

# COVID WEBINAR

## Community-Led Data Collection in LGBTQ+ Public Health: Perspectives on COVID-19 Vaccine Hesitancy

Friday, June 25, 2021  
1:00 pm Eastern Time



**NATIONAL  
NURSE-LED CARE  
CONSORTIUM**  
a PHMC affiliate

### Mardi Moore

Executive Director  
Out Boulder County

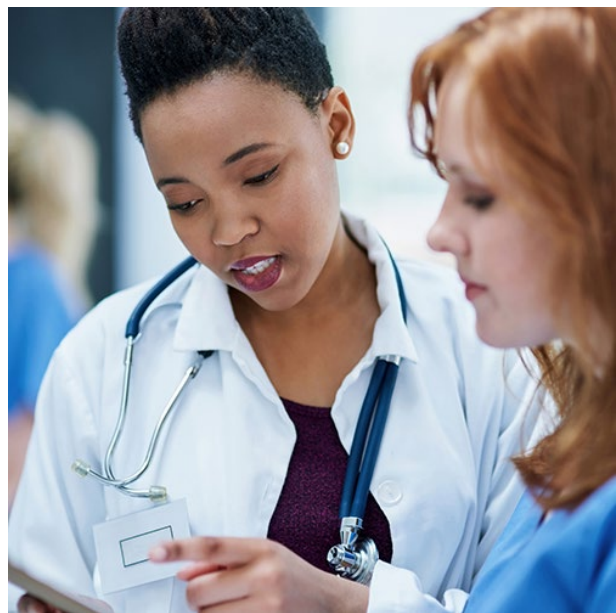


### Christina Graham Brasavage, MPH

Data & Evaluation Manager  
Bradbury-Sullivan LGBT  
Community Center



# National Nurse-Led Care Consortium



The **National Nurse-Led Care Consortium (NNCC)** is a membership organization that supports nurse-led care and nurses at the front lines of care.

NNCC provides expertise to support comprehensive, community-based primary care and public health nursing.

- Policy research and advocacy
- Program development and management
- Technical assistance and support
- Direct, nurse-led healthcare services

