

# Barriers to Taking the COVID-19 Vaccine Among the African American Community in Oakland

*“From the Voices of the People Most Impacted”*



July 2021

Prepared by



**Urban Strategies Council** is a social impact organization that uses research, policy, innovation, and collaboration to achieve equity and social justice. The Council's mission is to eliminate persistent poverty by working with partners to transform low-income neighborhoods into vibrant, healthy communities.

**Written and Researched By:**

Rania Ahmed,  
Research Director,  
Urban Strategies Council

**Urban Strategies Council**

1720 Broadway, 2<sup>nd</sup> Floor  
Oakland, CA, 94612

Produced under a Creative Commons  
Attribution: Non-Commercial ShareAlike 4.0  
Unported License



<https://urbanstrategies.org>

## Table of Contents

Introduction.....	5
Executive Summary.....	6
Black Population by Zip Code.....	7
Who Took the Survey?.....	7
Percent of Respondents Who Do Not Plan to Get Vaccinated.....	9
<b><u>Top Five Reporting Zip Codes</u></b>	
Zip Code 94605.....	11
Zip Code 94607.....	14
Zip Code 94608.....	17
Zip Code 94612.....	20
Zip Code 94621.....	23
<b><u>Less Reporting Zip Codes</u></b>	
Zip Code 94601.....	27
Zip Code 94603.....	30
Zip Code 94606.....	33
Zip Code 94609.....	33
Zip Code 94619.....	39
<b><u>Conclusions and Recommendation</u></b>	44
Vaccine Rejection is Rooted in Mistrust.....	44
Black Physicians Role in Addressing Dis-information and Mis-information.....	44
Engage Youth Ambassadors and Community Champions in information distribution.....	45
An Overdue Investment in Health Racial Equity.....	45
Advance the Role of Non-governmental Stakeholders.....	45
Empower Black Businesses to be Part of the Solution.....	45

## List of Figures

Figure 1 Number of African Americans who did not take the COVID-19 vaccine by zip code.....	5
Figure 2 Percentage of respondents who plan to get vaccinated versus those who do not in top five zip codes.....	6
Figure 3 Oakland’s Black Population by Zip Code, 2020.....	7
Figure 4 African American respondents who did not take the COVID-19 vaccine by age.....	8
Figure 5 African American respondents who did not take the vaccine by gender.....	8
Figure 6 Percentage of Black respondents who do not plan to take the vaccine by zip code.....	9
Figure 7: The reason for participants in zip code 94605 not to take the vaccine by gender.....	11
Figure 8: Place preference to take the vaccine by participants in zip code 94605 by gender.....	12
Figure 9 The reason for participants in zip code 94605 not to take the vaccine by age group.....	12
Figure 10 Place preference to take the vaccine by participants in zip code 94605 by age group.....	13
Figure 11: The reason for participants in zip code 94607 not to take the vaccine by gender.....	14
Figure 12: Place preference to take the vaccine by participants in zip code 94607 by gender.....	15
Figure 13 The reason for participants in zip code 94607 not to take the vaccine by age group.....	15
Figure 14 Place preference to take the vaccine by participants in zip code 94607 by age group.....	16
Figure 15: The reason for participants in zip code 94608 not to take the vaccine by gender.....	17
Figure 16: Place preference to take the vaccine by participants in zip code 94608 by gender.....	18
Figure 17 The reason for participants in zip code 94608 not to take the vaccine by age group.....	18
Figure 18 Place preference to take the vaccine by participants in zip code 94608 by age group.....	19
Figure 19: The reason for participants in zip code 94612 not to take the vaccine by gender.....	20
Figure 20: Place preference to take the vaccine by participants in zip code 94612 by gender.....	21
Figure 21 The reason for participants in zip code 94612 not to take the vaccine by age group.....	21
Figure 22 Place preference to take the vaccine by participants in zip code 94612 by age group.....	22

Figure 23: The reason for participants in zip code 94621 not to take the vaccine by gender.....	23
Figure 24: Place preference to take the vaccine by participants in zip code 94621 by gender.....	24
Figure 25 The reason for participants in zip code 94621 not to take the vaccine by age group.....	24
Figure 26 Place preference to take the vaccine by participants in zip code 94621 by age group.....	25
Figure 27: The reason for participants in zip code 94601 not to take the vaccine by gender.....	27
Figure 28: Place preference to take the vaccine by participants in zip code 94601 by gender.....	28
Figure 29 The reason for participants in zip code 94601 not to take the vaccine by age group.....	29
Figure 30 Place preference to take the vaccine by participants in zip code 94601 by age group.....	29
Figure 31: The reason for participants in zip code 94603 not to take the vaccine by gender.....	30
Figure 32: Place preference to take the vaccine by participants in zip code 94603 by gender.....	31
Figure 33 The reason for participants in zip code 94603 not to take the vaccine by gender.....	31
Figure 34 Place preference to take the vaccine by participants in zip code 94603 by age group.....	32
Figure 35: The reason for participants in zip code 94606 not to take the vaccine by gender.....	33
Figure 36: Place preference to take the vaccine by participants in zip code 94606 by gender.....	34
Figure 37 The reason for participants in zip code 94603 not to take the vaccine by age group.....	34
Figure 38 Place preference to take the vaccine by participants in zip code 94606 by age group.....	35
Figure 39: The reason for participants in zip code 94609 not to take the vaccine by gender.....	36
Figure 40: Place preference to take the vaccine by participants in zip code 94609 by gender.....	37
Figure 41 The reason for participants in zip code 94609 not to take the vaccine by age group.....	37
Figure 42 Place preference to take the vaccine by participants in zip code 94609 by age group.....	38
Figure 43: The reason for participants in zip code 94619 not to take the vaccine by gender.....	39
Figure 44: Place preference to take the vaccine by participants in zip code 94619 by gender.....	40
Figure 45 The reason for participants in zip code 94619 not to take the vaccine by age group.....	40
Figure 46 Place preference to take the vaccine by participants in zip code 94619 by age group.....	41

## List of Tables

Table1. The number of participants from the African American community .....	6
Table2. The number of participants in top five reporting zip codes and reason for not taking the vaccine .....	6

## Introduction

Urban Strategies Council (USC), a social justice not-for-profit organization, is assisting Building Opportunities for Self-Sufficiency (BOSS), Together Toward Health (TTH), and Oakland Frontline Healers (OFH) coalition, understand the barriers to receiving the COVID-19 vaccine amongst the Black community. The purpose of this study is to bring the community’s concerns around receiving the COVID-19 vaccine to inform the OFH coalition’s messaging campaign. Thirteen community-based organizations participated in the process that included community outreach, survey distribution and collection, and data entry. This report analyzes 3,738 responses to the survey from the African American community who did not take the vaccine in Oakland as of June 1, 2021.

Sub-grantees who participated in distributing and collecting the surveys are:

Adamika Village, Global Communication Education & Arts (GCEA), Men of Influence, Mercer Brotherhood, Owning My Own Truth (OMOT), Realized Potential, SERENITY HOUSE, SHADE, Watson Clinic, Deeply Rooted, Word Assembly. In addition to the survey collection sub-grantees staff, some respondents noted that they knew about the survey through their friends, online articles, The Oakland Post, or through their jobs.



All Oakland zip codes were represented. The majority of responses come from zip codes 94621, 94612, 94609, 94608, 94607, 94606, 94605, and 94603; a considerable representation from people living in East and West Oakland; where COVID hit the hardest. This analysis reports on zip codes, whereas there are at least 100 surveys collected. For a smaller sample size of population subgroups, we report on groups with 11 responses or more. For example, when only a few participants from the transgender community respond to a specific question, showing percentages might skew the analysis and offer a misleading assumption; that's when rates or graphical visualization are omitted and substituted by representation in numbers.

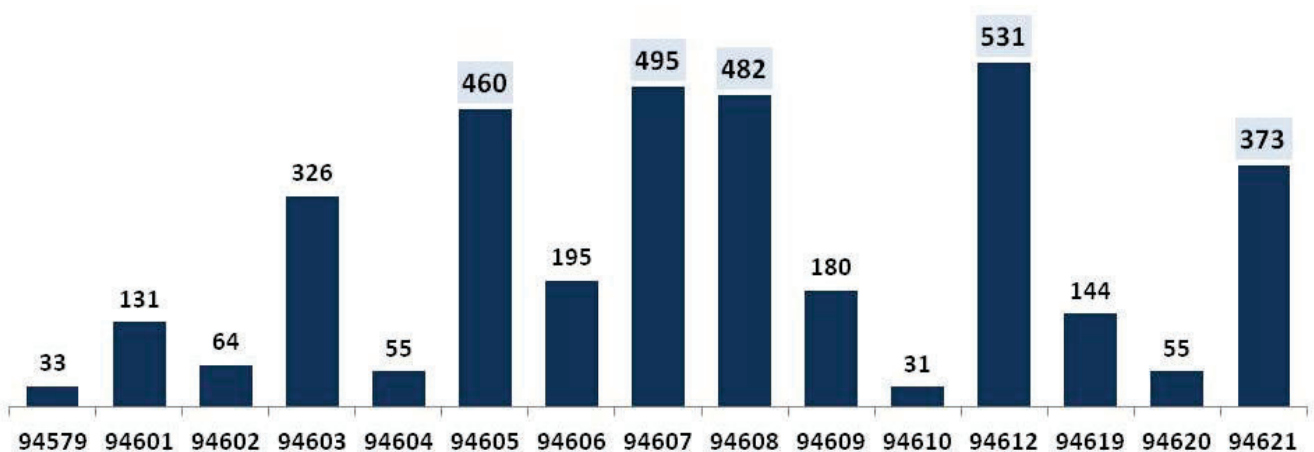


Figure 1 Number of African Americans who did not take the COVID-19 vaccine by zip code

## Executive Summary

July 2021, the rise in the COVID Delta variant cases in need of hospitalization across the nation is alarming. Data demonstrates that most patients are from unvaccinated people, yet many refuse to get vaccinated despite the abundance of vaccines. There is an urgent need for intervention to raise awareness and elevate community education and engagement to change the narrative. The health care system is experiencing another pandemic wave amongst the unvaccinated. Here comes the importance of this participatory study. Findings will inform targeted messaging campaigns to various community subgroups during a much-needed effort to save lives and avoid the associated economic crisis.

While political campaigns and governmental mandates are effective at times, at these unprecedented era, community accountability and personal responsibility put everyone at risk when personal choices are not personal. The survey on barriers to taking the COVID-19 vaccine addressed the community resistance to receiving the vaccine, the willingness to take it, and the preference on where to receive it. Demographic and geographical information such as gender and age, and zip code of where respondents live are collected. Table 1 shows the total number of participants in the study from March through May 2021.

Table1. The number of participants from the African American community

	Black/African American
Number of participants who did not take the vaccine	3,738
Number of people who do NOT plan to take the vaccine	2,216 (59% of participants)
Number of people who plan to take the vaccine	1,511 (41% of participants)

The top five reporting zip codes are 94605, 94607, 94608, 94612, and 94621. At least half of the participants in each of the top reporting zip codes do not plan to take the vaccine, such as zip code 94612 (48%). However, the overwhelming majority of respondents in zip codes 94621 and 94607 are not planning to get vaccinated (69% and 61%, respectively) as shown in Figure 2; a priority zip codes for the messaging campaign to target.

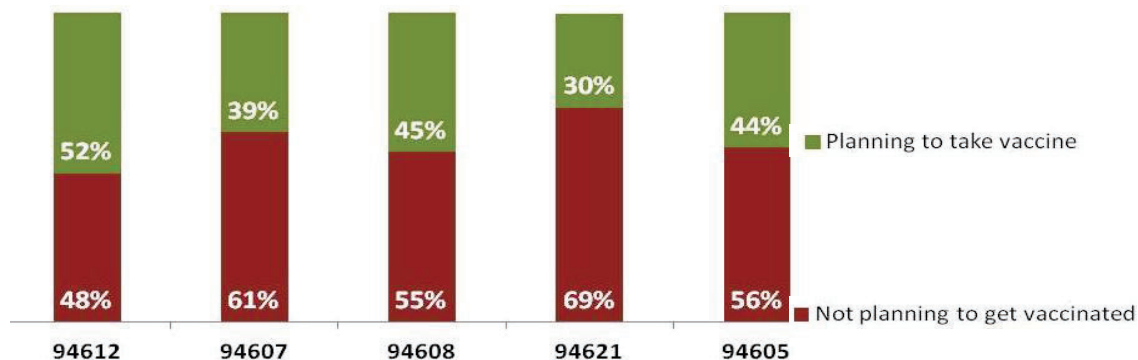


Figure 2 Percentage of respondents who plan to get vaccinated versus those who do not in the top five reporting zip codes

The number one leading reason for not taking the vaccine was consistent across responses from the top reporting zip codes; “I do not trust the vaccine/government.” The second leading reason for not getting vaccinated varied across zip codes and age groups and gender spectrums.

Table 2 demonstrates that among respondents who plan to get vaccinated, hospitals, community pods, and community clinics were the top three choices for taking the vaccine.

In addition to the common reasons for not taking the vaccine, a few people reported having a medical condition or history with vaccines in general that stopped them from taking it. Access to the vaccine was not a significant issue for any population subgroup.

Table2. The number of participants in the top five reporting zip codes and the reason for not taking the vaccine

	Number of responses	Did not take vaccine: Second leading reason for not taking the vaccine	Planning to take vaccine: preference on place
94612	531	I am afraid of potential side effects (22%)	Community pods (49%)
94607	482	I am afraid of potential side effects (23%)	Community clinics (40%)
94608	495	I need more information about the vaccine (18%)	Community clinics (38%)
94605	460	I think the vaccine was developed too fast (23%)	Hospitals (62%)
94621	373	I think the vaccine was developed too fast (25%)	Hospitals (61%)

The collective responsibility of all stakeholders to stop the community transmission of COVID is at stake.

Some strategies that can help change the narrative and increase vaccination rates are:

- Address the vaccine/government mistrust,
- Advance the role of Black physicians,
- Elevate role of non-governmental stakeholder
- Promote racial equity to vaccine access,
- Correct misinformation through community engagement.
- Empower Black businesses to be part of the solution

## Black Population by Zip Code

The 2020's total Black population in Oakland is 111,760<sup>1</sup>. The highest concentration of Black people is in East and West Oakland. Zip code 94605 demonstrates the highest concentration of Black people with 53% of the total population. Oakland's Fruitvale zip code 94601 represent about a fifth (18%) of the total population in this zip code. Figure 3 shows a map illustrating the number of Black people and the percentage out of the total population in each zip code.

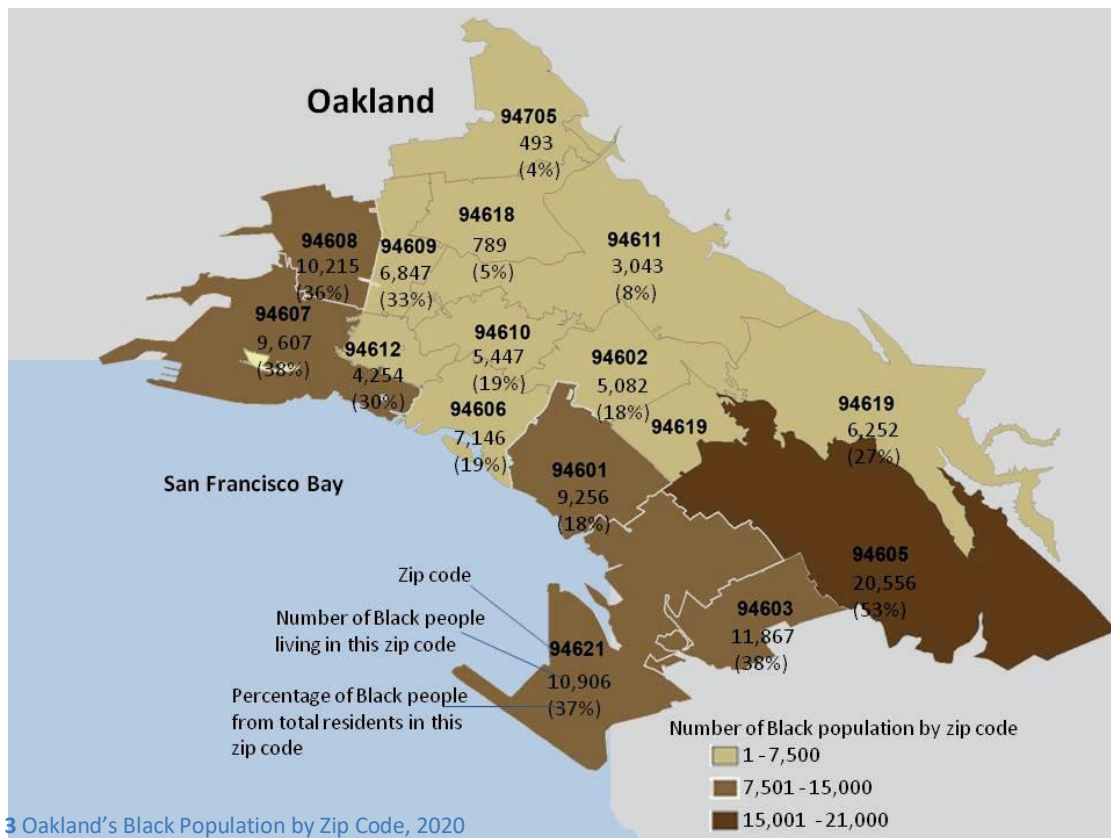


Figure 3 Oakland's Black Population by Zip Code, 2020

<sup>1</sup> <https://www.unitedstateszipcodes.org/> Last retrieved July 27, 2021



## Who Took the Survey?

### African American respondents who did not take the vaccine by age

All age groups 18 years old or over are fairly represented. Youth represent 17% of total respondents who did not take the vaccine. Over a quarter (27%) of responses comes from young adults ages 25-34. People 45 years old or over represent 36% of African Americans who did not take the vaccine; 16% ages 45-54 and 20% 55 years old or over, Figure 2.

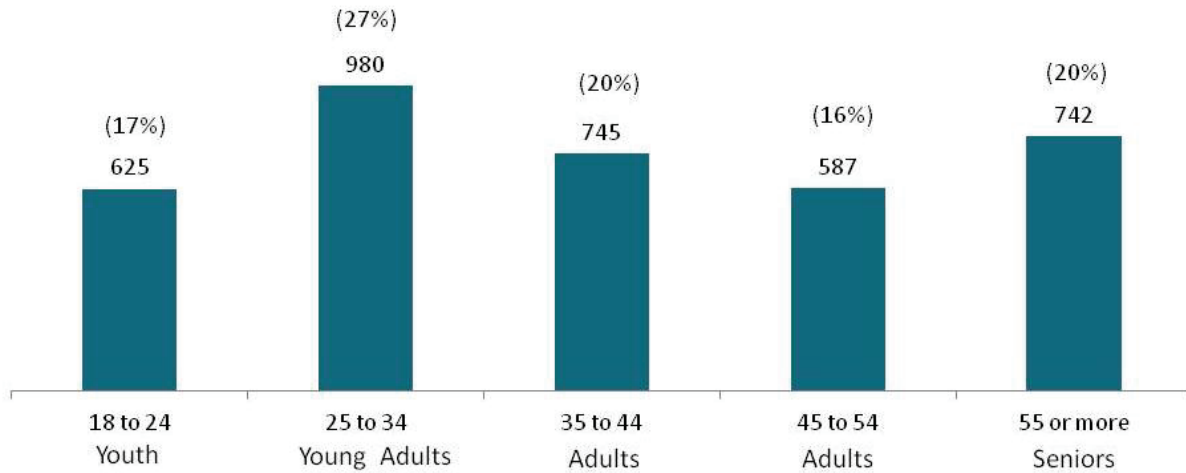


Figure 4 African American respondents who did not take the COVID-19 vaccine by age

### African American respondents who did not take the vaccine by gender

Almost half of the responses come from male-identified participants (51%). Forty-five (45) African American transgender, nine (9) non-binary, and two (2) intersex-identified people did not take the vaccine, a total of seventy-seven (77) participants from different gender identities other than males and females (2%).

