



Columbiana County Health District

P.O. Box 309 – 7360 State Route 45 – Lisbon, Ohio 44432

Phone: 330-424-0272 – **General Fax:** 330-424-1733 – **Nursing Fax:** 330-424-1843

Email: cchd@columbiana-health.org **Web:** www.columbiana-health.org

Vaccine Hesitancy- Survey Analysis

A short survey was made available to community stakeholders in May 2021, in order to determine why there appears to be a lack of interest in residents receiving the COVID-19 vaccine. The hesitancy information collected by the survey included both quantitative and qualitative data. The survey results from the quantitative data in Q4 was reviewed using a frequency distribution table. The survey results from the qualitative data in Q5 was reviewed using content analysis. The intent of this analysis is to determine frequency and patterns within the survey results to address COVID-19 vaccine hesitancy in Columbiana County.

Survey questions

- Q1- Please list your agency name. (fill in)
- Q2- Please list the name and contact information for the person completing the survey. (fill in)
- Q3- Please indicate which zip codes your agency primarily serves. (required- check all that apply)
- Q4- Based upon feedback from the clients you serve, what is the main reason you are hearing that Columbiana County residents are not interested in getting vaccinated? (required- check all that apply)
- Q5- What suggestions do you have for the Columbiana County Vaccination Taskforce to help increase vaccine update in the county? (required- fill in)

Q4- Frequency distribution table

Answer	Frequency	Percent
Concerns about side effects	36	76%
Concerns about safety	31	65%
Want to wait	25	53%
Too fast roll out	24	51%
Lack of confidence in vaccine effectiveness	24	51%
Do not like to get shots	6	12%
Lack of transportation	2	4%
Don't know where to go to get vaccine	1	2%
Perceived vaccine cost	1	2%

Of the answer options selected in Q4, five answers were picked at least 50% of the time and two of those were picked over 60% of the time. The increased frequency of response to these five answers indicates priority areas which could be addressed to reduce vaccine



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hesitancy in the county. The frequency of the remaining four answer options was very low and may not be an area of importance to address vaccine hesitancy for the county residents at this time.

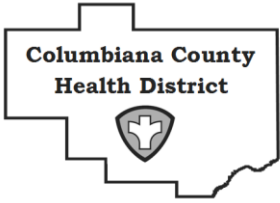
Q5- Content analysis

Response data was coded by Laura Fauss and the codes reviewed and confirmed by Hannah Sutton. The comprehensive responses with coding can be found following this report. Results of the coding is summarized in the table below:

Theme	Color	Frequency
Information gap	Blue	23
Safety concern	Pink	13
Better access	Yellow	13
Lack of trust	Orange	11
Incentives	Green	3

It is clear from the data review that respondents believe there is an “information gap” causing vaccine hesitancy in the Columbiana County. Replies that included themes about the “information gap” between residents and professionals was mentioned with the highest frequency in the survey. Many respondents recommended using partners and trusted members of the community to help distribute vaccine information. The second theme identified in the analysis was tied between “safety concerns” and “better access” to the vaccine. The “safety concerns” theme could also be included with the “information gap” theme, but was differentiated in this analysis to provide better data of concerns identified in the survey. Partnering with local churches, schools and other agencies to provide vaccines and increase access was recommended many times by respondents. “Lack of trust” was also a big factor indicated in the survey, again the recommendation of partnering with others to help with this barrier was referenced. The theme identified in this analysis was the use of “incentives” to increase vaccine uptake which was only mentioned three times.