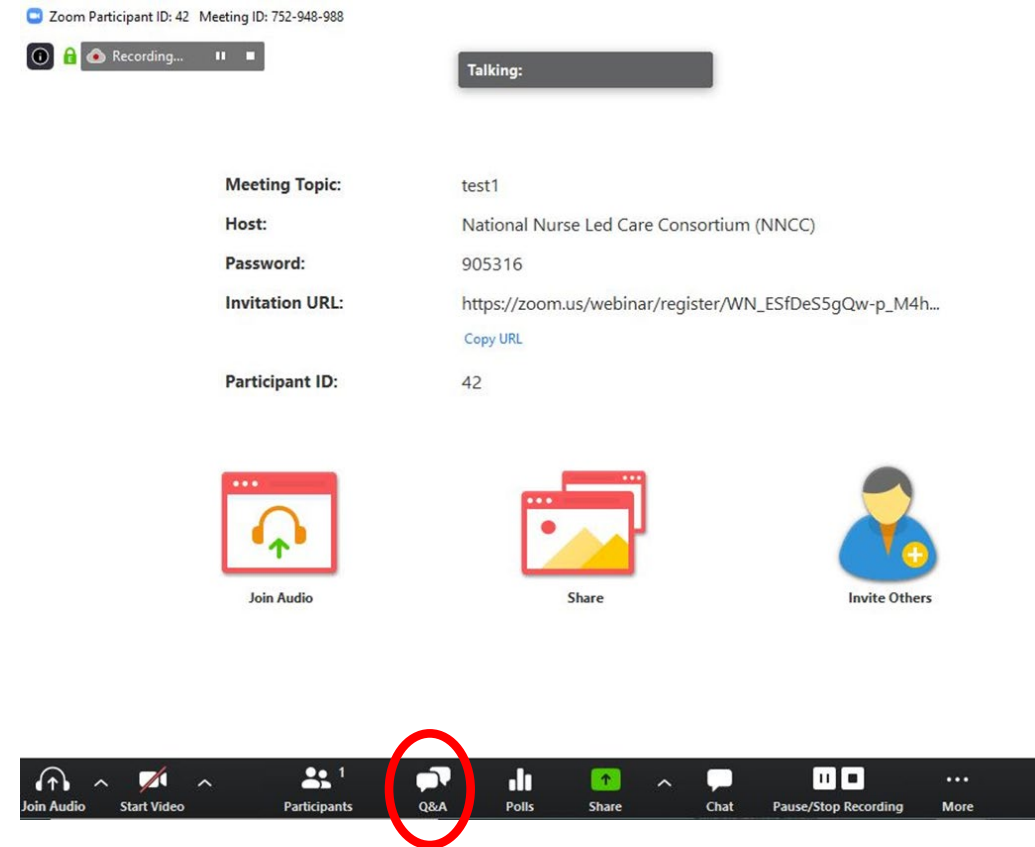
# Housekeeping Items

## Question & Answer

- Click Q&A and type your questions into the open field.
- The Moderator will either send a typed response or answer your questions live at the end of the presentation.

## Continuing Education Credits

- Please complete the evaluation survey after today's training.
- Certificate will arrive within 3 weeks of completing the survey.



# Nurse-Led Vaccine Confidence Project

NNCC is partnering with the Centers for Disease Control and Prevention (CDC) to build COVID-19 vaccine confidence among nurses and the communities they serve.

Through this project, NNCC strives to:

- Empower nurses with the necessary information to engage with care teams and communities about COVID-19 vaccines
- Provide learning opportunities to share up-to-date guidance, support peer engagement among nursing colleagues, and strengthen the nursing role
- Amplify the nursing voice by featuring everyday nurse champions through our podcast and other media.

Visit [nurseledcare.org](https://nurseledcare.org) to learn more!



# Nurse-Led Forum for Vaccine Confidence

**Our aims** are to create a bi-weekly forum to:

- Explore questions around vaccine hesitancy
- Share strategies for building confidence in COVID-19 vaccines among nurses and communities they serve
- Learn perspectives from the field and promising practices for vaccine communications, partnerships, and decision-making

*This webinar was funded in part by a cooperative agreement with the Centers for Disease Control and Prevention (grant number NU50CK000580). The Centers for Disease Control and Prevention is an agency within the Department of Health and Human Services (HHS). The contents of this resource center do not necessarily represent the policy of CDC or HHS, and should not be considered an endorsement by the Federal Government.*

# Additional COVID-19 Vaccine Resources

- [Identify a COVID-19 Vaccine Persona](#)
- [The Virality Project](#)
- [Christians and the Vaccine](#)
- [Vaccine Equity Cooperative](#)



# Additional COVID-19 Vaccine Resources

- Four of the nation's largest child care providers are offering free child care to all parents and caregivers getting vaccinated or recovering from vaccination from now until Sunday, July 4.
  - KinderCare
  - Learning Care Group
  - YMCA
  - Bright Horizons
- Patients can [visit Vaccines.gov's incentives website](https://www.vaccines.gov/incentives) to find out how to engage these services. Note that website also lists other vaccination incentives.

## FREE CHILD CARE AVAILABLE WHILE YOU GET VACCINATED



### WHAT?



**THOUSANDS**  
of child care  
sites across the  
United States

Four of the nation's largest child care providers are providing free child care to all parents and caregivers getting vaccinated or recovering from vaccination from now until July 4th.

### WHERE AND WHEN?



**THROUGH  
JULY 4**

Contact one of these:

**KinderCare & Learning Care Group:** free drop-in care for any parent or caregiver who needs support to get vaccinated.

**YMCA:** free drop-in care during vaccination appointments.

### HOW DO I GET VACCINATED?



Visit  
**vaccines.gov**  
Text **438829**  
Call **1 (800) 232-0233**

HHS is encouraging all states to use the American Rescue Plan's child care funding to offer your local or home-based child care provider the financial flexibility they need to join this effort and support your vaccination.

Vaccines are FREE and available to everyone, regardless of immigration or insurance status

# Learning Objectives

By the end of this session, attendees will be able to:

- Identify the factors that may contribute to vaccine hesitancy in the LGBTQ+ community.
- Describe how changes in survey design and recruitment strategies contribute to larger, more diverse pools of respondents.
- Implement at least two strategies to build trust between the LGBTQ+ community and health care organizations



# Poll Question

**What % of the LGBTQ population has received a COVID-19 vaccine?**

- A. 70%
- B. 50%
- C. 15%
- D. Not listed above

# Poll Question

**What % of the LGBTQ population has received a COVID-19 vaccine?**

- A. 70%
- B. 50%
- C. 15%
- D. Not listed above**

# Speakers



**Mardi Moore**  
Executive Director,  
Out Boulder



**Christina Graham Brasavage, MPH**  
Data & Evaluation Manager  
Bradbury-Sullivan LGBT Community Center

# COVID VACCINATIONS in the LGBTQ COMMUNITY.

WHAT WE LEARNED. WHAT WE DID. WHAT WE NEED.



