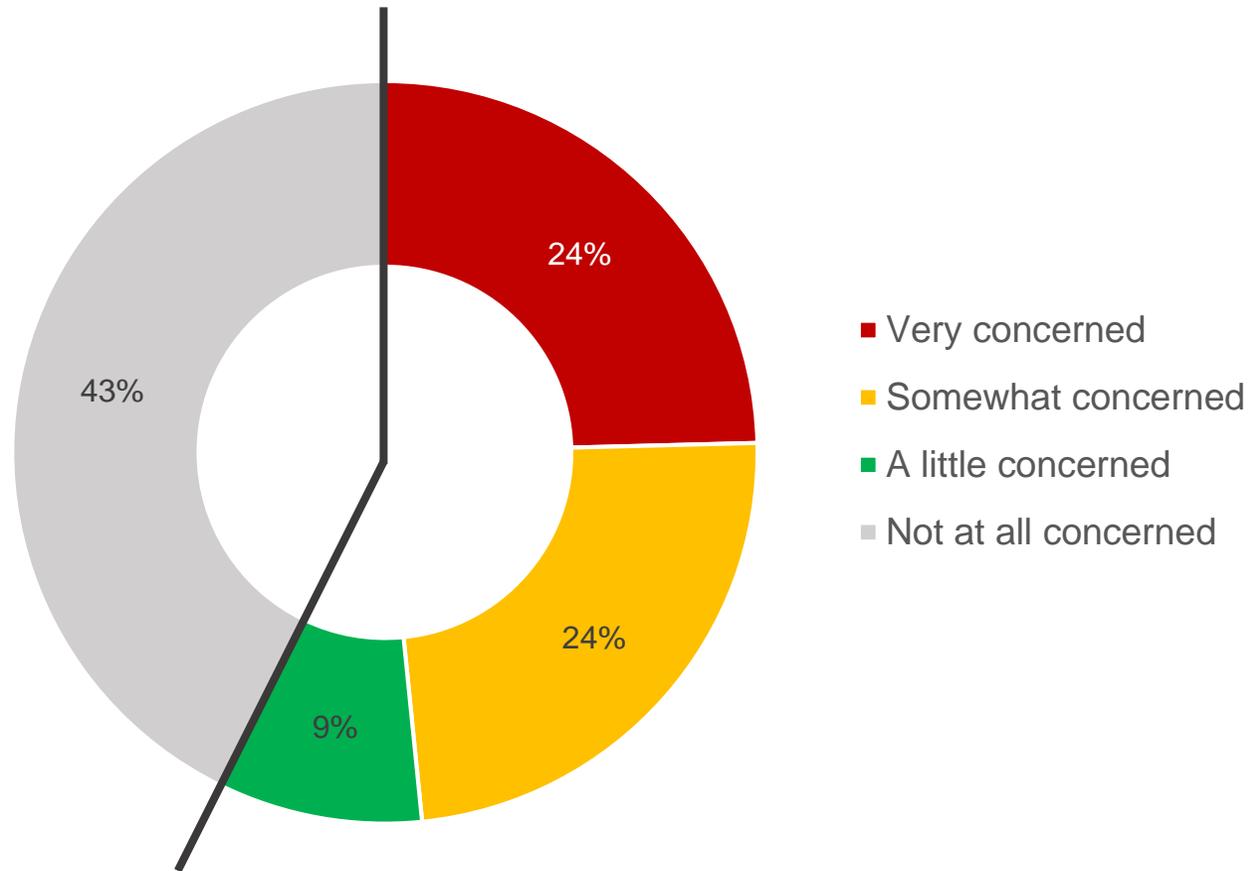
- 71% of the sample are concerned that there are “so many breakthrough cases that a vaccine might not be worth the side effects”
 - This includes 40% who are ‘very concerned.’
- 67% of parents are concerned that they may need to miss work to get their children vaccinated, or that the side effects would cause their children to miss school.
- 78% of parents said that getting sick leave time from their employer (in the event their children have vaccine side effects) would make it easier to get their children vaccinated

Obstacles & Challenges Facing Parents in NM

- A combined 23% of parents who have not vaccinated their children report that difficulty with:
 - The online registration process
 - Long wait times to get a vaccine
 - Scheduling an appointment
- 11% of parents who have not vaccinated their children said they tried to get their child a vaccine but could not get one or get an appointment.
- 11% of parents who have not vaccinated their children said that childcare and work schedules made it hard to schedule or get a vaccine for their child.

Parents Need to Know the Vaccine is Free

Thinking about COVID-19 vaccines and your child(ren) age 11 and younger, how concerned are you about costs or having to pay for a vaccine



49% of parents with children under 12 are concerned about the cost of the vaccine for their children.

Continuing to stress to parents that the vaccine is free will help overcome this issue.

