

Community Driven Outreach Survey Results:  
Covid-19 Health Information & Access Among  
Hispanic/Latino/A/X Communities in Adams,  
Grant, Kittitas, and Yakima Counties

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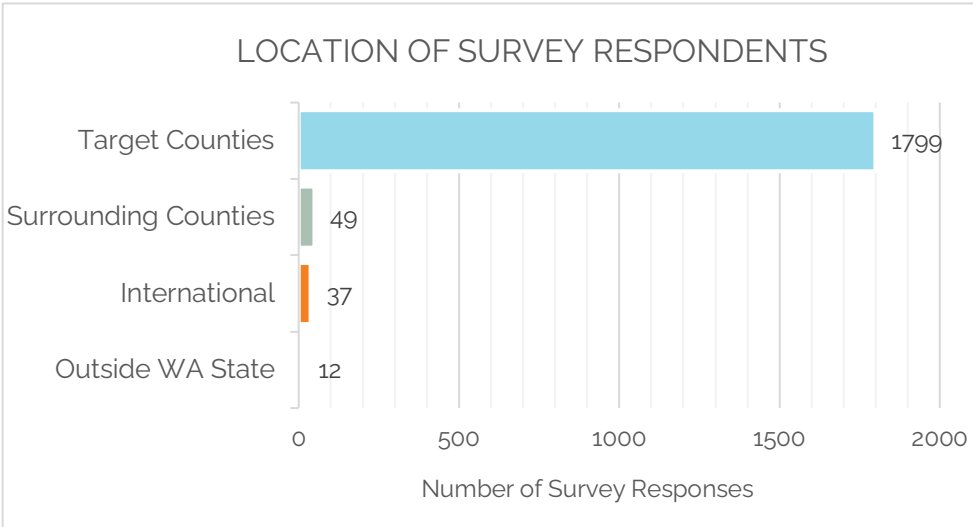
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# Executive Summary

In 2023, Yakima Valley Community Foundation (YVCF), in partnership with Opportunities Industrialization Center of Washington (OIC) and The Field Group, was awarded \$4.275 million by the Washington State Department of Health (DOH) to collaborate with grant partners to organize and support community-based organizations to provide COVID-19 education, outreach and vaccine promotion among the Hispanic/Latino/a/x communities in Yakima, Adams, Grants and Kittitas counties. As part of this work, a 9-question survey was developed to better understand key concerns, fears, or misconceptions about Covid-19 and the vaccine.



Outreach efforts appear to have reached the targeted counties, with over 86% of survey respondents reporting one of the target counties as their current residence.

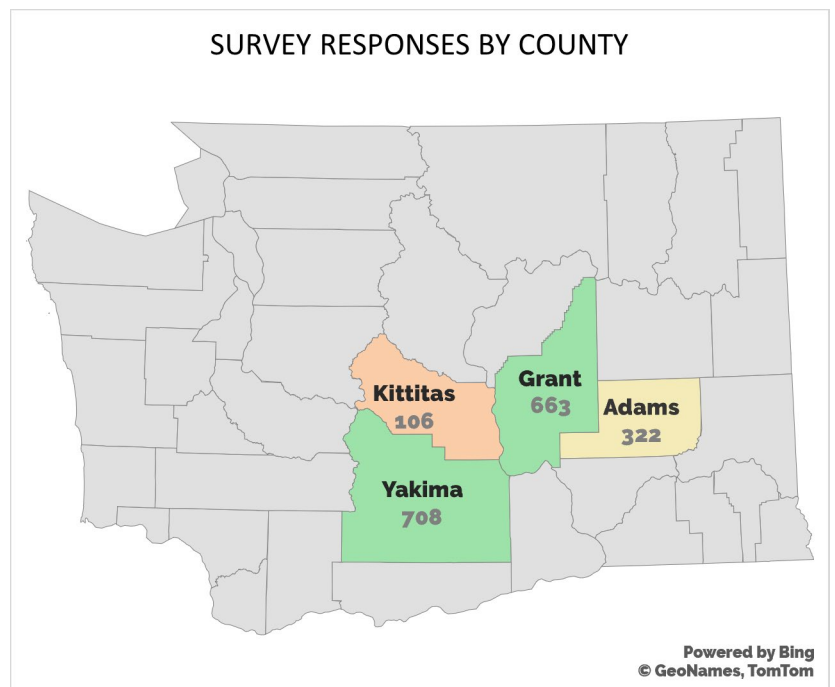
Results of the survey include information on location, intersectionality, key themes of concerns related to Covid-19 and health equity, and special analyses on language, misinformation, and social media.

## WHERE ARE SURVEY RESPONDENTS LOCATED?

Survey respondents indicated where they lived, with nearly 90% of people listing a Washington state location.

Of the 86% of people who indicated residency in one of the four target counties, the distribution consisted of:

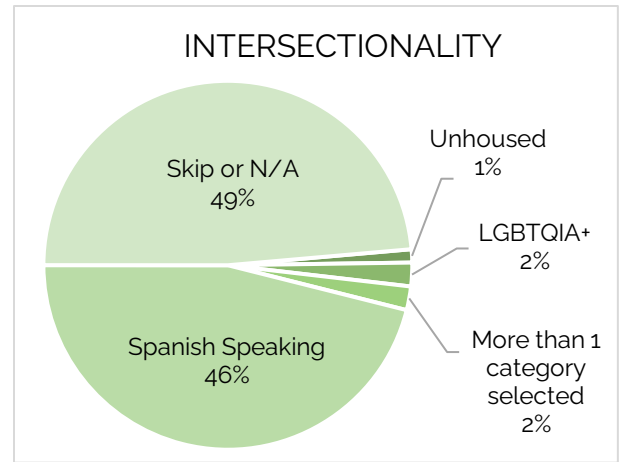
- 39% in Yakima County;
- 37% in Grant County;
- 18% in Adams County;
- 6% in Kittitas County.



## HOW DO SURVEY RESPONDENTS IDENTIFY?

Intersectionality plays a significant role in health equity work, and this is clearly applicable with Central Washington Hispanic/Latino/a/x communities.

While nearly half of survey respondents skipped this question ("none of the above" was not an available pre-populated response), the majority of remaining responses identified as Spanish Speaking. Additionally, over 100 people listed Unhoused, LGBTQIA+, or more than one response in the question identifying areas of intersectionality.



## IDENTIFYING PEOPLE'S PERSPECTIVES AND EXPERIENCES

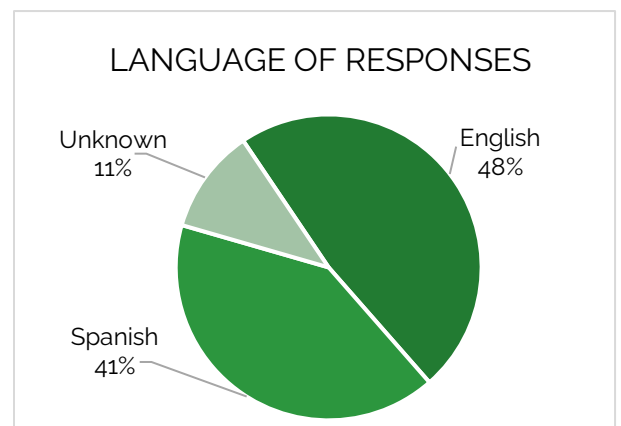
All survey responses were categorized using the same categories and subcategories. The table below lists the top five categories across the survey. (For a complete list of categories, subcategories, and definitions, see section 2.0.)

Category of Response	Total Responses	% of All Survey Responses
Suggestions on How to Reach	5165	38.36%
Public Needs More Information/Resources	1217	9.04%
Racial Equity/Intersectionality	1194	8.87%
Misinformation/Personal Beliefs	1127	8.39%
Access to Health Care	1126	8.35%

As two of the nine survey questions addressed communications, close to 40% of responses included suggestions on how best to reach the Hispanic/Latino/a/x communities. Approximately 9% of people felt that more information or resources were needed relating to Covid 19, the covid-19 vaccine, how to obtain health services, or access free/low-cost health care. Racial equity and intersectionality played a prominent role in many responses, with nearly 9% referencing issues such as language barriers or discrimination. Misinformation and personal beliefs were a frequently referenced topic, with 8.39% of all responses either mentioning or portraying misinformation as a concern or belief. Access to health care was a common concern, with 8.35% referencing difficulties with the cost of health care, health insurance, appointment times or availability, and the lack of health care in rural areas or trouble traveling to appointment locations.

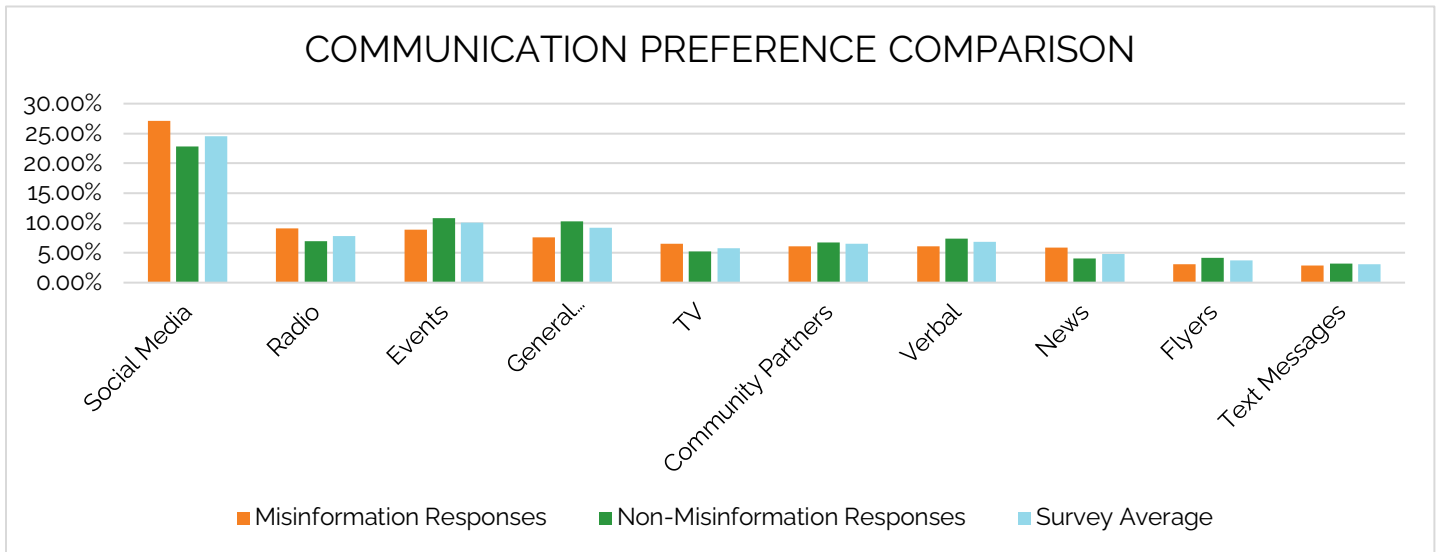
## LANGUAGE

Effective communication is a fundamental part of equitable health care, and survey responses reinforced this with language as a recurring theme. There were 681 mentions of language as a barrier to health care. Nearly half (46%) of survey respondents identified as Spanish speaking, which closely aligned with the 41% of responses which were completed in the Spanish language.



## MISINFORMATION

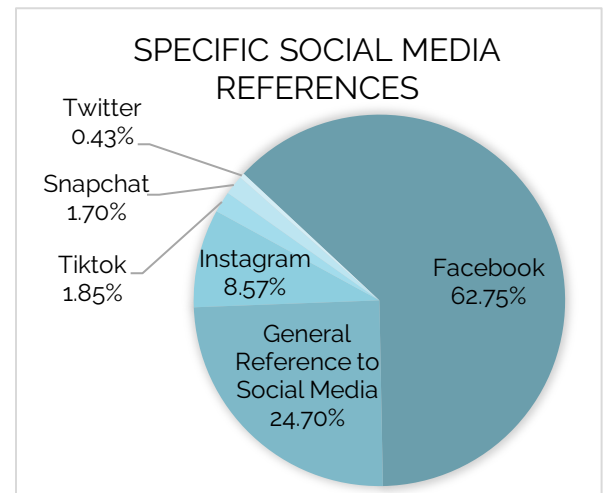
Misinformation was frequently referenced, with 43.8% of survey respondents either mentioning or portraying misinformation. To better understand the spread of misinformation in Latino/a/x communities of Central Washington, the preferred media types of misinformation responses were identified. However, results indicate that the communication preferences of misinformation responses do not differ greatly from the preferred communication methods of non-misinformation responses or the survey average.