What we  
discovered.

.....

What we did  
about it.

.....

What we need  
from you moving  
forward.

.....





What we .....  
discovered.



# WHAT WE DISCOVERED: DATA

- Our Survey/Our Surprise
  - Higher reluctance in the LGBTQ than in the cisgender and heterosexual community
  - LGBTQ community expressed they would prefer to be vaccinated in an LGBTQ center.
  - Cisgender woman and people assigned female at birth had the most hesitancy

Table 1. Demographic Information

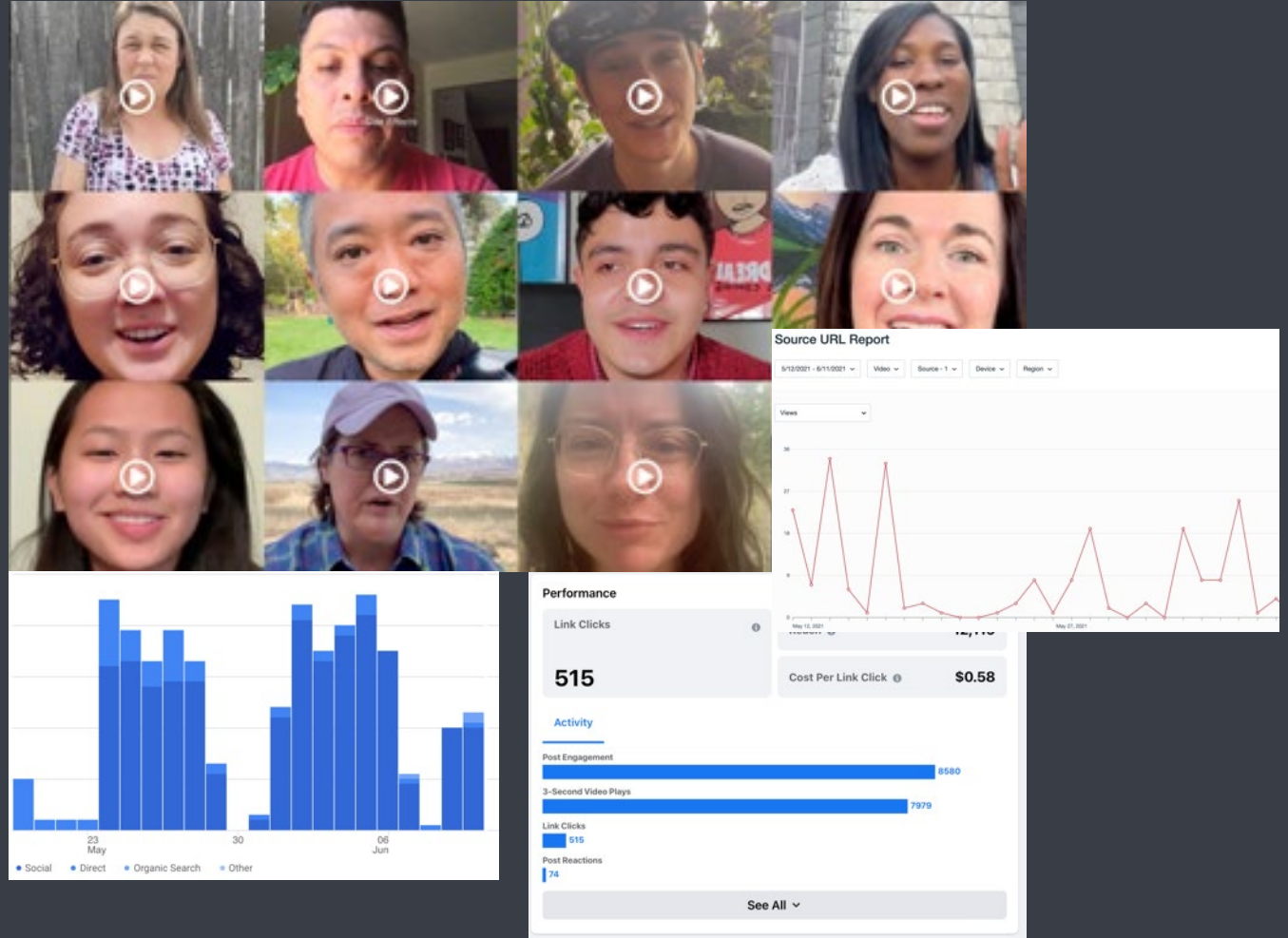
	ALL (N=272)		LGBTQ (n=210)		Non-LGBTQ (n=56)		TRANS (n=61)		POC (n=29)	
	#	%	#	%	#	%	#	%	#	%
<b>LGBTQ</b>										
Yes	210	78.9%							22	78.6%
No	56	21.1%							6	21.4%
Prefer Not to Answer*	6	2.2%								
<b>SEX assigned at birth</b>										
Female	171	68.4%	121	62.4%	49	89.1%	35	57.4%	14	51.9%
Male	79	31.6%	73	37.6%	6	10.9%	26	42.6%	13	48.1%
Intersex	0	0%								
Prefer Not to Answer*	22	8.1%	16	7.6%	1	1.8%			2	6.9%
<b>GENDER</b>										
Cisgender	197	76.4%	143	70.1%	52	100%			22	84.6%
Transgender	61	23.6%	61	29.9%					4	15.4%
