



SOUTH ASIAN HEALTH

FOUNDATION

Covid19 Vaccine:

- ➔ Public & Patient View
- ➔ Innovative Community Initiatives

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South Asians

- **Not a homogenous group**

- Religion,
- Ethnic group,
- Age,
- Place of birth,
- Gender,
- North/South divide,
- Socio-Economic Status



'Back home' – 1st Generation



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Generational differences

2nd and 3rd generation are
Gatekeepers



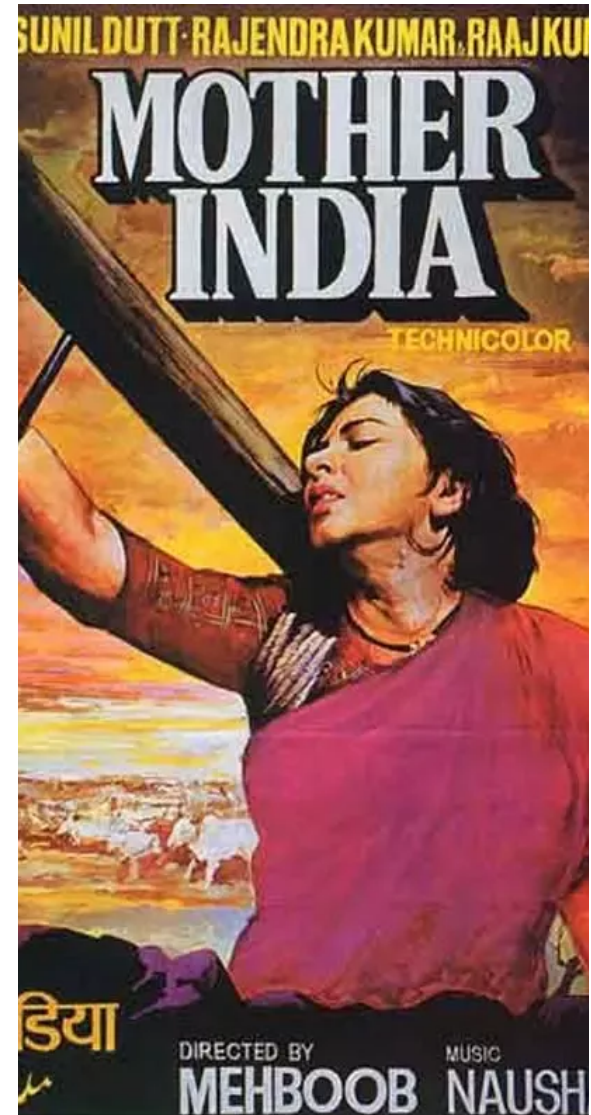
Vaccine Hesitancy in South Asians

- Personal experience of healthcare
 - Poor access/ racism
 - Experience of those around them
 - Results in lack of Trust
- Too much information causes confusion
- Official channels are less trusted
- Trust in local long-term relationships
- Social media messages from countries of origin



Put emotion back into messages

- *'I'm scared, what if something happens to me?... like the man in Surat, he had the vaccine...but then I could die from Covid too – either way I could die'*
- 'If everyone is taking it, it must be OK'
- 'I don't think Covid will harm me but I will take the vaccine for my family'



Examples of Innovation

- Local places of worship as venues
- **Vaccine Peer Support Programme - Newham**
 - Volunteers given 2 hrs training
 - Weekly online drop-in
 - Direct access to Public Health team and GPs
- Intent is not the same as action – people may refuse now but decide to get vaccinated.