Report compiled by Laura Fauss on May 19, 2021



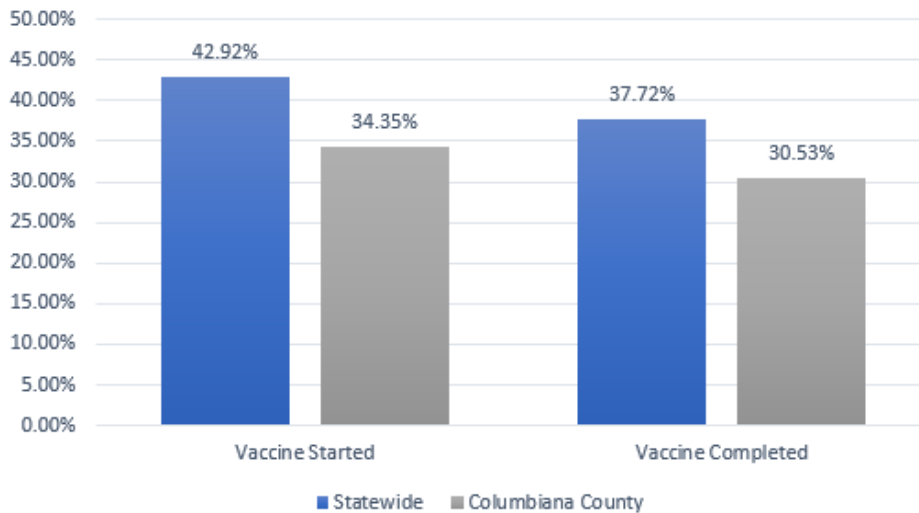
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Vaccine Hesitancy- Comparative Analysis Review

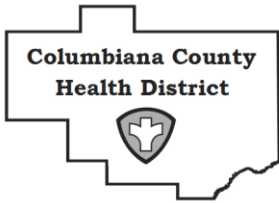
Increasing vaccine hesitancy was one of the issues identified in the Ohio Department of Health’s COVID-19 Vaccination Plan dated October 16, 2020. At that time, the report indicated that 50% of Americans report they are unsure or would refuse being vaccinated against COVID-19. It is not surprising that Columbiana County now faces this hurdle, and is currently lagging the State of Ohio in percentage of population vaccinated. Columbiana County also lags many of its adjoining counties including Jefferson, Mahoning and Stark counties in the percent of population vaccinated.

COVID Vaccine Status by Percent of Population
5/18/21



A review was conducted of counties with similar population size on the Health Equity Vaccine Recipient Dashboard which is provided by the Office of Minority Health. This review found that there is a correlation between rural counties with similar SVI scores and vaccine hesitancy. The table developed below with the data from this dashboard highlights these findings.

County	Population	SVI	Population Started Vaccination Series 5/19/2021
Allen	102,351	0.7701	33,345 (32%)
Columbiana	101,883	0.6322	35,752 (35%)
Wayne	115,710	0.6552	40,286 (34%)



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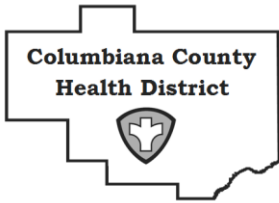
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The Ohio Colleges of Medicine Government Resource Center released data on April 30, 2021, intitled COVID-19 Survey Vaccine Hesitancy Report. One question on the survey aimed to identify the reason for vaccine hesitancy in Ohio. Respondees were asked why they do not plan on getting the vaccine. Answers to this question could be chosen from a preset list of options. Of the options provided, one response stood out, which was selected 62% of the time siting “Safety concerns” as the reason they do not want to get the COVID-19 vaccine. The second most chosen answer was close to three-way tie between “Don’t trust government” 39%, “Don’t trust vaccines” 33% and “Not needed” 32%.

The results from the statewide survey showed several similarities to our local vaccine hesitancy survey. Concerns about safety, lack of confidence in the vaccine and lack of trust were common themes indicated by respondees in both surveys. This additional data confirms the local findings on COVID-19 vaccine hesitancy and indicates an excellent launching point to address this matter at the local level.

Report updated by Laura Fauss on December 15, 2021



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COVID-19 Vaccine Hesitancy

Q5 What suggestions do you have for the Columbiana County Vaccination Taskforce to help increase vaccine uptake in the county?