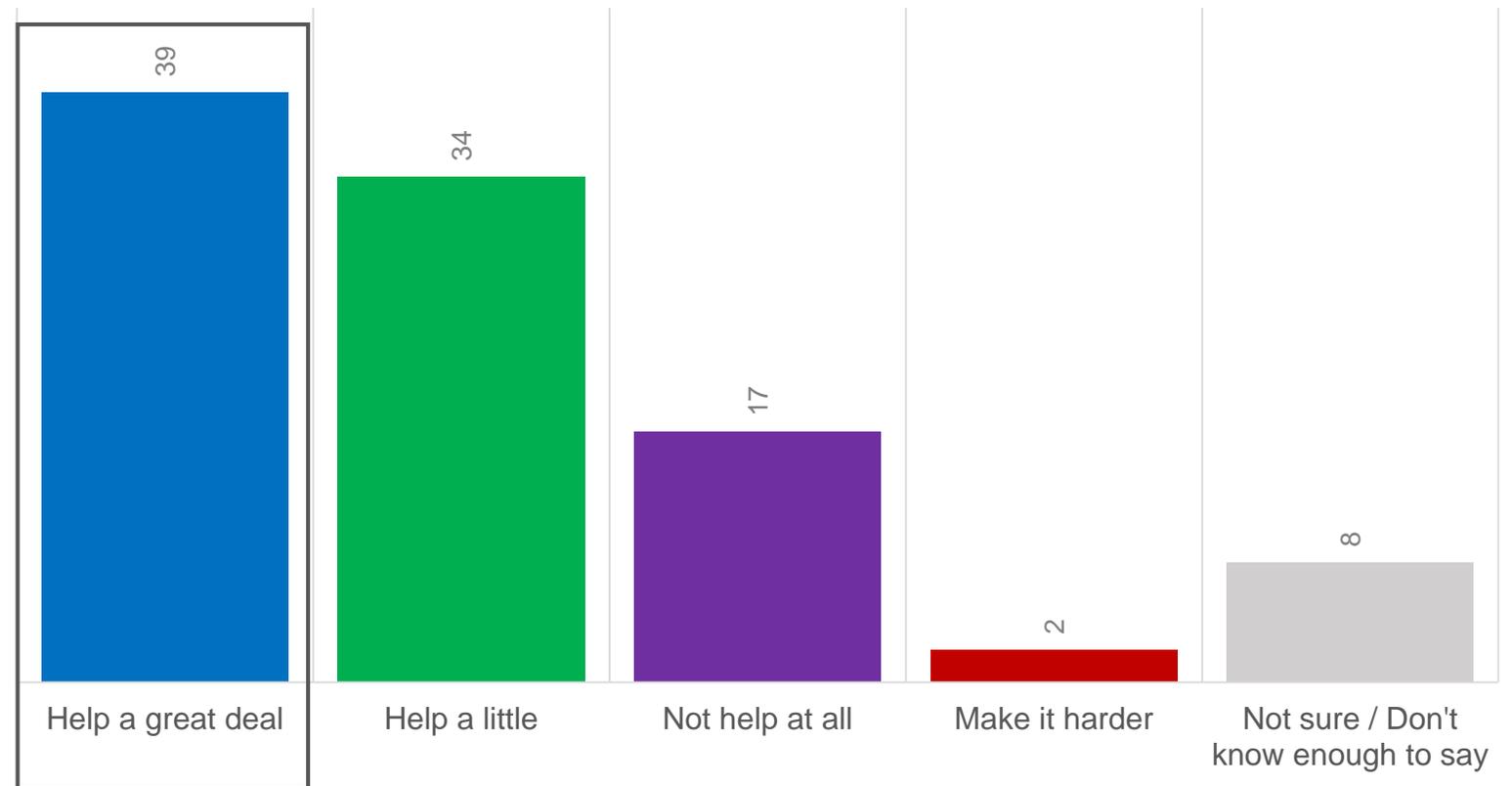
Physical Distance and Transportation Challenges

Providing transportation to vaccination locations would help **73% of parents get their children vaccinated.**

8% of parents who have not vaccinated their children said the nearest vaccine location is **too far or inconvenient.**

53% of parents with children under 12 are concerned that it will be **too difficult** to get to a location that vaccinates children

