

Deschutes County Health Services

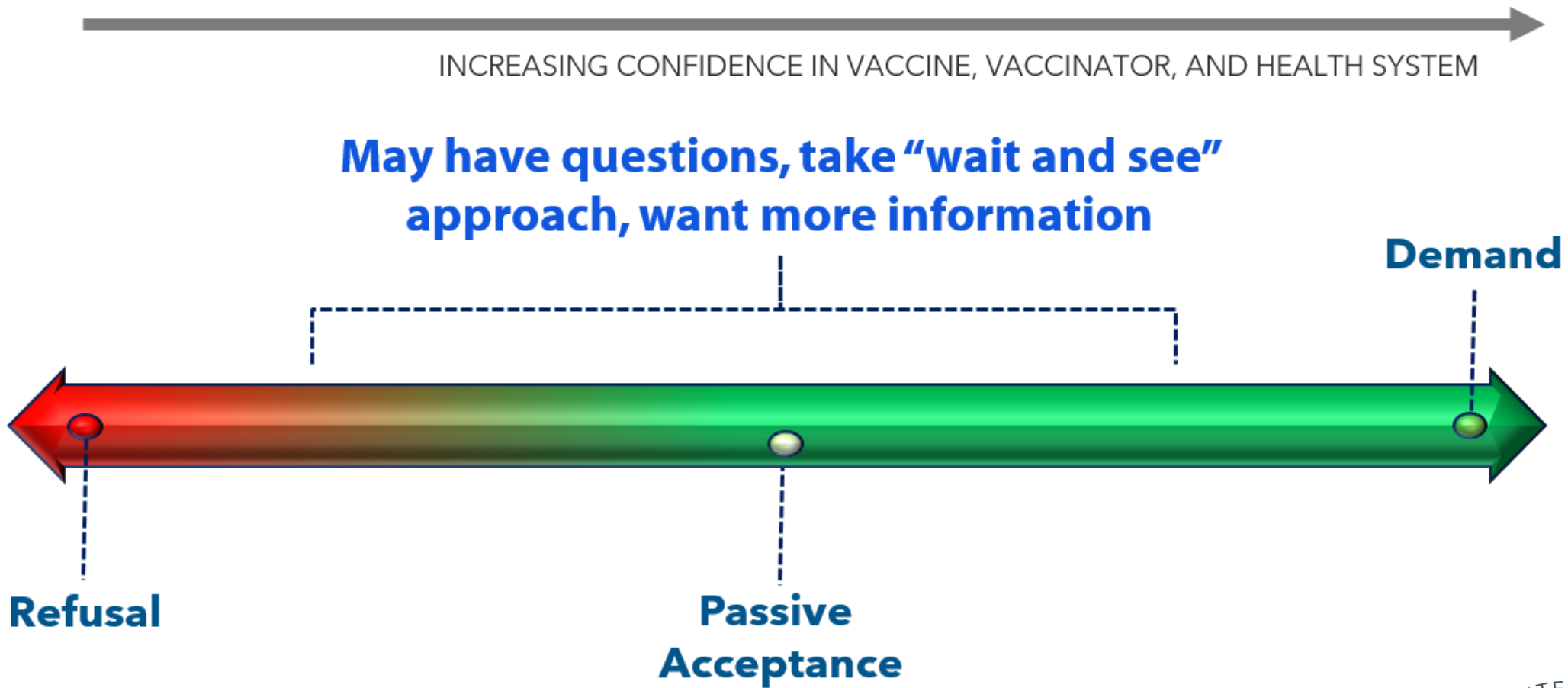
Deschutes County COVID-19 Phone Survey

Results Overview

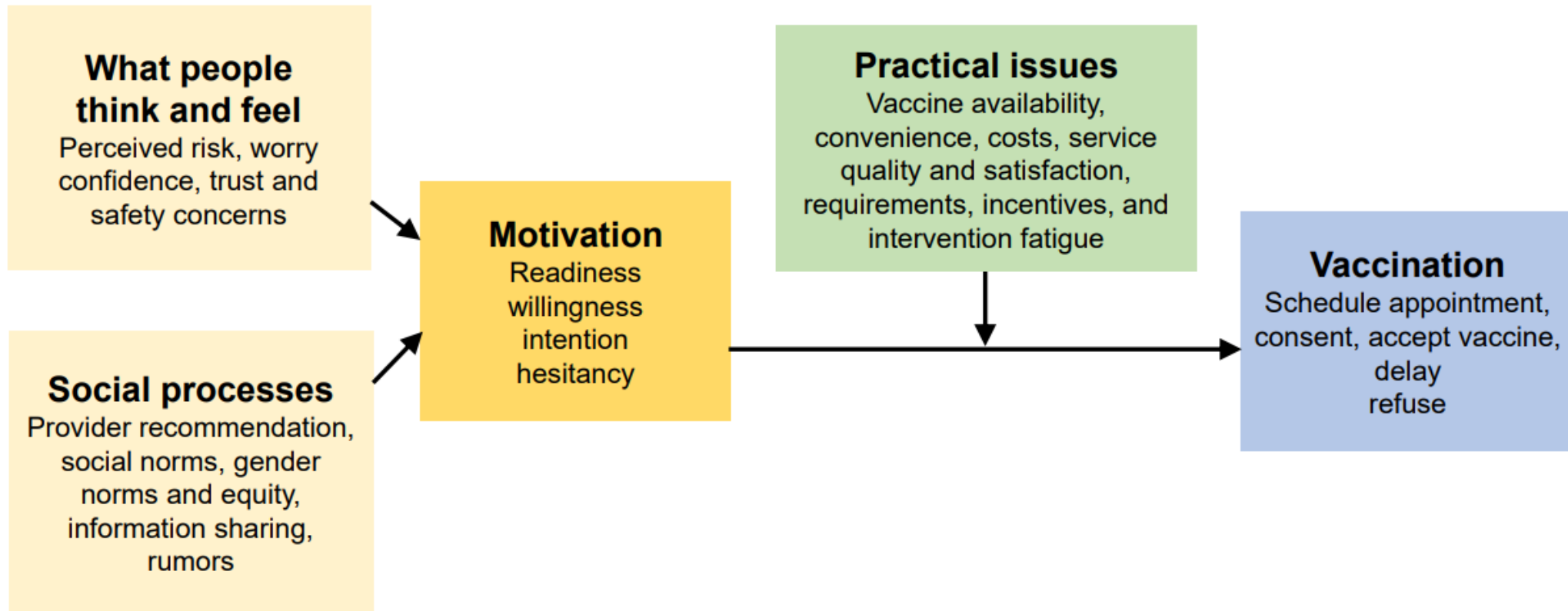


December 31, 2020

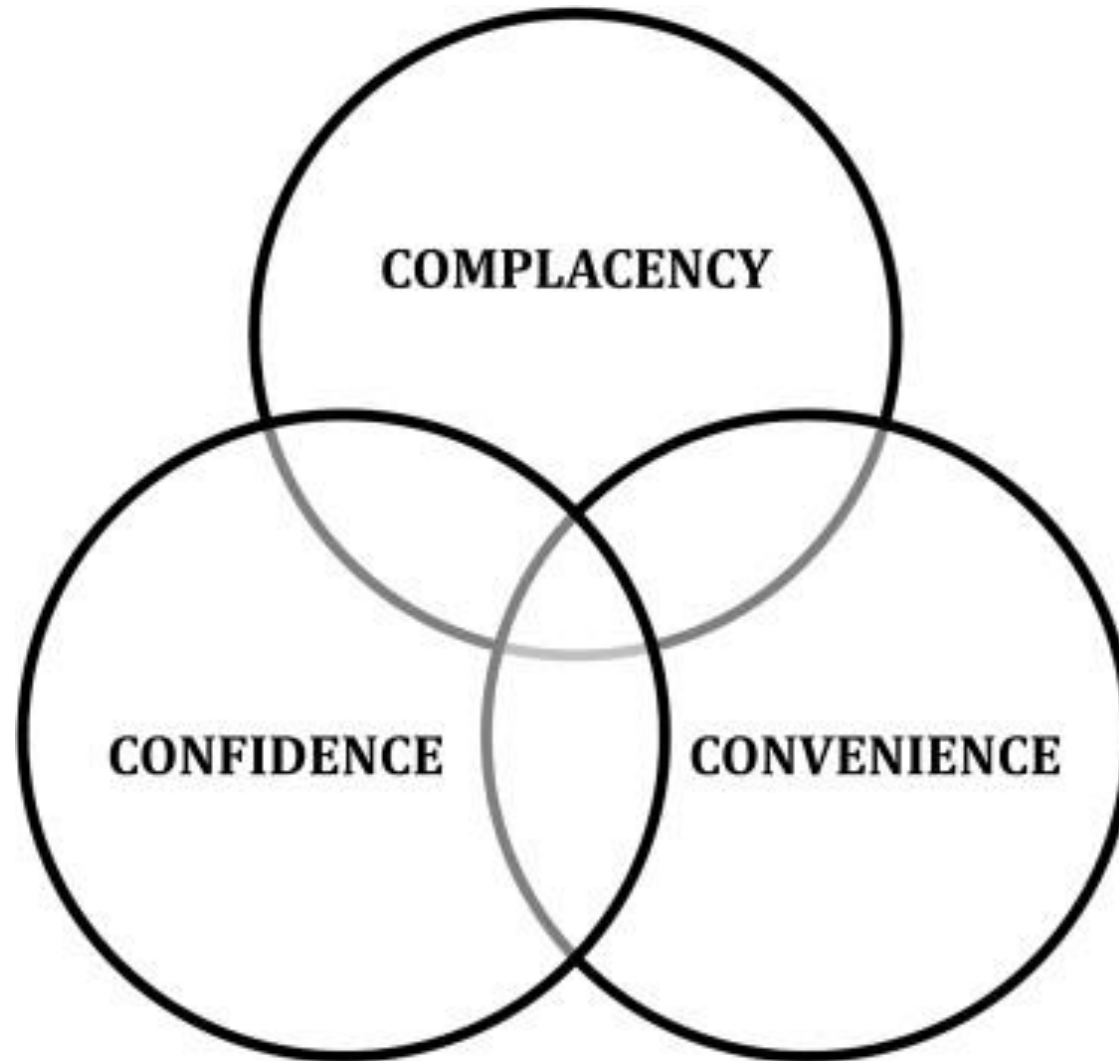
The Continuum of Vaccine Hesitancy



What influences vaccination uptake?



Determinants of Vaccine Hesitancy



Objectives & Methodology



Goal: To understand local COVID-related behaviors and attitudes

While findings generally track with national trends, it's important to understand what's happening locally to tailor strategies and communications.



Representative sample of Deschutes County residents

Overall respondent demographics align to Deschutes County (hereafter 'DC') demographics. A total of 472 respondents interviewed between Dec. 7 and Dec. 17 by Nelson Research. The sample has an error rate of +/-4.5% at the 95% confidence level.