## SOCIAL MEDIA

As the primary communication preference for all survey responses (see sections 3.3 and 3.4), a deeper evaluation of social media was conducted. One specific platform stood out with more mentions than general references to social media: Facebook.

The three other specific forms of social media referenced in survey responses made up less than 15% of the social media subcategory.



## CONCLUDING REMARKS

The survey findings shed light on crucial aspects such as intersectionality, concerns about Covid-19 and health equity, as well as perceptions around language, misinformation, and social media. It is evident that effective, bilingual communication, is the first (and pivotal) step in addressing misinformation, promoting vaccine awareness, improving access to healthcare services, and building trust in government and health care systems.

Moving forward, the dissemination of survey results to community-based organizations (CBOs), community leaders, and other stakeholders, coupled with critical inquiries aimed at fostering deeper understanding and strategic decision-making, is the beginning of a proactive and transparent approach. This research aims to acknowledge the lived experiences and perspectives of our Hispanic/Latino/a/x communities, in the hopes of contributing to ongoing efforts in promoting health equity and building trust.

# Introduction

In 2023, the Yakima Valley Community Foundation (YVCF), in partnership with Opportunities Industrialization Center of Washington (OIC) and The Field Group, was awarded \$4.275 million by the Washington State Department of Health (DOH) to lead COVID-19 education outreach and vaccine promotion among the Hispanic/Latino/a/x communities in Yakima, Adams, Grants and Kittitas counties.

Coordinating Covid-19 engagement, education, and outreach of our Hispanic/Latinx/o/a communities required the immeasurable help of Community Based Organizations (CBOs). CBOs were subcontracted to organize mobile vaccine clinics, assist in creating culturally and linguistically relevant messaging, and most importantly, center the voices of our Hispanic/Latino/a/x communities.

CBOs were subcontracted and/or heavily involved as part of this work, and are listed below with the counties work was performed in:

- APOYO- Kittitas and Yakima Counties
- Catholic Charities Housing Services- Adams, Grant, Kittitas, Yakima Counties
- Center for Latino Leadership- Adams, Grant, Kittitas, Yakima Counties
- Empowering Latina Leaders & Action (ELLA)- Kittitas and Yakima Counties
- EPIC- Yakima County
- Field Group- Adams, Grant, Kittitas, Yakima Counties
- Kittitas County Health Network- Kittitas and Yakima Counties
- La Casa Hogar- Kittitas and Yakima Counties
- Nuestra Casa- Yakima County
- Opportunities Industrialization Center of Washington (OIC)- Adams, Grant, Kittitas, Yakima Counties
- People for People- Adams, Grant, Kittitas, Yakima Counties
- Unidos Nueva Alianza- Adams, Grant, Kittitas, Yakima Counties
- Yakima Health District- Yakima County.

These CBO's, in partnership with YVCF, launched a collaborative initiative dedicated to improving health equity for local Hispanic/Latino/a/x communities: "Together in Community". Recognizing the unique challenges Hispanic/Latino/a/x communities face, particularly in rural areas, "Together in Community" aimed to bridge health equity gaps. To ensure equal and equitable access to health resources, services, and information, the coalition worked closely with the WA DOH to address culturally appropriate solutions.

An important part of this project was working with several intersections of the Hispanic/Latino/a/x population, including people who: live in rural communities, experience homelessness, identify as LGBTQIA+, have immigrated, and/or experience a language barrier.

Outreach efforts were focused on meeting our community members where they were, and centering equity and inclusion. Incentives were offered to entice attendance and participation at educational and vaccine events to build trust with local/state health jurisdictions. Community preferences, needs, and biases were assessed via focus groups and listening sessions, and socioeconomic data was reviewed and analyzed with the help of Yakima Valley Trends.<sup>1</sup>

To better understand key concerns, fears, or misconceptions about Covid-19 and the vaccine, a 9-question Community Driven Outreach Survey was conducted. Typically, numeric, true/false, and multiple-choice survey

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<sup>1</sup> Yakima Valley Trends, 2024.

responses are easier to quantify, but narrative is an important part of data analysis: numbers alone cannot capture people's lived experiences. As a result, YVCF and CBOs chose to use many open-ended questions in the survey. This information was used to measure whether efforts to reach the Hispanic/Latino/a/x were effective, and to plan next steps.

Survey results will be distributed to CBOs to share with their networks and community members as they see fit. Results will also be shared with organizations not involved with this grant; this information could prove valuable to school districts, to county commissioners, health districts, and other community leaders. It is YVCF's hope that this information will be useful in strategic decision making throughout Central Washington. Additionally, it is vital to let our Hispanic/Latino/a/x community know their voices were heard and appreciated. Billboards will be used as part of this effort and ongoing campaign.

### **CRITICAL INQUIRY**

A large number of survey responses referenced mistrust as a result of prescribed narrative. Thus, the narrative of this data is left up to each reader, as interpretations of data are impacted differently by an individual's personal beliefs, cultural influences, social dynamics, and lived experience. There are no insights or assumptions in this report, only the quantification of qualitative data. To foster creative solutions via collaborative efforts, each section of results ends with a "Critical Inquiry" segment. The Critical Inquiry sections are comprised of questions to prompt a deeper understanding of the data and support effective decision-making for future efforts.

## **2.0 Methods**

The Community Driven Outreach survey was entirely voluntary, bilingual, and anonymous. It was offered by CBOs at health fairs with free screenings, family activities, and community events. Mailed info cards, billboards, google-search ads, and radio ads were also utilized in distribution.

An estimated 504,966 residences were reached by mail. Postcards with a QR code to the survey were mailed to specific residences in three batches of 168,322 mailers: sent in June, August, and October of 2023. Taking into consideration the connection between racial disparities and economic outcomes<sup>2</sup>, addresses were selected based on the merging of mail routes identified with one or both of the following variables:

- The majority of households earning less than \$120,000 annually; and/or
- At least 10% of households listing a Spanish surname.

Billboards with the QR code and information on the survey were strategically placed in all four target counties. Seventy percent of billboards were in Spanish and thirty percent in English. There were 37 billboards placed in Yakima County, 2 billboards placed in Kittitas County, 2 billboards placed in Grant County, and 1 billboard placed in Adams County. The time each billboard started and ended varied from approximately 7-96 days.

Survey information presented in Google search ads yielded a 9.2% click rate. The ads were seen 6,587 times and clicked on 606 times.

Radio ads in Spanish with survey information ran for 12 weeks on air across July, August, September, and October of 2023. Each ad was 30 seconds and ran at least 20 times per week across six Spanish radio stations.

The survey consisted of the following questions:

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<sup>2</sup> Bowdler & Harris, 2022.

1. What are some concerns that the Hispanic/Latino/a/x community have about COVID-19 and the vaccine?
2. What are some difficulties that the Hispanic/Latino/a/x community encounters when trying to get medical care and understanding the health care system?
3. What is the best way to reach and engage with the entire Hispanic/Latino/a/x community? What does not work for you?
4. What forms of media are popular with your family and friends in the Hispanic/Latino/a/x community for getting health information, general news, and updates?
5. What can be done to increase trust in the information shared by health care systems and the government?
6. What Zip Code do you currently reside in?
7. Anything else you'd like to share?
8. Are you a member of the Hispanic/Latino/a/x community?
9. If yes, are you also part of any of the communities below: LGBTQIA+, Spanish Speaking, Unhoused.

In total, 2074 respondents provided answers to the survey, and with nine questions per survey respondent, this resulted in 18,666 responses for this analysis. Results were exported from SurveyMonkey to Microsoft excel, which was utilized for all analyses.

There were over 100 survey responses which appeared to answer questions out of order. For example, question 6 asks "what zip code do you currently reside in?" but 46 people provided information that could have been an answer to questions 3 or 4. To prevent assumptions, provide uniformity, and capture the information in every response, categories and subcategories were developed and used across all questions. Each of the 18,666 individual responses was assigned one or more of the categories and subcategories listed below.

Category	Subcategory	Definition
Access to Health Care	Cost	Health care or insurance is too expensive, references to economic situation preventing access to health care.
	Health Care Desert	No health care facilities nearby or within a reasonable distance, mention of isolation and/or rural communities with limited access to health care
	Health Insurance	Not having health insurance, not understanding benefits or coverage
	Issues with Availability and/or Transportation	Issues with getting to health care facilities, lack of available appointments, wait times at offices, hours of operation not compatible with work hours, appointments too short to meet needs
Deficient Health Care Systems	Inadequate Providers	Unclear explanations by healthcare professionals, poor bedside manner, rude receptionists, poor service and/or receiving inadequate information from health care providers, embarrassed to ask questions because health care providers make people uncomfortable, lack of empathy or attention from health care providers
	Paperwork	Too much paperwork or difficulty filling it out
	System Failure	Nonspecific concerns/difficulties accessing medical care, unable to receive care during the pandemic because of system overwhelm, references to the number of people who died during the pandemic
	Unable to Read or Write	Unable to read or write.
Doesn't Work	Billboards	Billboards are not helpful.
	Conflicting Schedules	Outreach/events times interfere with work hours, school times, etc. and are inconvenient- people will not attend as a result.
	Formality	Using formal language is not relatable
	Ineffective Communication	Outreach that informs without interacting, messages are too long/unclear/overwhelming with information, or the thought that information wasn't distributed in a timely manner.
	Language Accessibility	Using interpreters instead of bilingual providers is not good enough. Not offering interpretation when bilingual providers are unavailable creates an unnecessary barrier for many people. Using poor interpreters is not helpful.



	Mail	Letters/mail do not work
	Phone, Radio, or TV	Phone, radio, tv, fax are not helpful
	Social Media	Social media is not a good way to reach our community
	Some Minds Just Can't Be Changed	Nothing said or done will change my or others' opinions on the matter.
	Door to Door	Going door to door with information is not an effective form of outreach
Fear	Covid-19 Side Effects	Fear about the impact of having had Covid-19: long- and short-term side-effects
	General	Fear about the pandemic returning or not ending, nonspecific questions of safety, non-specific reference to side effects or impacts on health (cannot determine if side effects are covid-19 or vaccine related), people ending up homeless, fear around how covid-19 is treated, fear of impacts on community
	Not Enough People Are Getting Vaccinated	Fear that not enough people are getting vaccinated, examples of how people are contributing to the spread of Covid-19, worry of not enough vaccines to go around, comments that the vaccine is very important
	Sickness/Death	Fear of getting sick and/or dying from Covid-19. Fear of going to the dr and receiving bad results
Gratitude	All	Non-specific gratitude
	APOYO	Gratitude or trust referencing APOYO
	Catholic Charities	Gratitude or trust referencing Catholic Charities
	La Casa Hogar	Gratitude or trust referencing La Casa Hogar
	Nuestra Casa	Gratitude or trust referencing Nuestra Casa
	OIC	Gratitude or trust referencing OIC
	UNAF	Gratitude or trust referencing UNAF
Impact on Employment	Employers Requiring Vaccination	Employers are requiring vaccination.
	Employment Impact	Pandemic impact on people's jobs and people's jobs impact their access to health care.
Increase Trust	Communication	Communicate with the community. Educate us.
	Increased Privacy	Suggestion that people's medical information was shared without consent.
	Integrity	Answers with actionable values (honesty, gentle, transparent, open, truthful, trustworthy, patient, compassionate, polite) and references to a lack of follow through or inconsistent promises, do your research, trust takes time, meet us on our own level
	Provide Security	Help us, continue helping us, treat us right, make our communities better
Insensitive Response	N/A	Generalizations or assumptions about the Hispanic/Latino/a/x community, declarations of not belonging to the Hispanic/Latino/a/x community, downplaying the importance of race/culture
Misinformation/Personal Beliefs	Broad	General reference to misinformation, "myths", ignorance, superstition, or unscientific information, questions of "is it safe"
	Mistrust of Government Systems	Accusation of lies, untrustworthy CDC, hiding information from the public, deception, government is deliberately causing harm/problems, guinea pigs/experimental, population control, use of the words "force", "lies", "deceive", referencing the speed at which the vaccine was developed, is the vaccine trustworthy
	Not Real	Covid-19 virus or vaccine are not real, the vaccine is ineffective or will not work.
	Prefers Non-Conventional Medicine	Preference of herbal remedies, clearly stated personal or religious beliefs against vaccination or health care
	Vaccine Side Effects	Concerns about the covid-19 vaccine (references to live vaccines, short- and long-term impacts, infection from the vaccine, death by vaccination, questions about what is in the vaccine)
	Zombie/Chip/Magnetic	Unconventional, non-factual beliefs: the vaccine has a tracking chip, will make you become magnetic or a zombie, cause infertility or autism, and/or change your DNA
None	Irreparable Harm	Too much harm has been done, there is nothing the government can do to make it better, unsure of what could be done to increase trust
	No Issues	No concerns