Prefer Not to Answer*	14	5.1%	6	2.9%	4	7.1%			3	10.3%
<b>RACE/ETHNICITY</b>										
Black/African American	1	0.4%								
Asian/Pacific Islander	2	0.8%	1	0.5%	1	1.8%				
White/Caucasian	237	89.1%	186	89.4%	50	89.3%	57	93.4%		
Hispanic/Latino/a/x	17	6.4%	13	6.3%	4	7.1%	2	3.3%		
Native Am/Alaska Native	0	0.0%								
Multiracial	9	3.4%	8	3.8%	1	1.8%	2	3.3%		
Unknown	0	0.0%								
Prefer Not to Answer*	6	2.2%	2	1.0%						
<b>People of Color (POC)</b>										
Hispanic/Latino/a/x	17	58.6%	13	59.1%						
Multiracial	9	31.0%	8	36.4%						
Asian or African American	3	10.3%	1	4.5%						
<b>POC Total</b>	29	10.9%	22	10.6%	6	10.7%	4	6.6%		
White/Caucasian	237	89.1%	186	89.4%	50	89.3%	57	93.4%		
<b>AGE RANGE</b>										
65 or older	41	15.2%	27	12.9%	14	25.0%	2	3.3%	2	6.9%
55-64	44	16.4%	30	14.4%	13	23.2%	5	8.2%	2	6.9%
45-54	50	18.6%	40	19.1%	8	14.3%	10	16.4%	4	13.8%
35-44	65	24.2%	53	25.4%	12	21.4%	13	21.3%	9	31.0%
25-34	53	19.7%	43	20.6%	9	16.1%	20	32.8%	10	34.5%
18-24	14	5.2%	14	6.7%	0	0%	10	16.4%	1	3.4%
Under 18	2	0.7%	2	1.0%	0	0%	1	1.6%	1	3.4%
Prefer Not to Answer*	3	1.1%	1	0.5%						