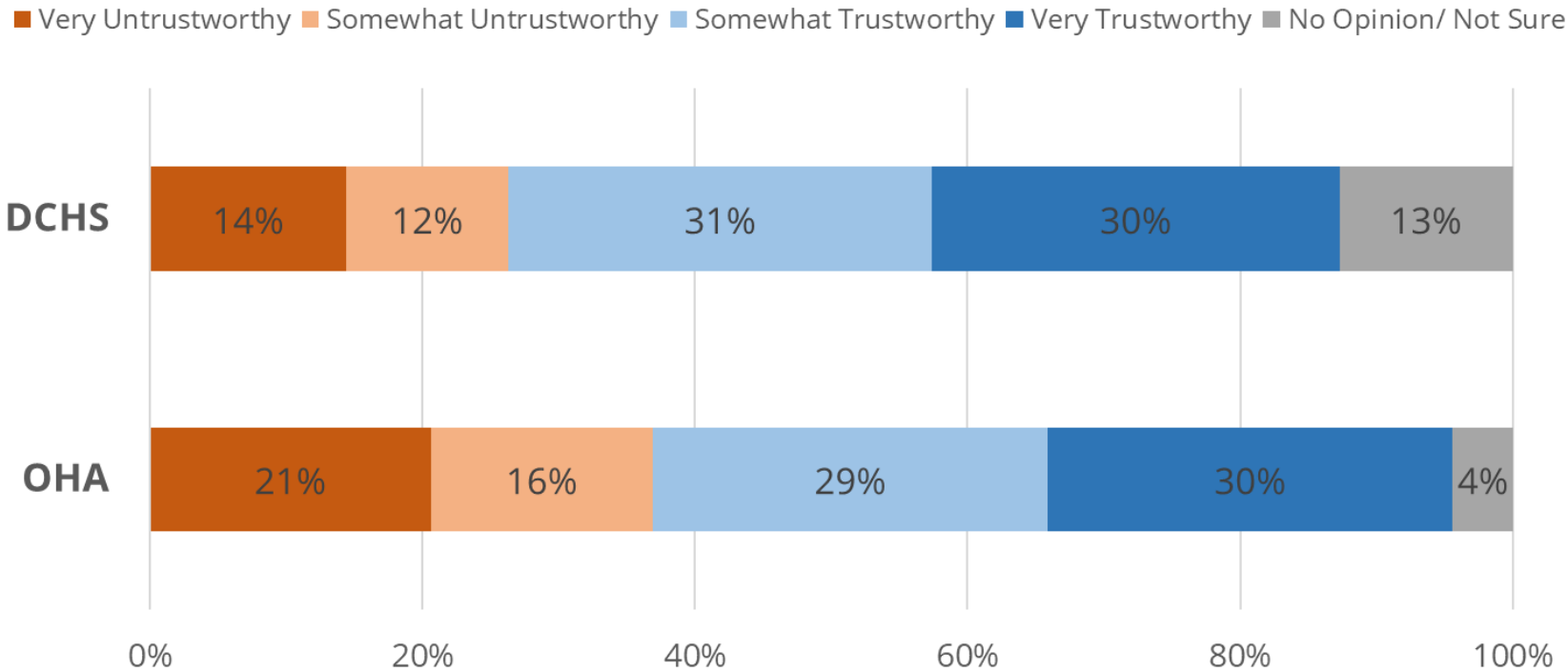
Latinx and young adult residents strongly represented

Both Latinx and young adult (18-30 year-old) residents were oversampled in order to make sure these important segments of the population that are often underrepresented in survey efforts were represented.



Distrust in OHA Higher than For DCCHS

Overall, how would you rate your level of trust when it comes to information about COVID-19 that comes from the...



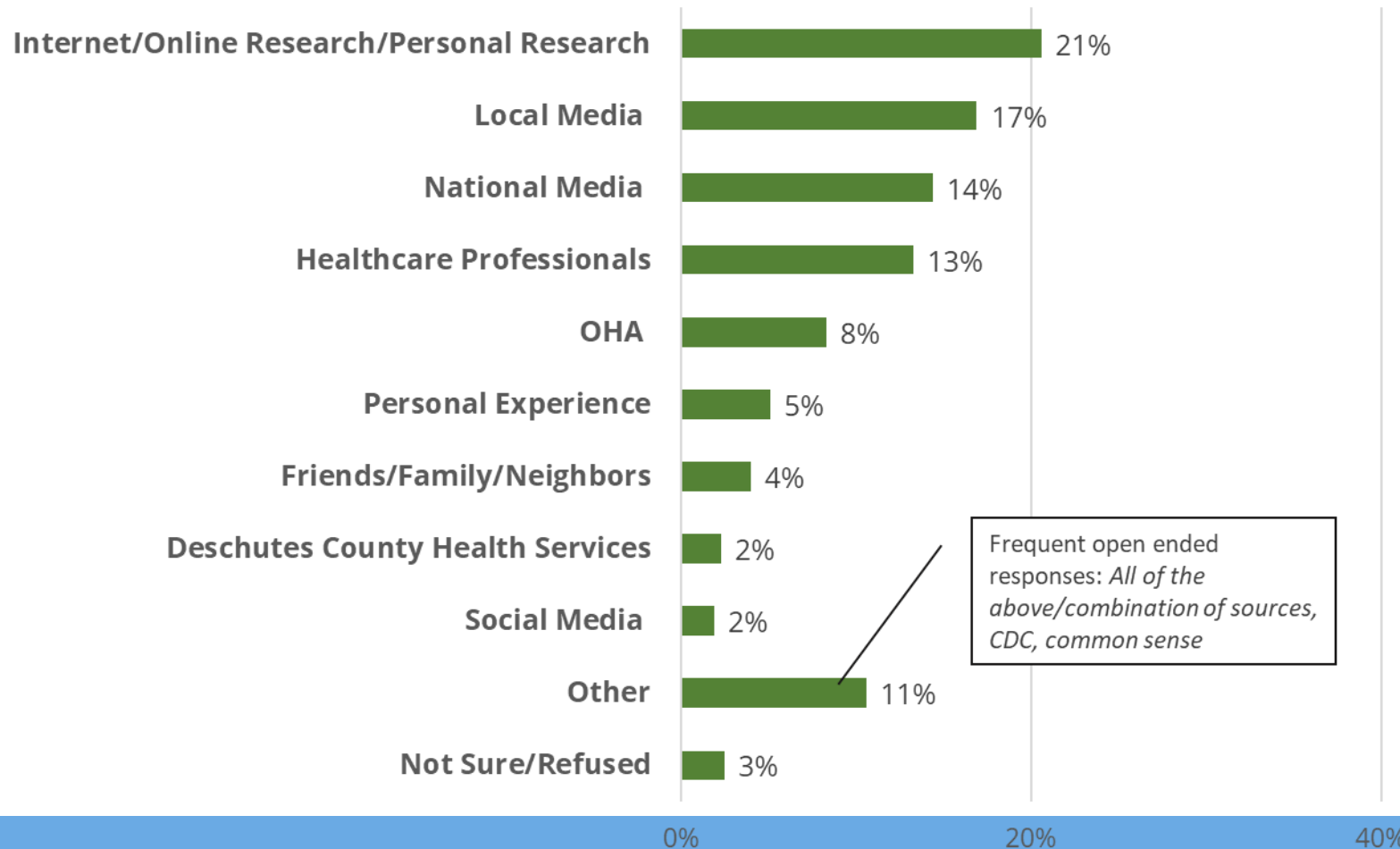
Takeaways:

- There is foundational trust in DCCHS that we can continue to build upon.
- A higher degree of distrust in OHA than DCCHS indicates that using local branding on OHA materials may be helpful.
- Targeted efforts should be taken to enhance trust among sub-groups that indicated lower levels of trust.