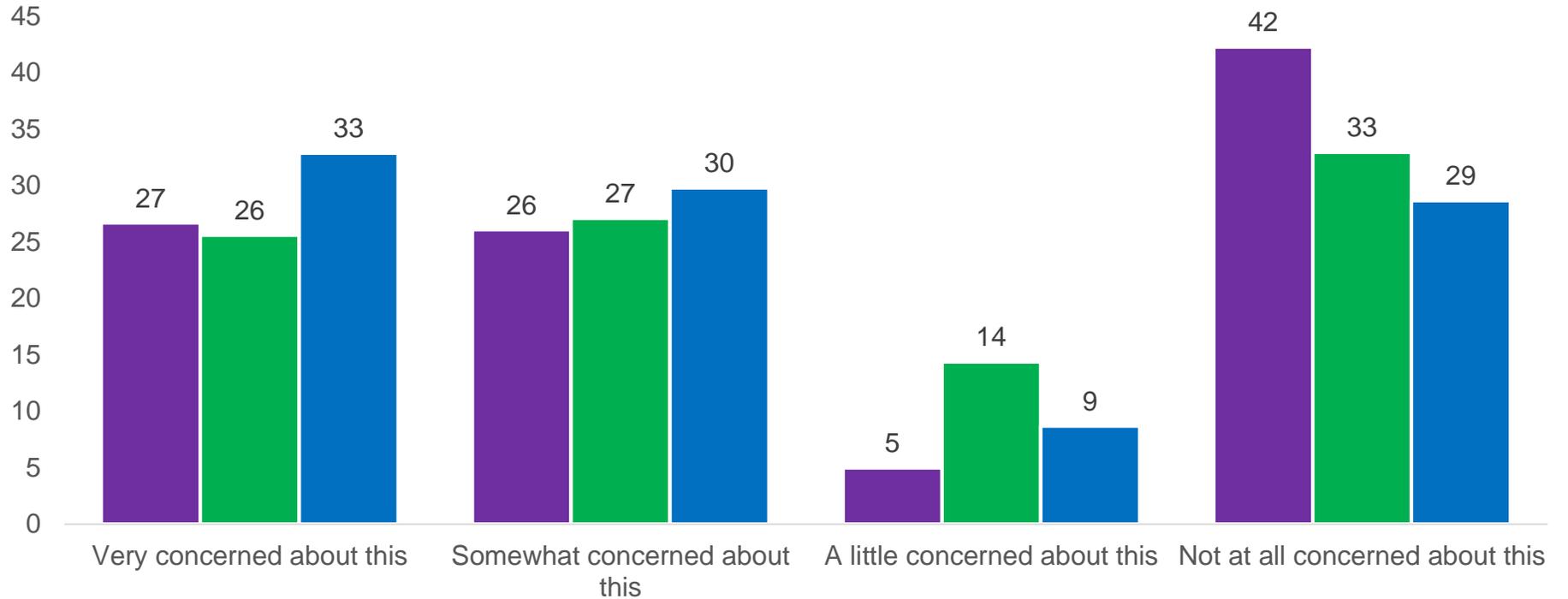
Would providing transportation to vaccination locations make getting your children vaccinated easier for you?



Language and Immigration Concerns

We must provide focused messaging in **languages other than English** to immigrant families.

This should focus on reassuring them that anyone can get a vaccine regardless of immigration status and that **no social security numbers or government issued IDs** are required.



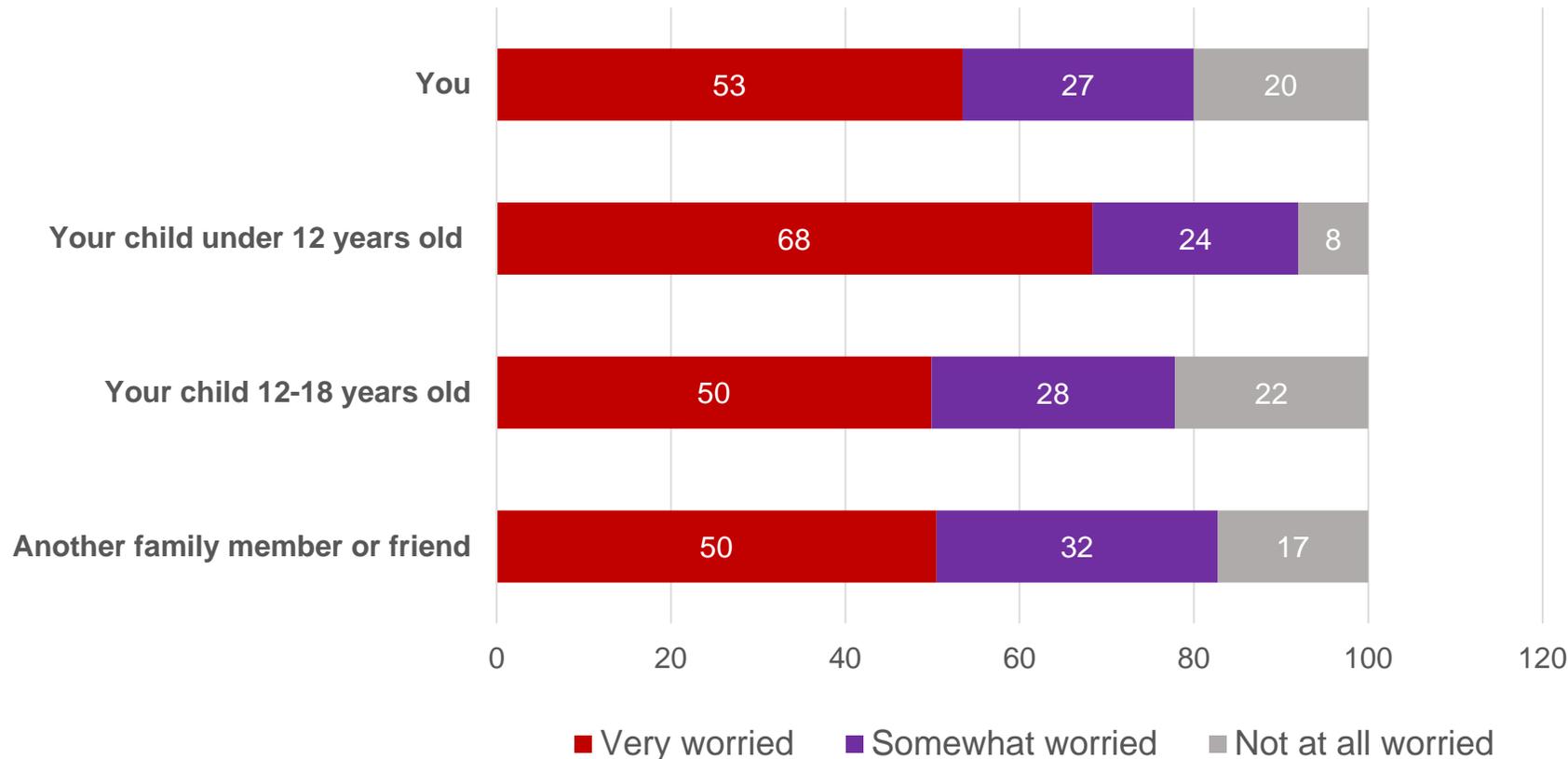
Might cause immigration problems for me or a family member if I take my child to get vaccinated