..... What we did  
about it.

# WHAT WE DID ABOUT IT: IN DATA COLLECTION

- Boulder County Public Health
- CO Public Health
- Immunize CO
- Hospital Systems
- Our own surveys
- National Vaccine Advisory Committee
- Congress





# WHAT WE DID ABOUT IT: ON THE GROUND

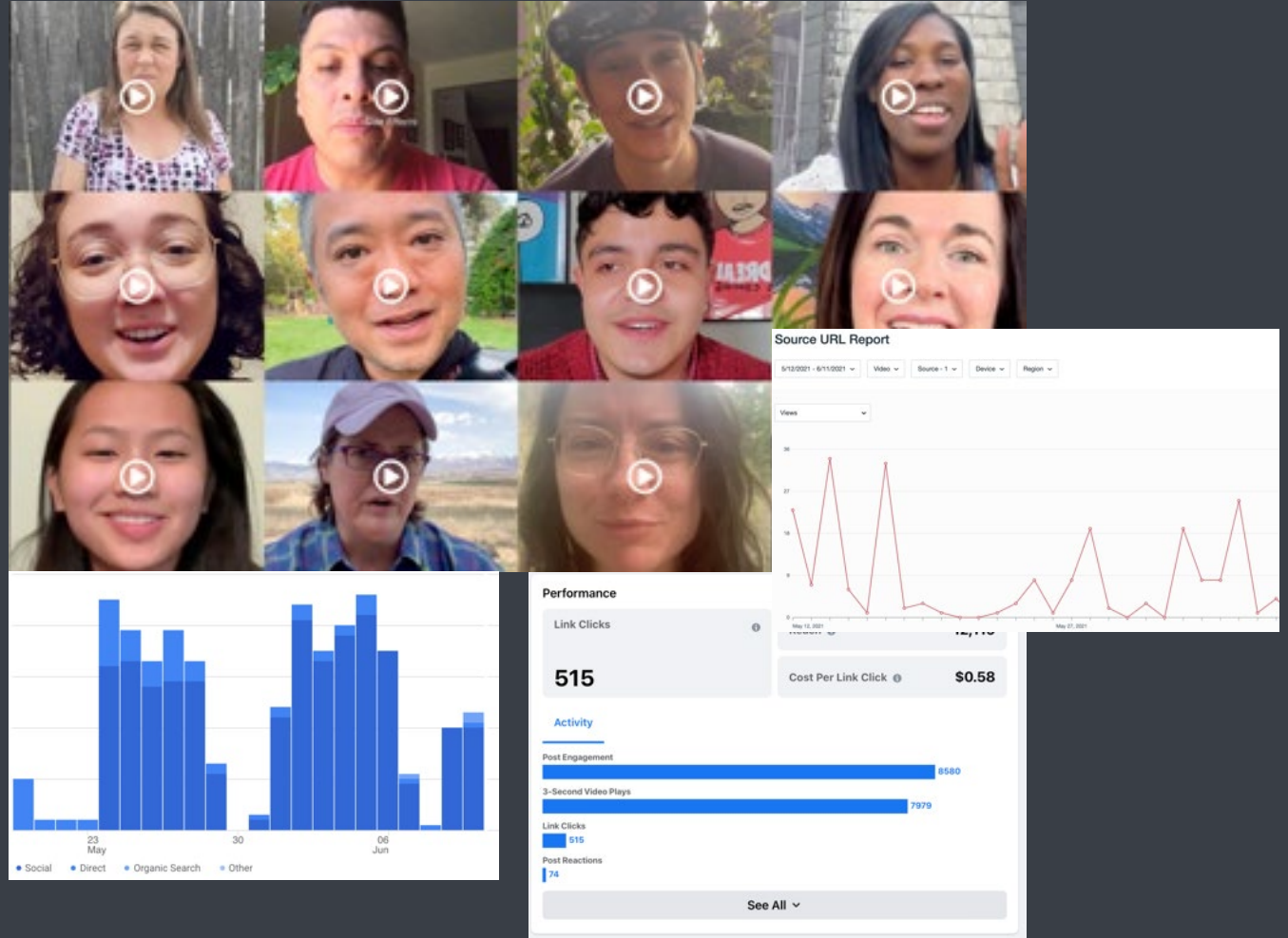
- 12+ equity clinics
- 7,315 Shots in Arms
- 163 volunteer hours
- 800+ Additional Staff Hours





# WHAT WE DID ABOUT IT: IN MESSAGING

- Come to My Window
  - Trauma-informed communication campaign
  - Focused on LGBTQ folks on the fence
  - 20k overall reach currently in Colorado
  - Approximately \$.50 per click
  - Cometomywindow.co
- Ongoing, up-to-date resources for our Boulder County community and anyone that finds us





What we need from  
you moving forward.