Answered: 37 Skipped: 12

#	RESPONSES	DATE
1	Increase in providing concise and accurate information about the vaccinations.	5/18/2021 10:51 AM
2	I wish I knew. I have been advocating for the vaccines almost daily since December. Frequent concerns I hear are - not trusting j&j because they can't even make baby powder - it was rushed, so therefore safety wasn't adequately tested - confer for long term side effects including infertility - want to wait a while and see I think people also generally aren't scared of COVID. It has a 99.9% survival rate, why do I need a vaccine? I'm glad you all are working on vaccine hesitancy. To my core, I'm bothered by the general response and beliefs around this pandemic. If there is roughly 50% of healthcare workers who don't trust the vaccine... how much more hesitant is the general population. I think we need to somehow get better vaccination rates among health care workers. Also, people tend to trust their own. Go to neomed's Facebook. The Kent/Akron Islamic society just hosted a vaccine clinic and shots were administered by Islamic pharmacy students. I think they had a good turn out and response. A lot of Christians have vaccine hesitancy because of misinformation that has made its way into their circles. Maybe you can work with various pastors/ministers to see how they feel about the vaccine, see if they can promote it, then do vaccine clinics on a Sunday in their church, after church. Go to the places the people are and have their own leaders endorse the vaccine. Maybe have smaller vaccine clinics at the lions club, rotary club, etc. I'm curious how the nation will approach school. Maybe do vaccine clinics (for parents and students) at the schools? There are 3 epidemiologists I follow on Facebook and they are amazing. They post almost daily or covid/vaccines, etc. Currently they are talking a lot about vaccine rollout and hesitancy. Their pages are called "dear pandemic" "your local epidemiologist" and "your friendly neighborhood epidemiologist".	5/15/2021 8:11 AM
3	Continue to work with the local school districts as we partner together to spread the word.	5/13/2021 11:44 AM
4	Maybe more educational information	5/12/2021 10:22 PM
5	Let this take a natural progression.	5/12/2021 7:51 PM
6	I wish I had the answers	5/12/2021 2:01 PM
7	Ask physician + healthcare leaders to help direct appeal through PR blitz: media, social media imploring My patients have all responded to using anecdotes > facts... They also are more likely to get it 'for someone else' than themselves. Meaning, they have no concerns about getting sick themselves, but don't want their more comorbid / elderly loved ones too... Yell if we can be helpful any time - thanks for all your efforts! (330-332-7220)	5/12/2021 11:35 AM
8	People that don't want it are concerned about safety and feel it was rolled out to fast. They also "had a friend" that had a side effect	5/12/2021 11:35 AM
9	More visibility of people in community getting vaccinated through traditional and social media - videos, pictures, radio etc. Requiring vaccination to participate in certain events (sporting events, concerts etc). I think there is a lack of trust for traditional healthcare and data and statistics aren't going to convince people to get vaccinated - there needs to be a push in the community that emphasizes safety for the individual getting vaccinated and a duty to their loved ones and community to provide "herd immunity" for everyone / everything to get back to normal.	5/12/2021 11:22 AM
10	Continue to educate the public about the vaccine. With flu vaccines in the past, we had success with a forum for questions and answers with providers.	5/12/2021 10:43 AM
11	Continue education and debunking 'myths' that are repeated and commonly believed in our county. Partner with primary care to educate patients and recommend the shot/offer it right then. Maybe partner with another event (if possible) with education or shots available on site....like back to school bashes, summer fun days, WIC farmer market days or big truck day	5/12/2021 10:25 AM



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at CAA? Send info that is colorful and family friendly (few words, myth busters, facts, where to check out the truth for example) to send home with school children, out with home visits or home visit care bags, for WIC to hand out, DJFS, ect. Anything that can help bridge the gap of "us" and "them" or judgement around being on the right side of the issue. Fear is shutting down higher brain functions :0) Thank you for all you have done and all you are doing to keep residents safe and healthy as possible....you are appreciated and you have shined brightly during a dark time.