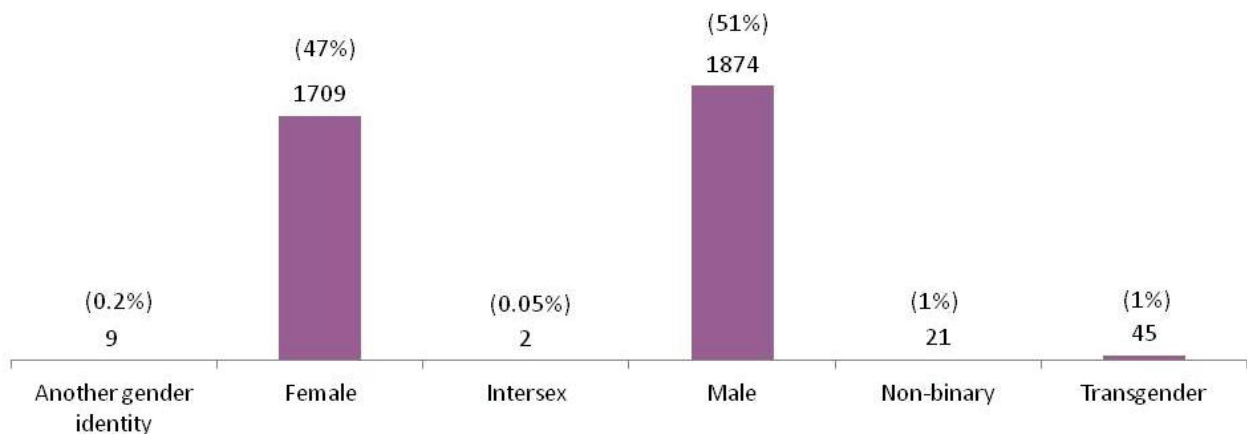


Figure 5 African American respondents who did not take the vaccine by gender



## Percent of Respondents Who Do Not Plan to Get Vaccinated

The concentration of COVID cases in the Flatlands of East Oakland confirms that the most vulnerable Black communities hit hardest by COVID-19 should be a priority for intervention. Three zip codes in Oakland rank among the highest rates of COVID-19 in the state; 94601, 94621, and 94603, span Fruitvale and East Oakland. Yet, the overwhelming majority of respondents to our survey from those zip codes refused to take the vaccine. Figure 6 shows a map illustrating the percentage of Black respondents who do not plan to take the vaccine out of the total number of responses in participating zip codes.

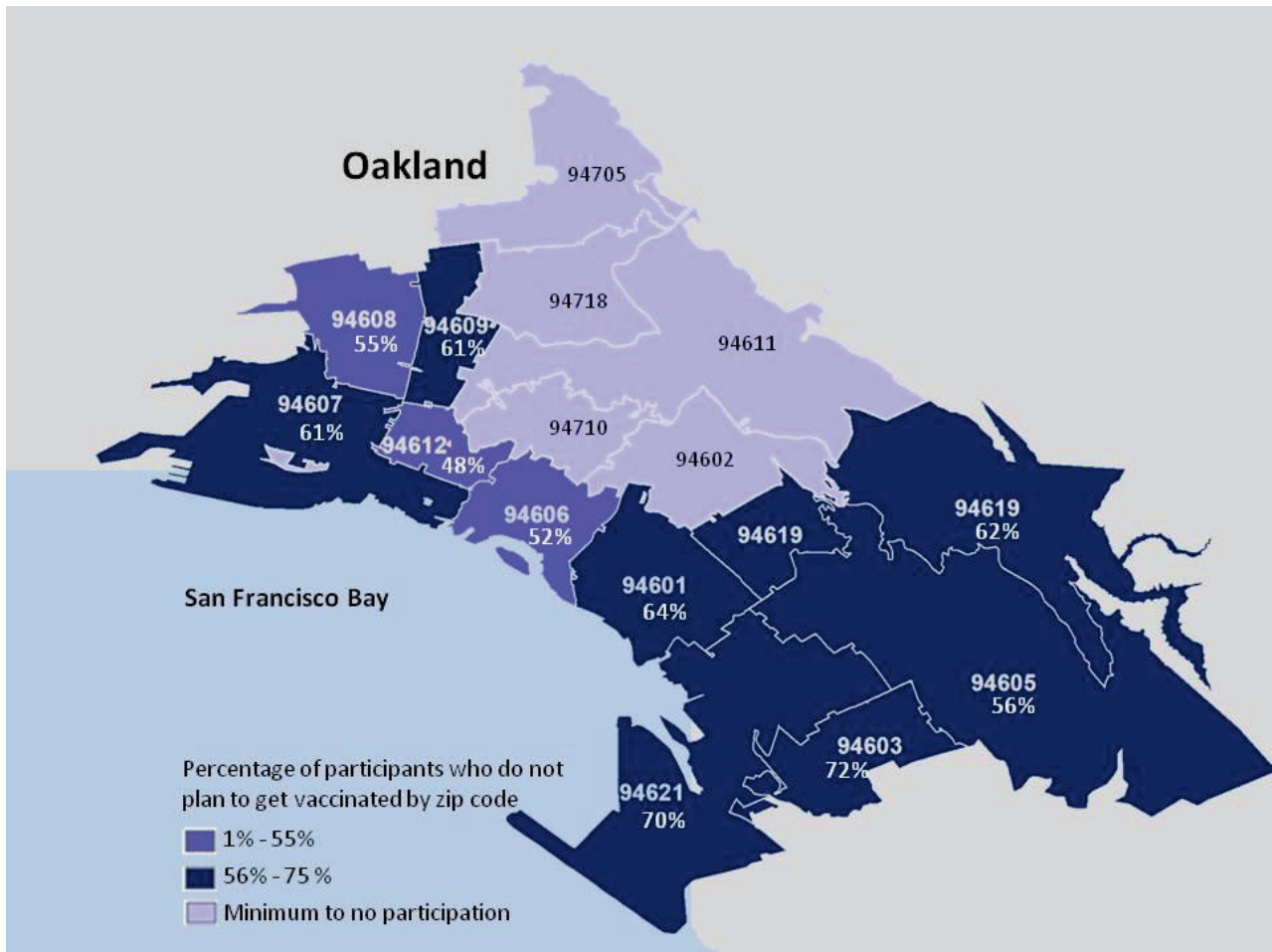
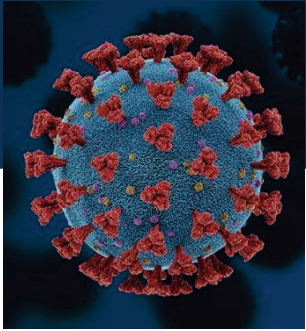


Figure 6 Percentage of Black respondents who do not plan to take the vaccine by zip code

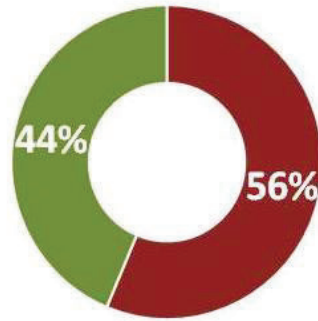


## Top Five Reporting Zip Codes

94605, 94607, 94608, 94612, 94621

# 94605

- Not planning to get vaccinated
- Planning to take vaccine



## Zip Code 94605

Four hundred and sixty responses (460) are from respondents in zip code 94605. Thirty-five percent (35%) are female-identified, sixty-four percent (64%) are male-identified, and one percent (1%) are from another gender identity. About half of the respondents living in zip code 94605 are not planning to get vaccinated (56%), while the other half (44%) plan to take the vaccine.

### The reason for NOT taking the vaccine by gender

A third of respondents do not trust the vaccine (30%), and a quarter (23%) thinks the vaccine was developed too fast. Fear of possible side effects was the third leading reason for not taking the vaccine amongst the Black community in zip code 94605.

Over a third of those who did not take the vaccine and are not planning to take it are male-identified (32%). Male and female respondents are equally concerned with potential side effects or thinking the vaccine was developed too fast (23%).

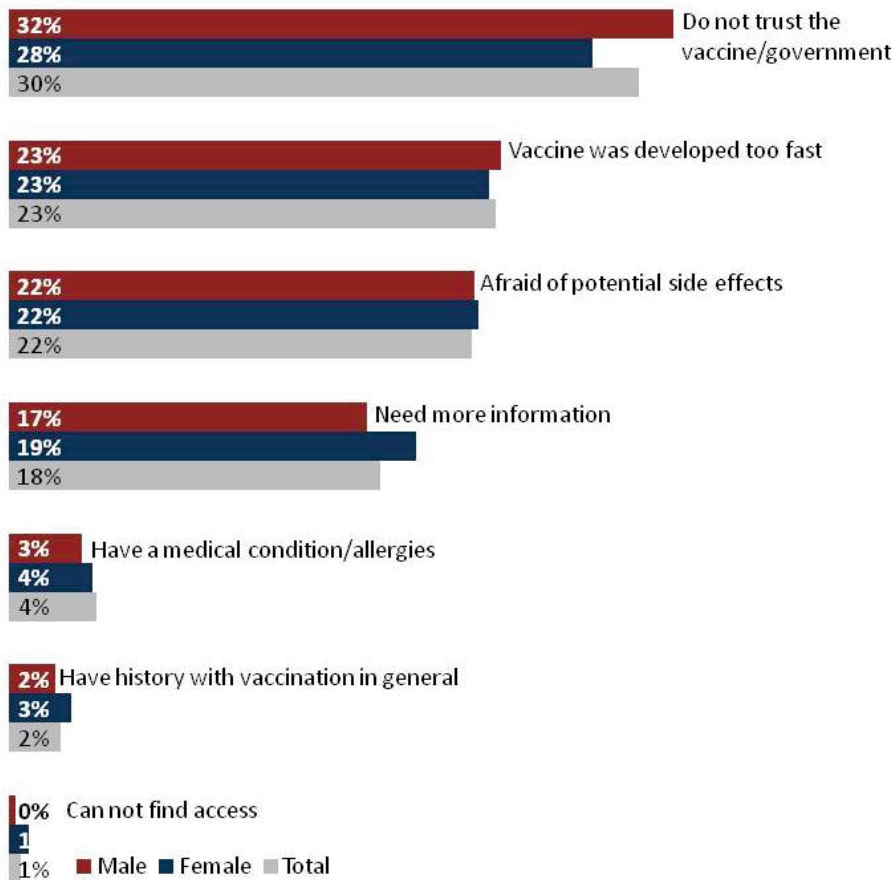


Figure 7: The reason for participants in zip code 94605 not to take the vaccine by gender

## Respondents who are planning to take vaccine, preference on where to receive it by gender

Two-third of respondents who chose a hospital to take the vaccine are male-identified (64%). Community clinics were the second preferred place to take the vaccine amongst female and male-identified participants. Community pods came as the third choice. Some respondents listed other options but did not identify any.

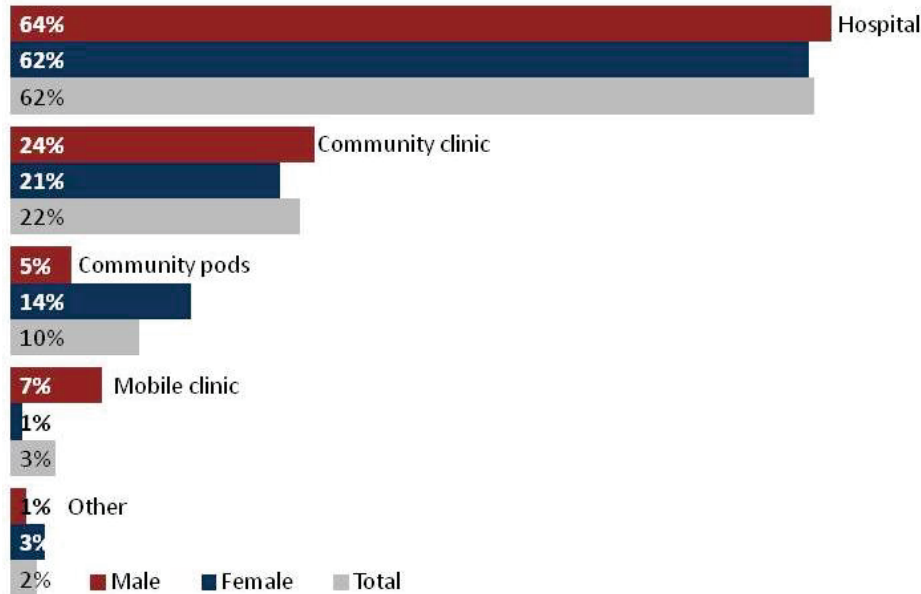


Figure 8: Place preference to take the vaccine by participants in zip code 94605 by gender

## The reason for NOT taking the vaccine by age group

The top three reasons for not taking the vaccine was quite similar amongst all participants from any age group. The top three reasons listed were: 1) not trusting the vaccine, 2) thinking the vaccine was developed too fast, and 3) fear of possible side effects. More seniors and adults ages 45 - 54 reported having a medical condition that stopped them from taking the vaccine (9% and 5%, respectively).

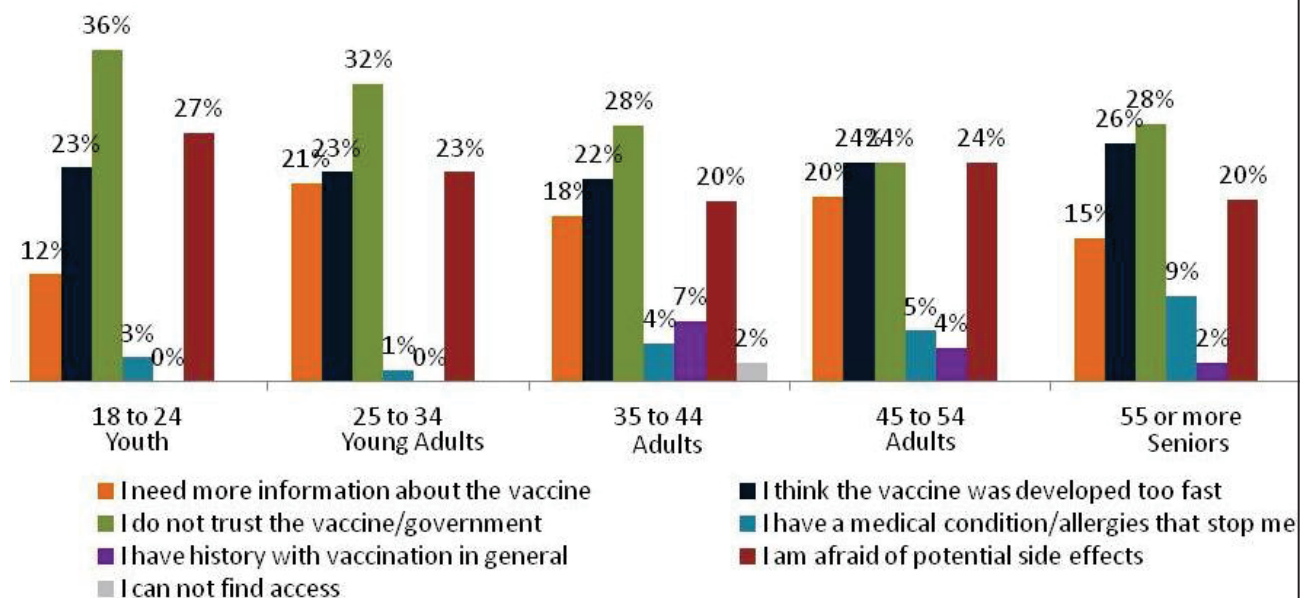
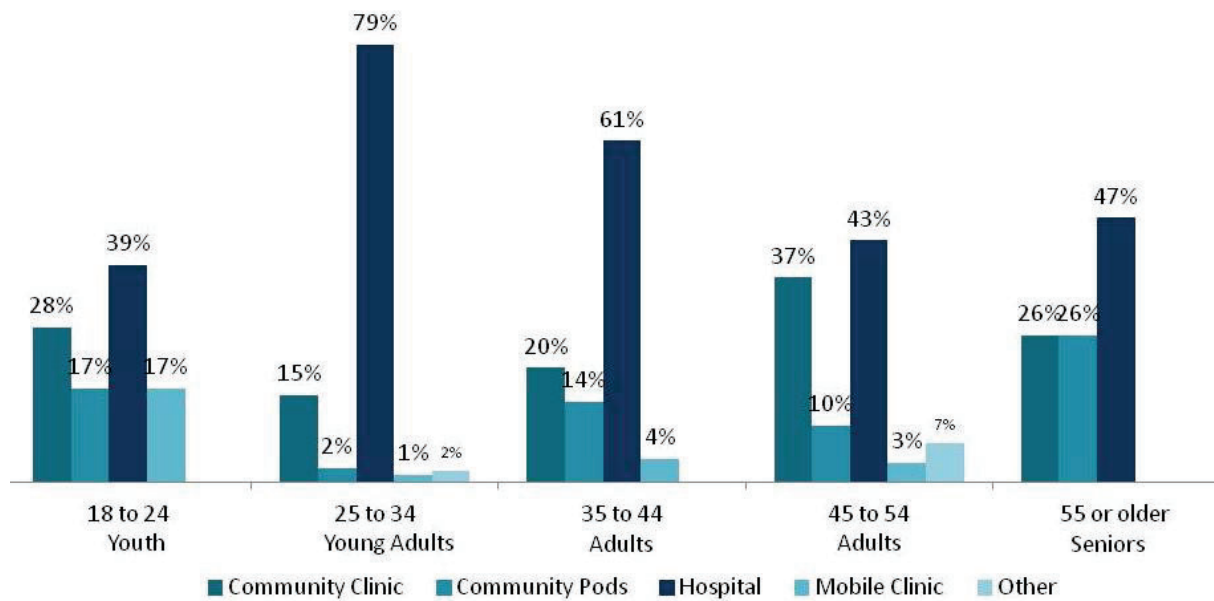


Figure 9 The reason for participants in zip code 94605 not to take the vaccine by age group

## Preference on where to receive the vaccine by age group

The overwhelming majority of young adults ages 25-34 favored hospitals over any other option to take the vaccine (79%). Community clinics were the second favored option to receive the vaccine amongst participants from any age group but more particularly amongst adults ages 45-54 (37%). Few respondents age 45-54 and 25-34 listed other options for taking the vaccine without specifying what those options would be.