Most COVID-19 Information Gathered From Online Search and News

Please tell me where you receive your main source of trusted information regarding how to prevent the spread of COVID-19



Takeaways:

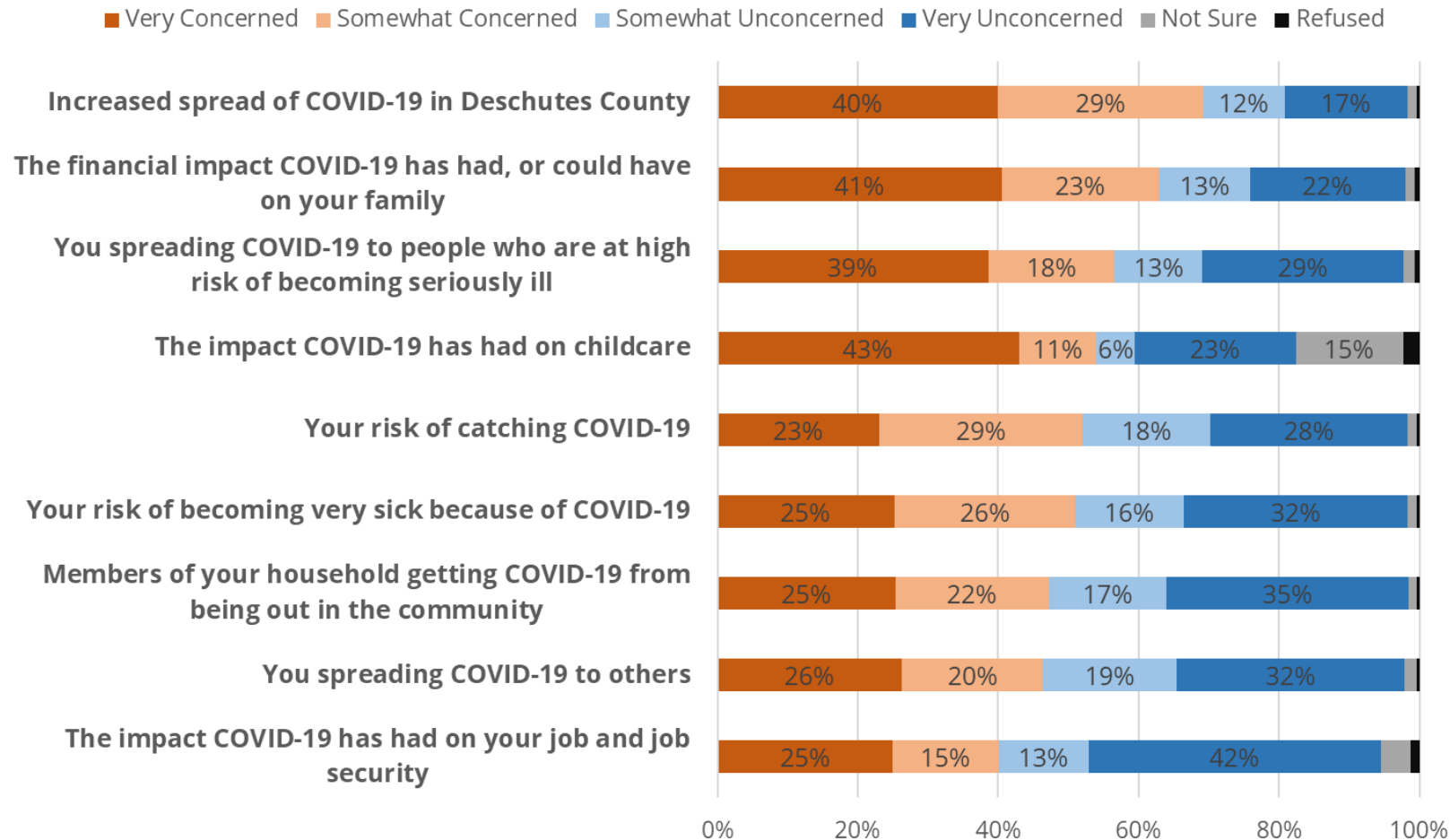
- Leverage internet, news media, and healthcare providers (HCPs) as information channels.
- Search engine optimization, local news media relationships, and equipping HCPs with helpful resources are particularly important efforts.



