COVID-19 Vaccine Intentions among diverse demographics

**Social Ecological Model (SEM)**

**Individual Level**: Behavior change concerns a person’s knowledge, attitudes, and beliefs\(^3\). Literature review highlighted the following factors:
- Health Literacy\(^4\)
- Lack of COVID-19 knowledge around vaccines\(^4\)
- Lack of awareness around COVID-19 risk for infection\(^4\)
- Lack of preparedness, not engaging in COVID-19 preventive behaviors\(^4\)
- History of comorbidities\(^5\)

**Interpersonal Level**: Social networks via familial or platonic relationships are influential to vaccine behaviors in Blacks and Browns.
- Importance of family and friends willing to be vaccinated\(^6\)
- Lack of communication with providers around COVID-19 vaccines\(^6\)
- Personal trust in COVID-19 information sources\(^6\)

**Community Level**: Cultural values and norms are also influential on health behaviors.
- Alternatives to conventional medical treatments\(^7\).
- Prayer is accepted as a folk remedy\(^7\).
- Online communities and social media – role of misinformation\(^3\).
- Historical and contemporary medical mistrust\(^8\)
- Stigma\(^9\)

**Methods**

Information was collected from various sources:
- COVID-19 statistical information on number of confirmed cases/hospitalizations/deaths and vaccine roll-out plans came from CDC, WHO, and Pew Research Center.
- Glanz’s SEM Model focusing on the levels: individual, interpersonal and community

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**References**