**Figure 10** Place preference to take the vaccine by participants in zip code 94605 by age group

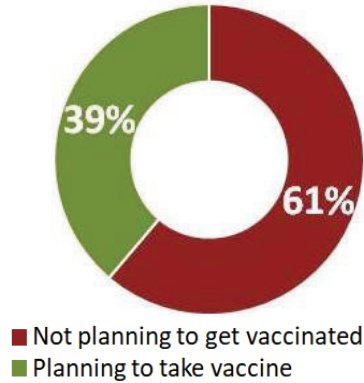
### How this finding can inform the messaging campaign targeting residents in zip code 94605

The top two reasons for not taking the vaccine amongst participants from zip code 94605 were 1) trusting the vaccine and 2) thinking the vaccine was developed too fast. Providing information on the research and development process of the vaccine within a relatively short time is valuable.

Seniors and older ages living in zip code 94605 reported having a medical condition as the reason for not taking the vaccine. The campaign can educate residents who suffer a chronic illness and see their health situation as a barrier, while the vaccine can be a lifesaver, not a threat.

Access was not reported as a barrier to getting the vaccine; however, few responses from zip code 94605 were interested in exploring other available options that offer the vaccine for their age group. The messaging campaign can provide information on the various options that serve a specific age group within this zip code.

# 94607



## Zip Code 94607

One hundred and ninety-two (192) responses come from residents in zip code 94607. Forty-eight percent (48%) are female-identified, fifty percent (50%) are male-identified, and 12 respondents are from a different gender identity (2%). The majority of respondents living in zip code 94607 are not planning to get vaccinated (61%).

### The reason for NOT taking the vaccine by gender

Almost a third of respondents do not trust the vaccine (28%), and a little over a fifth of them (23%) are afraid of possible side effects. Requesting more information about the vaccine was the third leading reason for not taking the vaccine amongst the Black community in zip code 94606 (20%).

More male-identified respondents are concerned with trusting the vaccine (33%), while more female-identified participants were afraid of side effects (27%). The majority of participants with another gender identity had issues with trusting the vaccine and need more information (27%).

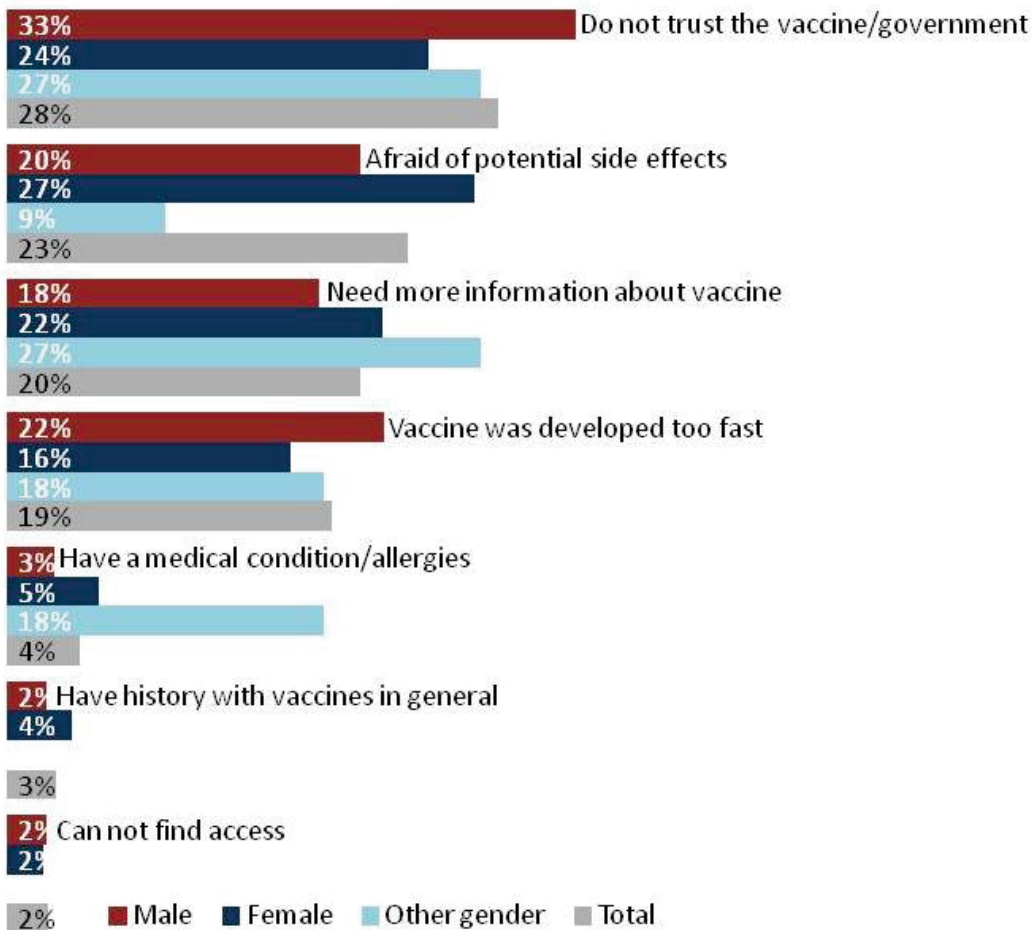


Figure 11: The reason for participants in zip code 94607 not to take the vaccine by gender



Community clinics were the first favored place to take the vaccine. Hospitals came as the second preferred place to take the vaccine amongst both female and male-identified respondents. Hospitals and community clinics were equally the most popular place for many respondents of other gender identities.

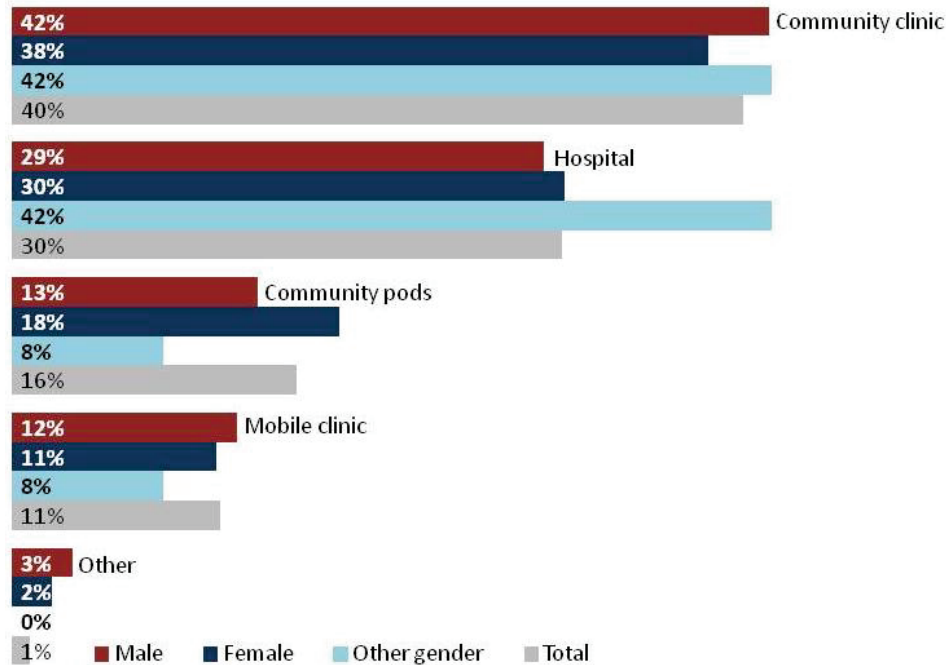


Figure 12: Place preference to take the vaccine by participants in zip code 94607 by gender

### The reason for NOT taking the vaccine by age group

The first leading reason for not taking the vaccine was consistent amongst most participants: not trusting the vaccine. More youth ages 18-24 were concerned with potential side effects than any other age group (32%), which was also the second leading reason for not taking the vaccine across all age groups.

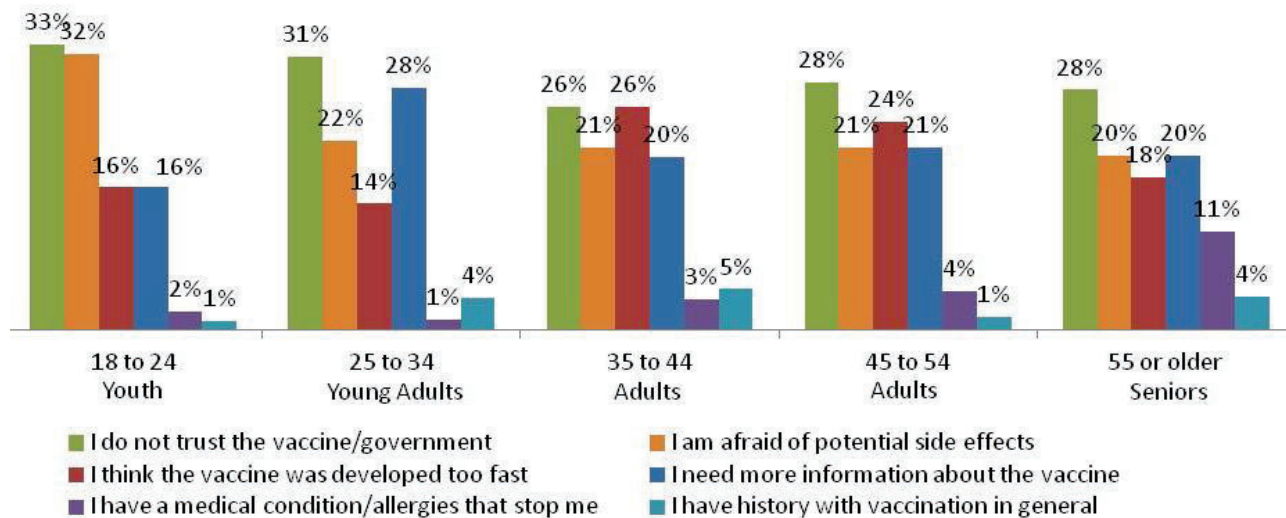


Figure 13 The reason for participants in zip code 94607 not to take the vaccine by age group



## Preference on where to receive the vaccine by age group

Except for seniors 55 years or over, community clinics were the most popular option to receive the vaccine amongst all participants. Hospitals came as the second favored place amongst all participants except for a third of the seniors who favored hospital over any other options (31%).

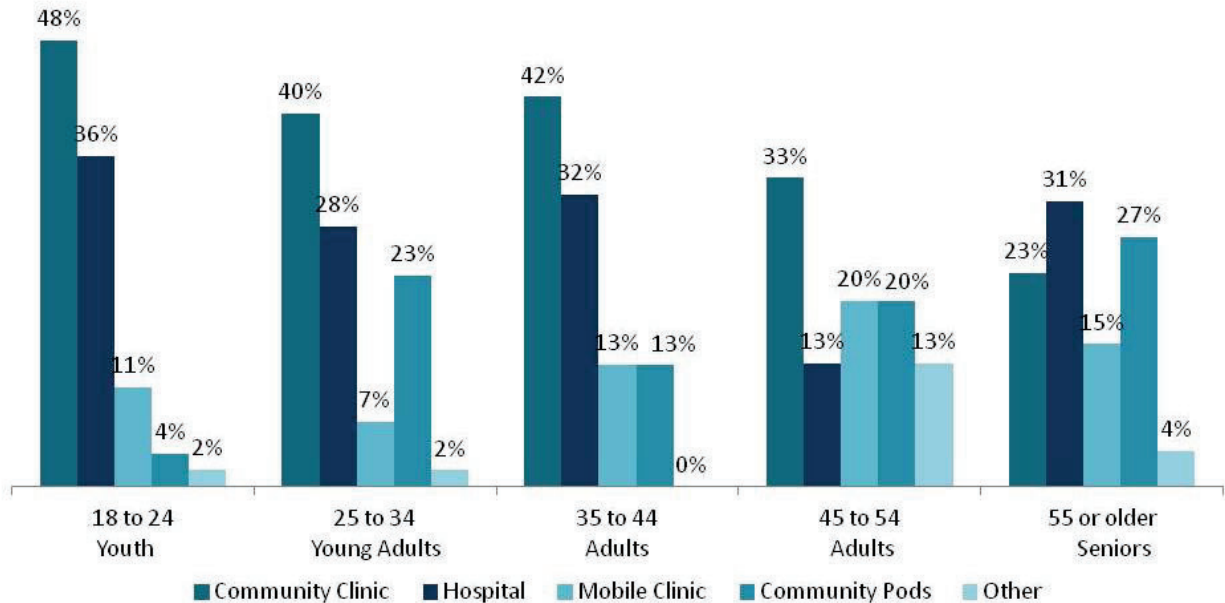


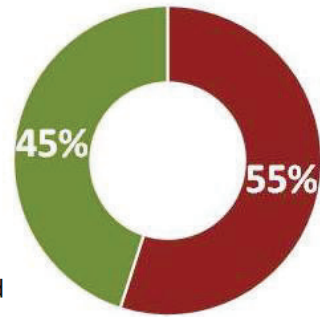
Figure 14 Place preference to take the vaccine by participants in zip code 94607 by age group

### How this finding can inform the messaging campaign targeting residents in zip code 94607

There is a significantly higher representation from genders that are not female or male-identified. Three non-binary and four transgender respondents reported their concern with trusting the vaccine, thinking it was developed too fast, and are afraid of possible side effects that might impact their health as a minority group, especially for those suffering a medical condition.

There might be a myth around how the vaccine could or not impact this minority group. Whether or not there are a significant number of residents in zip code 94607 from the transgender community, there is still an opportunity for more educational materials targeted to this population subgroup.

# 94608



■ Not planning to get vaccinated  
■ Planning to take vaccine

## Zip Code 94608

Four hundred and eighty-two (482) responses come from residents in zip code 94608. Forty-eight percent (48%) are female-identified, forty-nine percent (49%) are male-identified, and one percent (3%) are from another gender identity. About half of the respondents living in zip code 94608 are not planning to get vaccinated (55%), while the other half (45%) plan to take the vaccine.

### The reason for NOT taking the vaccine by gender

Not trusting the vaccine was the first leading reason for participants in this zip code not to take the vaccine (42%). About a fifth of (18%) needs more information. Fear of possible side effects was the third leading reason for not taking the vaccine amongst the Black community in zip code 94608 (15%).

More female-identified respondents need more information on the vaccine than male-identified participants (21%, and 14%, respectively).

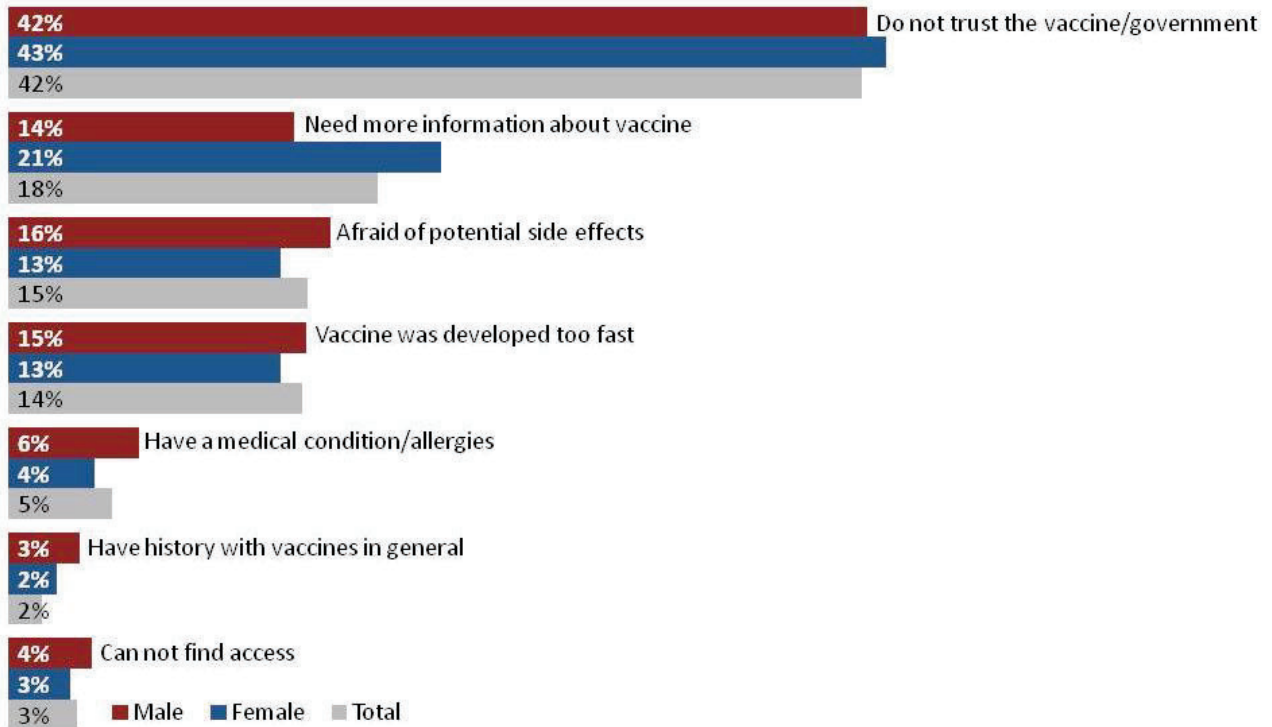


Figure 15: The reason for participants in zip code 94608 not to take the vaccine by gender

## Respondents who are planning to take vaccine, preference on where to receive it by gender

Community clinics was the first preferred place to take the vaccine amongst male-identified participants (37%) and female-identified respondents (40%). Four transgender participants favored a community clinic, and three selected a hospital to get vaccinated. Some respondents listed their primary care physicians as their other preferred option.

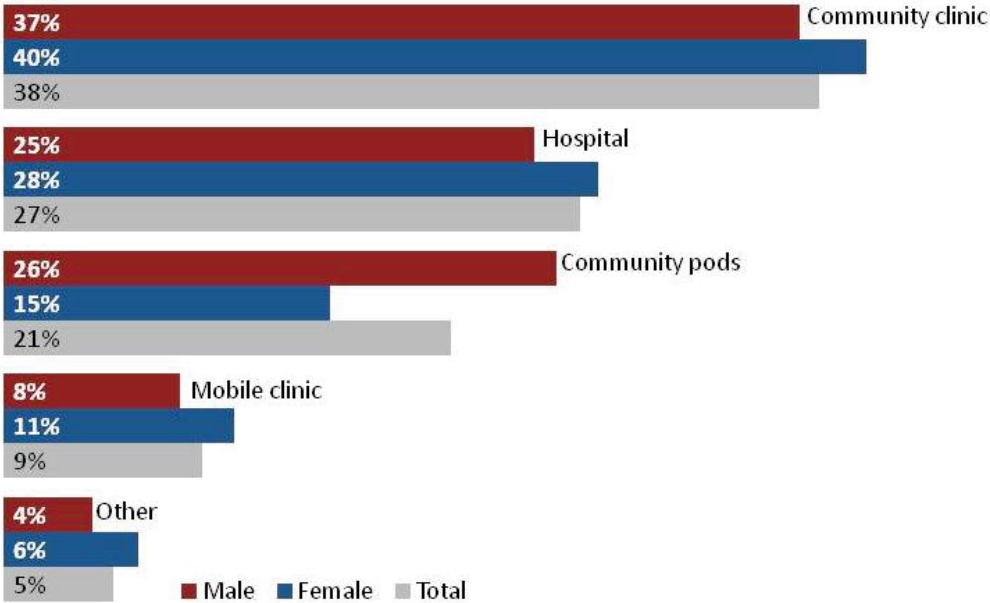


Figure 16: Place preference to take the vaccine by participants in zip code 94608 by gender

## The reason for NOT taking the vaccine by age group

Except for seniors, the first leading reason for not taking the vaccine was consistent amongst most participants: not trusting the vaccine. More adults ages 45-54 need more information about the vaccine than any other age group (29%).