Increased Spread & Personal Financial Impact Top COVID-19 Concerns

Level of Concern Regarding COVID-19 Impacts

Sorted in descending order by % "very" or "somewhat" concerned



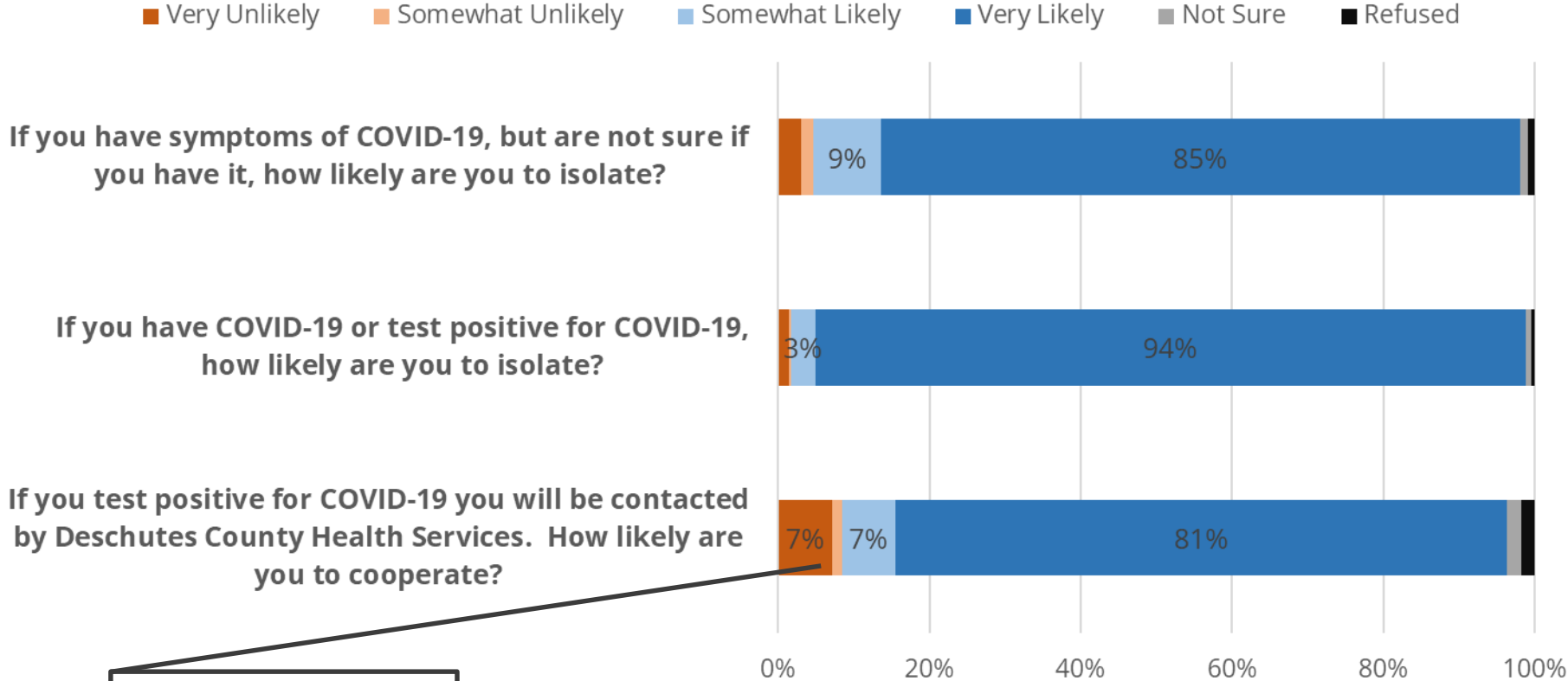
Takeaways:

- Messaging should align to concerns about spread of COVID-19 in DC, financial impacts, spread to high-risk individuals, and impact on childcare.
- Only 33% of respondents have kids in school but 54% are concerned about impacts, highlighting the community value of supporting youth – this can be leveraged in messaging and strategies.



A Majority of Residents Likely to Isolate and Cooperate

Likelihood of Isolating and Cooperating



Takeaways:

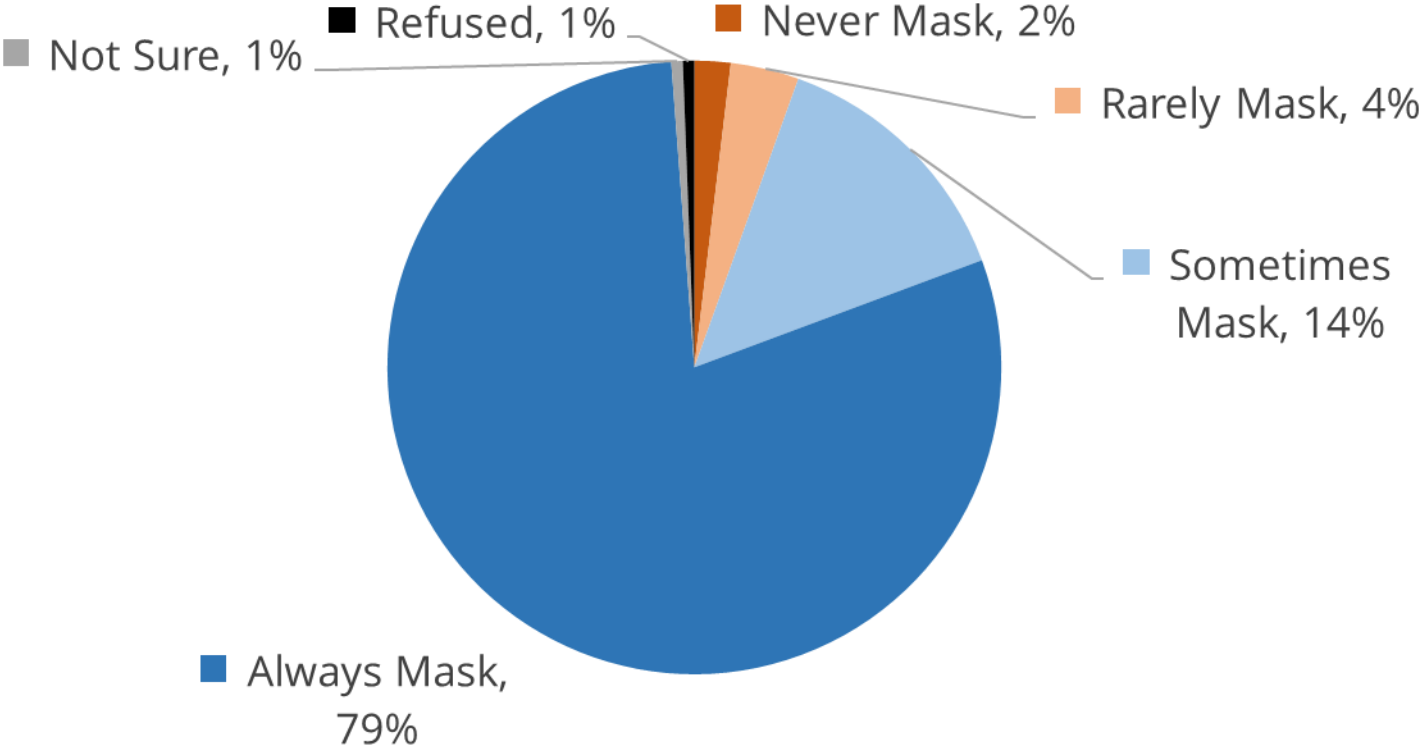
- Increase communication about the importance of isolation and cooperation to sub-groups that reported lower likelihood.
- Explain how DCHS handles sensitive information.

