



GETTING UNDER THE SKIN

February 2021



Background

Cheshire and Merseyside Health and Care Partnership, in collaboration with NHS England and Improvement, Public Health England and the Cheshire and Merseyside Directors of Public Health, is leading ground-breaking insight research to gain a better understanding of how the COVID-19 pandemic has impacted Black, Asian and Minority Ethnic (BAME) communities in Cheshire and Merseyside, as well as understand attitudes and views relating to the COVID vaccine.

There is clear evidence that COVID-19 does not affect all population groups equally. The pandemic has both exposed and exacerbated longstanding inequalities in society. The 'Getting under the skin' project aims to discover new insights and approaches to ensure that interventions are more personalised and effective for different ethnic groups, so we can reduce the impact of COVID-19 on BAME groups and reduce health inequalities. The first two phases of this project have been completed, the final phase is due to conclude in April.

Focus on Vaccination

Early cut of phase 2 data has indicated 20% of our BAME community are undecided about taking the vaccination Ethnic groups that were most likely to be hesitant were:

- White non-British
- White and Black African
- Indian
- Pakistani
- Chinese
- African
- Caribbean

A Cheshire and Merseyside wide campaign is being developed which will be shared and executed locally.

The following charts provide important information to each Place to help target their local campaign to ensure the right message reaches the right community