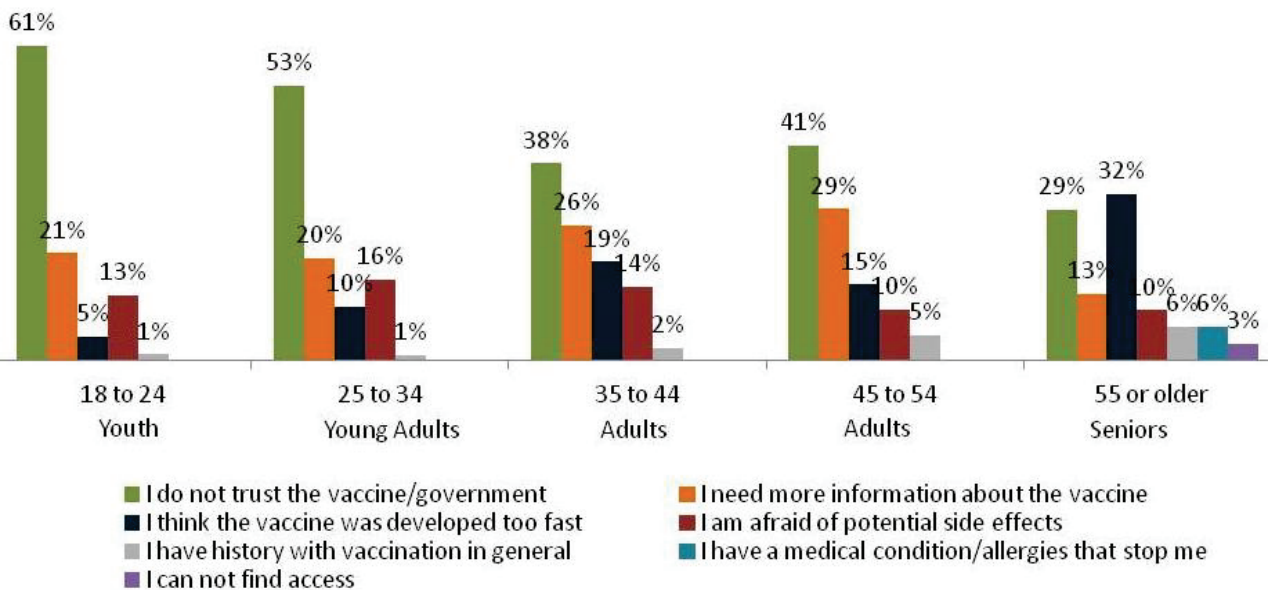


Figure 17 The reason for participants in zip code 94608 not to take the vaccine by age group

## Preference on where to receive the vaccine by age group

Interestingly, there was no explicit consensus on a preference where to take the vaccine by age group. More than a half of youth ages 18-24 preferred hospitals (57%) over other options, while most adults ages 45-54 favored community clinics (58%). Community clinics were the second most popular option to receive the vaccine amongst many participants ages 18-44.

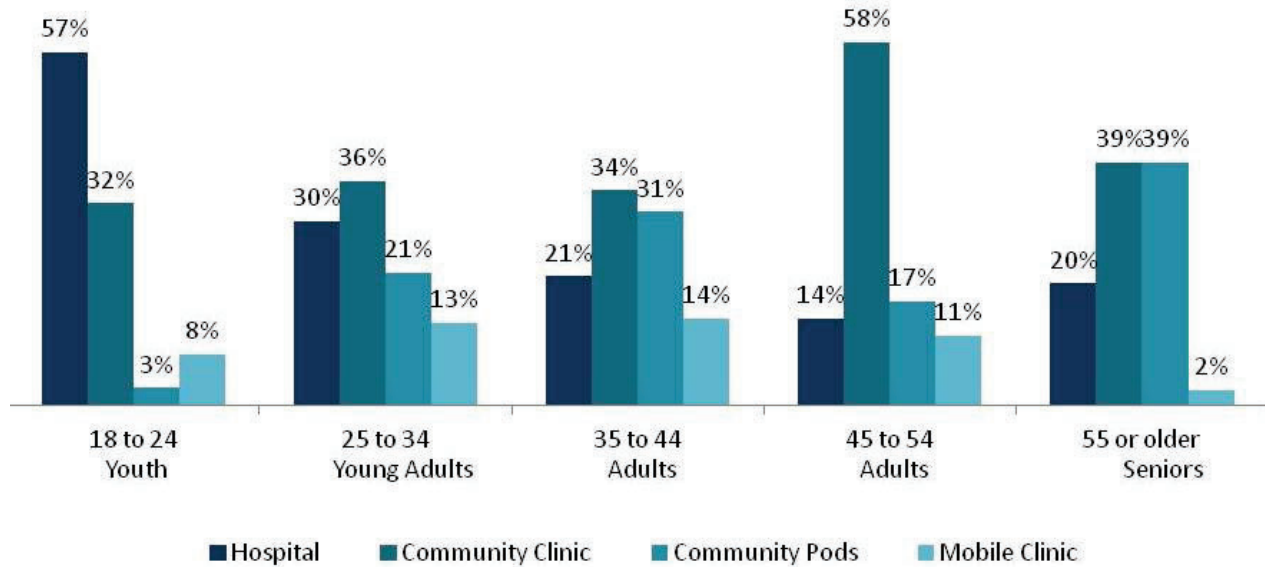


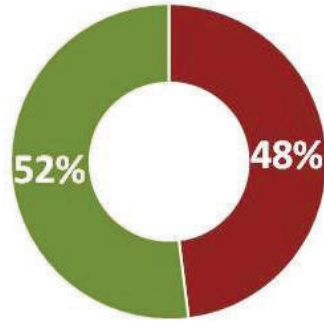
Figure 18 Place preference to take the vaccine by participants in zip code 94608 by age group

## How this finding can inform the messaging campaign targeting residents in zip code 94608

Unlike other participants from other zip codes, most respondents in zip code 94608 of any age group or gender required more information on the vaccine. They reported not having enough information as the second leading reason for not taking the vaccine; an opportunity for the messaging campaign to develop a portfolio of information that targets residents in this zip code.

A few respondents reported having a history with vaccines in general; there might be a targeted message to those who suffered vaccination complications in the past.

# 94612



- Not planning to get vaccinated
- Planning to take vaccine

## Zip Code 94612

Five hundred and thirty-three (533) responses come from residents in zip code 94612. Forty-nine percent (49%) are female-identified, fifty-six percent (57%) are male-identified, and four percent (4%) are from another gender identities. Almost half of the respondents living in zip code 94612 do not plan to get vaccinated (48%).

### The reason for NOT taking the vaccine by gender

More than a third of respondents do not trust the vaccine (37%), and more than a quarter of them are concerned with possible side effects (22%). More female-identified respondents are concerned with side effects than males (25%, and 21%, respectively), while more male-identified demonstrated trust issues with the vaccine than females (39%, and 37%, respectively). Some participants from the transgender and non-binary community noted the fast development of the vaccine as the reason behind not taking the vaccine. One non-binary respondent has a medical condition is afraid of potential side effects.

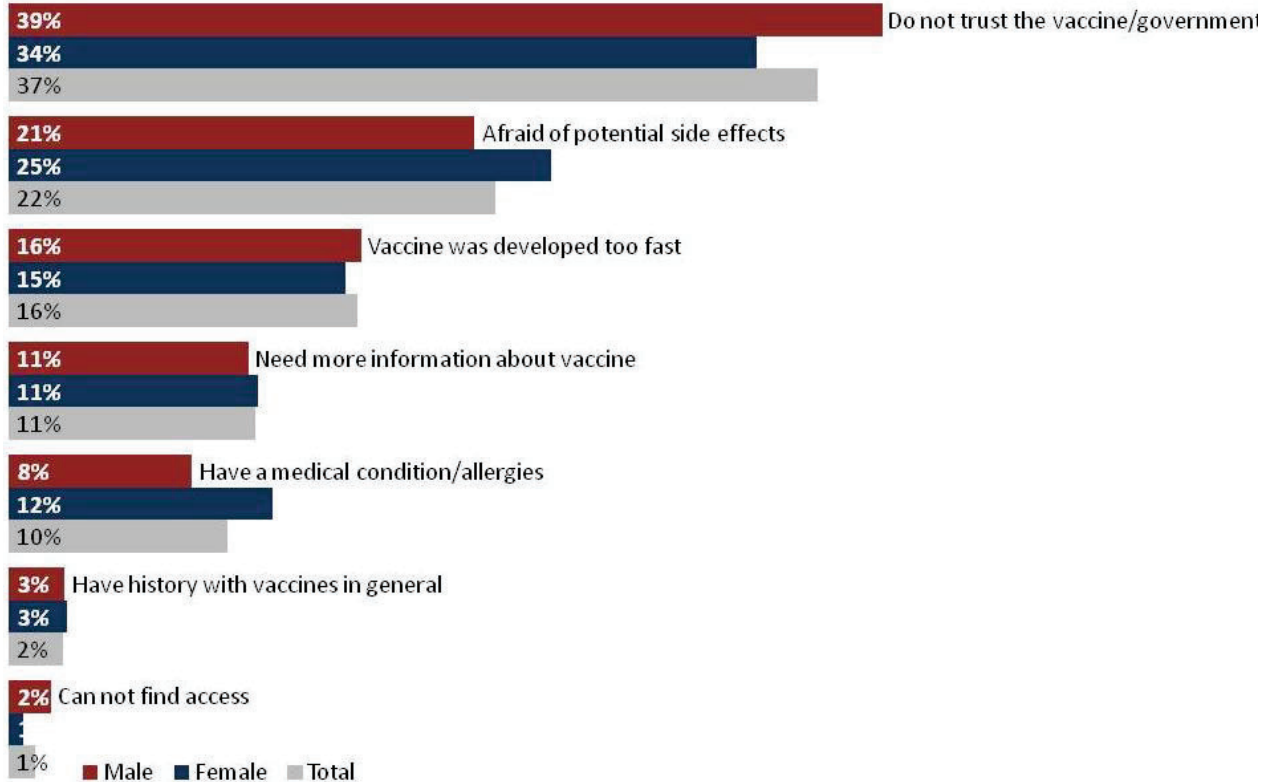


Figure 19: The reason for participants in zip code 94612 not to take the vaccine by gender

## Respondents who are planning to take vaccine, preference on where to receive it by gender

Almost half of male-identified participants favored taking vaccines in community pods over any other option (49%). Community clinics were equally the second preferred place to take the vaccine amongst female and male-identified participants (19%). Some respondents listed Walgreens, CVS, Lifelong Medical Center, West Oakland Health Center, and their primary care physicians as other favored options.

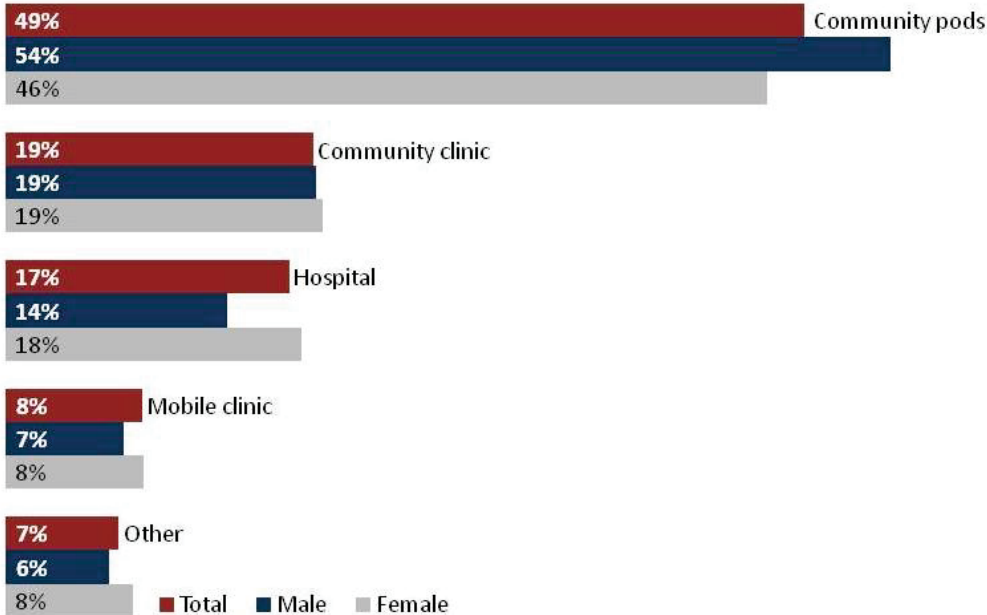


Figure 20: Place preference to take the vaccine by participants in zip code 94612 by gender

## The reason for NOT taking the vaccine by age group

The first leading reason for not taking the vaccine was consistent amongst most participants over 18: not trusting the vaccine. For a third of seniors and youth in zip code 94612, the second leading reason being afraid of side effects (28% and 27%, respectively).

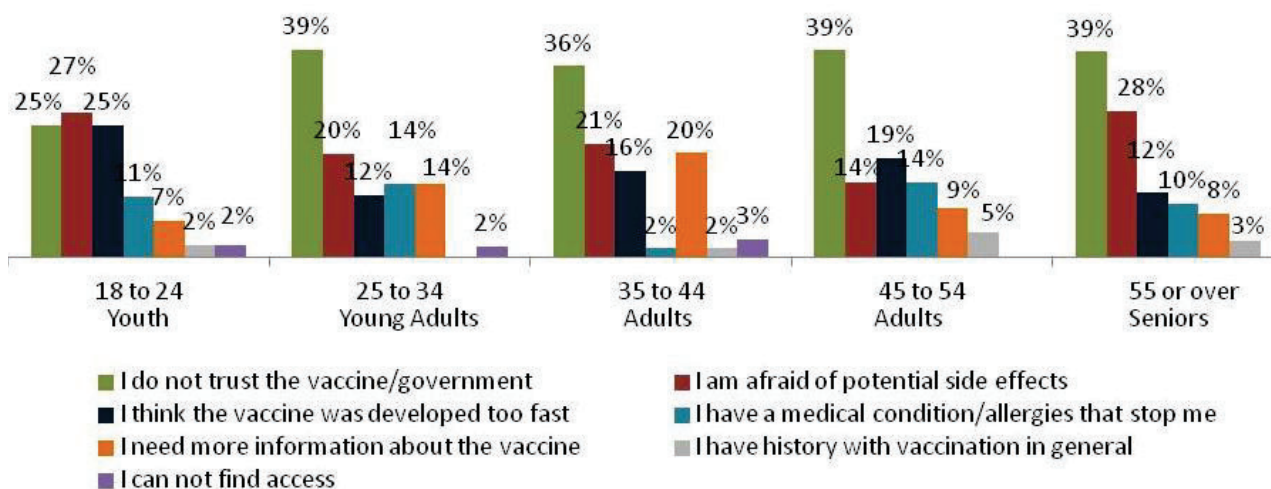


Figure 21 The reason for participants in zip code 94612 not to take the vaccine by age group

## Preference on where to receive the vaccine by age group

There was no clear consensus on where to take the vaccine by age group. The majority of seniors favored community pods over any other option to take the vaccine (58%). Hospitals were the second popular option to receive the vaccine amongst most age groups. Almost half of the participating youth favored hospitals as the first choice.

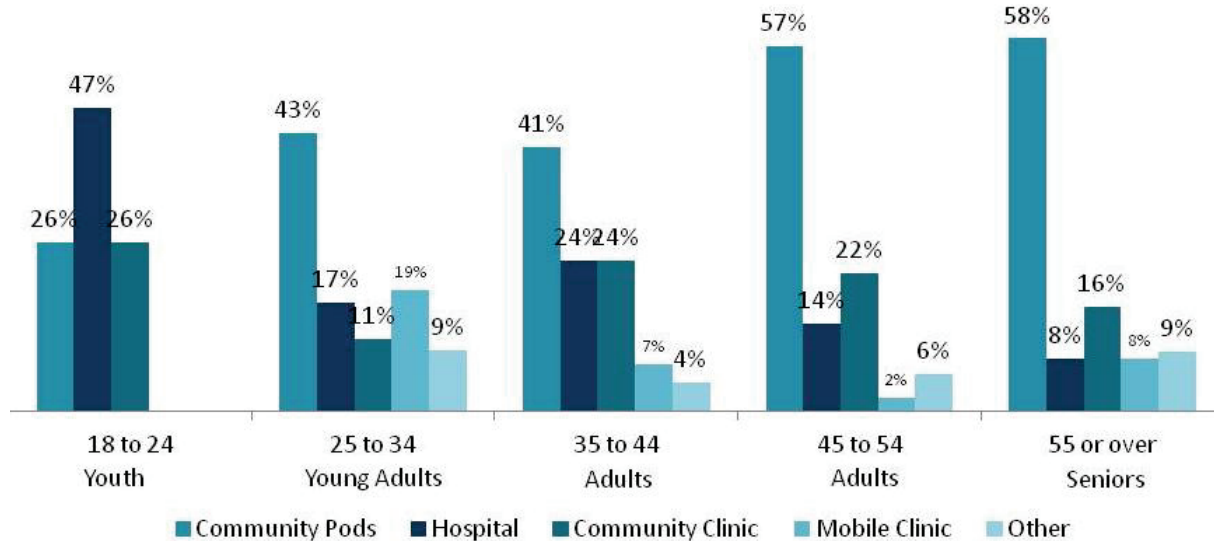


Figure 22 Place preference to take the vaccine by participants in zip code 94612 by age group

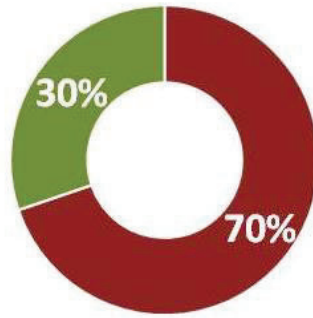
## How this finding can inform the messaging campaign targeting residents in zip code 94612

The first leading reason for not taking the vaccine is consistently not trusting the vaccine. Fear of unknown side effects was the second reason that stopped many participants from taking the vaccine, especially amongst females, transgender, and non-binary participants. The uncertainty of long-term side effects is by far the second leading reason for not taking the vaccine among this densely populated zip code. Sharing information in this regard might change the narrative considerably.

Many respondents living in zip code 94612 who plan to take the vaccine expressed their comfort with taking the vaccine through their primary care physicians. The lengthy relationships and built trust between patients and their physicians are great for outreach with population-specific messages. The messaging campaign can partner with primary care physicians to help create tailored messages for their patients.