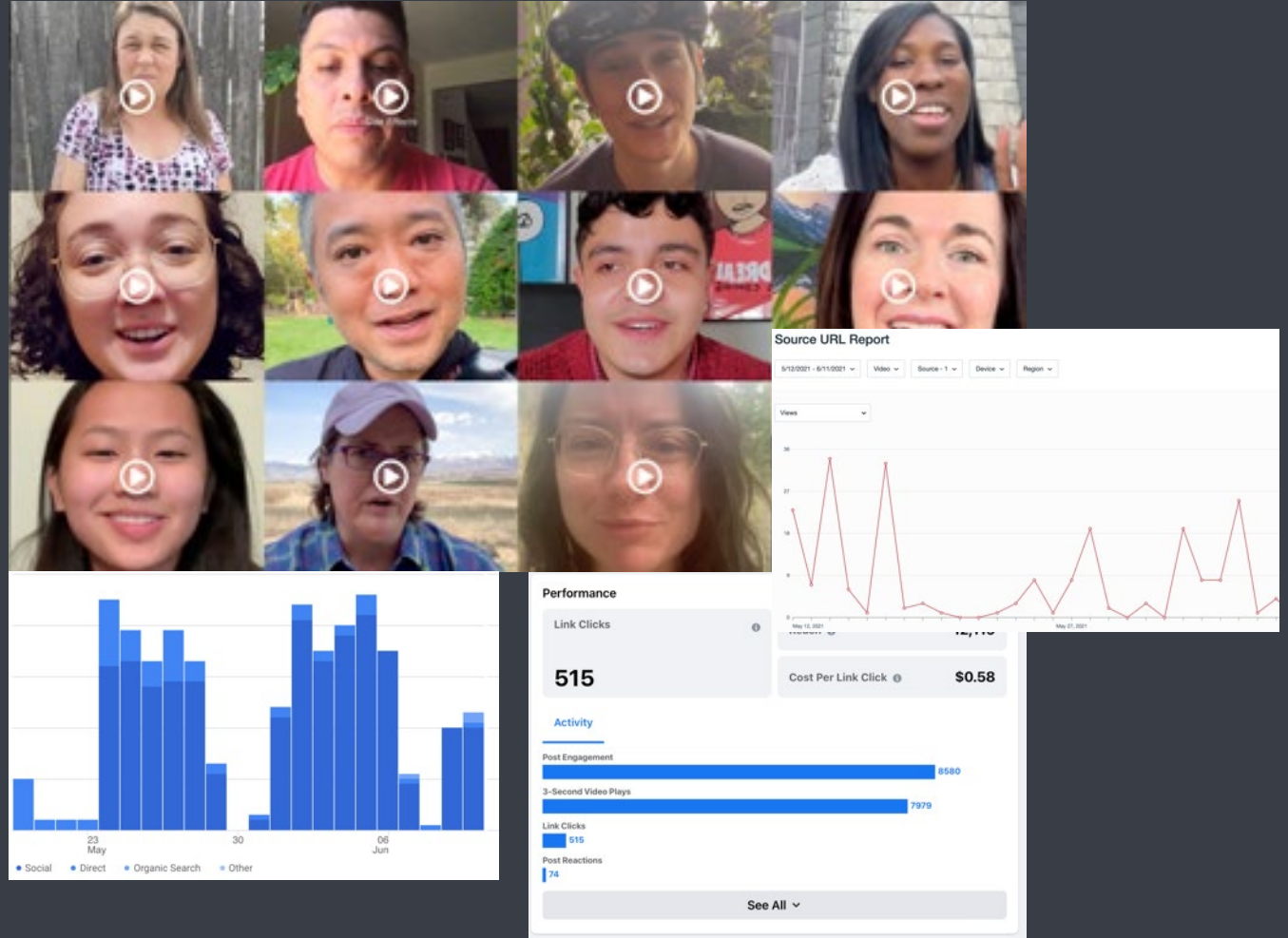
# INVISIBILITY



- LGBTQ communities are approx 5.6% of the population
- Social determinants of health
- Poverty

# WHAT YOU CAN DO ABOUT IT

- Hospital Data
- Put your pronouns on your nametags
- Put pictures of our community on your walls
- Hire people from the LGBTQ community
- Get on equity committees
- Start an ERG
- Read/Learn about LGBTQ experience







# **Community-Led Data Collection for LGBTQ+ Public Health in Pennsylvania: Strategies & Impact**

**Contributing Partners:**

**Bradbury-Sullivan LGBT Community Center**

**Bryn Mawr College Graduate School of Social Work and Social Research (GSSWSR)**



# LGBTQ+ Pennsylvanians COVID-19 Community Survey

## Methods

Bradbury-Sullivan LGBT Community Center & Bryn Mawr College conducted an IRB-approved study of vaccine access and vaccine hesitancy among LGBTQ Pennsylvanians. The study used a brief, online, survey that was available from March 4 to April 5.

## Respondents

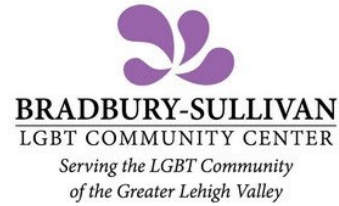
1,545 respondents were included in analysis.

## Results

Most LGBTQ+ Pennsylvanians want to be vaccinated against COVID-19!

- 54.0% have received at least one dose of a vaccine.
- 85.3% would get a vaccine as soon as it was available to them.
- Safety was the top concern of unvaccinated respondents (58.7%).
- Many were concerned that others needed the vaccine more than them (38.0%).
- 97.8% of LGBTQ+ Pennsylvanians often or always wear a mask.
- 94.9% of LGBTQ+ Pennsylvanians often or always practice social-distancing.