Public Needs More Information/ Resources	N/A	Responses that are phrased as a question, requests for more information or public assistance programs, references to a lack of information, need for more data or evidence or verified sources
Racial Equity/ Intersectionality	Citizenship Status	Afraid to seek care because of citizenship status
	Cultural Representation	LatinX people are more relatable, not enough Latinx people are in leadership positions, health care, or at events, cultural understanding of Hispanic/Latino/a/x community is needed
	Discrimination	People are treated poorly because of language skills, not given the same opportunities, information is not provided equally, no informed physicians to care for the immigrant population, overlooked because of race
	Gender/Sexual Representation	Lack of Gender or Sexual Representation
	Government History/Medical Oppression	The US government has a history of oppressing communities of color and abusing them via medical experimentation and sterilization. This has caused a lack of trust in the community. References to underrepresented communities
	Language	There is a language barrier because bilingual information is not widely available. This is severely limiting to our Hispanic/Latino/a/x community.
Skip	N/A	Blank, "N/A", or incomprehensible typo
Suggestions on How to Reach	Ads	General reference to ads, non-specific to other categories
	Any/All	Reference to "everything" "any" "all"
	Billboards	Billboards
	Combo	It is best to use a combination of new- and old-fashioned methods, or responses which reference online resources being unhelpful.
	Community Partners	Churches, schools, pharmacies, panaderias, grocery stores, senior centers, doctors' offices, familiar people from the community
	Email	Email
	Employers	Go to employers with information. Some responses specifically include farms and fields.
	Events	Free vaccination clinics, clinics on wheels, health fairs, official gatherings hosted by community partners
	Flyers	Flyers, brochures, pamphlets, garden stakes
	General Community Outreach	In-person communication, door-to-door, specific references to community outreach, surveys, reviews
	Incentives	Provide gifts, gift cards, food, free stuff
	Internet/Websites	DOH website, general references to online, computers, QR codes, apps, internet, and/or websites.
	Listen to Us	Any response using the word "listen", or "ask us"
	Music Platforms	Spotify, pandora, podcasts
	News	General references to "news", Newspapers, magazines
	Post (Mail)	Information that is sent in the mail
	Radio	General and specific radio station references
	Social Media	Facebook, TicTok, Instagram, Twitter, Snapchat
	Spanish Radio	KNDA, Radio Cadena, responses specifically mentioning "Spanish radio"
	Spanish TV	Univision, Telemundo, responses specifically mentioning "Spanish TV"
	Text Messages	Text message or WhatsApp
	TV	General, non-specific reference to TV
	Us in Action	Give us an opportunity to be/create the change in our own community.
Verbal	Phone calls, word of mouth	
Videos	Videos, YouTube, video calls	
Youth Involvement	Youth are a good resource for campaigns for communication and change	

For a list of all categories, subcategories, definitions, and examples of real survey responses, please see appendix A.

Questions 1,2,3,4,5, and 7 were categorized and totaled. Various combinations of the excel formulas SUM, COUNTIF, and COUNTIFS were used to total categories and subcategories, which are displayed in tables,

charts/graphs, and maps- all created using Microsoft Excel. Questions 6, 8, and 9 asked for specifically formatted responses, with methods described below.

- Question 6 requested each respondent's zip code but allowed for non-zip code responses. As a result, there were some open-ended responses requiring categorization identical to question 1-5 and 7, and a separate analysis for zip codes. The analysis of zip codes utilized Excel's GIS functionality. When data is categorized as "geography", excel automatically offers translation of location to zip codes, counties, cities, states, countries, etc. The zip codes collected in question six were translated to counties (all zip codes within Washington state) or city/state/country (all zip codes outside of Washington state and/or USA). The counties or cities/states/countries were counted according to the four categories presented in section 3.1.6: target counties, invalid or skip, surrounding counties, outside of WA state, or international.
- Question 8 allowed for yes, no, or skip as a response to the question "are you a member of the Hispanic/Latino/a/x community?". (Open-ended responses were not possible.) Each type of response was summarized using the COUNTIF formula.
- Question 9 also had limited response capability: open-ended comments were not possible. Survey respondents were asked if they identified as part of 3 different communities, and were able to check one or more boxes. The number of checkboxes for each community were totaled using the COUNTIF formula, and the number of responses that selected more than one checkbox were counted manually from a sorted table. Question 9 does not include a "none of the above" answer, which makes it possible that some of the responses categorized as skip could have been "none of the above".

An additional analysis was completed to determine the language people used in their survey responses. Using Google Sheets and the DETECTLANGUAGE formula, responses were categorized as English, Spanish, or Unknown (for responses consisting of words that are used in both languages, responses where it was unclear which language was used, or instances where language was unapplicable i.e. numeric responses). The COUNTIF function in excel was used to total each language category. Results for this analysis are available in section 3.10.

Because misinformation has become a prevalent part of media consumption, an analysis was conducted to better understand where people get their information, particularly the people whose survey responses were categorized as "Misinformation/Personal Beliefs". While every survey response was completely anonymous, each respondent was automatically prescribed a numeric respondent ID, which could be cross referenced in each survey question. The respondent IDs for all responses categorized as "Misinformation/Personal Beliefs" were identified using the FILTER formula and then cross referenced in questions 3 and 4 using the XLOOKUP formula, to demonstrate the possible origin(s) of misinformation. The communication preferences of all responses categorized as Misinformation/Personal Beliefs were compared to the communication preferences of people whose survey responses were not categorized as Misinformation/Personal Beliefs, as well as the average communication preferences across the survey as a whole. Results for this analysis are available in section 3.11.

Given the popularity of social media as a suggestion for how to best reach the Hispanic/Latino/a/x community, specific social media references were quantified and compared. While categorizing individual responses in questions 3 and 4 (which contained 92% of all responses categorized as "Suggestions on How to Reach- Social Media"), specific social media referenced were listed, along with any unusual spellings. Using a combination of sum and countif functions, the number of references per social media were counted, then compared. Results for this analysis can be found in section 3.12.

## CRITICAL INQUIRY

- Were the survey questions designed in a way that elicited honest and accurate responses?
- Could there be any biases in the phrasing of the questions that may have influenced the results?
- Were the survey questions translated accurately to capture the nuances of communication preferences within the Hispanic/Latino/a/x community?

## 3.0 Results

As some responses appeared to be out of order, this required uniform categorization across all questions (for more information on methodology, see section 2.0.) All responses were sorted into one or more of 14 categories and 73 subcategories. Many responses were multifaceted and assigned more than one category to collect all available information.

Overall response rates and survey themes are discussed below, with an analysis of individual questions beginning in section 3.1. Due to the number of categories and subcategories, each question includes the top 5 categories and related subcategories. See Appendix A for a complete list of results.

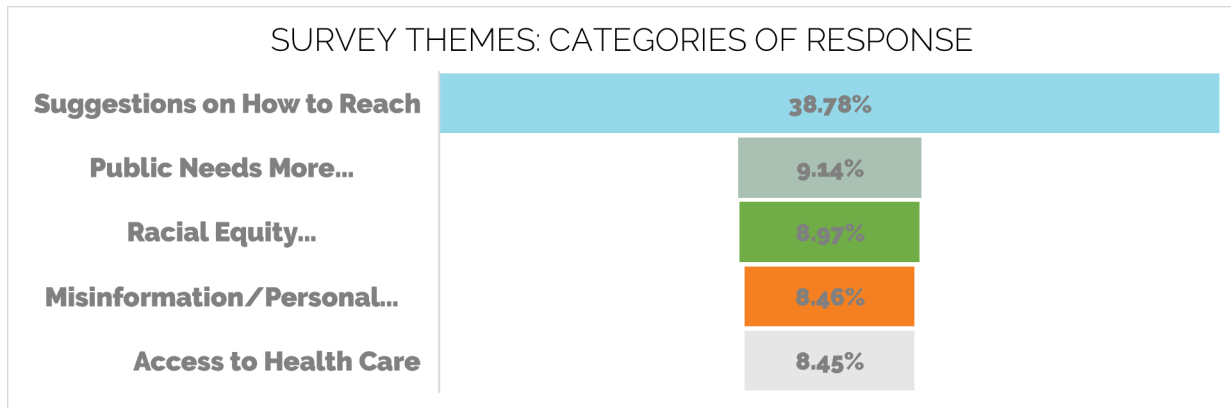
### RESPONSE RATES

The average response rate to the survey was 79.86%. Questions 7 and 9 had significantly lower response rates than the other questions:

- Question 7 asked if survey respondents would like to share anything else- responses similar to "no" were categorized as skip.
- Question 9 did not include a "none of the above" option in the list of prepopulated responses, making it likely that some of the "skip" answers would have qualified as "none of the above".

Question	Response Rate
Q1: Covid/Vaccine Concerns	90.21%
Q2: Difficulties with Healthcare	90.65%
Q3: Best Way to Engage	88.04%
Q4: Forms of Media	90.74%
Q5: How to Increase Trust	89.92%
Q6: Zip Code	91.47%
Q7: General Comments	33.70%
Q8: Latino/a/x Demographic	92.62%
Q9: Intersectionality	51.40%
<b>Average Response Rate</b>	<b>79.86%</b>

## SURVEY THEMES



There was substantial input from survey respondents, resulting in a significant amount of data being collected. The top five categories of response across the survey were:

- 5165 responses categorized as Suggestions on How to Reach;
- 1217 responses categorized as Public Needs More Information/Resources;
- 1194 responses categorized as Racial Equity/Intersectionality;
- 1129 responses categorized as Misinformation/Personal Beliefs; and
- 1124 responses categorized as Access to Health Care.

The corresponding subcategories for the above are listed in the table below.

Category	Subcategory	% of Total
Suggestions on How to Reach	Ads	0.45%
Suggestions on How to Reach	Any/All	0.43%
Suggestions on How to Reach	Billboards	0.04%
Suggestions on How to Reach	Combo	0.48%
Suggestions on How to Reach	Community Partners	2.48%
Suggestions on How to Reach	Email	0.28%
Suggestions on How to Reach	Employers	0.30%
Suggestions on How to Reach	Events	3.85%
Suggestions on How to Reach	Flyers	1.42%
Suggestions on How to Reach	General Community Outreach	3.52%
Suggestions on How to Reach	Incentives	0.40%
Suggestions on How to Reach	Internet/Websites	1.18%
Suggestions on How to Reach	Listen to Us	1.10%
Suggestions on How to Reach	Music Platforms	0.07%
Suggestions on How to Reach	News	1.83%
Suggestions on How to Reach	Post	0.74%
Suggestions on How to Reach	Radio	2.99%
Suggestions on How to Reach	Social Media	9.43%
Suggestions on How to Reach	Spanish Radio	0.34%
Suggestions on How to Reach	Spanish TV	0.34%
Suggestions on How to Reach	Text Messages	1.19%
Suggestions on How to Reach	TV	2.21%
Suggestions on How to Reach	Us in Action	0.37%
Suggestions on How to Reach	Verbal	2.62%
Suggestions on How to Reach	Videos	0.21%
Suggestions on How to Reach	Youth Involvement	0.09%
Racial Equity/Intersectionality	Citizenship Status	0.68%
Racial Equity/Intersectionality	Cultural Representation	1.32%
Racial Equity/Intersectionality	Discrimination	1.43%

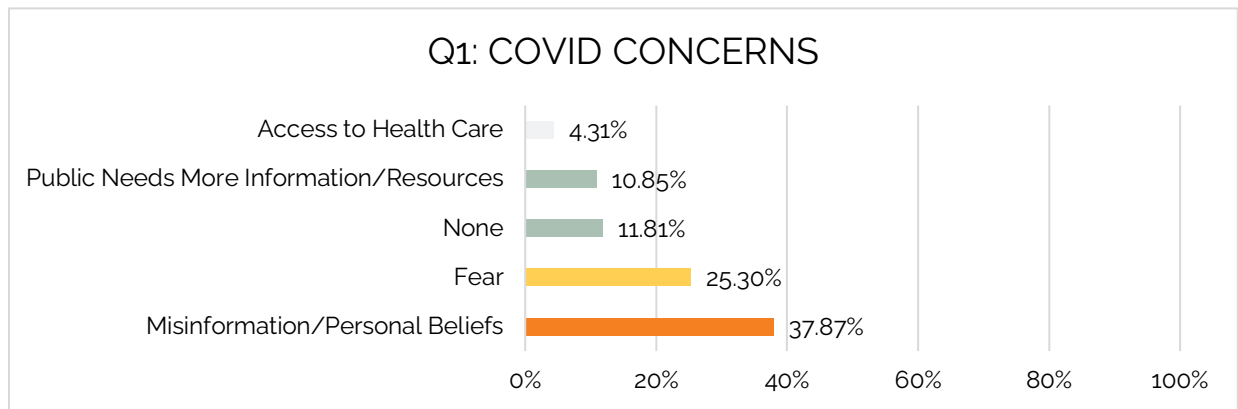
Racial Equity/Intersectionality	Gender/Sexual Representation	0.01%
Racial Equity/Intersectionality	Government History/Medical Oppression	0.37%
Racial Equity/Intersectionality	Language	5.06%
Misinformation/Personal Beliefs	Broad	1.53%
Misinformation/Personal Beliefs	Mistrust of Government Systems	1.61%
Misinformation/Personal Beliefs	Not Real	1.64%
Misinformation/Personal Beliefs	Prefers Non-Conventional Medicine	0.30%
Misinformation/Personal Beliefs	Vaccine Side Effects	2.94%
Misinformation/Personal Beliefs	Zombie/Chip/Magnetic	0.36%
Access to Health Care	Cost	3.09%
Access to Health Care	Health Care Desert	0.29%
Access to Health Care	Health Insurance	3.06%
Access to Health Care	Issues with Availability and/or Transportation	1.91%

(The category Public Needs More Information/Resources does not have subcategories.)