I might not be able to get information in a language I understand

I might have to give my social security number or government issued ID to get my child vaccinated

Parents are Highly Worried About Their Children's Health due to COVID-19

How worried, if at all, are you that the following people in your life will get seriously sick from the coronavirus?

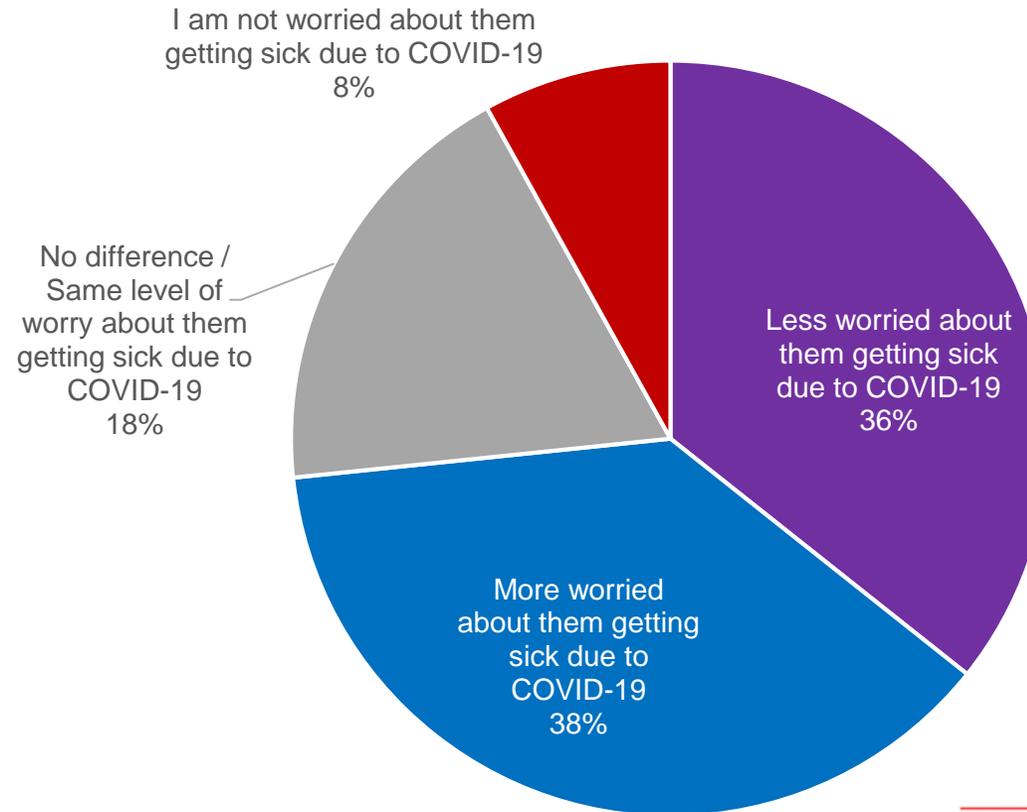


Additionally, nearly **half (46%)** of parents are more worried now about their family's health being affected by COVID-19 than they were a year ago.

The Vaccine is However Also a Major Source of Worry for Parents

Would having your child vaccinated make you feel more worried or less worried about them getting seriously sick due to the coronavirus?