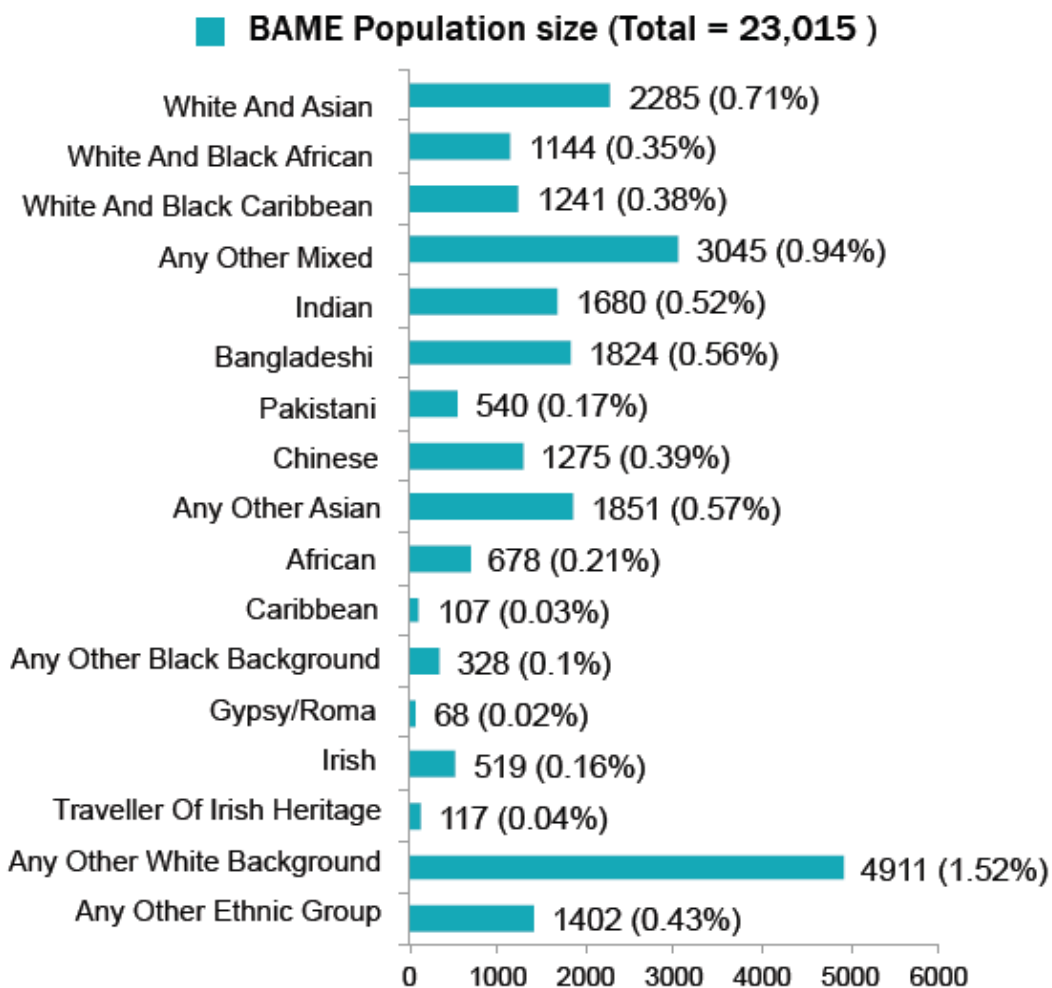
WIRRAL

Vaccination campaign: Targeted at Hesitant BAME communities

WIRRAL BAME TOTAL POPULATION: 23,015

Below is a breakdown of the current BAME population in the Wirral by subgroup. These data have been modelled by the Partnership and includes data from UK Office for National Statistics/Schools Census records 2020.

Breakdown of ethnic groups ▼



Source: UK Office for National Statistics/Schools Census records 2020

Key barriers to address

The research has unearthed a number of different barriers that are preventing people from taking the vaccination.

The below barriers are ranked by sentiment within the Wirral sample. The first column shows the percentage of respondents who have this concern across the whole sample, the second column shows the percentage of respondents who have this concern in the Wirral. Any concern that is notably higher for Wirral than the overall sample has been coloured purple.

Influence decision to take vaccine		
	Total (CMHCP)	Wirral
How well the vaccine works	42%	41%
The potential side effects	40%	38%
None of these	20%	22%
Any leave home	29%	19%
I don't trust the government	12%	18%
I am at low risk from COVID and don't need it	13%	18%
Some of the vaccines require two doses	8%	13%
Don't want to leave my home and catch COVID	17%	11%
Don't want to catch COVID at the NHS location where I would get the vaccine	15%	9%
Another reason	6%	9%
Transport problems (getting to and from the location)	10%	7%
My faith/religion	6%	6%
Don't know	3%	5%

Key audiences to focus on

We identified eight core sub-groups most likely to be hesitant in taking the vaccination:
 Below shows the overall proportion of the sample who agreed with this barrier and how this varies for each sub-group.

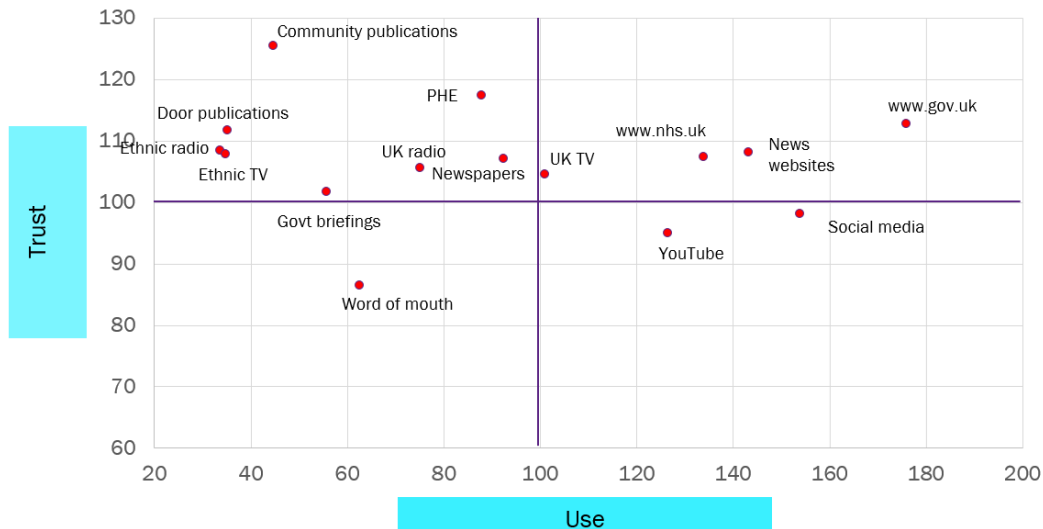
All sub-groups highlighted in purple have a population of more than 1000 in Wirral.