### CRITICAL INQUIRY

- Based on the overall survey results, what are the most pressing issues or areas of concern that need to be addressed? What might that process entail?
- What are some potential follow-up questions or areas of research that could build upon these survey results?

### 3.1 Question 1: What are some concerns that the Hispanic/Latino/a/x community have about COVID-19 and the vaccine?



Question 1 had a 90.2% response rate. The top 5 categories for responses to question 1 were:

- 834 responses categorized as Misinformation/Personal Beliefs;
- 557 responses categorized as Fear;
- 260 responses categorized as None;
- 239 responses categorized as Public Needs More Information/Resources; and
- 95 responses categorized as Access to Health Care.

The subcategories related to the above ranked as follows:

Category	Subcategory	# of Q1 Responses	% of Q1 Responses
Misinformation/Personal Beliefs	Broad	86	3.91%
Misinformation/Personal Beliefs	Mistrust of Government Systems	99	4.50%
Misinformation/Personal Beliefs	Not Real	206	9.36%
Misinformation/Personal Beliefs	Prefers Non-Conventional Medicine	13	0.59%
Misinformation/Personal Beliefs	Vaccine Side Effects	381	17.30%

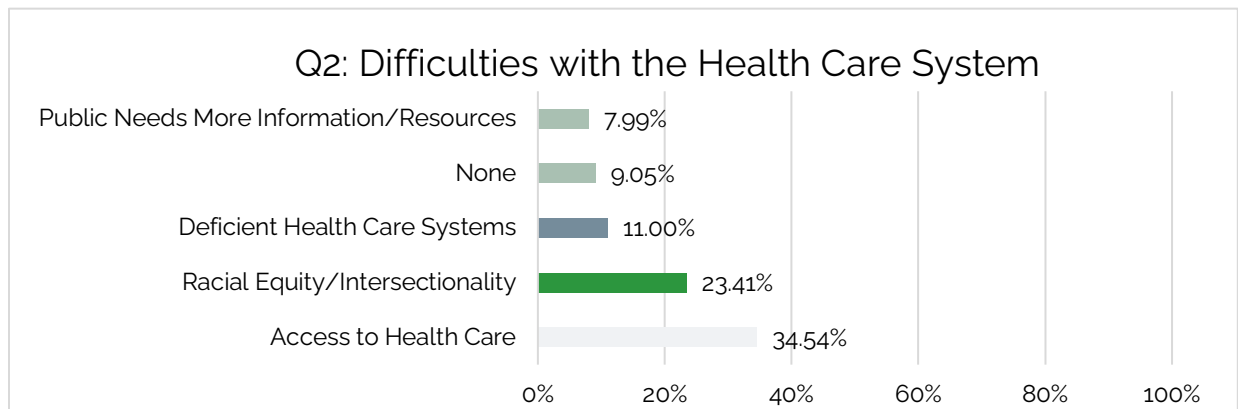
Misinformation/Personal Beliefs	Zombie/Chip/Magnetic	49	2.23%
Fear	Covid-19 Side Effects	34	1.54%
Fear	General	241	10.94%
Fear	Not Enough People Are Getting Vaccinated	65	2.95%
Fear	Sickness/Death	217	9.85%
None	Irreparable Harm	3	0.14%
None	No Issues	257	11.67%
Access to Health Care	Cost	54	2.45%
Access to Health Care	Health Care Desert	0	0.00%
Access to Health Care	Health Insurance	20	0.91%
Access to Health Care	Issues with Availability and/or Transportation	21	0.95%

(The category Public Needs More Information/Resources does not have subcategories.)

**CRITICAL INQUIRY:**

- Misinformation and fear comprise over 57% of responses to question 1. What implications might this have for addressing vaccine hesitancy?
- How might the subcategories of Fear be related or contributing to the subcategories of Misinformation/Personal Beliefs?

3.2 Question 2: What are some difficulties that the Hispanic/Latino/a/x community encounters when trying to get medical care and understanding the health care system?



Question 2 had a 90.6% response rate. The top 5 categories for question 2 were:

- 813 responses categorized as Access to Health Care;
- 551 responses categorized as Racial Equity/Intersectionality;
- 259 responses categorized as Deficient Health Care Systems;
- 213 responses categorized as None; and
- 188 responses categorized as Public Needs More Information/Resources.

The subcategories related to the above ranked as follows:

Category	Subcategory	# of Q2 Responses	% of Q2 Responses
Access to Health Care	Cost	281	11.94%
Access to Health Care	Health Care Desert	23	0.98%
Access to Health Care	Health Insurance	323	13.72%
Access to Health Care	Issues with Availability and/or Transportation	186	7.90%
Racial Equity/Intersectionality	Citizenship Status	57	2.42%
Racial Equity/Intersectionality	Cultural Representation	30	1.27%

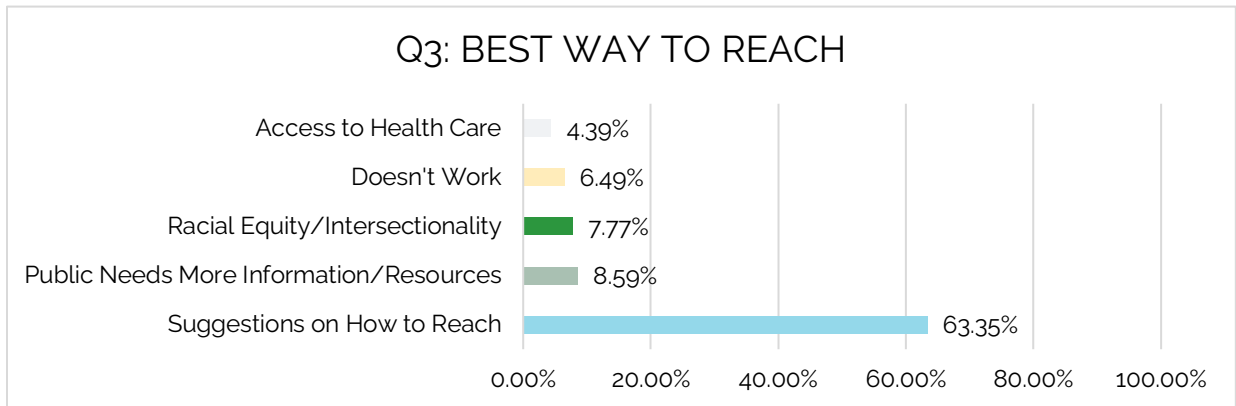
Racial Equity/Intersectionality	Discrimination	66	2.80%
Racial Equity/Intersectionality	Gender/Sexual Representation	1	0.04%
Racial Equity/Intersectionality	Government History/Medical Oppression	5	0.21%
Racial Equity/Intersectionality	Language	392	16.65%
Deficient Health Care Systems	Inadequate Providers	145	6.16%
Deficient Health Care Systems	Paperwork	21	0.89%
Deficient Health Care Systems	System Failure	83	3.53%
Deficient Health Care Systems	Unable to Read or Write	10	0.42%
None	Irreparable Harm	2	0.08%
None	No Issues	211	8.96%

(The category Public Needs More Information/Resources does not have subcategories.)

### CRITICAL INQUIRY

- Over half of the responses to question two were categorized as Access to Healthcare and Racial Equity/Intersectionality. How do systemic barriers related to these two categories intersect? What strategies can be implemented to address these complex challenges?
- How do systemic factors impact the ability of Hispanic/Latino/a/x individuals and families to obtain adequate health insurance coverage?
- The cost of health care is a significant concern in question 2 survey responses. Are there interdisciplinary collaborations that can facilitate innovative solutions to address this?

### 3.3 Question 3: What is the best way to reach and engage with the entire Hispanic/Latino/a/x community? What does not work for you?



Question 3 had an 88% response rate. The top 5 categories for question 3 were:

- 1777 responses categorized as Suggestions on How to Reach;
- 241 responses categorized as Public Needs More Information/Resources;
- 218 responses categorized as Racial Equity/Intersectionality;
- 182 responses categorized as Doesn't Work; and
- 123 responses categorized as Access to Health Care.

The subcategories related to the above ranked as follows:

Category	Subcategory	# Q3 of Responses	% of Q3 Responses
Suggestions on How to Reach	Ads	40	1.43%
Suggestions on How to Reach	Any/All	24	0.86%
Suggestions on How to Reach	Billboards	1	0.04%
Suggestions on How to Reach	Combo	36	1.28%
Suggestions on How to Reach	Community Partners	123	4.39%



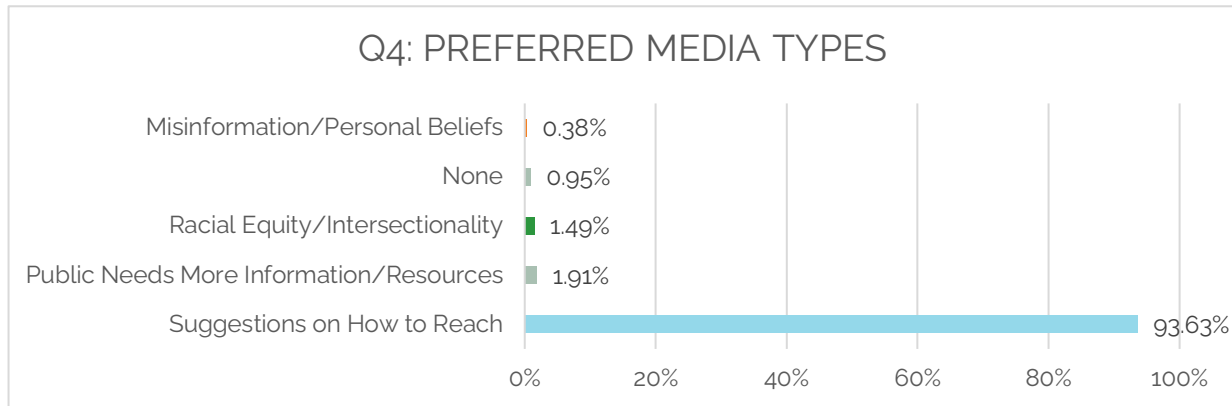
Suggestions on How to Reach	Email	6	0.21%
Suggestions on How to Reach	Employers	24	0.86%
Suggestions on How to Reach	Events	341	12.16%
Suggestions on How to Reach	Flyers	71	2.53%
Suggestions on How to Reach	General Community Outreach	287	10.23%
Suggestions on How to Reach	Incentives	38	1.35%
Suggestions on How to Reach	Internet/Websites	34	1.21%
Suggestions on How to Reach	Listen to Us	45	1.60%
Suggestions on How to Reach	Music Platforms	4	0.14%
Suggestions on How to Reach	News	35	1.25%
Suggestions on How to Reach	Post	47	1.68%
Suggestions on How to Reach	Radio	110	3.92%
Suggestions on How to Reach	Social Media	261	9.30%
Suggestions on How to Reach	Spanish Radio	20	0.71%
Suggestions on How to Reach	Spanish TV	13	0.46%
Suggestions on How to Reach	Text Messages	23	0.82%
Suggestions on How to Reach	TV	58	2.07%
Suggestions on How to Reach	Us in Action	12	0.43%
Suggestions on How to Reach	Verbal	116	4.14%
Suggestions on How to Reach	Videos	5	0.18%
Suggestions on How to Reach	Youth Involvement	3	0.11%
Racial Equity/Intersectionality	Citizenship Status	8	0.29%
Racial Equity/Intersectionality	Cultural Representation	48	1.71%
Racial Equity/Intersectionality	Discrimination	28	1.07%
Racial Equity/Intersectionality	Gender/Sexual Representation	0	0.00%
Racial Equity/Intersectionality	Government History/Medical Oppression	10	0.36%
Racial Equity/Intersectionality	Language	122	4.35%
Doesn't Work	Billboards	1	0.04%
Doesn't Work	Conflicting Schedules	26	0.93%
Doesn't Work	Door to Door	2	0.07%
Doesn't Work	Email	12	0.43%
Doesn't Work	Formality	9	0.32%
Doesn't Work	Ineffective Communication	46	1.64%
Doesn't Work	Language Accessibility	33	1.18%
Doesn't Work	Mail/Paperwork	13	0.46%
Doesn't Work	News	7	0.25%
Doesn't Work	Phone/Radio/TV	17	0.61%
Doesn't Work	Social Media	9	0.32%
Doesn't Work	Some Minds Just Can't Be Changed	7	0.25%
Access to Health Care	Cost	45	1.60%
Access to Health Care	Health Care Desert	8	0.29%
Access to Health Care	Health Insurance	38	1.35%
Access to Health Care	Issues with Availability and/or Transportation	32	1.14%

(The category Public Needs More Information/Resources does not have subcategories.)