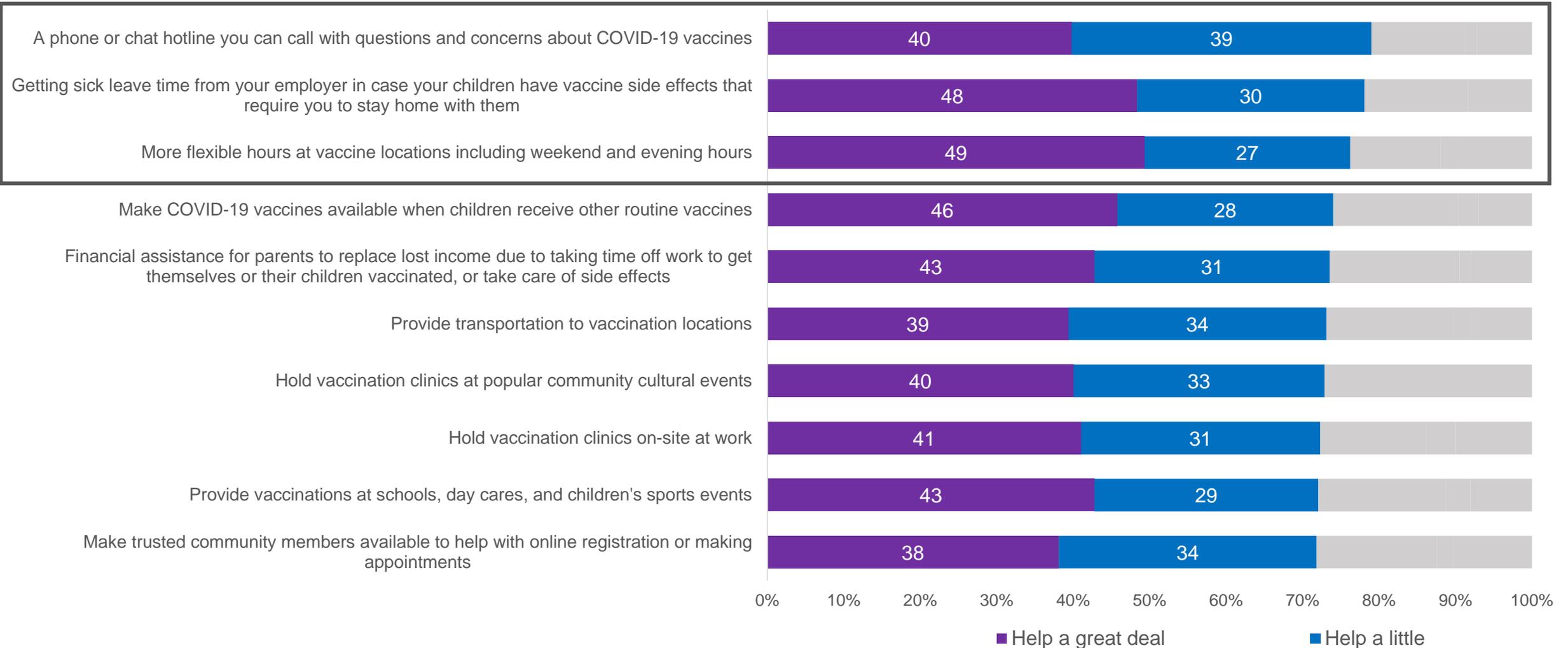
More parents report that getting a vaccine makes them **more** worried about getting seriously sick due to COVID-19 than parents who report it would make them **less** worried - 38% compared to 36%.



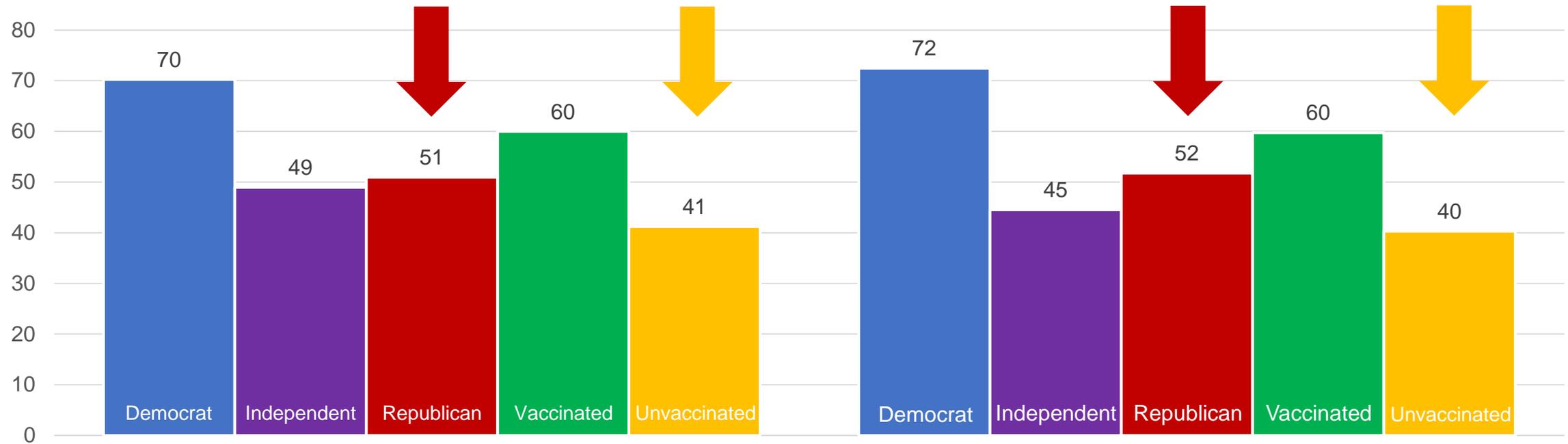
What Can be Done to Improve Uptake Among Children?

The survey highlights several strategies that can be employed to improve vaccination uptake among the state's children.