	Population (>1000) for WIRRAL								
	Total	YES	YES	YES	NO	YES	NO	NO	NO
		Any Other White background	White and Black African	Indian	Pakistani	Chinese	African	Caribbean	Any other Black /back ground
How well the vaccine works	42%	40%	17%	34%	35%	52%	49%	42%	65%
The potential side effects	40%	46%	41%	37%	33%	55%	33%	31%	62%
Any leave home	29%	10%	20%	28%	36%	28%	28%	53%	18%
None of these	20%	33%	18%	25%	16%	14%	19%	9%	5%
Don't want to leave my home and catch COVID	17%	10%	20%	16%	23%	13%	19%	26%	12%
Don't want to catch COVID at the NHS location where I get the vaccine	15%	3%	6%	15%	21%	19%	13%	27%	11%
I am at low risk from COVID and don't need it	13%	5%	8%	7%	17%	7%	13%	23%	12%
I don't trust the government	12%	12%	12%	8%	11%	5%	11%	16%	21%
Transport problems (getting to and from the location)	10%	9%	8%	10%	8%	6%	9%	20%	-
Some of the vaccines require two doses	8%	-	11%	10%	5%	13%	13%	23%	9%
My faith/religion	6%	13%	6%	6%	-	5%	4%	-	12%
Don't know	6%	3%	14%	1%	17%	1%	6%	3%	5%

Key channels to use

The below chart shows a matrix of media channels used and trusted by the hesitant group. Any channel above the horizontal line is more trusted and the further above the line the more trusted it is. Any channel to the right of the vertical line are used more often and the further to the right is the more trusted.

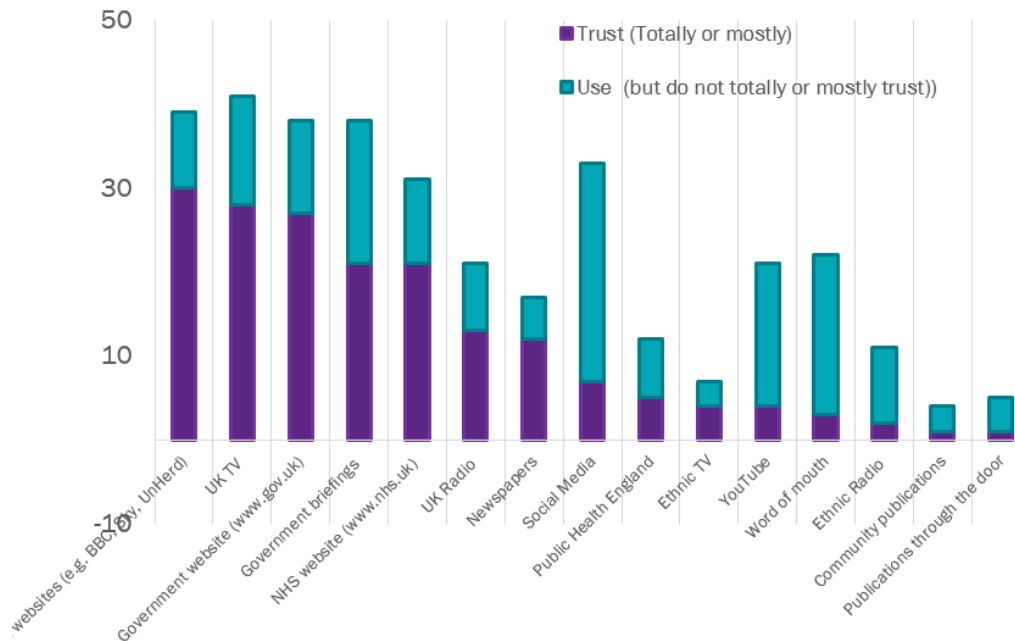
Hesitant respondent's: media use versus trust (all areas)



Q. Which, if any, of these sources have you used to find out information about issues relating to COVID-19? / Base: all respondents (N=636).