### CRITICAL INQUIRY

- Are there any unexpected or surprising trends in the data, and what insights might these trends offer for improving future communication and engagement strategies?
- How do the results of question 3 reflect the diversity of communication channels and strategies preferred within the Hispanic/Latino/a/x community, and what implications does this diversity have for developing effective outreach campaigns?

### 3.4 Question 4: What forms of media are popular with your family and friends in the Hispanic/Latino/a/x community for getting health information, general news, and updates?



Question 4 had a 90.7% response rate. The top five categories for question 4 were:

- 2454 responses categorized as Suggestions on How to Reach;
- 50 responses categorized as Public Needs More Information/Resources;
- 39 responses categorized as Racial Equity/Intersectionality;
- 25 responses categorized as None; and
- 10 responses categorized as Misinformation/Personal Beliefs.

The subcategories to the above ranked as follows:

Category	Subcategory	# of Q4 Responses	% of Q4 Responses
Suggestions on How to Reach	Ads	7	0.27%
Suggestions on How to Reach	Any/All	11	0.43%
Suggestions on How to Reach	Billboards	1	0.04%
Suggestions on How to Reach	Combo	4	0.16%
Suggestions on How to Reach	Community Partners	121	4.72%
Suggestions on How to Reach	Email	30	1.17%
Suggestions on How to Reach	Employers	7	0.27%
Suggestions on How to Reach	Events	39	1.52%
Suggestions on How to Reach	Flyers	69	2.69%
Suggestions on How to Reach	General Community Outreach	31	1.21%
Suggestions on How to Reach	Incentives	2	0.08%
Suggestions on How to Reach	Internet/Websites	113	4.41%
Suggestions on How to Reach	Listen to Us	9	0.35%
Suggestions on How to Reach	Music Platforms	5	0.20%
Suggestions on How to Reach	News	197	7.69%
Suggestions on How to Reach	Post	43	1.68%
Suggestions on How to Reach	Radio	243	9.48%
Suggestions on How to Reach	Social Media	912	35.60%
Suggestions on How to Reach	Spanish Radio	25	0.98%
Suggestions on How to Reach	Spanish TV	33	1.29%
Suggestions on How to Reach	Text Messages	128	5.00%
Suggestions on How to Reach	TV	211	8.24%
Suggestions on How to Reach	Us in Action	1	0.04%
Suggestions on How to Reach	Verbal	191	7.46%
Suggestions on How to Reach	Videos	21	0.82%
Suggestions on How to Reach	Youth Involvement	0	0.00%
Racial Equity/Intersectionality	Citizenship Status	0	0.00%
Racial Equity/Intersectionality	Cultural Representation	12	0.47%
Racial Equity/Intersectionality	Discrimination	2	0.08%

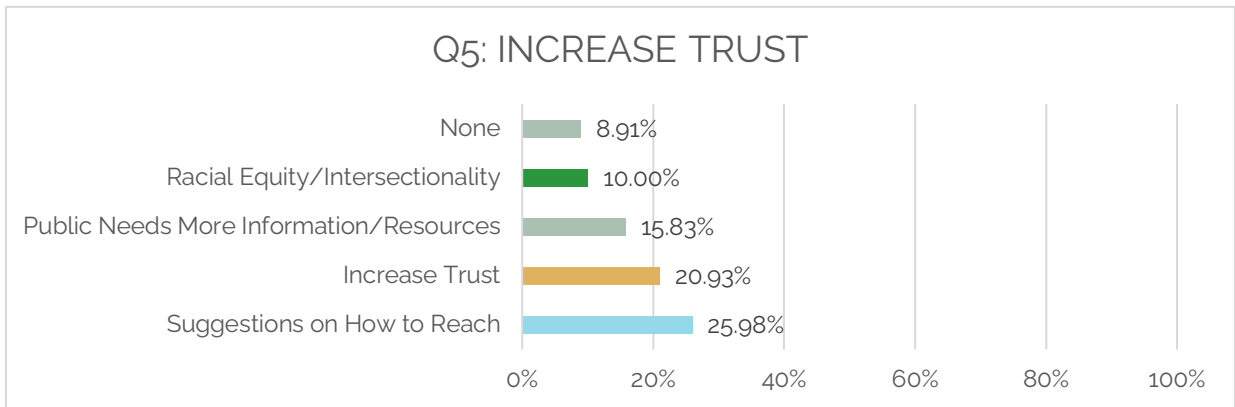
Racial Equity/Intersectionality	Gender/Sexual Representation	0	0.00%
Racial Equity/Intersectionality	Government History/Medical Oppression	0	0.00%
Racial Equity/Intersectionality	Language	25	0.98%
None	Irreparable Harm	21	0.82%
None	No Issues	4	0.16%
Misinformation/Personal Beliefs	Broad	5	0.19%
Misinformation/Personal Beliefs	Mistrust of Government Systems	5	0.19%
Misinformation/Personal Beliefs	Not Real	0	0.00%
Misinformation/Personal Beliefs	Prefers Non-Conventional Medicine	0	0.00%
Misinformation/Personal Beliefs	Vaccine Side Effects	0	0.00%
Misinformation/Personal Beliefs	Zombie/Chip/Magnetic	0	0.00%

(The category Public Needs More Information/Resources does not have subcategories.)

**CRITICAL INQUIRY**

- How do the preferences for different forms of media vary within our Hispanic/Latino/a/x community, and what factors might contribute to these variations?
- Questions 3 and 4 in the survey shared the theme of communication and outreach. What are some insights when comparing the data results between these two questions?

**3.5 Question 5: What can be done to increase trust in the information shared by health care systems and the government?**



Question 5 had an 89.9% response rate. The top 5 categories of response for question 5 were:

- 668 responses categorized as Suggestions on How to Reach;
- 538 responses categorized as Increase Trust;
- 407 responses categorized as Public Needs More Information/Resources;
- 257 responses categorized as Racial Equity/Intersectionality; and
- 229 responses categorized as None.

Subcategories for the above ranked as follows:

Category	Subcategory	# of Q5 Responses	% of Q5 Responses
Suggestions on How to Reach	Ads	10	0.50%
Suggestions on How to Reach	Any/All	16	0.80%
Suggestions on How to Reach	Billboards	2	0.10%
Suggestions on How to Reach	Combo	9	0.45%
Suggestions on How to Reach	Community Partners	76	3.78%
Suggestions on How to Reach	Email	1	0.05%
Suggestions on How to Reach	Employers	5	0.25%
Suggestions on How to Reach	Events	90	4.48%

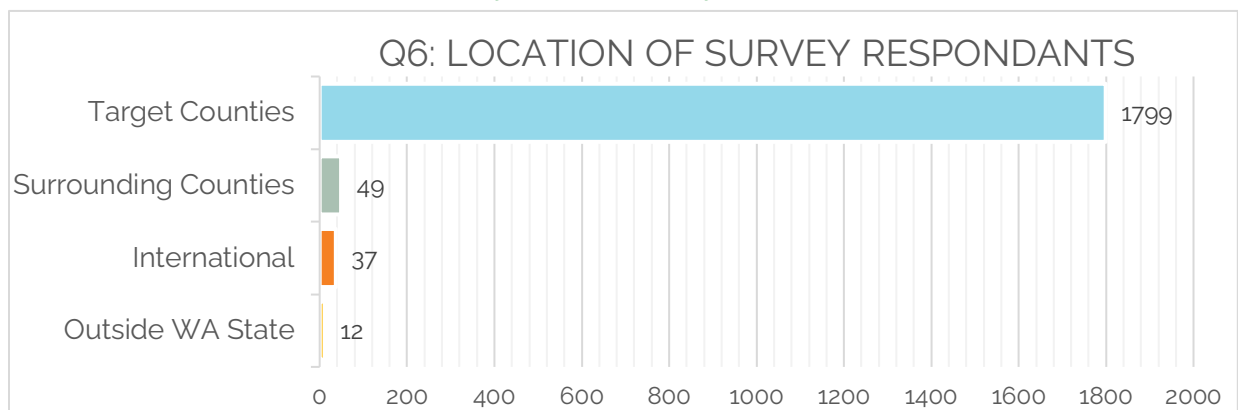
Suggestions on How to Reach	Flyers	31	1.54%
Suggestions on How to Reach	General Community Outreach	100	4.98%
Suggestions on How to Reach	Incentives	8	0.40%
Suggestions on How to Reach	Internet/Websites	6	0.30%
Suggestions on How to Reach	Listen to Us	77	3.83%
Suggestions on How to Reach	Music Platforms	0	0.00%
Suggestions on How to Reach	News	13	0.65%
Suggestions on How to Reach	Post	9	0.45%
Suggestions on How to Reach	Radio	38	1.89%
Suggestions on How to Reach	Social Media	79	3.93%
Suggestions on How to Reach	Spanish Radio	1	0.05%
Suggestions on How to Reach	Spanish TV	0	0.00%
Suggestions on How to Reach	Text Messages	9	0.45%
Suggestions on How to Reach	TV	22	1.10%
Suggestions on How to Reach	Us in Action	20	1.00%
Suggestions on How to Reach	Verbal	41	2.04%
Suggestions on How to Reach	Videos	2	0.10%
Suggestions on How to Reach	Youth Involvement	3	0.15%
Increase Trust	Communication	117	5.83%
Increase Trust	Increased Privacy	75	3.74%
Increase Trust	Integrity	277	13.79%
Increase Trust	Provide Security	68	3.39%
Increased Trust	Information	0	0.00%
Racial Equity/Intersectionality	Citizenship Status	12	0.60%
Racial Equity/Intersectionality	Cultural Representation	70	3.49%
Racial Equity/Intersectionality	Discrimination	48	2.39%
Racial Equity/Intersectionality	Gender/Sexual Representation	0	0.00%
Racial Equity/Intersectionality	Government History/Medical Oppression	20	1.00%
Racial Equity/Intersectionality	Language	107	5.33%
None	Irreparable Harm	203	9.79%
None	No Issues	26	1.25%

(The category Public Needs More Information/Resources does not have subcategories.)

### CRITICAL INQUIRY

- There are diverse interpretations of the concept of “trust”. How might these differences impact efforts to increase trust? What factors contribute to the variations in people's definitions of trust?
- How could this data be used to identify areas of improvement in existing trust-building efforts, and what strategies could be implemented to address these areas?