Strategies for Vaccine Uptake



The Impact of Incentives Among Priority Groups



Many businesses across the country are offering a free meal, free tickets, or a gift card to their business to encourage people to get vaccinated. Would getting something like this make you more likely to get your children vaccinated? (% yes)

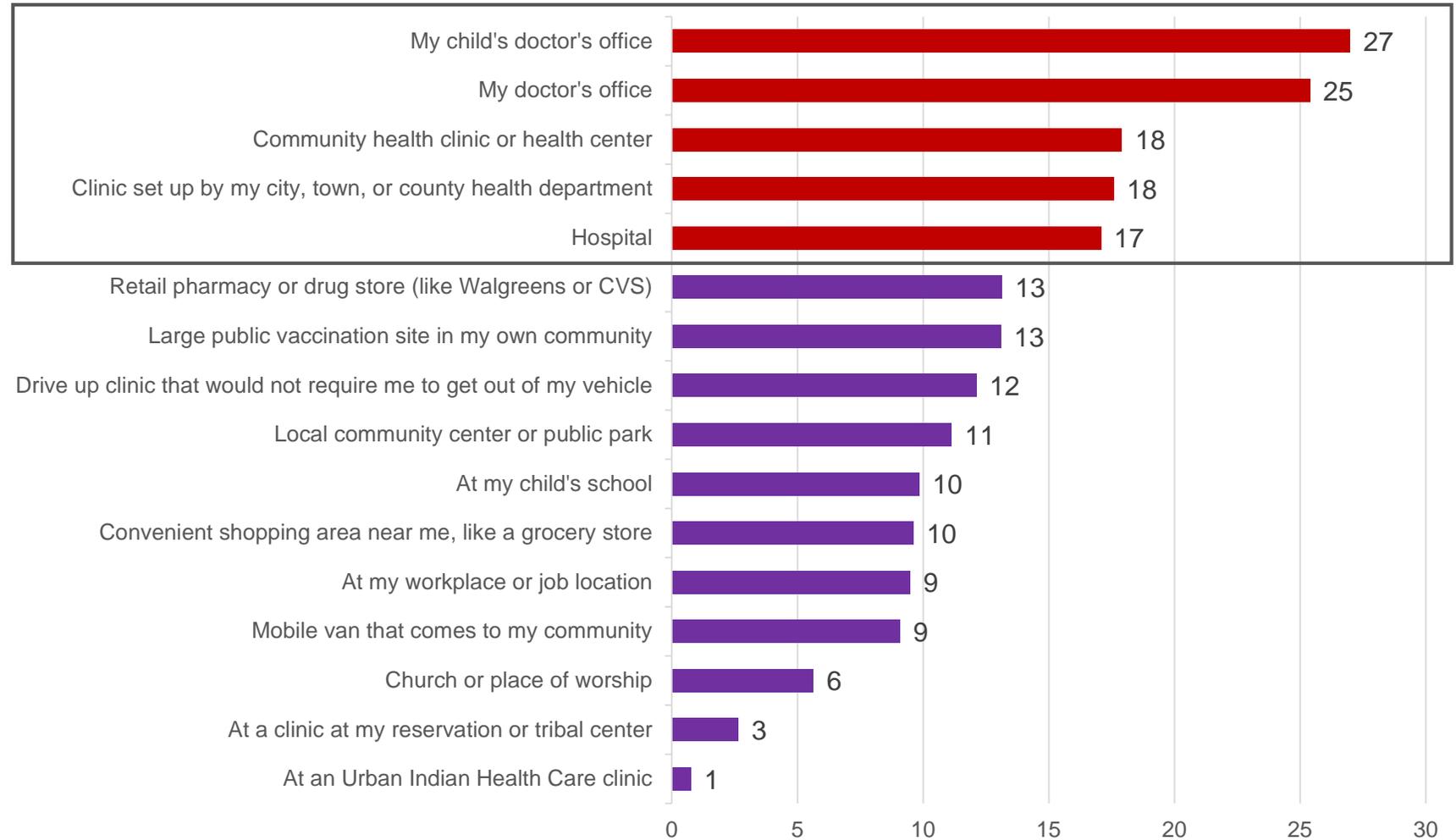
What about getting money, like \$100 bill, after your child was fully vaccinated? Would getting cash make you more likely to get your children vaccinated? (% yes)

Where do Parents Want to Vaccinate Their Child

27% prefer to receive the vaccine at their **child's doctor's office**

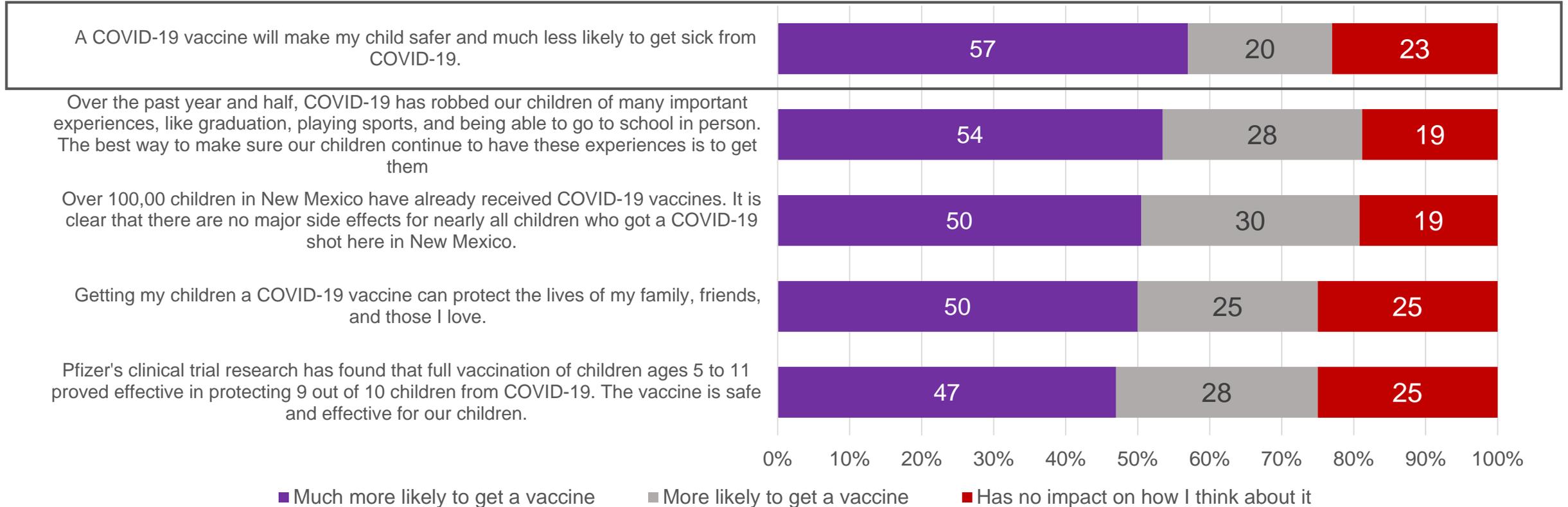
However, a large percentage of parents reported that **having vaccines available at their children's school** would make vaccination much easier for their family