# 94621



## Zip Code 94621

Three hundred and seventy-one (371) responses come from residents in zip code 94621. Forty-nine percent (49%) are female-identified, fifty percent (50%) are male-identified, and one percent (1%) are from another gender identities. The overwhelming majority of respondents living in zip code 94621 do not plan to get vaccinated (70%).

### The reason for NOT taking the vaccine by gender

A little over a third of respondents do not trust the vaccine (35%), and a quarter of them think the vaccine was developed too fast. More male-identified respondents need more information on the vaccine than female-identified participants (19%, and 16%, respectively).

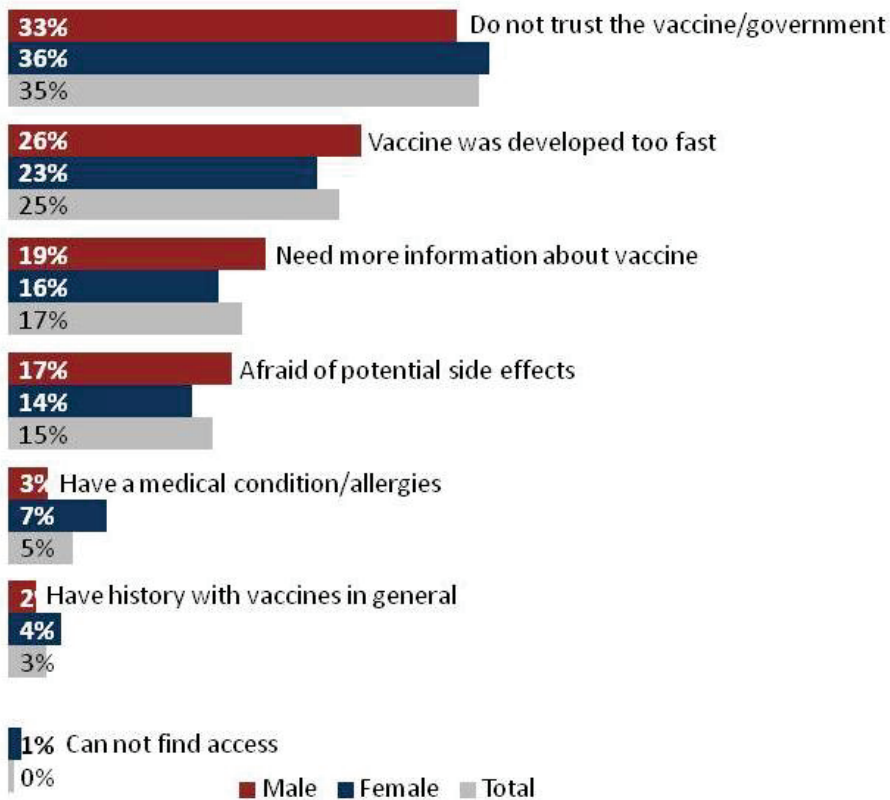


Figure 23: The reason for participants in zip code 94621 not to take the vaccine by gender

## Respondents who are planning to take vaccine, preference on where to receive it by gender

Unlike participants from other zip codes, most respondents of any gender identity favored taking vaccines in hospitals over any other option (61%). Community clinics were the second preferred place to take the vaccine amongst male-identified participants (28%) and male-identified respondents (25%). Some male respondents listed Walgreens and West Oakland Health Center as their other favored options. Four participants from the transgender community preferred a community clinic, a mobile clinic, or a community pod to take the vaccine, while two non-binary respondents favored a hospital.

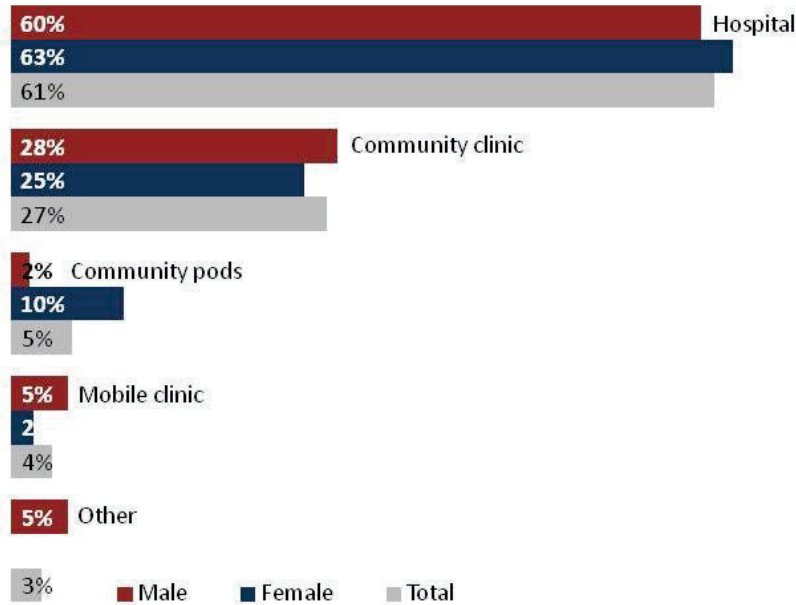


Figure 24: Place preference to take the vaccine by participants in zip code 94621 by gender

## The reason for NOT taking the vaccine by age group

Like most participants across Oakland's zip codes, the first leading reason for not taking the vaccine was consistent amongst most participants ages 18-54: not trusting the vaccine. Fear of potential side effects was a concern for a quarter of seniors living in zip code 94621 (25%).

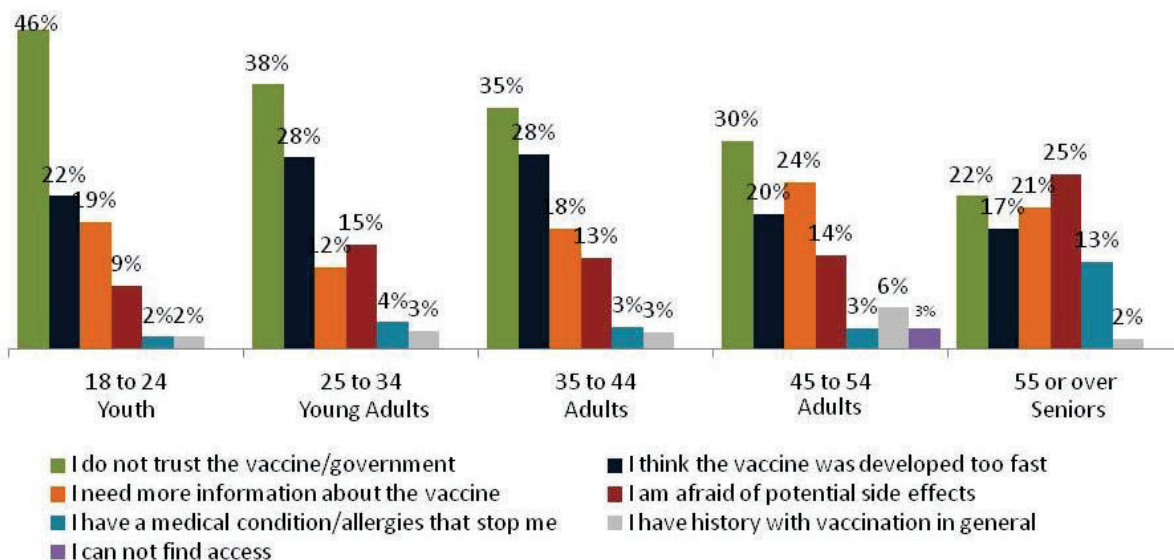


Figure 25 The reason for participants in zip code 94621 not to take the vaccine by age group

## Preference on where to receive the vaccine by age group

Except for adults ages 45-54, the overwhelming majority of all participants favored hospitals over any other option to take the vaccine. Community clinics were the second popular option to receive the vaccine. Adults age 45-54 equally preferred hospitals and community clinics as their choice. Interestingly, the overwhelming majority of participating youth in this zip code favored hospitals (75%).

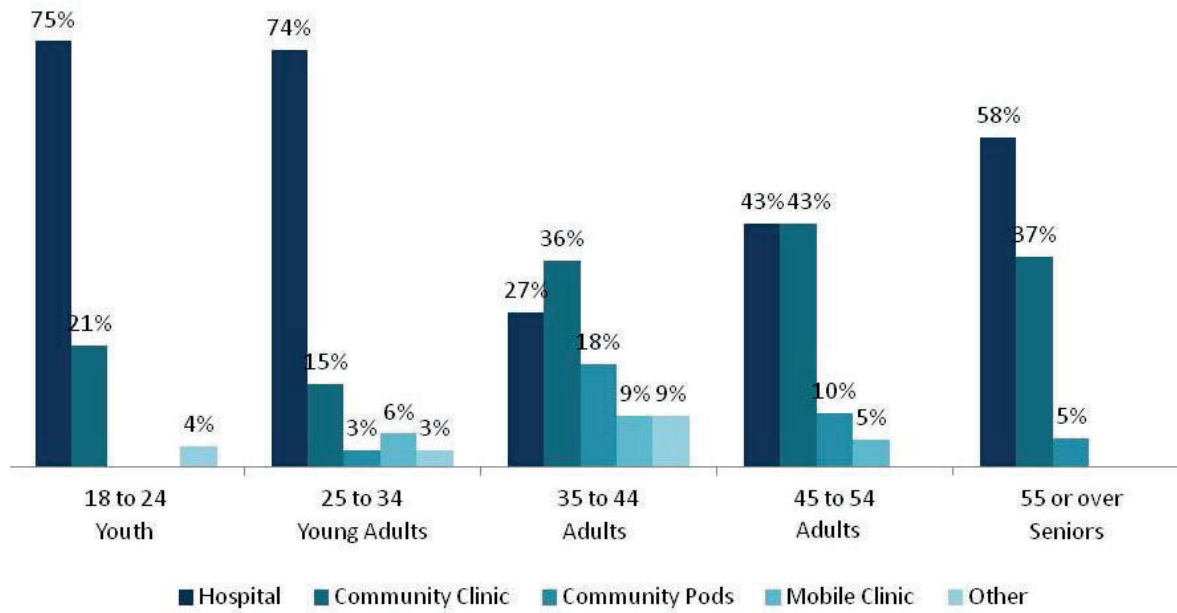


Figure 26 Place preference to take the vaccine by participants in zip code 94621 by age group

### How this finding can inform the messaging campaign targeting residents in zip code 94621

Older adults are at higher risk for severe illness, hospitalizations, and death from COVID-19. Reduced risk of COVID-19 through vaccination can be effective among this critical age group; however, seniors are hesitant to get vaccinated. The need to clear up misconceptions around the vaccine amongst seniors can significantly change the narrative and the COVID mortality rate overall.

Seniors living in zip code 94621 are more concerned with side effects than any other age group. The campaign can educate residents amongst certain age groups about those side effects and mitigation methods based on their age and how the vaccine's benefits outweigh the risk of death.

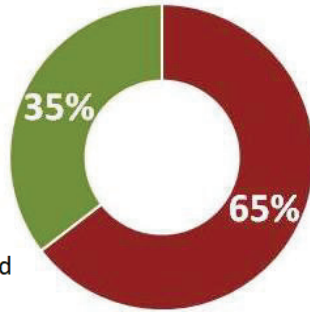


## Zip Codes

94601, 94603, 94606, 94609, 94619

# 94601

- Not planning to get vaccinated
- Planning to take vaccine



## Zip Code 94601

One hundred and thirteen responses (131) come from people living in zip code 94601. Forty-eight percent (48%) are female-identified, forty-nine percent (49%) are male-identified, and three percent (3%) are transgender. All participants are over 18 years old. Two-thirds of the respondents living in zip code 94601 are not planning to get vaccinated (65%), while only a third of them (35%) plan to take the vaccine.

### The reason for NOT taking the vaccine by gender

The reason for not taking the vaccine varied amongst male-identified and female-identified participants. Overall, a third of respondents do not trust the vaccine, and a third is afraid of potential side effects.

Over half of those who did not take the vaccine and are not planning to take it are male-identified (58%). Male respondents are more likely to have trust issues with the vaccine/government than female-identified respondents (36% and 21%, respectively). More females were concerned with potential side effects than male respondents (34% and 25%, respectively), Figure 4. No respondent reported having a history with vaccines. Finding access was not an issue for any gender. One person from the transgender community is not planning to take the vaccine due to fear of potential side effects.

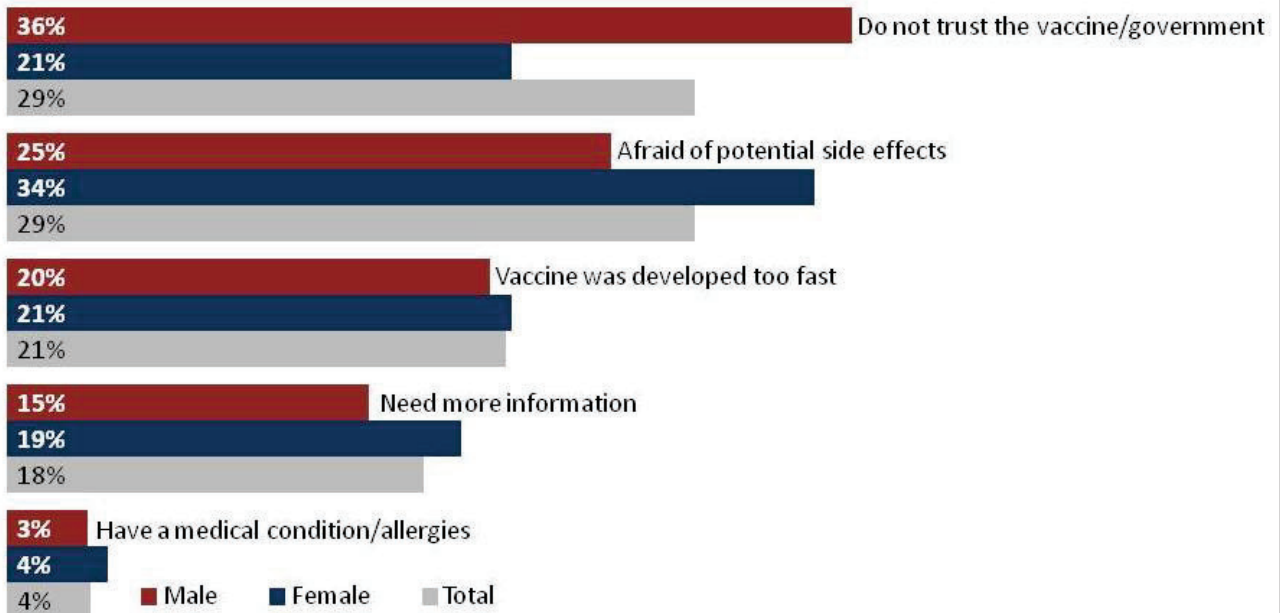


Figure 27: The reason for participants in zip code 94601 not to take the vaccine by gender

## Respondents who are planning to take vaccine, preference on where to receive it by gender

More than a half of respondents who chose a hospital to take the vaccine are male-identified (57%). Community clinics and community pods were less preferred places to take the vaccine. Mobile clinics came last as a preference amongst females and males. Some respondents listed other options for taking the vaccine; however, they didn't specify what those options are. Two responses were from the transgender community, and one is non-binary; one preferred a community clinic, one chose a hospital, and one preferred a mobile clinic.

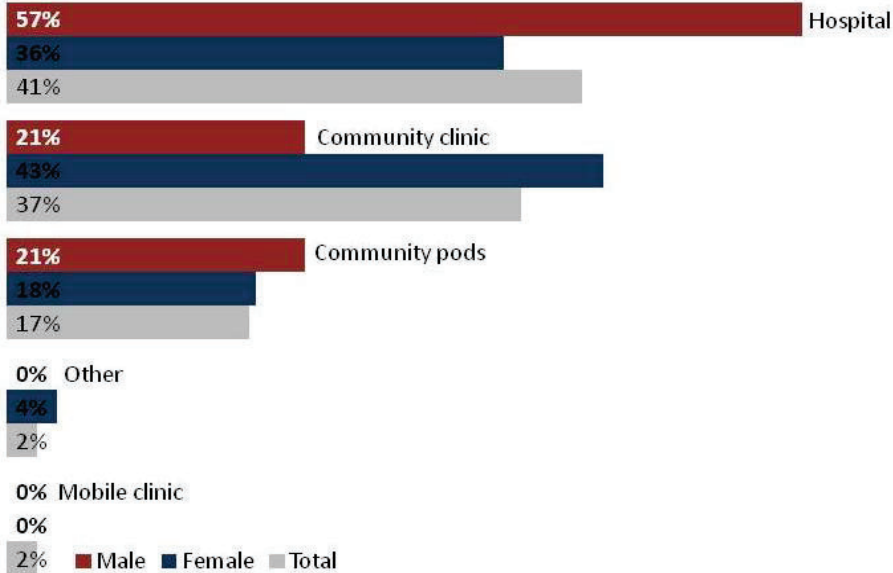


Figure 28: Place preference to take the vaccine by participants in zip code 94601 by gender

## The reason for NOT taking the vaccine by age group

The reason for not taking the vaccine varied from one age group to another. Adults ages 45 or older think the vaccine was developed too fast, while more youth and young adults were afraid of potential side effects than any other age group. One in seven (14%) seniors and one in four (23%) adults have a medical condition that stopped them from taking the vaccine. Finding access to vaccination was not an issue for respondents from any age group in zip code 94601. Figure 6.

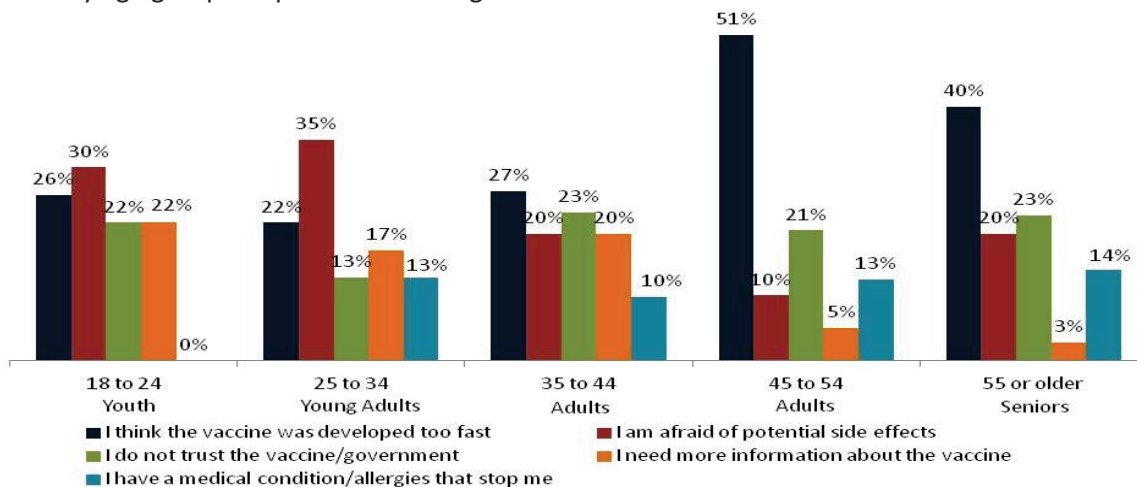


Figure 29 The reason for participants in zip code 94601 not to take the vaccine by age group

### Preference on where to receive the vaccine by age group

Community clinics are the most favorable place to take the vaccine amongst all age groups residing in zip code 94601. Youth, young adults, and adults ages 35-44 preferred hospitals over any other option to take the vaccine. Only seniors over 55 years old favored a mobile clinic than any other site to take the vaccine (50%). The overwhelming majority of adults ages 45-54 (80%) favored a community clinic.