The below chart shows use and trust of media by all BAME groups in the Wirral. The total length of each bar shows the total percentage of respondents who use that media. The purple shading shows those who trust and use that media, the turquoise shading shows those that use but do not trust a media.

Media used to find out about COVID: WIRRAL



Q. Which, if any, of these sources have you used to find out information about issues relating to COVID-19?
Base: all Wirral respondents (N=64).

Postcodes to target for community engagement/ Direct Mail activity in Wirral
NB Cut at population lower than 15 residents

	Least deprived target postcodes	More deprived target postcodes
Any Other White background	CH48 2, CH48 3, CH48 5, CH60 7, CH62 6, CH61 0, CH49 1, CH49 3, CH48 8, CH63 3, CH62 8, CH63 8, CH63 0, CH45 8, CH60 4, CH60 8, CH61 5, CH49 6, CH63 2, CH63 1, CH46 0, CH62 2, CH47 7, CH63 9, CH61 4, CH45 0, CH63 2, CH49 4, CH60 1	CH41 0, CH41 7, CH46 2, CH42 4, CH41 4, CH41 8, CH43 4, CH41 2, CH46 1, CH45 9, CH42 2, CH48 6, CH44 7, CH43 5, CH63 7, CH44 6, CH44 8, CH44 9, CH42 9, CH42 0, CH43 9, CH61 5, CH45 3, CH45 4, CH45 5, CH43 1, CH43 8, CH44 5, CH42 6, CH62 8, CH62 9, CH44 3, CH42 5, CH47 0, CH47 3, CH41 3, CH41 5, CH43 7, CH44 4, CH45 8, CH46 7, CH45 1, CH49 4, CH45 7, CH49 5, CH49 7, CH46 9, CH62 5
White and Black African	CH43 5, CH43 5	CH41 0, CH43 1, CH43 8, CH62 5, CH41 2, CH63 7, CH43 9, CH62 5, CH41 2, CH43 0, CH63 7, CH43 1, CH49 4, CH45 7, CH41 7, CH46 8, CH46 9, CH42 2,
Indian	CH48 8 CH49 6, CH48 5, CH63 2, CH63 3, CH48 2, CH48 3, CH60 4, CH60 8, CH49 4, CH45 0 CH63 3, CH63 1, CH49 1, CH49 3 CH62 6, CH62 7, CH60 1, CH49 7,	CH43 4, CH42 6, CH43 7, CH47 0, CH41 2, CH42 5, CH62 5, CH44 5, CH42 4, CH45 4, CH45 5, CH46 1, CH43 7, CH46 8, CH49 8, CH63 7, CH41 7

	Least deprived target postcodes	More deprived target postcodes
	CH43 2, CH63 9, CH45 8, CH63 8	CH41 0, CH43 1, CH43 8, CH42 6, CH42 9, CH43 5, CH46 7
Pakistani	CH49 7, CH48 5, CH43 2, CH48 8, CH60 1, CH63 2, CH63 3	CH41 2, CH46 9, CH49 8, CH62 5, CH41 2
Chinese	CH49 1, CH63 2, CH63 3, CH60 7, CH62 8, CH43 2, CH63 8, CH46 0, CH48 8, CH45 8, CH48 5, CH49 4, CH62 2, CH48 2, CH48 3, CH62 6, CH62 7, CH63 2, CH63 2,	CH42 4, CH41 3, CH41 5, CH44 7, CH43 1, CH44 5, CH41 2, CH46 7, CH41 2, CH41 0, CH43 1, CH43 8, CH43 0, CH43 5, CH45 7, CH41 7, CH43 9, CH44 8, CH44 9
African	CH45 0, CH61 7, CH43 2, CH48 2, CH48 3, CH63 2, CH63 3, CH63 3, CH63 1, CH49 3	CH63 7, CH49 5, CH41 0, CH43 1, CH43 8 CH42 5, CH44 7, CH43 0 CH42 2, CH46 7
Caribbean		CH42 2, CH41 2
Any other Black/background	CH49 7, CH63 3, CH45 8, CH46 0	CH63 7, CH42 6, CH41 2, CH41 2, CH62 5, CH41 4, CH41 8