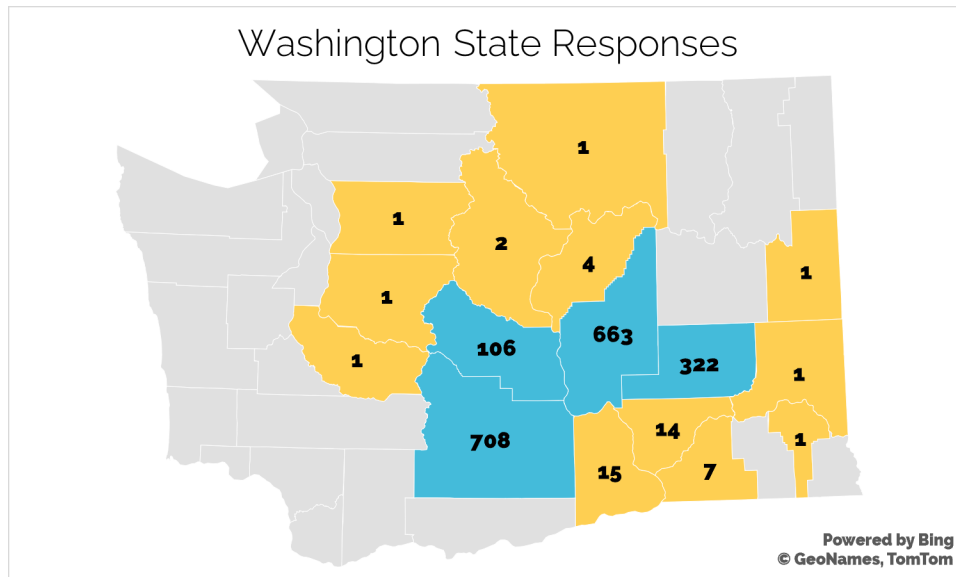
### 3.6 Question 6: What Zip Code do you currently reside in?



While zip codes were requested in question 6, users could enter other text as an answer, which resulted in 41 responses categorized as non-location responses. (These responses are reflected in the survey totals- for more information, see section 3.0.) Question 6 had a 95.2% response rate and illustrated an important part of the

grant, since funding was meant to reach specific areas of Washington state. Survey results appear to suggest outreach has been effective, with approximately 86% of zip code responses being within the target counties.

- 177 responses categorized as Invalid or Skip (blank or non-zip code responses which were captured in the 14 categories and subcategories and reflected in the total summary in section 3.0)
- 37 responses categorized as International (zip codes from countries outside the USA);
- 12 responses categorized as Outside WA State (zip codes from states other than Washington);
- 49 responses categorized as Surrounding Counties (zip codes from within Washington state but not from the 4 target counties); and
- 1799 responses categorized as one of the four target counties.



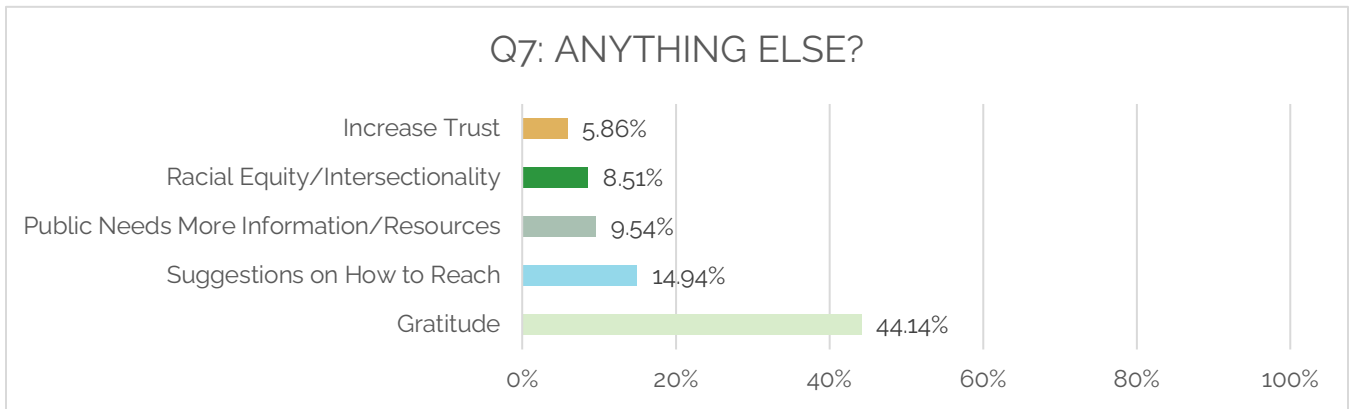
Of the 2074 survey responses, 86.7% listed one of the four target counties. The figure above illustrates the location of the survey responses from Washington state. Target counties are illustrated in brown and responses from surrounding counties are illustrated in blue. Responses from target counties are as follows:

- 708 people from Yakima County, (34% of survey responses)
- 106 people from Kittitas County (5.1% of survey respondents)
- 663 people from Grant County (31.9% of survey respondents); and
- 332 people from Adams County (16.0% of survey respondents).

#### CRITICAL INQUIRY

- What factors could have contributed to the high level of engagement, as indicated by 86% effectiveness in reaching the targeted geographical areas? Are there additional metrics that could be used to evaluate the effectiveness of outreach efforts?
- What are some specific outreach strategies used to reach Hispanic/Latino/a/x communities in the four target counties, and how were these strategies tailored to meet the needs of these communities?

### 3.7 Question 7: Anything else you'd like to share?



Question 7 had a 33.7% response rate. The top 5 categories of response for question 7 were:

- 384 responses categorized as Gratitude;
- 130 responses categorized as Suggestions on How to Reach;
- 83 responses categorized as Public Needs More Information/Resources;
- 74 responses categorized as Racial Equity/Intersectionality; and
- 51 responses categorized as Increase Trust.

Subcategories for the above ranked as follows:

Category	Subcategory	# of Q7 Responses	% of Q7 Responses
Gratitude	All	177	8.53%
Gratitude	APOYO	0	0.00%
Gratitude	Catholic Charities	0	0.00%
Gratitude	La Casa Hogar	0	0.00%
Gratitude	Nuestra Casa	0	0.00%
Gratitude	OIC	8	0.39%
Gratitude	UNAF	165	7.96%
Gratitude	YVCF	34	1.64%
Suggestions on How to Reach	Ads	1	0.05%
Suggestions on How to Reach	Any/All	7	0.34%
Suggestions on How to Reach	Billboards	0	0.00%
Suggestions on How to Reach	Combo	1	0.05%
Suggestions on How to Reach	Community Partners	8	0.39%
Suggestions on How to Reach	Email	0	0.00%
Suggestions on How to Reach	Employers	4	0.19%
Suggestions on How to Reach	Events	43	2.07%
Suggestions on How to Reach	Flyers	7	0.34%
Suggestions on How to Reach	General Community Outreach	14	0.68%
Suggestions on How to Reach	Incentives	3	0.14%
Suggestions on How to Reach	Internet/Websites	0	0.00%
Suggestions on How to Reach	Listen to Us	15	0.72%
Suggestions on How to Reach	Music Platforms	0	0.00%
Suggestions on How to Reach	News	0	0.00%
Suggestions on How to Reach	Post	1	0.05%
Suggestions on How to Reach	Radio	0	0.00%
Suggestions on How to Reach	Social Media	3	0.14%
Suggestions on How to Reach	Spanish Radio	0	0.00%
Suggestions on How to Reach	Spanish TV	0	0.00%
Suggestions on How to Reach	Text Messages	0	0.00%
Suggestions on How to Reach	TV	0	0.00%
Suggestions on How to Reach	Us in Action	17	0.82%
Suggestions on How to Reach	Verbal	1	0.05%

Suggestions on How to Reach	Videos	0	0.00%
Suggestions on How to Reach	Youth Involvement	5	0.24%
Racial Equity/Intersectionality	Citizenship Status	8	0.39%
Racial Equity/Intersectionality	Cultural Representation	13	0.63%
Racial Equity/Intersectionality	Discrimination	32	1.54%
Racial Equity/Intersectionality	Gender/Sexual Representation	0	0.00%
Racial Equity/Intersectionality	Government History/Medical Oppression	6	0.29%
Racial Equity/Intersectionality	Language	15	0.72%
Increase Trust	Communication	8	0.39%
Increase Trust	Increased Privacy	0	0.00%
Increase Trust	Integrity	14	0.68%
Increase Trust	Provide Security	29	1.40%
Increased Trust	Information	0	0.00%

(The category Public Needs More Information/Resources does not have subcategories.)

### CRITICAL INQUIRY

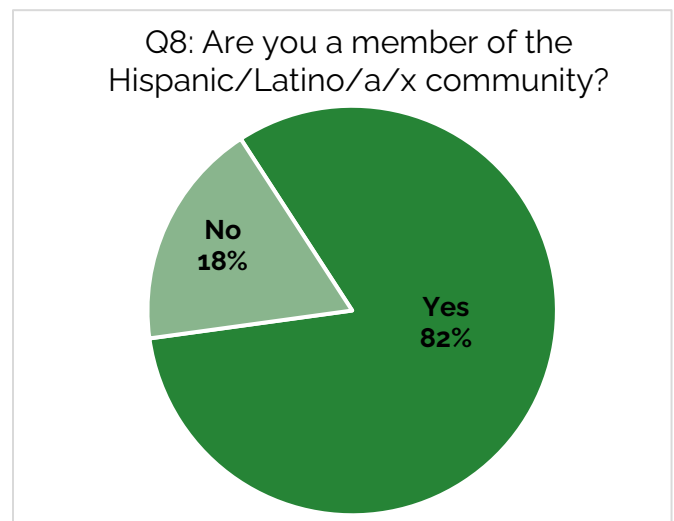
- Nearly 40% of respondents had additional comments- does this warrant further investigation? If so, how could that be achieved?
- What themes or patterns emerge from the responses categorized as Gratitude? How could this information inform future outreach efforts or priorities?

### 3.8 Question 8: Are you a member of the Hispanic/Latino/a/x community?

Question 8 offered prepopulated response choices of Yes, No, and Skip. As a result, there are no categories or subcategories in this part of the analysis. There was a 92.6% response rate, with approximately 8% of survey takers choosing to skip this question. Results indicate that over 82% of the 1,575 people who answered question nine identified as part of the Hispanic/Latino/a/x community.

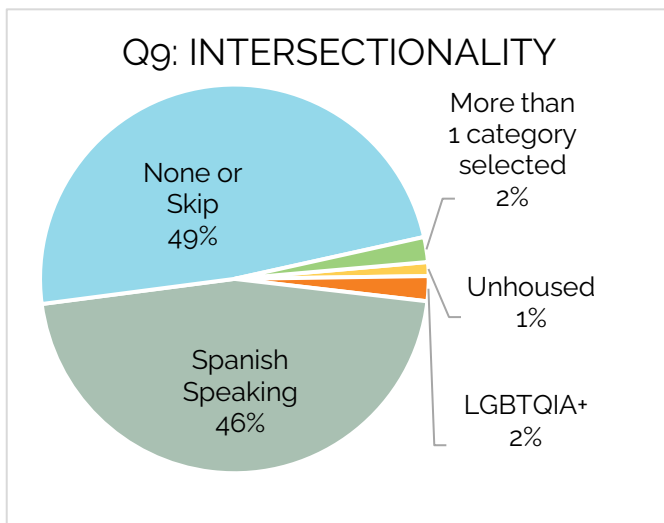
### CRITICAL INQUIRY

- The results of question 8 suggest a successful effort to reach our Hispanic/Latino/a/x communities. What might have contributed to this success? Is there anything that could have increased this success?
- Could additional analyses determine whether Covid-19 education and vaccine promotion efforts have been effective within this community? What would that process entail?



### 3.9 Question 9: If yes, are you also part of any of the communities below: LGBTQIA+, Spanish Speaking, Unhoused.

Question 9 examines intersectionality<sup>3</sup> which is an important part of health equity. There was a 51.4% response rate to this question. Question 9 allowed survey respondents to select 1 or more of the following options as an answer: LGBTQIA+, Spanish Speaking, Unhoused, Skip. Because there is no "none of the above" option, it is likely that some of the "skip" answers would have qualified as "none of the above". Regardless, the 1066 people who selected an answer other than "skip" illustrate a 51.39% occurrence of intersectionality.



The majority of answers to this question selected one answer out of the 4 choices, and just over 2% of responses included more than one answer/community. The chart below illustrates a summary of these responses.

The majority of answers to this question selected one answer out of the 4 choices, and just over 2% of responses included more than one answer/community. The chart below illustrates a summary of these responses.

#### CRITICAL INQUIRY

- Was question 9 inclusive? Did the question contain all relevant options for identifying different communities within our Hispanic/Latino/a/x community? Are there any additional communities (beyond those listed in question 9) that could intersect with identifying as Hispanic/Latino/a/x and influence health outcomes?
- Could there be any biases in how people responded to question 9, especially regarding potentially sensitive topics like LGBTQIA+ identity or housing status?

### 3.10 Language Analysis

Language is a recurring topic in this survey, with 46% of respondents identifying as Spanish-speaking (see section 3.9), and at minimum, 32.8% of people referencing language as a barrier to equitable healthcare. Language discrimination plays a significant role in systemic racism, and therefore health equity. The effects of systemic racism on health care are becoming more well-known, as "growing evidence documents the fact that language barriers indirectly impact the quality of the healthcare that patients receive."<sup>4</sup>

To better understand the role of language in health equity pertaining to Central Washington's Hispanic/Latino/a/x communities, survey responses were analyzed to determine which language was used. This was in addition to question 9, which asked whether survey respondents identified as Spanish-speaking.