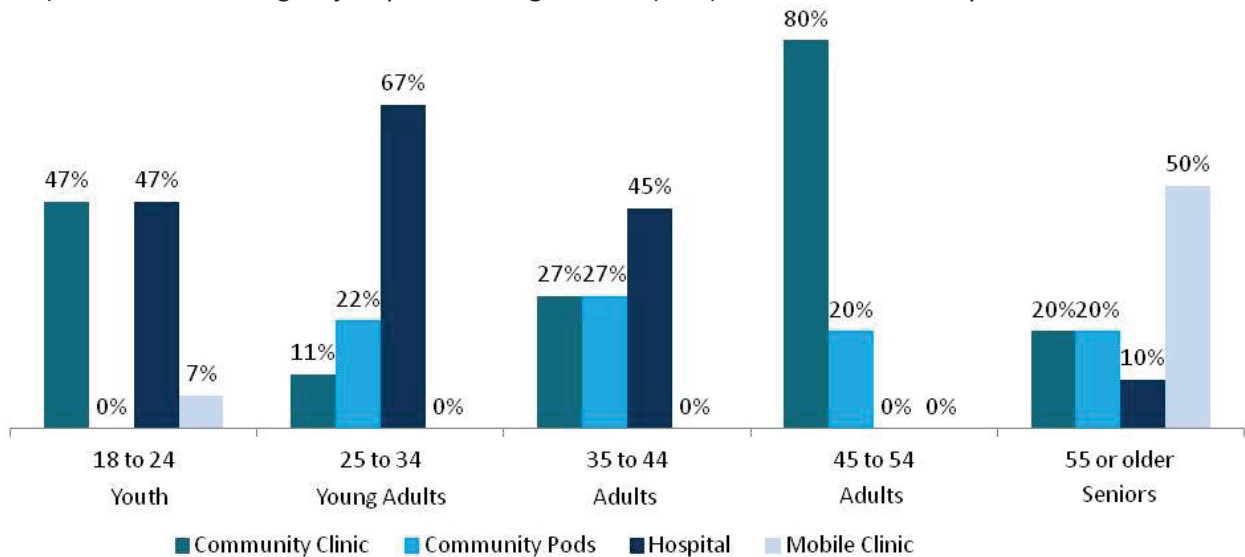


Figure 30 Place preference to take the vaccine by participants in zip code 94601 by age group

### How this finding can inform the messaging campaign targeting residents in zip code 94601

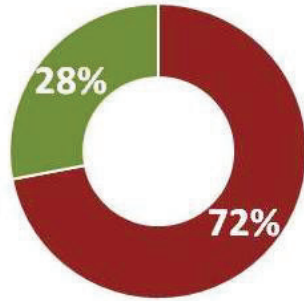
Female-identified participants were more concerned with potential side effects than male participants. Targeted messages can touch on issues related to the most common possible side effects amongst females of each age group and how to minimize them. Providing information on the research and development process of the vaccine within a relatively short time is also valuable for those thinking the vaccine was developed too fast.

Many participants from zip code 94601 reported having a medical condition as the reason for not taking the vaccine. The campaign can educate residents who suffer a chronic illness and see their health situation as a barrier, while the vaccine can be a lifesaver not a threat.

Access was not reported as a barrier to getting the vaccine; however, a list of sites for vaccination within the geographic proximity of zip code 94601 might be helpful. The preference on where to take the vaccine is staggered between participants from various age groups. The majority of male-identified respondents are inclined towards taking the vaccine in a hospital. The messaging campaign can provide information on the closest facilities that serve a specific age group within this zip code.



# 94603



■ Not planning to get vaccinated  
■ Planning to take vaccine

## Zip Code 94603

Three hundred and twenty-six responses (326) are from people living in zip code 94603. Thirty-four percent (34%) are female-identified, sixty-five percent (65%) are male-identified, and one percent (1%) is transgender. All participants are over 18 years old. The majority of the respondents living in zip code 94603 are not planning to get vaccinated (72%), while only about one-third of them (28%) plan to take the vaccine.

### The reason for NOT taking the vaccine by gender

Over a third of respondents do not trust the vaccine, and a quarter think the vaccine was developed too fast. Fear of possible side effects was not a significant concern amongst the Black community in zip code 94603. Over a third of those who did not take the vaccine and are not planning to take it are male-identified (36%). Male and female respondents are equally concerned with trusting the vaccine (36% and 34%, respectively). Finding access was not an issue for any gender. Two people from the transgender community are not planning to take the vaccine; they think the vaccine was developed too fast and would like to receive more information about it before deciding.

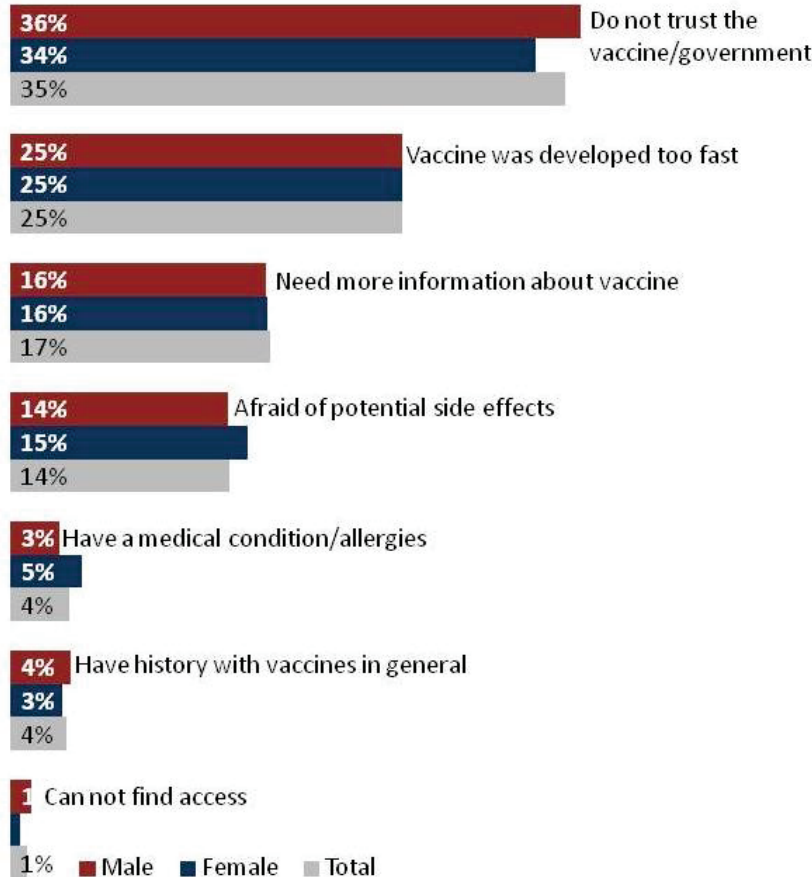


Figure 31: The reason for participants in zip code 94603 not to take the vaccine by gender

## Respondents who are planning to take vaccine, preference on where to receive it by gender

More than half of respondents who chose a hospital to take the vaccine are male-identified (56%). Community clinics were the second preferred place to take the vaccine. Some respondents listed other options, such as Walgreens for taking the vaccine. One response from the transgender community favored a hospital to take the vaccine.

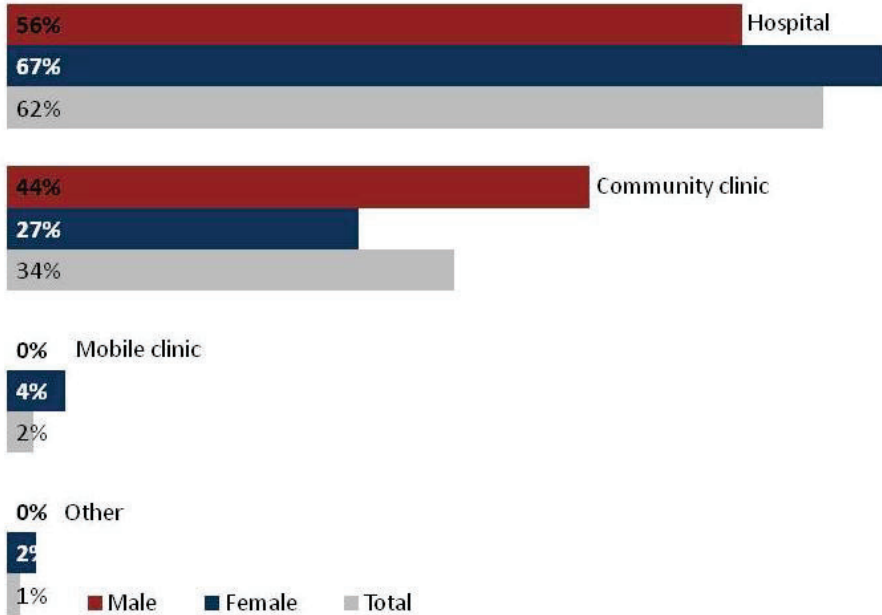


Figure 32: Place preference to take the vaccine by participants in zip code 94603 by gender

## The reason for NOT taking the vaccine by age group

The majority of adults ages 55 or older requested more information on the vaccine (61%). Thinking the vaccine was developed too fast was the second leading reason for not taking it. Trusting the vaccine came as the third reason for not taking the vaccine amongst each age group. Finding access to vaccination was not an issue for respondents from any age group in zip code 94603.

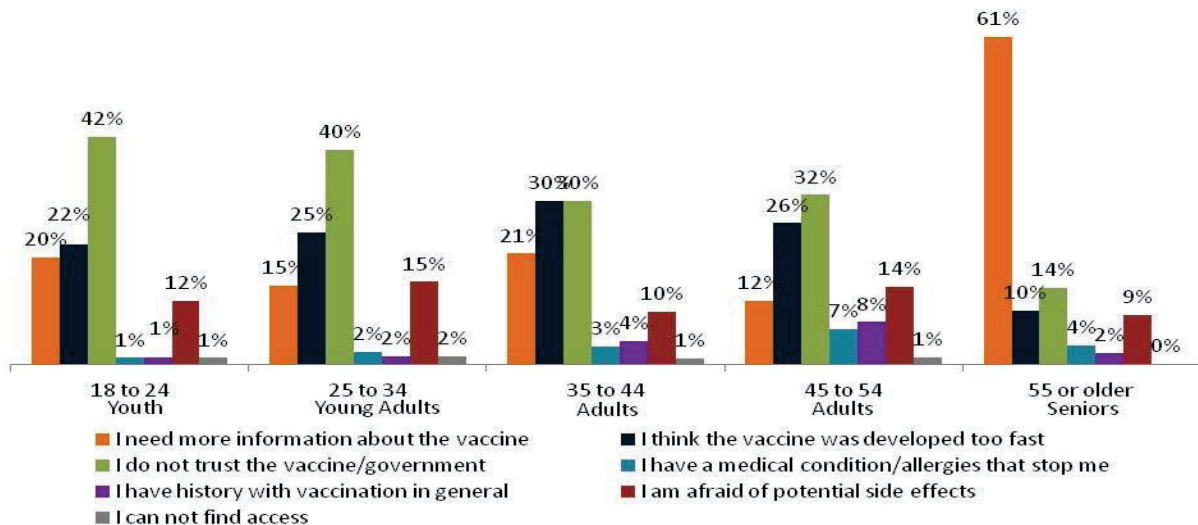


Figure 33 The reason for participants in zip code 94603 not to take the vaccine by gender

## Preference on where to receive the vaccine by age group

Interestingly, participants from zip code 94603 limited their choice of taking the vaccine to only hospitals and community clinics. Hospitals were the first choice for adults ages 45-54 and seniors (18% and 32%, respectively). Community clinics were the first choice for young adults and adults (27% and 33%, respectively). Youth favored hospitals over community clinics.

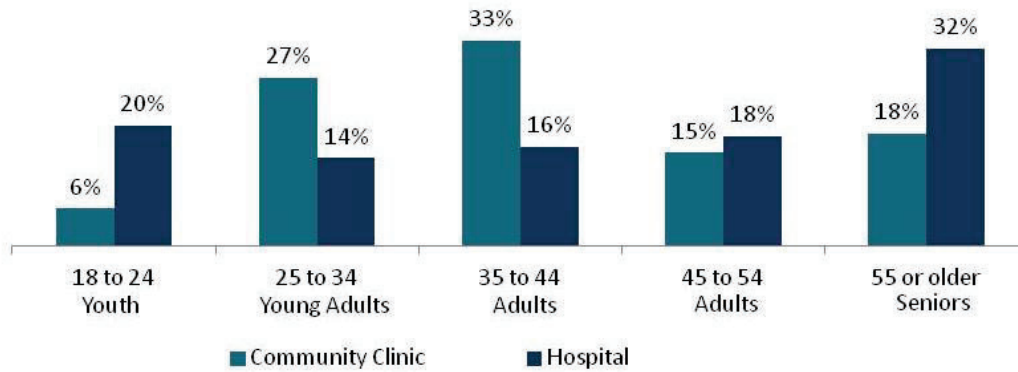


Figure 34 Place preference to take the vaccine by participants in zip code 94603 by age group

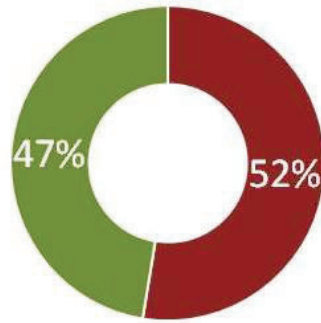
### How this finding can inform the messaging campaign targeting residents in zip code 94603

Interestingly, the top two reasons for not taking the vaccine amongst participants from zip code 94603 were 1) needing more information on the vaccine and 2) thinking the vaccine was developed too fast. Providing general information and, more specifically, information on the research and development process of the vaccine within a relatively short time is valuable.

Many participants from zip code 94603 reported having a medical condition as the reason for not taking the vaccine. The campaign can educate residents who suffer a chronic illness and see their health situation as a barrier, while the vaccine can be a lifesaver not a threat.

Access was not reported as a barrier to getting the vaccine; however, responses from zip code 94603 narrowed down their choices for taking the vaccine to hospitals and community clinics. The messaging campaign can provide information on the closest facilities that serve a specific age group within this zip code.

# 94606



## Zip Code 94606

One hundred and ninety-five (195) responses come from residents in zip code 94606. Thirty-eight percent (38%) are female-identified, sixty-one percent (61%) are male-identified, and one percent (1%) are from another gender identity. About half of the respondents living in zip code 94606 are not planning to get vaccinated (52%), while the other half (47%) plan to take the vaccine.

### The reason for NOT taking the vaccine by gender

A third of respondents do not trust the vaccine (35%), and a little over a fifth of them (22%) think the vaccine was developed too fast. Fear of possible side effects was the third leading reason for not taking the vaccine amongst the Black community in zip code 94606 (21%).

More female-identified respondents are concerned with trusting the vaccine, while more male-identified participants think the vaccine was developed too fast (23%).

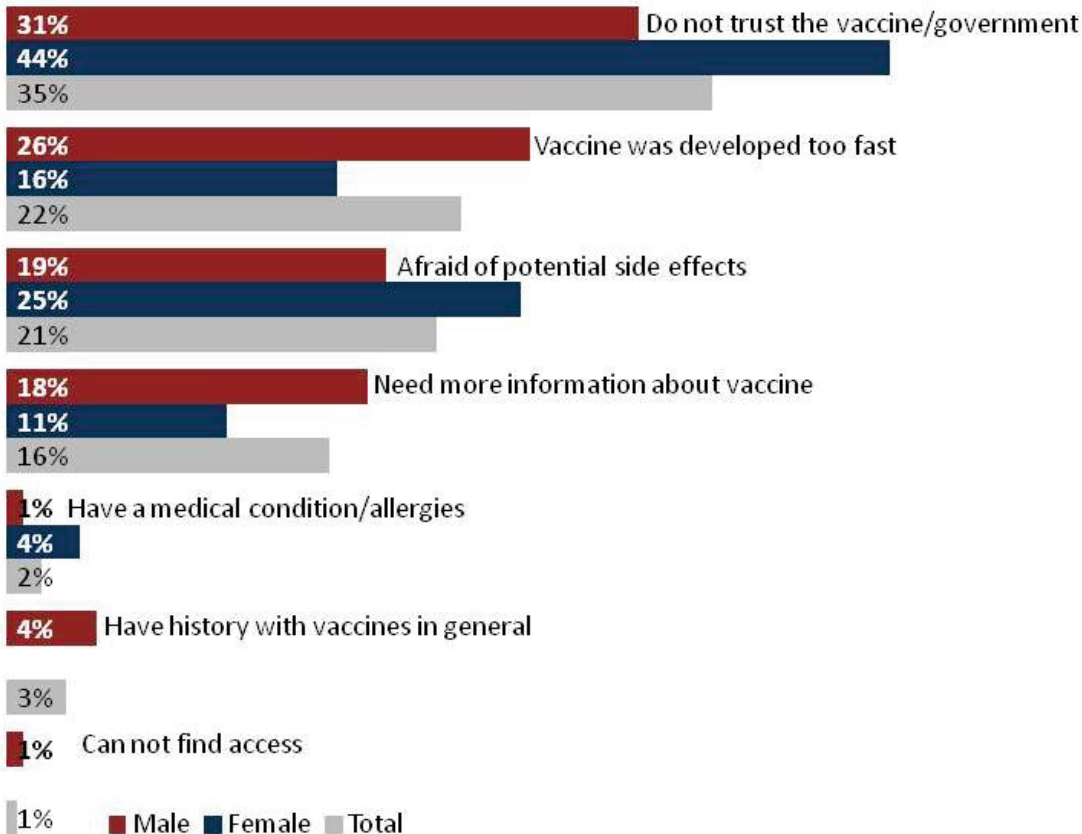


Figure 35: The reason for participants in zip code 94606 not to take the vaccine by gender

## Respondents who are planning to take vaccine, preference on where to receive it by gender

Almost half of male-identified participants favored taking vaccines in hospitals over any other option (48%). Community pods came as the second preferred place to take the vaccine amongst male-identified participants (30%) and were the first choice for half female-identified respondents. Some respondents listed Walgreens as another favored option.