12	Tried to get more information out that the vaccine is safe.	5/12/2021 10:03 AM
13	Possibly in home service for elderly and new moms or those who struggle with mental health issues & leaving their home. People who wouldn't easily leave to go and get it. Maybe more prominent at grocery stores where most people would be going anyway.	5/12/2021 10:01 AM
14	More marketing for an increased public awareness. The surrounding county's had better marketing and still do today.	5/12/2021 9:35 AM
15	Reiterate the safety and the benefits to receiving the vaccine.	5/12/2021 9:25 AM
16	Continue your efforts to stay the course!	5/11/2021 3:51 PM
17	Post on social media reasons everyone should be vaccinated. State science behind the vaccine.	5/11/2021 3:24 PM
18	The vaccine efforts have been out standing!! Not sure what else can be done.	5/11/2021 3:23 PM
19	NONE	5/11/2021 1:48 PM
20	Having vaccine drives at local churches. Pastors can speak directly to congregants about the vaccine. We would be glad host such an event. We think it would work with our church if we did something like that on the same day as we do our food pantry ministry.	5/11/2021 1:36 PM
21	I hear mostly about the lack of faith and trust in our current federal gov. I don't know how to fix that.	5/11/2021 1:21 PM
22	I would love to see partnerships with churches and pastors, either as vaccination locations or with educational literature. The statistics nationwide are that it is mostly white evangelical Christians who are anti-vaccine. As a white Evangelical, I very much believe that faith and science and co-exist. There's fear about stem cells in the vaccine. There's concerns about infertility being a side effect. What people aren't acknowledging is that there are two unknowns-unknown about the vaccine (in a way), but unknowns about the long-term effects of COVID-19. We can't move on or past COVID-19 and a return to normalcy without herd immunity. That's what also needs to be communicated.	5/11/2021 12:28 PM
23	As much education about the safety of the vaccines as possible. Trend data about long term effects.	5/11/2021 12:10 PM
24	I think it will be hard to increase the number of vaccinated residents due to mindset. It is not easy to change someone's mindset, especially when you are dealing with their health.	5/11/2021 12:09 PM
25	Better education and publicity. Maybe comments from people who got the vaccine and did not suffer any side effects.	5/11/2021 11:46 AM
26	Take the politics out of it ... Be honest about cost ... it isn't free ... People will pay one way or another ... Increased taxes!!!! Lack of honesty equals lack of trust!!	5/11/2021 11:16 AM
27	Offer more places to obtain the vaccine and the choice of Moderna, Pfizer, or J&J. At this time, locating the Pfizer for children 16 and up has been a struggle.	5/11/2021 10:57 AM
28	Maybe some type of incentives.	5/11/2021 10:45 AM
29	Possible simple handout with needed information we can give to clients.	5/11/2021 10:38 AM
30	Information from contact tracing (general, not specific). Examples of risky behavior.	5/11/2021 10:21 AM
31	Offer Clinics for youth and families to start next year in August. Have giveaways. Sounds crazy, but do at festivals and have giveaways. EX: Free food or beverage	5/11/2021 10:15 AM
32	Continue to educate community and share specific instances of people that they know that have been vaccinated. This may lessen fears.	5/11/2021 10:09 AM



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COVID-19 Vaccine Hesitancy

33	Explain that the vaccine research was not rushed and what is actually "in the vaccine." Compare to other vaccines that have saved lives such as smallpox, polio, etc.	5/11/2021 9:55 AM
34	Gift Cards	5/11/2021 9:43 AM
35	Unless you can educate the people that do not believe that this is serious, then you have done all that you can do. Thank you for your efforts.	5/11/2021 9:40 AM
36	More education;	5/7/2021 1:24 PM
37	keep up the great work!	5/7/2021 11:39 AM

Safety
Info
Access
Trust
Incentives