Responses were categorized as one of the following:

- Blank or pre-populated (pre-populated responses were bilingual, so it was not possible to attribute a language to these);

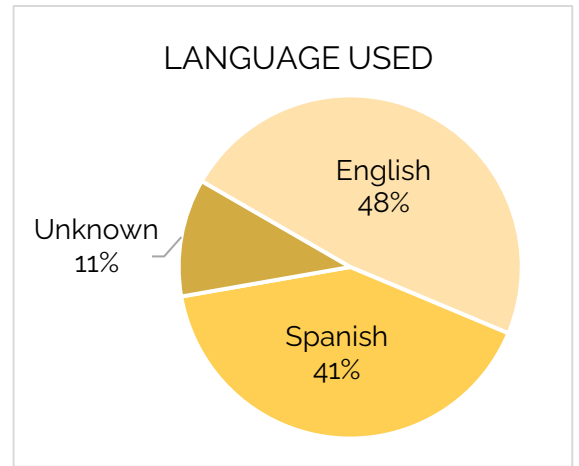
<sup>3</sup> Intersectionality: "the complex, cumulative way in which the effects of multiple forms of discrimination (such as racism, sexism, and classism) combine, overlap, or intersect especially in the experiences of marginalized individuals or groups" (Merriam-Webster).

<sup>4</sup> (Al Shamsi, et. Al, 2020)



- English;
- Spanish; or
- Unknown (consisting of words used in both English and Spanish.)

Results show 41% of survey answers as being in Spanish. This corresponds with the 46% of survey respondents who identified as Spanish- speaking.



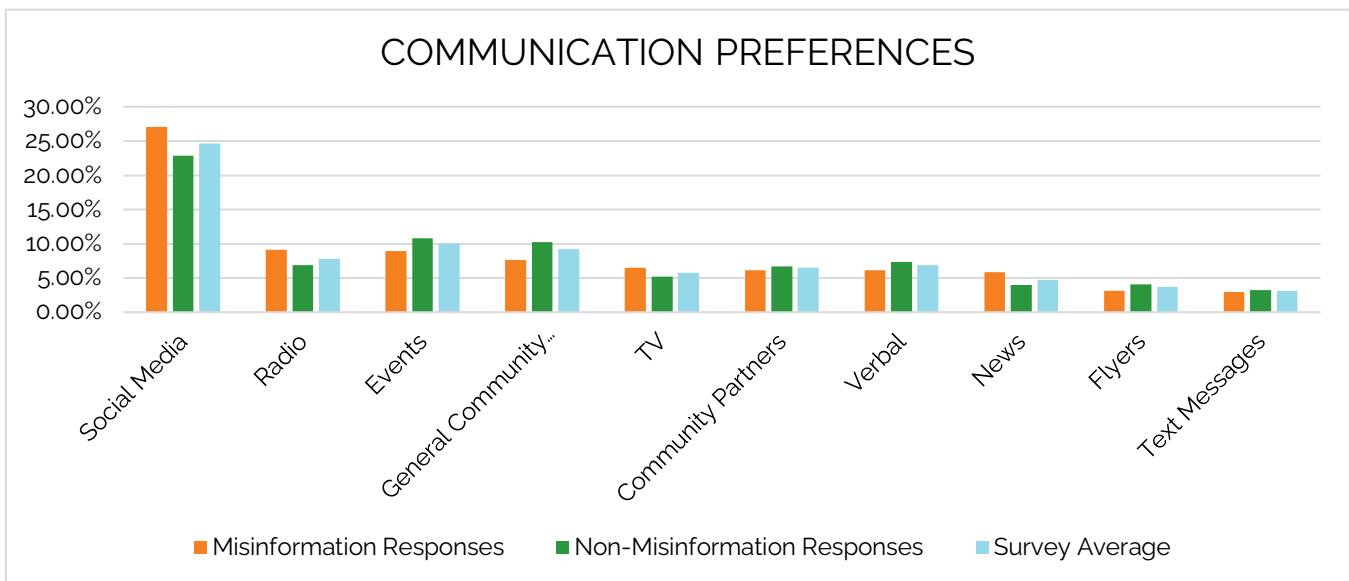
### CRITICAL INQUIRY

- Given the role of language in equitable healthcare, what stakeholders possess the capacity to address this?
- What potential strategies and interventions could address language-related disparities and enhance healthcare equity in Central Washington?

### 3.11 Misinformation Analysis

As demonstrated during the Covid-19 pandemic, misinformation poses a significant risk to public health, and is often a result of "when a society loses trust in health care due to previous experiences of health inequalities based on race, socioeconomic status, and education."<sup>5</sup>

This was a frequently referenced topic in survey responses, with 909 people either mentioning or portraying misinformation in at least one of their survey responses. While this is 43.9% of the *people* who took the survey, the information extracted from the 18,666 *survey responses* (2074 people answering 9 questions) reflects an 8.46% occurrence of misinformation references or portrayals. Notably, the highest proportion of misinformation comments was in response to question 1, "What are some concerns that the Hispanic/Latino/a/x community have about COVID-19 and the vaccine?" where 40.21% of responses referenced or portrayed misinformation as a concern. To better understand the spread of misinformation, the preferred communication was identified for each person who referenced misinformation in any of their responses.



<sup>5</sup> Ferreira Caceres, et. Al, 2022.

The figure above illustrates the 10 most frequently referenced communication preferences in the survey, showing the preferences for misinformation responses, non-misinformation responses, and the survey average. The communication preferences of misinformation responses do not appear to differ greatly from the preferred communication methods of non-misinformation responses or the survey average.

**CRITICAL INQUIRY**

- What factors might contribute to the relatively consistent communication preferences across survey responses?
- How can healthcare providers, public health authorities, and community-based organizations work together to address the root causes of mistrust and misinformation in health information?

**3.12 Social Media Analysis**

Social media is a type of internet communication through which consumers can "share information, ideas, personal messages, and other content" to build an audience.<sup>6</sup> This type of mass media communications has become a prevalent part of American culture, with an estimated 70% of adults relying on it as a source of news and information.<sup>7</sup> As the primary communication preference for all survey responses (see sections 3.3 and 3.4), a deeper evaluation was conducted.

There was a total of 1,270 references to social media in the survey. While questions 3 and 4 of the survey had the most responses (1173) categorized as Social Media, there were 97 additional references to social media across other survey questions. This analysis will focus solely on references to social media in questions 3, and 4, which were focused primarily on communication methods:

- Question 3- What is the best way to reach and engage with the entire Hispanic/Latino/a/x community? What does not work for you?
- Question 4- What forms of media are popular with your family and friends in the Hispanic/Latino/a/x community for getting health information, general news, and updates?

The specific types of social media referenced in questions 3 and 4 were: Facebook, Instagram, TikTok, Snapchat, Twitter, and nonspecific "General Reference to Social Media".

While YouTube is considered a form of social media, any responses containing references to YouTube were counted in the "Videos" subcategory, along with general references to online videos, and video calls, which had a total of 28 responses across the entire survey. Thus, counting the specific references to YouTube (less than 28) would not show a significant impact to this part of the analysis.

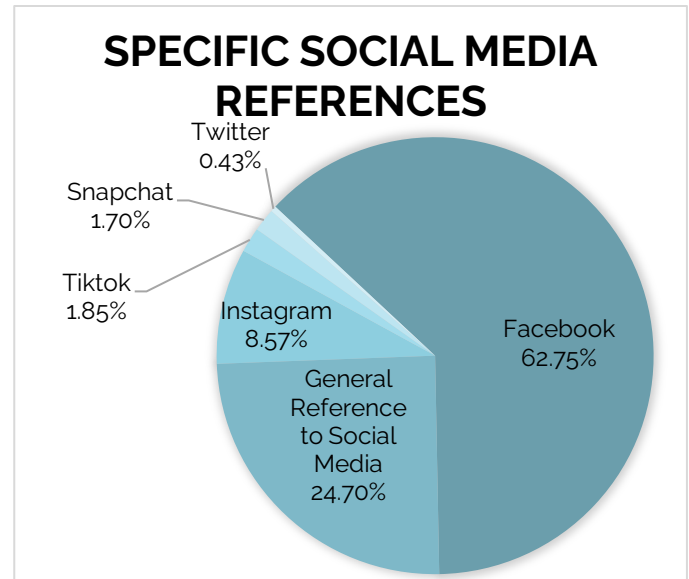
Specific Social Media Category	Q3 References	Q4 References	Total References
Facebook	142	1184	1326
General Reference to "Social Media"	190	332	522
Instagram	14	167	181
TikTok	2	37	39
Snapchat	0	36	36
Twitter	0	9	9
<b>Total</b>	<b>348</b>	<b>1765</b>	<b>2113</b>

<sup>6</sup> Encyclopedia Britannica, 2024.

<sup>7</sup> Atske (2024).

The table above illustrates the number of references for each. *Note: this analysis is approximate- many respondents mentioned more than one type of social media. This analysis searched for specific words used in survey responses. Categorizations were limited to the 3 top categories and subcategories of each response; therefore specific social media references will not equal the total responses categorized as social media.*

One specific form of social media stood out with more mentions than general references to social media: Facebook. The three other specific forms of social media referenced in survey responses made up less than 15% of the social media subcategory, as illustrated in the chart to the right.



### CRITICAL INQUIRY

- What factors might contribute to the overwhelming preference for Facebook over other social media platforms? Could these factors be related to specific features of Facebook, or demographics (i.e. age)?
- What insights can be collected from this analysis for future attempts to engage with the Hispanic/Latino/a/x community through social media? How might this information be used for communication strategies and content creation in the pursuit of health equity?

## 4.0 Conclusion

The research conducted by YVCF in partnership with CBO's provides valuable information on the challenges and opportunities related to Covid-19 education, outreach, and vaccine promotion in the Hispanic/Latino/a/x communities of Central Washington. The \$4.275 million grant from Washington State Department of Health enabled targeted outreach efforts, which led to substantial engagement in the surveyed counties.

Limitations of this study include the interpretation of qualitative data. Interpretation is limited to text alone since tone and body language are not available to help verify the interpretation. This type of research is perspective based and generally difficult to measure accurately. However, open-ended survey responses provide an opportunity for deeper understanding and more narrative than pre-populated answer choices. Additionally, because the survey was primarily conducted using an online platform with access via QR code, individuals without internet access could have been excluded.

The survey findings shed light on crucial aspects such as intersectionality, concerns about Covid-19 and health equity, as well as perceptions around language, misinformation, and social media. It is evident that effective, bilingual communication, is the first (and pivotal) step in addressing misinformation, promoting vaccine awareness, improving access to healthcare services, and building trust in government and health care systems.

The involvement of CBO's in organizing mobile vaccine clinics, crafting culturally relevant messaging, and amplifying community voices highlights the collaborative and community-centered approach to this work. The emphasis on health equity, inclusivity, and recognition of diverse challenges faced by our Hispanic/Latino/a/x neighbors- including those in rural areas- underscores the need for a commitment to bridge gaps and ensure equitable access to resources and information.

Moving forward, the dissemination of survey results to CBOs, community leaders, and other stakeholders, coupled with critical inquiries aimed at fostering deeper understanding and strategic decision-making, is the beginning of a proactive and transparent approach. This research aims to acknowledge the lived experiences and perspectives of our Hispanic/Latino/a/x communities, in the hopes of contributing to ongoing efforts in promoting health equity and building trust.

#### **CRITICAL INQUIRY**

- How might future efforts improve the understanding of intersectionality and health equity within the Hispanic/Latino/a/x community?
- What systemic factors contribute to the prevalence of responses related to language? What strategies could be implemented to address these deficiencies?
- How might the results of this survey inform the development of policies and interventions aimed at improving health care equity?
- How can this data be used to ensure future outreach initiatives are inclusive and considerate of different cultures and intersectional identities?
- How do the results of question 1 align with broader public health messaging efforts? What adjustments might be necessary to address prevailing concerns and misinformation?
- How could this data inform the development of trust-building initiatives? Could those initiatives be translated into actionable recommendations for government entities?
- What additional information might be helpful in understanding and addressing the intersecting factors which influence health outcomes for Central Washington's Hispanic/Latino/a/x communities?

## 5.0 Acknowledgements

This work was supported by the Washington State Department of Health: CBO 27836-0.

Yakima Valley Community Foundation wishes to acknowledge the following organizations and individuals who supported the grant project and community in the process.