A high percentage (27%) of Native American parents prefer to get their children vaccinated at a clinic at their reservation or tribe/pueblo.



Data Tested Messaging- Strongest Messages

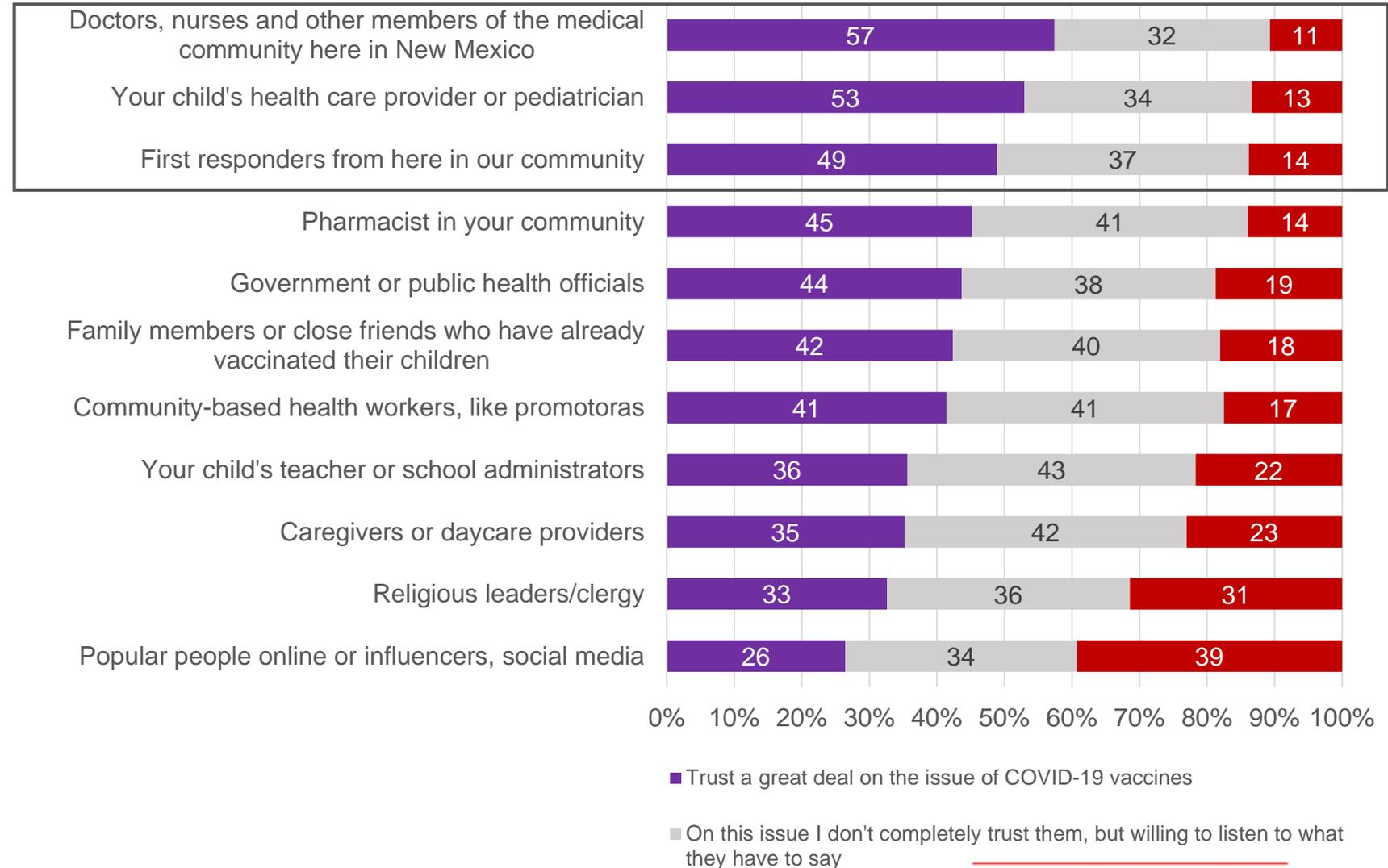
- One of the strongest overall messages is: **“A COVID-19 vaccine will make my child safer and much less likely to get sick from COVID-19.”** This theme was particularly effective for:
 - Non-Hispanic white parents
 - Rural residents of the state
 - Fathers
- This was also the strongest performing messaging theme among Republicans.