Open-ended responses cite lack of trust and it being none of DCHS' business / privacy



A Majority of People Wear Face Masks in Public / Social Settings

Please tell me how often you wear a face mask when in public or in a social setting



- Although 39% of respondents oppose mask mandates, 93% sometimes or always wear a mask in public

Takeaways:

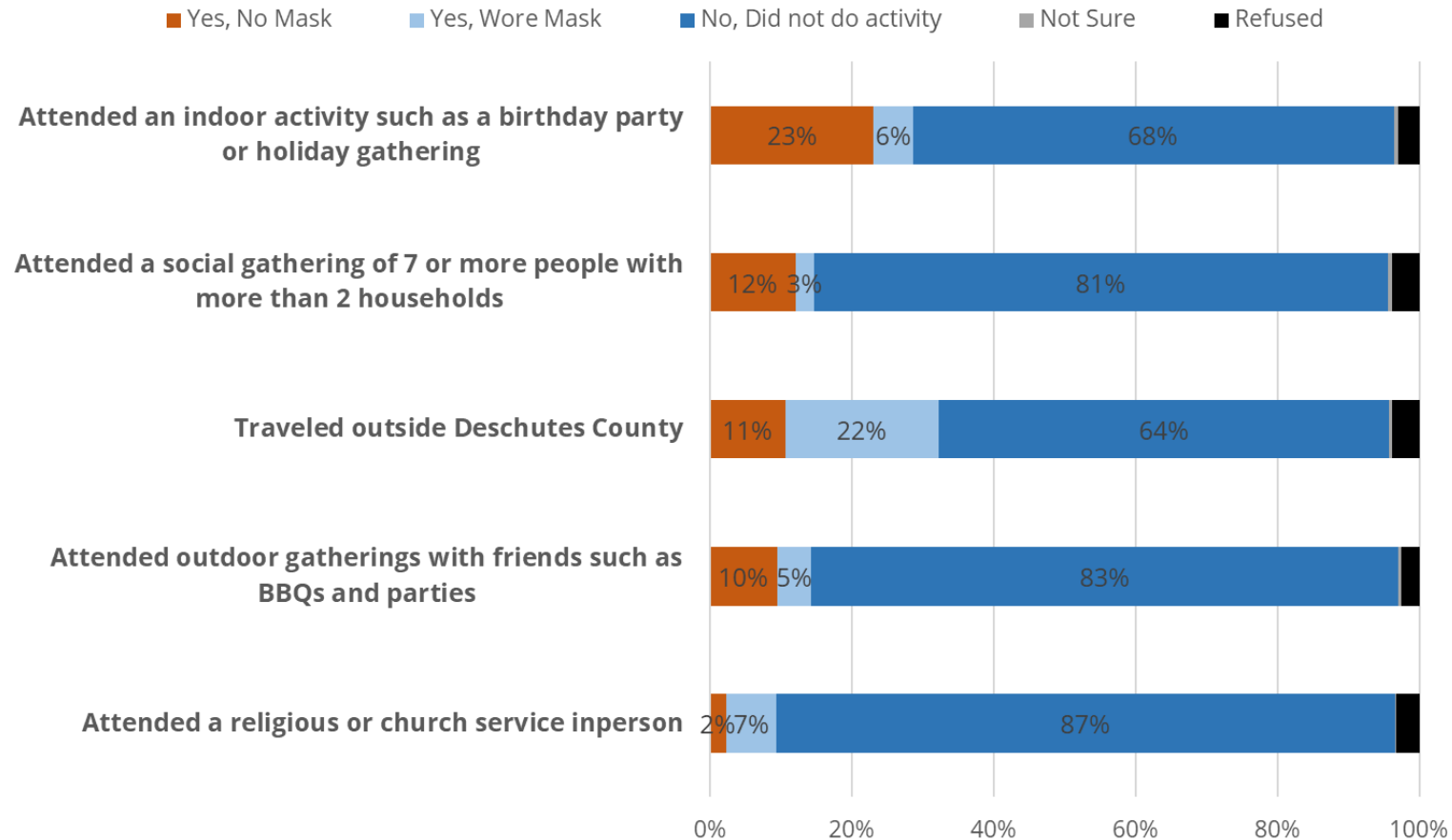
- Amplify mask communication to audiences less likely to comply with mask usage in public settings.



Notable Share of Unmasked Indoor Gathering in Last 2 Weeks

Personal Activities & Mask Usage Over Last Two Weeks

Sorted in descending order by % "yes [did activity], no mask"