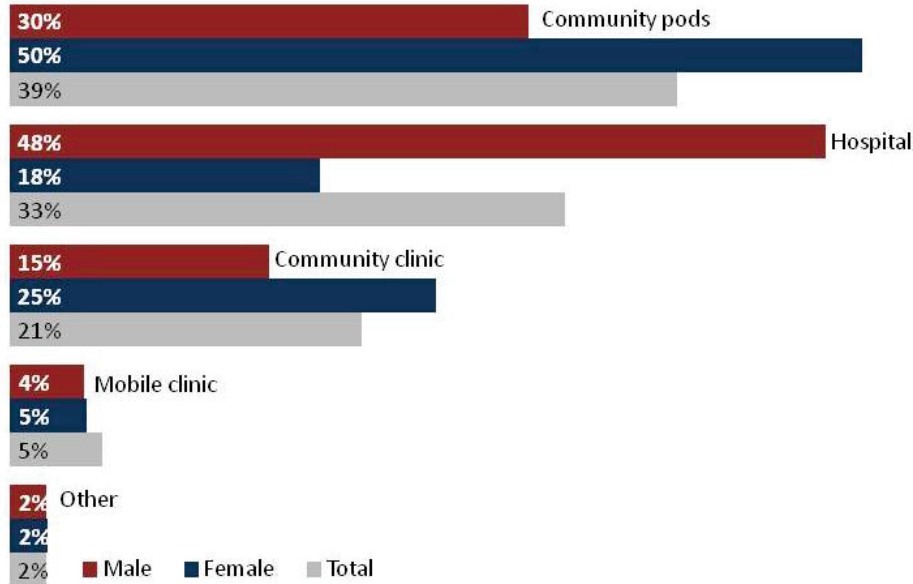


Figure 36: Place preference to take the vaccine by participants in zip code 94606 by gender

## The reason for NOT taking the vaccine by age group

The first leading reason for not taking the vaccine was consistent amongst most participants: not trusting the vaccine. More young adults ages 25-34 were concerned with potential side effects than any other age group (32%) and think the vaccine was developed too fast (27%).

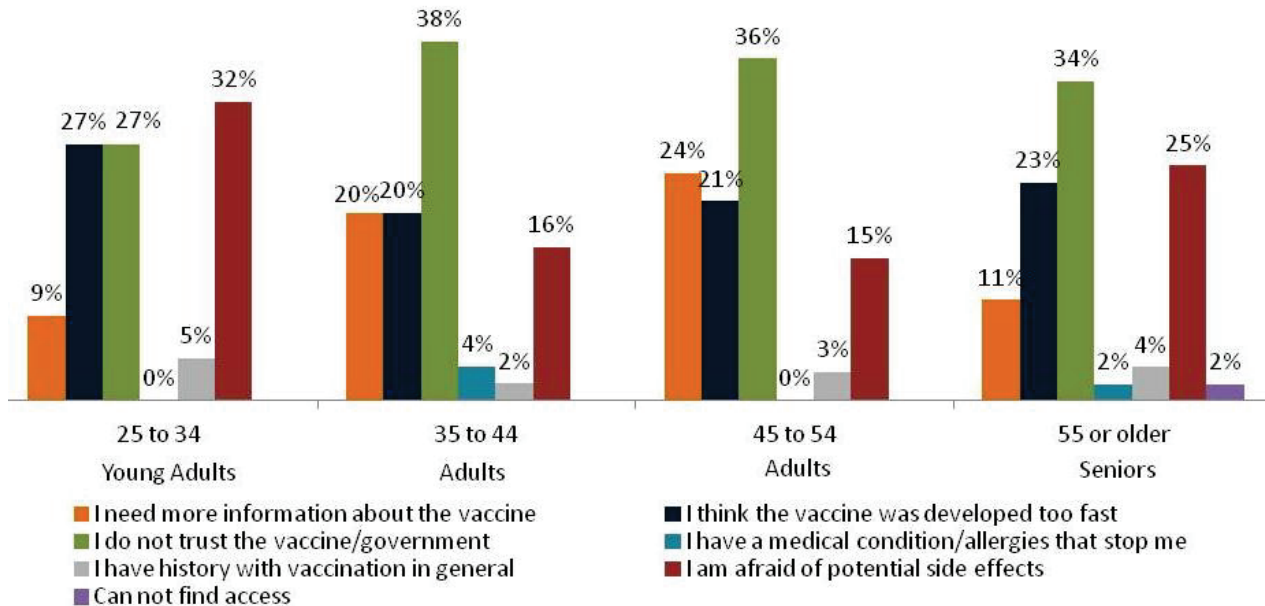


Figure 37 The reason for participants in zip code 94603 not to take the vaccine by age group

## Preference on where to receive the vaccine by age group

The majority of adults ages 35-44 and 45-54 favored community pods over any other option to take the vaccine (58% and 56%, respectively %). Community clinics were the most popular option to receive the vaccine amongst participants ages 25-34 (33%). Few respondents of age 55-64 listed Walgreens as an option for taking the vaccine.

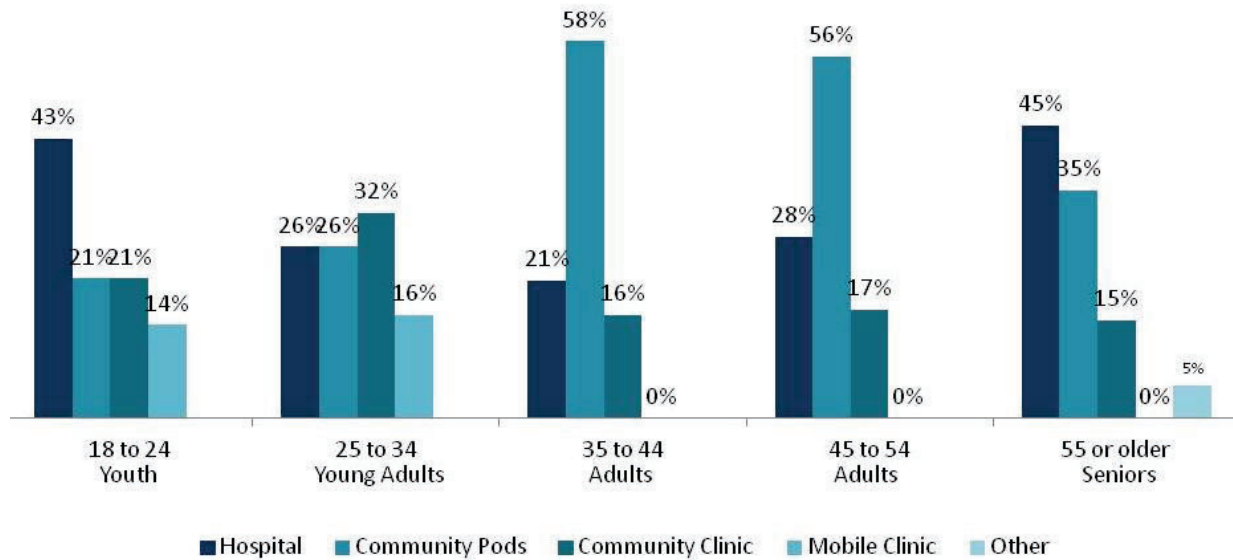


Figure 38 Place preference to take the vaccine by participants in zip code 94606 by age group

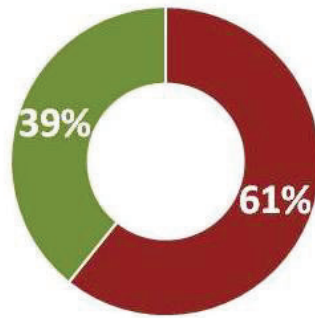
## How this finding can inform the messaging campaign targeting residents in zip code 94606

The reasons for not taking the vaccine varied across age groups and genders. While the first leading reason for not taking the vaccine is consistently not trusting the vaccine, there was no agreement on the second reason. For example, more female-identified participants were afraid of possible side effects than male-identified respondents, but more male participants think the vaccine was developed too fast.

Seniors and young adults ages 35-44 living in zip code 94606 are more concerned with side effects than any other age group. The campaign can educate residents amongst certain age groups about those side effects and mitigation methods based on their age.

# 94609

■ Not planning to get vaccinated  
■ Planning to take vaccine



## Zip Code 94609

One hundred and eighty-one (181) responses come from residents in zip code 94609. Forty-four percent (44%) are female-identified, fifty-six percent (56%) are male-identified. There was no representation from another gender identities. The majority of respondents living in zip code 94609 are not planning to get vaccinated (61%).

### The reason for NOT taking the vaccine by gender

A third of respondents do not trust the vaccine (30%), and a quarter of them either think the vaccine was developed too fast or are concerned with possible side effects (24%, and 23%, respectively). More female-identified respondents need more information on the vaccine than male-identified participants (35%, and 22%, respectively).

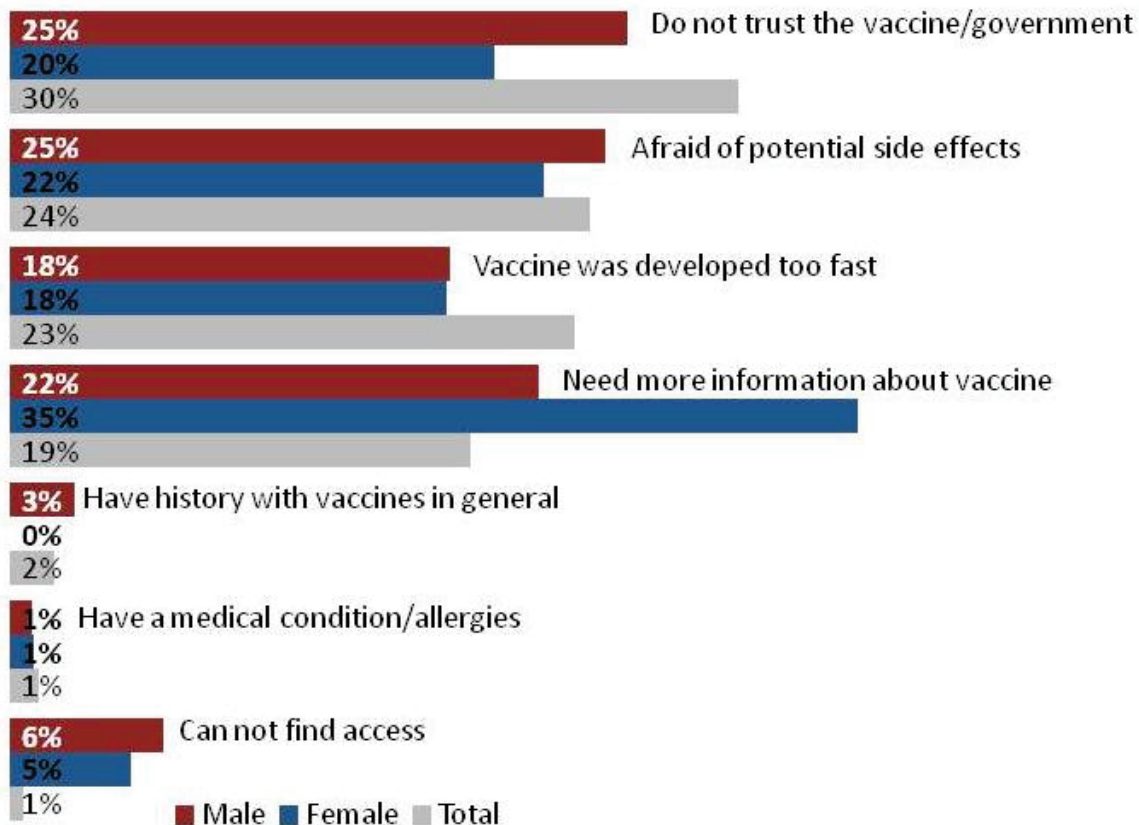


Figure 39: The reason for participants in zip code 94609 not to take the vaccine by gender



## Respondents who are planning to take vaccine, preference on where to receive it by gender

More than a half of male-identified participants favored taking vaccines in community pods over any other option (54%). Community pods came as the second preferred place to take the vaccine amongst female-identified participants (26%) and were the first choice for male-identified respondents. Some female respondents listed Walgreens, faith-based institutions such as Allen Temple, and UMOJA as their other favored options. Some male-identified participants favored CVS as the other alternative place.

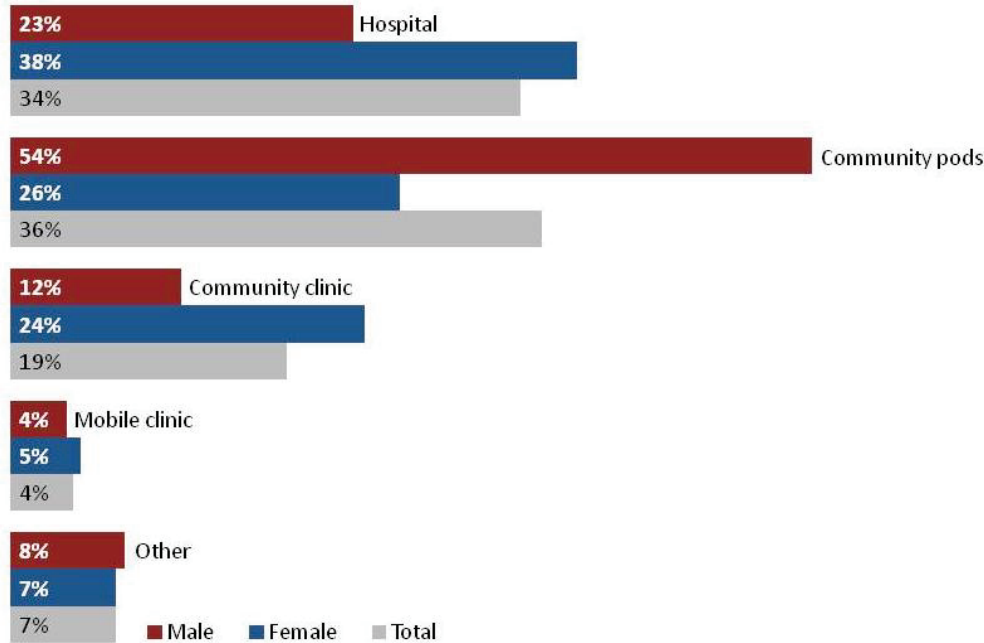


Figure 40: Place preference to take the vaccine by participants in zip code 94609 by gender

## The reason for NOT taking the vaccine by age group

The first leading reason for not taking the vaccine was consistent amongst most participants ages 18-54: not trusting the vaccine. For a third of seniors in zip code 94609, the first leading reason was thinking the vaccine was developed too fast (32%).

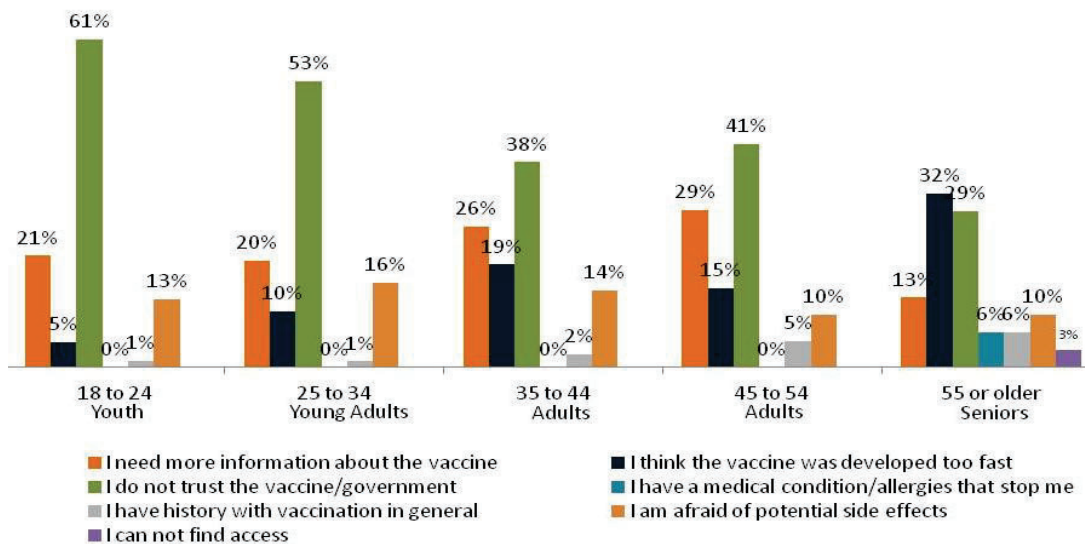


Figure 41 The reason for participants in zip code 94609 not to take the vaccine by age group

## Preference on where to receive the vaccine by age group

There was no clear consensus on where to take the vaccine by age group. The overwhelming majority of seniors favored community pods over any other option to take the vaccine (70%). Community clinics were the second popular option to receive the vaccine amongst adults ages 35-54 (33%). Interestingly none of the participating youth in this zip code responded to this question on place preference.

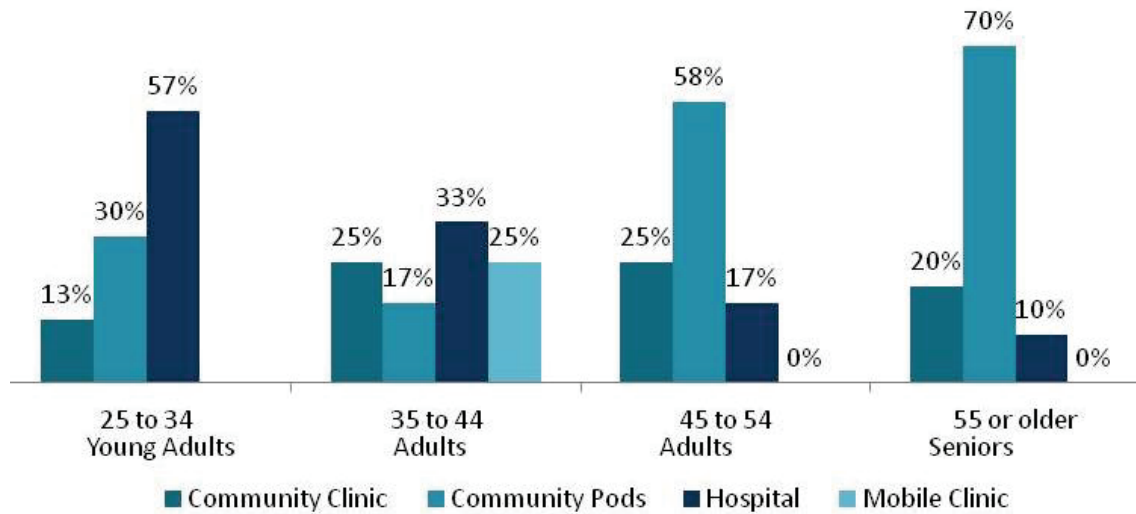


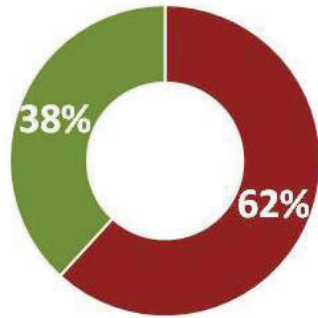
Figure 42 Place preference to take the vaccine by participants in zip code 94609 by age group

## How this finding can inform the messaging campaign targeting residents in zip code 94609

The first leading reason for not taking the vaccine is consistently not trusting the vaccine. Requesting more information there was no agreement on the second reason. For example, more female-identified participants were afraid of possible side effects than male-identified respondents, but more male participants think the vaccine was developed too fast.

Seniors and young adults ages 35-44 living in zip code 94609 are more concerned with side effects than any other age group. The campaign can educate residents amongst certain age groups about those side effects and mitigation methods based on their age.