Most Trusted Messengers in New Mexico

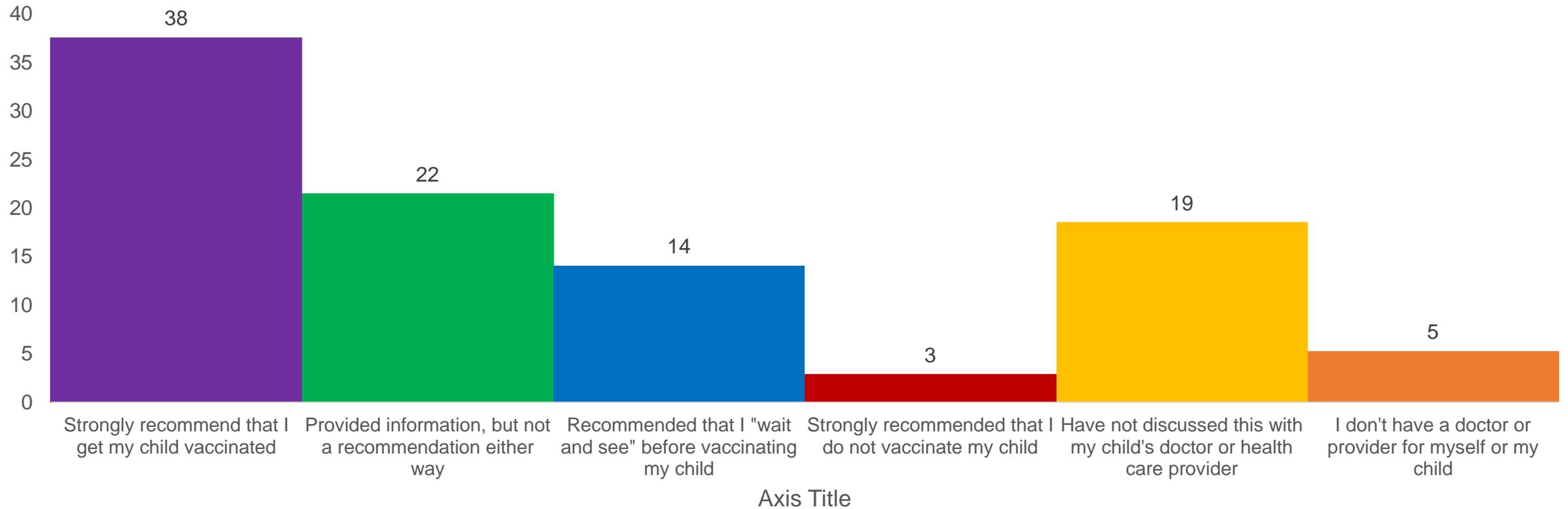
Consistent with the last vaccination survey, **members of the medical professional community** continue to be highly trusted when it comes to information about COVID-19 vaccines.

Additionally, the survey found that messenger categories test better among racial and ethnic minorities **when the doctors are from their own racial or ethnic group.**



Communication From Medical Community About COVID-19 Vaccination of Children

What has your child's doctor or health care provider recommended or shared with you about vaccinating your child?



Parents Support Policy Interventions

- 77% of parents support employers requiring their employees get vaccinated, wear masks and/or get frequent COVID-19 tests.
- 71% of parents support requiring all students and school staff get vaccinated to continue attending school in person.
- 70% of people support the state of New Mexico requiring people to get vaccinated.
- 69% support local policies allowing only vaccinated people to use restaurants, bars, or other indoor spaces.

Conclusions - Key Findings

- The most significant concern among parents in New Mexico are the side effects associated with the vaccine for children.
 - The survey suggests that concerns with side-effects are driven by more than the direct health implications for their children but includes the challenges working parents will face if their child has to miss any school requiring that they miss work.
- Messaging that stresses that the overwhelming majority of children have experienced very minor side effects and that there has been extensive clinical trial research conducted with children to ensure that the vaccine is safe will be vital.
- Pushing employers across the state to provide flexibility to families who may need paid leave to vaccinate their children and deal with the potential minor side-effects would also be impactful.

Conclusions - Key Findings

- Parents prefer to be able to set up a vaccination appointment with either their doctor or their child's pediatrician. However, working parents expressed that having clinics at their children's school or their place of employment will make it much easier to vaccinate their child.
- Providing vaccination opportunities over the weekends and in the evenings will also help many families with vaccination access.
- Providing support in multiple languages for families who need help to set up an appointment and get information is needed for many parents.
- Finally, the survey identifies that incentives could significantly increase uptake for children, similar to their positive impact for adult vaccinations in the past year. Either a cash payment or gift cards to family-friendly businesses are popular among a wide range of parents, including those hesitant to vaccinate their children.