# Promotion Through Partnership



## PENNSYLVANIA LGBTQ COVID-19 VACCINE SURVEY



[bit.ly/vaccinesurveyPA](https://bit.ly/vaccinesurveyPA)

# Recommendations

- Offer vaccination at LGBTQ+ affirming community-based organizations.
- Use trusted messenger strategies to provide information on vaccine availability and address misinformation.
- Partner with LGBTQ+ community-based organizations for an intersectional approach.
- Prioritize SOGI data collection.

## Data Collection Partners

Alder Health Services  
Bradbury-Sullivan LGBT Community Center  
Hugh Lane Wellness Foundation  
LGBT Center of Greater Reading  
LGBT Center of Central PA  
Mosaic Medical  
Rainbow Rose Center



# 2020 PA LGBTQ Health Needs Assessment

## Methods

Bradbury-Sullivan LGBT Community Center & Public Health Management Corp. Online, english and spanish language surveys administered from March - May 2020.

## Respondents

6,582 respondents were included in analysis. Respondents are from 913 zip codes across 64 of 67 counties (not represented in were Cameron, Sullivan and Forest Counties.)

## Selected Findings

Results of the 2020 Pennsylvania LGBTQ Health Needs Assessment included qualitative and quantitative data.

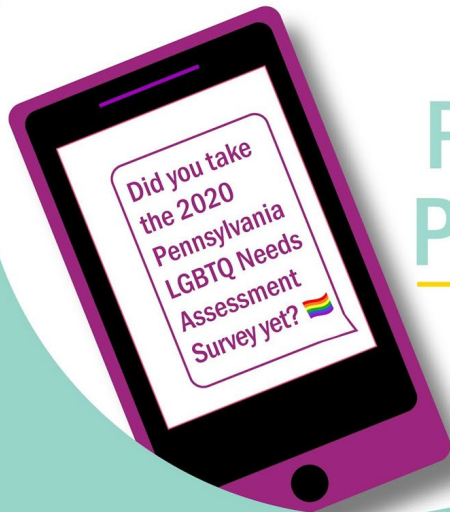
- 44.8% of had not had a flu vaccine in the last year.
- 23.6% had not visited a doctor for a routine check-up in a year or longer.
- 23.4% had experienced a negative reaction from a healthcare provider due to LGBTQ, racial, or ethnic identity.
  - 35.5% of transgender, non-binary, or genderqueer respondents had expereinced a negative reaction.
- 35.4% did not believe health providers had the medical expertise of LGBTQ health needs.
- Strong preference for services provided by LGBTQ communtiy organizations!

See the full report at [livehealthypa.com/lgbt](https://livehealthypa.com/lgbt)

# Examples of Targeted Outreach

**Do you identify as LGBTQ?**

Take a **15 minute** survey!



**\$50  
RAFFLE  
PRIZES!**

TAKE THE SURVEY HERE:  
[BIT.LY/2020PANA\\_E](https://bit.ly/2020PANA_E)

**¿Se identifica como LGBTQ?**

¡Realice una encuesta de **15 minutos**!



**¡SORTEO CON  
PREMIOS DE  
\$50!**

REALICE LA ENCUESTA AQUÍ:  
[BIT.LY/2020PANA\\_S](https://bit.ly/2020PANA_S)



# Creating Clarity Around SOGI Data

## Intersex Traits

Were you born intersex?

- ☐ Yes
- ☐ No

What was your sex assigned at birth?

- ☐ Male
- ☐ Female

SUBMIT

## Gender

Do you identify as transgender or non-binary?

- ☐ Yes
- ☐ No

How do you identify your gender?

- ☐ Man
- ☐ Woman
- ☐ Non-Binary
- ☐ Genderqueer
- ☐ Genderfluid
- ☐ Another gender

SUBMIT

## Sexual Orientation

Which of the following best describes your sexual orientation?

- ☐ Bisexual
- ☐ Gay
- ☐ Lesbian
- ☐ Pansexual
- ☐ Asexual
- ☐ Demisexual
- ☐ Queer
- ☐ Straight / Heterosexual
- ☐ Another sexual orientation

SUBMIT

# From the 2020 PA LGBTQ Health Needs Assessment

What is one thing you would like to tell healthcare providers to be more welcoming?

If you claim competence, I should not be put in a position of educating you on basic care. If you do not claim competence, at least be prepared for an LGBTQ person to walk through your door.