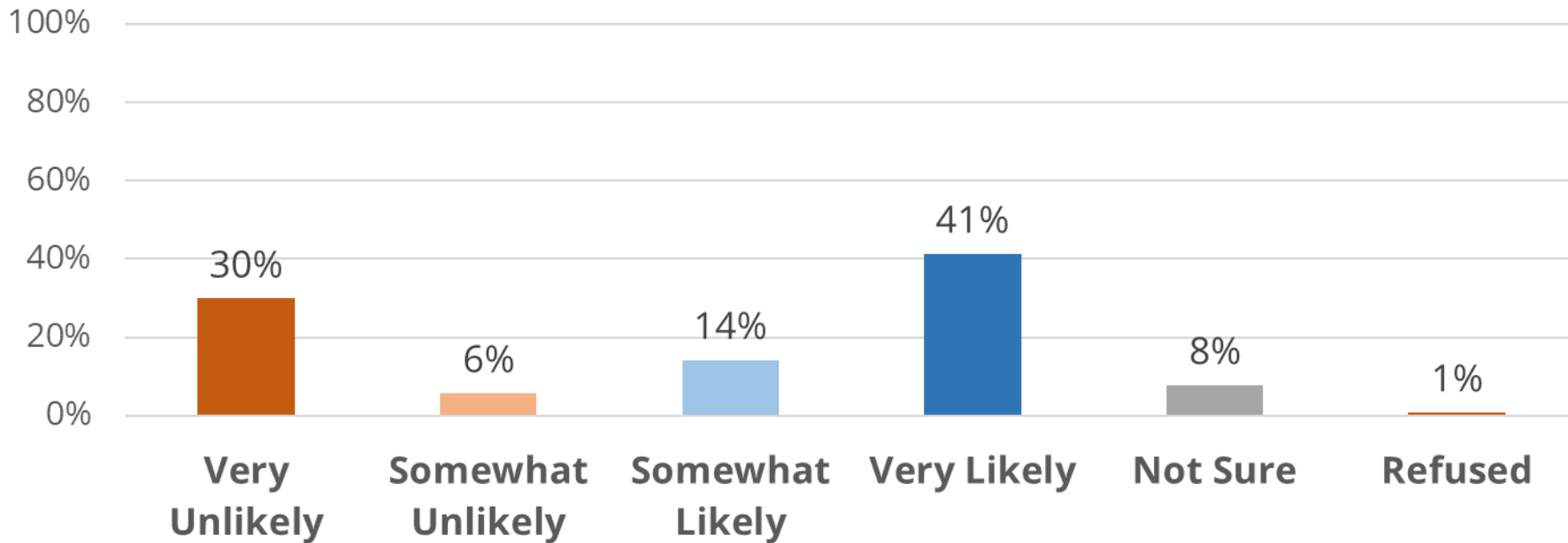
Takeaways:

- Strengthen messages about the importance of wearing masks when gathering inside, particularly to those less likely to wear a mask.
- Overall, results point to the importance of messaging on how to gather safely.



Results Show A Continuum of Vaccine Attitudes

How likely are you to get a COVID-19 vaccine when it becomes available



Why? Open-ended responses most commonly cite not enough research/testing, lack of trust in government, developed too fast, and too soon to know possible side effects

- When asked what would make you more likely to get it, “unlikely” respondents were most likely to cite: nothing (35%) and more time (30%)

Takeaways:

- Vaccine communication should focus on explaining the validity of the research trials and address side effect concerns.
- Policy and behavioral measures should be used to supplement communication efforts.



Result Implications: Confidence

Confidence

- **Local media sources should be strongly utilized.** Focusing on Redmond-area local media will be particularly important, as residents are more likely to cite local media as a main source of information.
- Given the high trust placed in HCPs, particularly among families with children, **leveraging HCPs in communication** and outreach is of utmost importance.
- **Vaccine communications should address areas of top concern** (e.g., “not enough research/testing has been done”, “I don’t trust the government”, and “it was developed too fast”).
- Open-ended responses highlighted varying degrees of distrust. Continuing and **enhancing communication transparency** is advised.



Result Implications: Complacency

Complacency

- Certain demographic sub-groups tend to be less compliant with and less supportive of public health measures. **Targeted communications and “nudges”** directed to these groups are recommended. It will additionally be instructive to **develop detailed personas** of these sub-groups to better understand their motivations and strategically inform segmentation efforts.
- Community members are concerned about increased spread of COVID-19 in the County, financial impacts, spreading COVID-19 to high-risk individuals, and childcare impacts. **Messaging and strategies should align to top concerns** and associated values to resonate with residents. Higher risk-perceptions appear to be highly correlated with support of various public health measures and intent to vaccinate.
- Results point to some complacency in mask usage (particularly for indoor gatherings) and indicate complacency among those who have had COVID-19. **Making sure communications address complacency** by continuing to emphasize the importance of mask usage, social distancing, how to gather safely, and the importance of getting vaccinated even if you’ve had COVID-19 will be important.
- While many oppose face mask mandates, many more comply with the rules. This suggests that **policies can be an effective mechanism** for managing COVID-19, even when they are not popular.



Result Implications: Convenience

Convenience

- **Targeted messaging during vaccine rollout by preferred communication channel** is recommended. For example, leaning heavily on local media to reach older community members to make sure this group receives timely and relevant information about where and when to get vaccinated.
- The Latinx community tend to be more supportive of public health measures. Outreach to this important group may consider **messaging that is more informational**, rather than messaging designed to persuade audiences of the importance of adhering to various public health measures. Furthermore, data show that Latinx community members have higher trust in DCHS and OHA. Building upon this trust in future outreach is crucial.
- In understanding that financial and childcare impacts are of great concern to community members, reducing barriers to access for vaccination should **prioritize strategies that alleviate financial and childcare obstacles**.



Additional Considerations & Next Steps

Additional Considerations

- About 1/3 of respondents traveled outside of Deschutes County in the last two weeks. This underlines the importance of **collaborative regional efforts**.
- The vaccine confidence strategic framework and other **plans should incorporate phone survey data** for maximum local relevancy. While the survey results influence many confidence- and complacency-related actions, additional consideration should be given to strategies related to **convenience**. Beyond communication efforts, **policies and behavioral science-informed “nudges”** to influence behavior will be of utmost importance moving forward. Additionally, given the nuance in community member attitudes, survey results highlight the importance of **audience segmentation** to reach particular groups.