# 94619



## Zip Code 94619

One hundred and forty-four (144) responses come from residents in zip code 94609. Thirty-four percent (34%) are female-identified, sixty-six percent (66%) are male-identified. There was no representation from different gender identities. The majority of respondents living in zip code 94619 are not planning to get vaccinated (62%).

### The reason for NOT taking the vaccine by gender

Forty percent of respondents do not trust the vaccine (40%), and a third of them are concerned with possible side effects (30%). More female-identified respondents are afraid of side effects than males (37% and 26%, respectively).

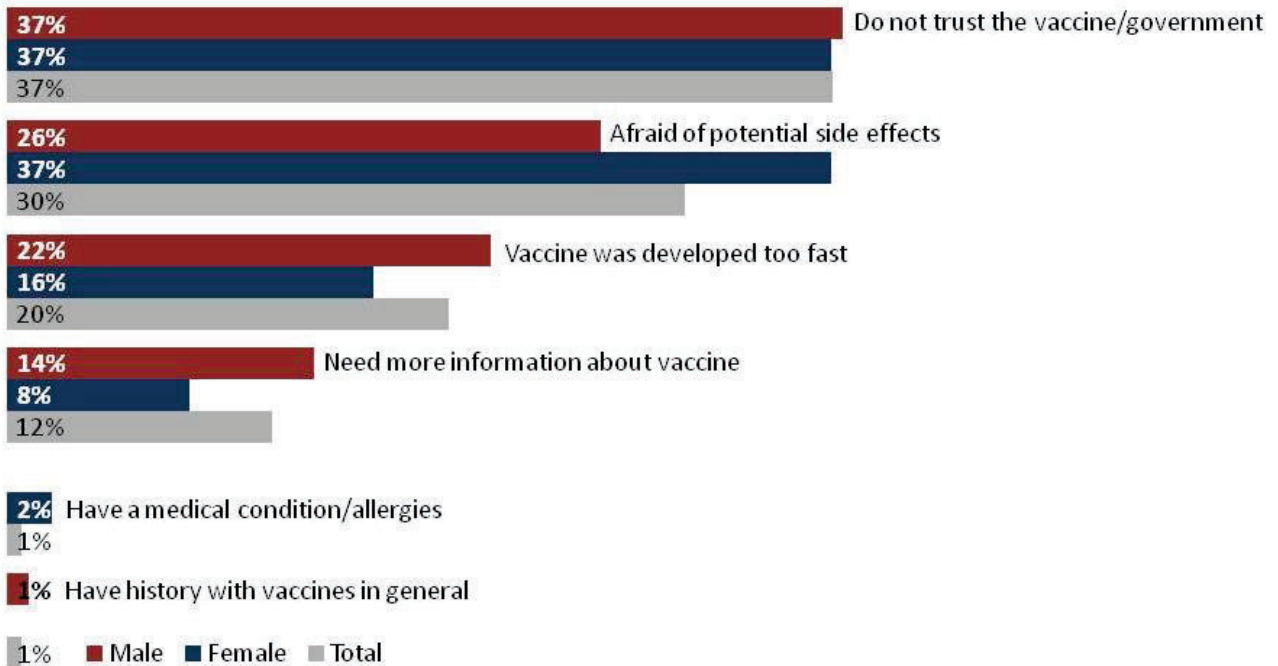


Figure 43: The reason for participants in zip code 94619 not to take the vaccine by gender

## Respondents who are planning to take vaccine, preference on where to receive it by gender

Interestingly, participants living in zip code 94619 limited their preference of sites to take the vaccine to a few options such as hospitals (79%), community clinics (19%), and community pods (2%). Mobile clinics had no preference from any gender identity, while hospitals by far faced no competition.

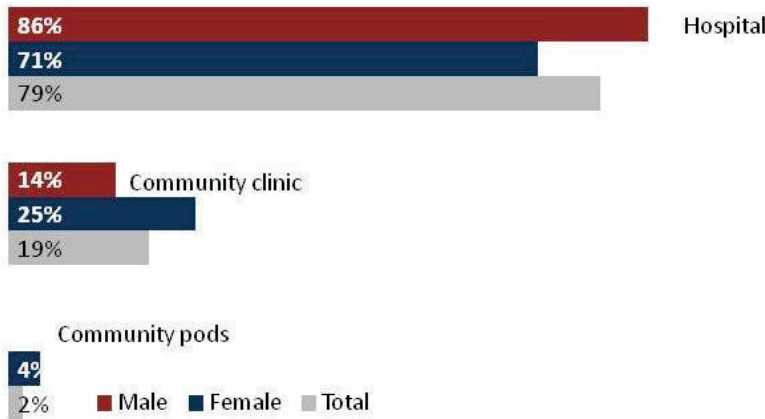


Figure 44: Place preference to take the vaccine by participants in zip code 94619 by gender

## The reason for NOT taking the vaccine by age group

All participating youth declined this question. The first leading reason for not taking the vaccine amongst older ages 44 and over was not trusting the vaccine. About a third of adults ages 35-44 (31%) are afraid of potential side effects. The fast development of the vaccine was the third top reason across participants from any age group.

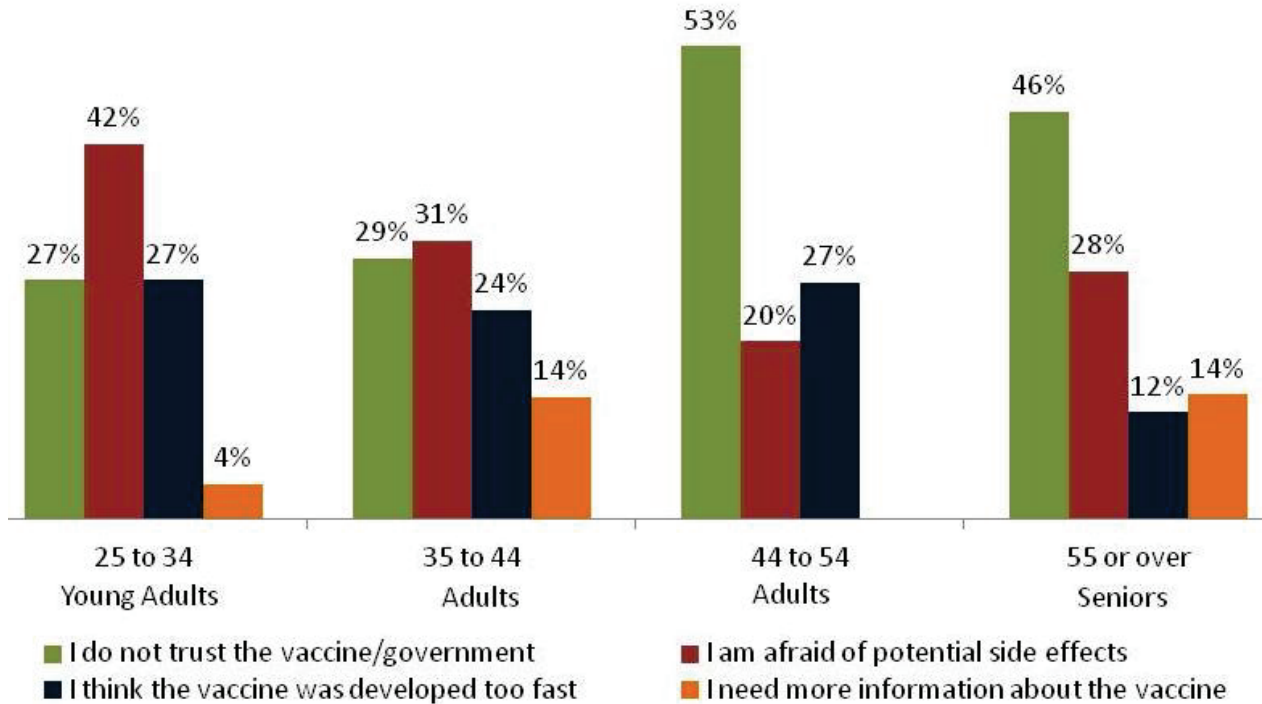


Figure 45 The reason for participants in zip code 94619 not to take the vaccine by age group

## Preference on where to receive the vaccine by age group

All participating youth who responded to the preference on the location picked a hospital (100%). There was no significant variation in choosing where to take the vaccine for any age group; however, half of participating older adults age 45-54 favored community clinics over hospitals.

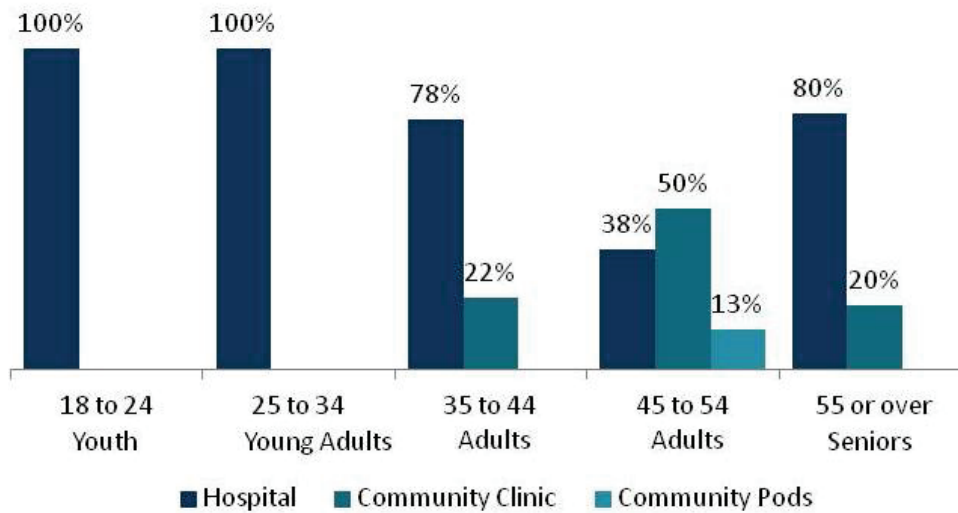


Figure 46 Place preference to take the vaccine by participants in zip code 94619 by age group

### How this finding can inform the messaging campaign targeting residents in zip code 94619

Like all participants across Oakland's zip codes, the three leading reasons for not taking the vaccine were not trusting the vaccine, fear of potential side effects, and thinking the vaccine was developed too fast. While trust has been an issue for most participants, respondents from zip code 94619 who plan to take the vaccine raised trust issues to a different level by limiting their options to barely any other than hospitals. This choice is legitimate; however, it speaks of the poor level of trusting community resources. The messaging campaign can touch on how accessible, reliable, and valuable local community resources are.

*As of July 24, 2021*



cnn

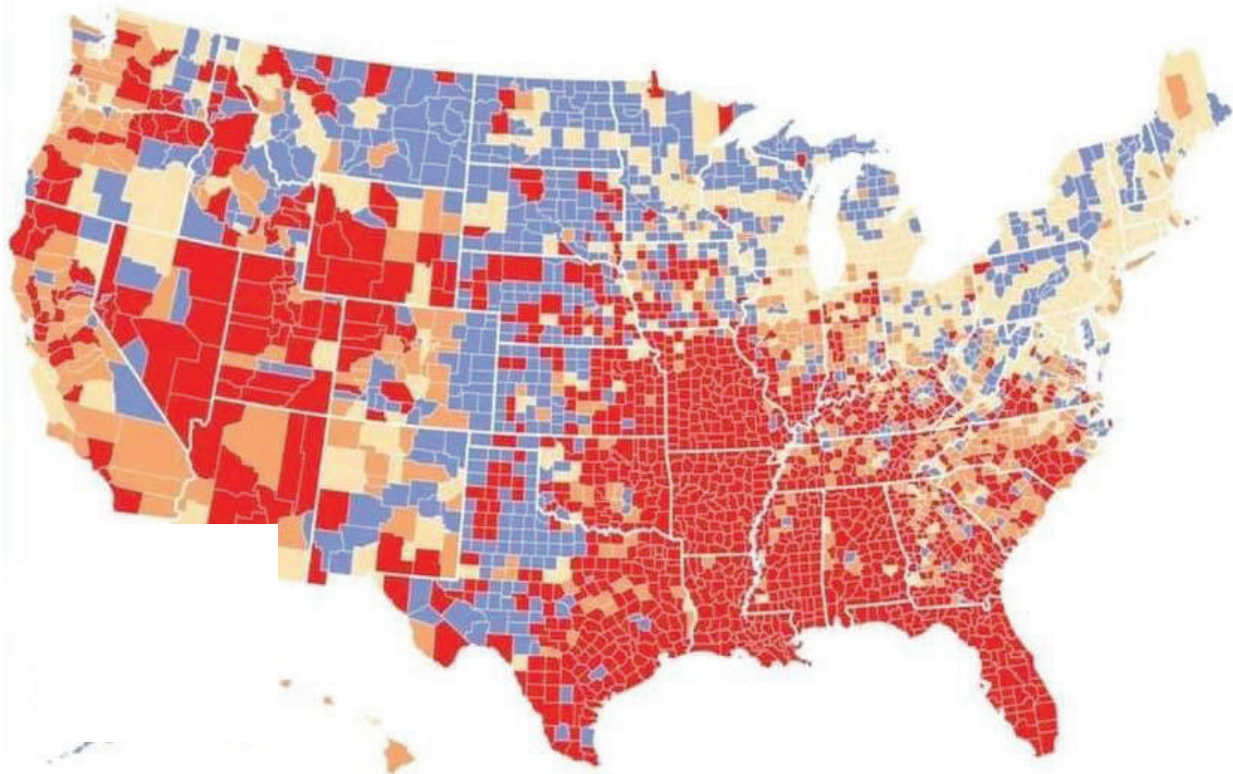


## The spread of Covid-19

These categories are based on county-level data on the number of new cases per 100,000 people and the test positivity rate during the past seven days.

### Covid-19 community transmission categories

■ High transmission (red)   ■ Substantial (orange)   ■ Moderate (yellow)   ■ Low (blue)

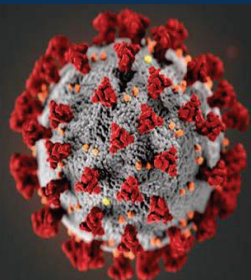


Source: Centers for Disease Control and Prevention  
Note: Data reported on July 24, 2021



# Coronavirus

(COVID-19)



**Conclusions**

**Recommendations**





## Conclusions and Recommendations

The Black community opened up to our researches in the field by responding to the survey questions. The findings reaffirm the mistrust and disconnect between the government and communities of color. In the aftermath of a public health crisis in the 21st century, the one thing that we learned is that all stakeholders are not prepared to address the situation equitably. The findings of this study inform the messaging campaign to the African American community in Oakland who aspire to get vaccinated or those who still resist taking the vaccine. Amongst the ten reporting zip codes, three can be considered a top priority as at least 60% of participants do not plan to take the vaccine: 94621, 94603, and 94601 spans Fruitvale and East Oakland.

### Vaccine Rejection is Rooted in Mistrust

“I do not trust the vaccine/government.”

Black people are more likely to be hospitalized and are [more likely to die](#) of COVID-19 than other races. Yet African Americans have nearly the lowest vaccination rates among any ethnic group; our study finds that half of the participants in our survey do not plan to get vaccinated. The majority of respondents clings to conspiracy theories and do not trust the government. It is, however, not only the lack of trust that stopped people from getting the vaccine. Black people are concerned about the unknown long-term side effects because the vaccine is new.

Although communities of color have heard repetitively from political and medical establishments that the vaccine is safe for almost all age groups 18 years or older, people are still hesitant because they think the benefits do not balance the unknown risks. The messaging campaign needs to acknowledge that the hesitancy is a well-founded reality as inequity has been the narrative of this pandemic. For example, when the pandemic hit hard, access to testing and hospitalization was limited to specific ethnic groups in a historical practice of structural racism that created further doubts and distrust among the Black community.

### Black Physicians Role in Addressing Mis/Dis-information

“I’m afraid of potential side effects.”

Our study finds that women are generally more concerned with potential side effects than men because of maternity, nursing, or pregnancy circumstances. While information/data about the safety of COVID-19 vaccines for pregnant women is limited, there is no evidence that the vaccine is linked to infertility or miscarriage. There might be few cases of severe side effects, but with no evidence that the COVID vaccine may have serious [long-term effects](#), reported side effects were severe allergic reactions.

Some respondents cited their primary care physicians as a trusted site to get vaccinated. Black physicians had a role in developing Pfizer and Moderna vaccines at all phases. Black physicians understand the African Americans' anxiety and the barriers that stopped them from getting vaccinated. Black health care providers are trusted by the community and can play a role in getting the information out to their patients and communities.

## Engage Youth Ambassadors and Community Champions in Information Distribution

“I need more information about the vaccine.”

The rational fear of vaccination among the Black community speaks of the long history of disrespect, mistreatment, and racial disparity by the government as racism in medicine continues. One effective way to address mistrust is to educate the youth who got vaccinated and have impact stories to share with their neighbors and communities. COVID Youth Ambassadors and community champions can lead educational events or go door-to-door to hand out targeted educational materials based on each household's needs.

Social media is an opportunity to get the word out to the hard-to reach-populations. However, people relate more through human connection. Spoken words of wisdom from those who went through COVID illness or received the vaccine can significantly help change the narrative.

---

“*There is no way of knowing the long term effects of the vaccination.*”

A response from a male-identified participant age 45-54.

“*Not confident with side effects, don't want to be part of a testing phase.....Continued news of manufacture/distribution hiccups.*”

A Female-identified participant 65-74

“*Not good for us.*” Male respondent age 35-44

“*Tuskegee!*” A male participant age 65-74

---

## An Overdue Investment in Health Racial Equity

“I cannot find access.”

Significantly few participants reported access to the vaccine as an issue. However, many respondents who plan to take the vaccine praised their comfort with taking it through their primary care physicians, local pharmacies, or faith-based institutions. Citing trusted vaccine sites to include locations that offer equitable access for the African American community within their geographic proximity is one way to increase the vaccination rates.

## Advance the Role of Non-governmental Stakeholders

“Planning to get vaccinated? Where would you prefer to get the vaccine?”

Unlike other politically charged campaigns or governmental mandates, community accountability and personal responsibility put everyone at risk when personal choices are not personal. COVID-19, the Delta Variant, is still spreading in our communities, and many Oakland residents remain unvaccinated. Most new cases are in unvaccinated residents. Stopping community transmission of COVID seems to have a solution that the Black community rejects. Partnership with trusted stakeholders such as faith-based institutions or local pharmacies to lead an awareness community-focused campaign becomes a moral responsibility.



## Empower Black Businesses to be Part of the Solution

Business owners and workers were the most economically impacted amongst any other population. Oakland will face another economic crisis as the number of COVID if cases rise. Some businesses can step up by being on the side of prevention and require proof of vaccination or 72 hours or less negative COVID test to enter, such as bars or nightclubs. Other businesses can provide a free meal to vaccinated people as an incentive or offer the parking lot as a trusted vaccination site. This practice change might un-proportionately impact specific population subgroups but certainly, involve those most impacted and trusted by the community in the solution. Business owners have been coordinating with various community groups; the messaging campaign can develop targeted informational packets that go through local small businesses to the community.



1720 Broadway, 2nd Floor | Oakland, CA 94612

<https://urbanstrategies.org/>