Don't assume everyone is cisgender.

Be honest with us.

Ask if I'm lonely or depressed.

Ask everyone their pronouns.

Please be mindful of body language and facial expressions when someone confides that they are LGBTQ+.

Train staff on transgender interactions and appropriate usage of pronouns and communication skills. We are a population highly vulnerable to mistreatment by medical staff, and most likely do not trust that we will be treated fairly from person to person, as many assumptions are made by our appearance. It is exhausting.

Educate yourself.

I know that 'sex' on the intake forms is needed for medical reasons, but it would be great if you could also include 'gender' and 'pronouns' on the forms.

Accept and understand that identity often doesn't change how you need to do your job.

Just because we don't 'look gay' doesn't mean we are not gay.

Take 'first, do no harm' seriously. That's not just physical, but also intellectual and emotional.

A rainbow flag goes a long way.

Be more welcoming to the trans community.



# Thank You!

Christina Graham Brasavage, MPH  
Data & Evaluation Manager  
Bradbury-Sullivan LGBT Community Center  
[Christina@BradburySullivanCenter.org](mailto:Christina@BradburySullivanCenter.org)  
[www.bradburysullivancenter.org](http://www.bradburysullivancenter.org)

# Q&A



# Pop-Up Question

**What steps or strategies can you put into practice to support inclusion and health equity?**

Let us know in the chat box!



*Nurse-Led Forum for Vaccine Confidence*

# NEW COVID WEBINARS

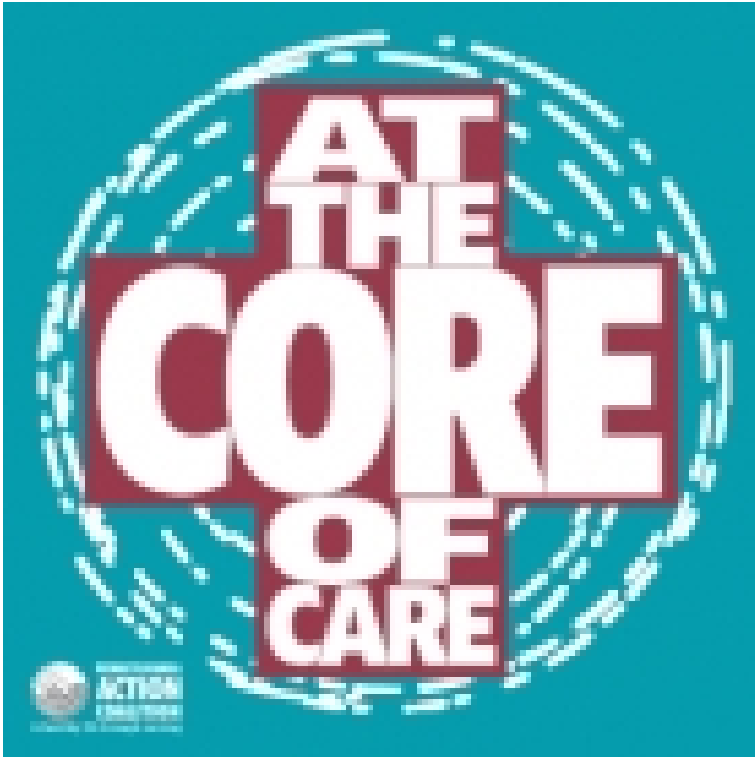
EVERY OTHER FRIDAY 1 - 2 pm ET

Visit [NurseLedCare.org](https://NurseLedCare.org) to register



**NATIONAL  
NURSE-LED CARE  
CONSORTIUM**  
a **PHMC** affiliate

# Vaccine Confidence Podcast Series



## Topics:

Vaccine Confidence: Nurses Turn Skepticism Into Action

Vaccine Hesitancy: Is Healthcare Listening?

Vaccine Confidence: Building Trust

Vaccine Confidence: Community Partnerships & Accessibility

Sharing Your Vaccination Experience

Vaccine Confidence: Identifying Trusted Messengers

**Six episodes available now**

**[Listen here!](#)**

# THANK YOU

Special thank you to all our NNCC members who make exceptional nurse-led programming possible.



**NATIONAL  
NURSE-LED CARE  
CONSORTIUM**  
a PHMC affiliate

Find more free continuing education opportunities

**NurseLedCare.org**



**NATIONAL  
NURSE-LED CARE  
CONSORTIUM**  
a **PHMC** affiliate