Immediate Next Steps

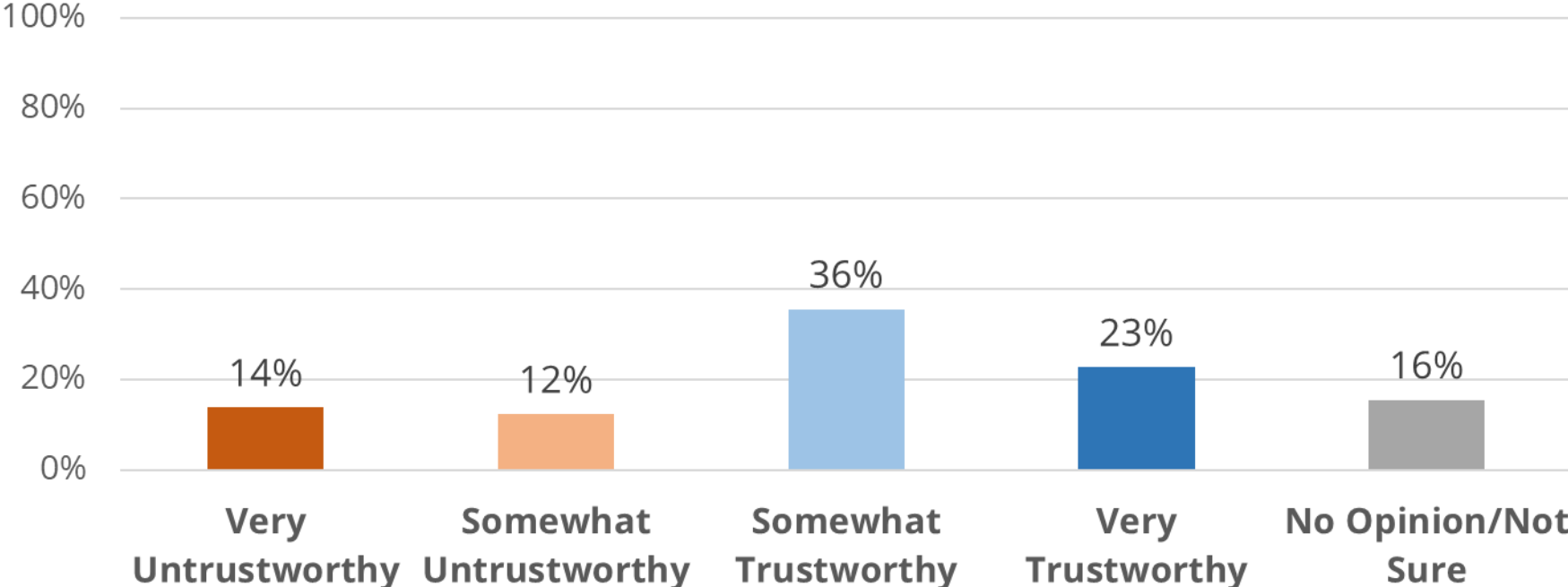
- Targeted communication efforts to combat complacency
- Mass communication campaign rollout that focuses on top concerns and leverages the power of social norms



Appendix

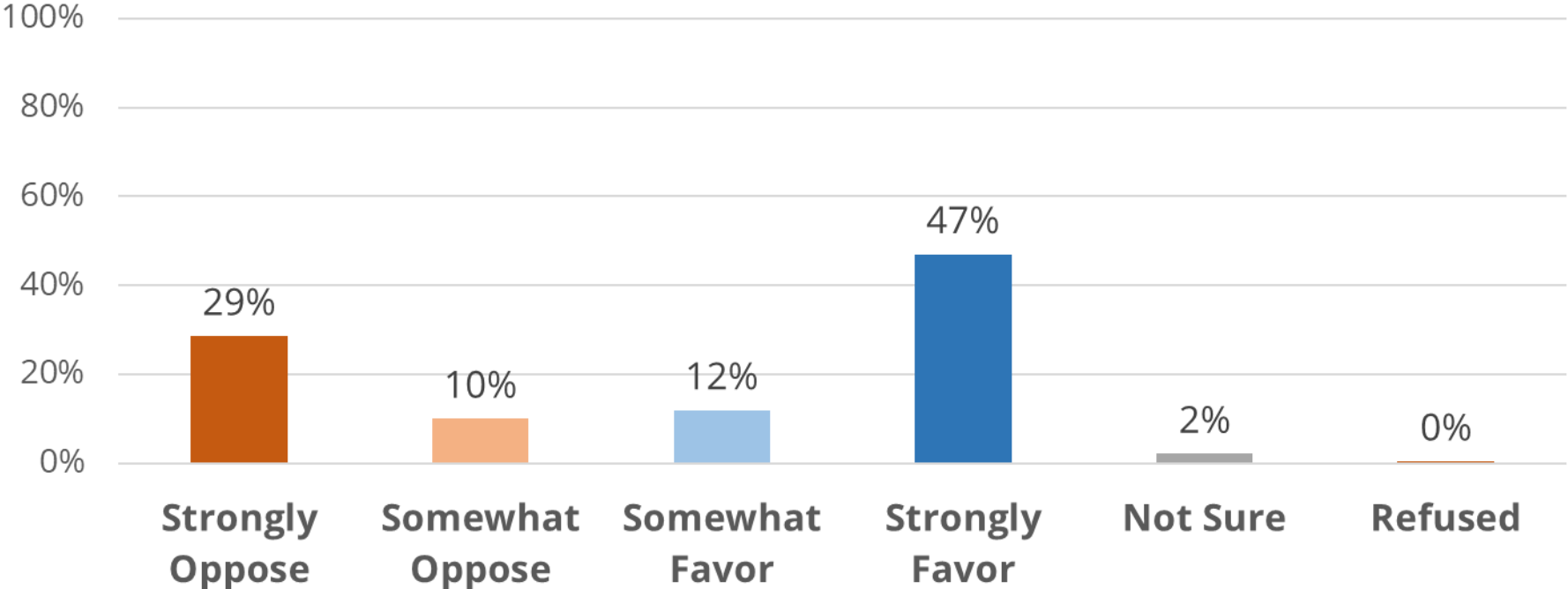
DCHS' Response to COVID Seen as Trustworthy Overall

Please tell me your level of trust when it comes to Deschutes County Health Services and its response to COVID



More People Favor Than Oppose Statewide Mask Mandates

Do you personally favor or oppose statewide mandates that require individuals to wear face masks in public?



Thank you