Thank you to the following organizations for directly engaging with and connecting to our Hispanic/Latino/a/x communities: APOYO, Catholic Charities Housing Services, Center for Latino Leadership, Empowering Latina Leaders & Action (ELLA), EPIC, Kittitas County Health Network, La Casa Hogar, Nuestra Casa, Opportunities Industrialization Center of Washington (OIC), People for People, Unidos Nueva Alianza Foundation, and Yakima Health District. This work would not have been possible without their efforts.

Thank you to The Field Group for their work executing promotional and educational materials and a successful public awareness campaign.

Special thank you to our former Program Officer and grant project lead Amber Ortiz-Diaz who organized the beginning of this project along with key OIC staff Isidra Sanchez and Haydee Barbosa. Amber was instrumental in applying her professional experience, cultural awareness, and skills to effectively engage within the community to form productive relationships and lead this work. We recognize Marketing and Communications Coordinator Alex Gonzalez who worked alongside Amber and the CBOs to develop communications and promotional materials and who was able to step in as project leader to ensure successful completion of the project. Mayra Quintero added immeasurable value by applying her language skills, lived experience, and knowledge of our community in the translation, interpretation, and categorization of survey responses.

And, to the preparer and author of this report - our former Data and Operations Manager Chelsea Hanson- we are sincerely grateful for her research skills, expertise in data management, and her thorough analysis, reporting, and presentation of the survey and results. We could not have completed this important part of the work without her, and we appreciate her accessibility and dedication to finishing this work as an independent subcontractor.

We recognize there were many other staff members, individuals, and organizations working behind the scenes to support others and this work – thank you!

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# Appendix A: Categories and Subcategories

Category	Subcategory	Definition	Example Responses
Access to Health Care	Cost	Health care or insurance is too expensive, references to economic situation preventing access to health care.	<ul style="list-style-type: none"> <li>• "the cost of being in the hospital"</li> <li>• "not having enough funds for healthcare"</li> </ul>
	Health Care Desert	No health care facilities nearby or within a reasonable distance, mention of isolation and/or rural communities with limited access to health care	<ul style="list-style-type: none"> <li>• "Not enough Medical facility available to provide service"</li> <li>• "None in grant county other than long waits at ER and walk-in clinics"</li> </ul>
	Health Insurance	Not having health insurance, not understanding benefits or coverage	<ul style="list-style-type: none"> <li>• "not enough insurance options for the low income families"</li> <li>• "we immigrants don't have medical insurance"</li> </ul>
	Issues with Availability and/or Transportation	Issues with getting to health care facilities, lack of available appointments, wait times at offices, hours of operation not compatible with work hours, appointments too short to meet needs	<ul style="list-style-type: none"> <li>• "Others worry about how to get to and return from these facilities (transportation)"</li> </ul>
Deficient Health Care Systems	Inadequate Providers	Unclear explanations by healthcare professionals, poor bedside manner, rude receptionists, poor service and/or receiving inadequate information from health care providers, embarrassed to ask questions because health care providers make people uncomfortable, lack of empathy or attention from health care providers	<ul style="list-style-type: none"> <li>• "Terminology. Drs always use words that people who haven't gone to school to know what certain things are or how systems work to fully understand what is being told to us"</li> <li>• "Feeling welcomed and having consistent and reliable service and communication with the medical providers. KVH in Ellensburg has contracted only one Spanish medical interpreter for all the services they provide. They sometimes offer video interpreters for back up but sometimes the medical provider opts this out because they feel they don't need it. I know they ask the patients if it is okay but as we all know we are agreeable and don't advocate for ourselves and therefore don't get the best medical treatment. The one Spanish interpreter always overbooks herself and will get to appointments late, leave early, or cancel the appointment. I know local Latinos have tried to offer interpreting services to KVH but have been denied, including myself and I was willing to go through the medical interpreting training. I tried to bring up the problems I see with the one interpreter to a medical provider since the interpreter told my mom that my mom didn't need her service since she had me. We had a difficult time scheduling the appointment my mom needed since I had to work</li> </ul>

			around my schedule. I brought this situation up to her doctor and his staff, the staff protected the interpreter instead of stating that they would see how they could resolve this issue. Due to all the issues due to not being able to get medical treatment in Spanish in Kittitas county, my parents are now going to Grant county, Yakima county or even Franklin county and often driving about an hour where there are medical providers that work 15 minutes from our house."
	Paperwork	Too much paperwork or difficulty filling it out	<ul style="list-style-type: none"> <li>• "Not knowing how to fill the paperwork"</li> </ul>
	System Failure	Nonspecific concerns/difficulties accessing medical care, unable to receive care during the pandemic because of system overwhelm, references to the number of people who died during the pandemic	<ul style="list-style-type: none"> <li>• "I haven't seen a doctor since the shutdowns because during covid everything was shut down"</li> </ul>
	Unable to Read or Write	Unable to read or write.	<ul style="list-style-type: none"> <li>• "not being able to read what it says the paper work"</li> <li>• "Not knowing how to read write or speak english."</li> </ul>
Doesn't Work	Billboards	Billboards are not helpful.	<ul style="list-style-type: none"> <li>• "What doesn't work is billboards on the roads."</li> </ul>
	Conflicting Schedules	Outreach/events times interfere with work hours, school times, etc. and are inconvenient- people will not attend as a result.	<ul style="list-style-type: none"> <li>• "after work hours around 5 or 6 pm. Weekends usually work out best for everyone. Weekdays are usually bad timing as well as early hours of the day."</li> </ul>
	Formality	Using formal language is not relatable	<ul style="list-style-type: none"> <li>• "Don't use the proper language for the information as our are used slang"</li> </ul>
	Ineffective Communication	Outreach that informs without interacting, messages are too long/unclear/overwhelming with information, or the thought that information wasn't distributed in a timely manner.	<ul style="list-style-type: none"> <li>• "What doesn't work for me is newsletter with limited direction."</li> </ul>
	Language Accessibility	Using interpreters instead of bilingual providers is not good enough. Not offering interpretation when bilingual providers are unavailable creates an unnecessary barrier for many people. Using poor interpreters is not helpful.	<ul style="list-style-type: none"> <li>• "Always have english and spanish printed for reading and handouts, have more employees get certified to translate and pay them to get certified and to translate, higher more Spanish speaking and maybe even some patient advocates that go to their appointments with them and translate. There are so many things agencies can do but don't"</li> <li>• "doesn't work when having the children always translate"</li> <li>• "the words that the interpreters use does not make sense"</li> <li>• "not having doctors are speak Spanish. It is way easier for us to understand instead of an interpreter"</li> </ul>



	Mail	Letters/mail do not work	<ul style="list-style-type: none"> <li>• "What does not work is handing out a paper that will be thrown away."</li> </ul>
	Phone, Radio, or TV	Phone, radio, tv, fax are not helpful	<ul style="list-style-type: none"> <li>• "the radio just doesn't work for me"</li> </ul>
	Social Media	Social media is not a good way to reach our community	<ul style="list-style-type: none"> <li>• "Waze that did not work, social media post such as Facebook or Instagram. I don't have those."</li> </ul>
	Some Minds Just Can't Be Changed	Nothing said or done will change my or others' opinions on the matter.	<ul style="list-style-type: none"> <li>• "If people want to make their own choices you can't make a banner, poster, advertisement or SURVEY to fix that"</li> <li>• "I don't keep up with the news, sorry."</li> </ul>
	Door to Door	Going door to door with information is not an effective form of outreach	<ul style="list-style-type: none"> <li>• "Coming to the door doesn't work"</li> </ul>
Fear	Covid-19 Side Effects	Fear about the impact of having had Covid-19: long- and short-term side-effects	<ul style="list-style-type: none"> <li>• "Some concerns that were found was the side effects of COVID, getting COVID, and how it hadn't even been around for more than a year."</li> </ul>
	General	Fear about the pandemic returning or not ending, nonspecific questions of safety, non-specific reference to side effects or impacts on health (cannot determine if side effects are covid-19 or vaccine related), people ending up homeless, fear around how covid-19 is treated, fear of impacts on community	<ul style="list-style-type: none"> <li>• Other people's opinions and Covid coming back in the winter."</li> <li>• "They are scared, and afraid to ask questions"</li> </ul>
	Not Enough People Are Getting Vaccinated	Fear that not enough people are getting vaccinated, examples of how people are contributing to the spread of Covid-19, worry of not enough vaccines to go around, comments that the vaccine is very important	<ul style="list-style-type: none"> <li>• "Not enough vaccinations."</li> <li>• "That they don't get vaccinated in time"</li> </ul>
	Sickness/Death	Fear of getting sick and/or dying from Covid-19. Fear of going to the dr and receiving bad results	<ul style="list-style-type: none"> <li>• "when a family member gets sick and not able get treated"</li> </ul>
Gratitude	All	Non-specific gratitude	<ul style="list-style-type: none"> <li>• "I'm glad you are taking the time to ask me as a Latino person thru this survey."</li> </ul>
	APOYO	Gratitude or trust referencing APOYO	<ul style="list-style-type: none"> <li>• "Advertise at APOYO"</li> </ul>
	Catholic Charities	Gratitude or trust referencing Catholic Charities	<ul style="list-style-type: none"> <li>• "Catholic charities news"</li> </ul>
	Nuestra Casa	Gratitude or trust referencing Nuestra Casa	<ul style="list-style-type: none"> <li>• "with organizations that are trust worthy like Nuestra Casa"</li> </ul>
	OIC	Gratitude or trust referencing OIC	<ul style="list-style-type: none"> <li>• "Love what the oic does for community"</li> </ul>
	UNAF	Gratitude or trust referencing UNAF	<ul style="list-style-type: none"> <li>• "Yes, I want to thank the community for providing free vaccines. Especially to the non profit who organized it called Unidos Nueva Alianza Foundation"</li> </ul>
Impact on Employment	Employers Requiring Vaccination	Employers are requiring vaccination.	<ul style="list-style-type: none"> <li>• "Some concerns that I have were being forced to take a COVID-19 vaccine against our own will. People lost their job because they weren't given a choice."</li> </ul>

			There wasn't enough research done before the vaccine was released."
	Employment Impact	Pandemic impact on people's jobs and people's jobs impact their access to health care.	<ul style="list-style-type: none"> <li>• "If they will be able to keep there jobs and be able to maintain there family"</li> </ul>
Increase Trust	Communication	Communicate with the community. Educate us.	<ul style="list-style-type: none"> <li>• "More communication to create trust."</li> </ul>
	Increased Privacy	Suggestion that people's medical information was shared without consent.	<ul style="list-style-type: none"> <li>• "respect hippa"</li> </ul>
	Integrity	Answers with actionable values (honesty, gentle, transparent, open, truthful, trustworthy, patient, compassionate, polite) and references to a lack of follow through or inconsistent promises, do your research, trust takes time, meet us on our own level	<ul style="list-style-type: none"> <li>• "Full transparency and more accountability"</li> <li>• "Being more friendly with people, and being slightly less strict."</li> </ul>
	Provide Security	Help us, continue helping us, treat us right, make our communities better	<ul style="list-style-type: none"> <li>• "showing them it is safe"</li> </ul>
Insensitive Response	N/A	Generalizations or assumptions about the Hispanic/Latino/a/x community, declarations of not belonging to the Hispanic/Latino/a/x community, downplaying the importance of race/culture	-
Misinformation/Personal Beliefs	Broad	General reference to misinformation, "myths", ignorance, superstition, or unscientific information, questions of "is it safe"	<ul style="list-style-type: none"> <li>• "I believe there is still confusion about the status of COVID in our community and a misunderstanding about if and when people should get vaccinated. I think there is a distrust in the vaccine because of all the controversy around the vaccine in the Caucasian community. I think the default is to just not participate in case there is something to the controversy that is getting missed in translation."</li> </ul>
	Mistrust of Government Systems	Accusation of lies, untrustworthy CDC, hiding information from the public, deception, government is deliberately causing harm/problems, guinea pigs/experimental, population control, use of the words "force", "lies", "deceive", referencing the speed at which the vaccine was developed, is the vaccine trustworthy	<ul style="list-style-type: none"> <li>• "That the vaccine won't work and it's all a set up of the government"</li> </ul>
	Not Real	Covid-19 virus or vaccine are not real, the vaccine is ineffective or will not work.	<ul style="list-style-type: none"> <li>• "does it work", concerns about effectiveness, "it's not good", statements</li> </ul>
	Prefers Non-Conventional Medicine	Preference of herbal remedies, clearly stated personal or religious beliefs against vaccination or health care	<ul style="list-style-type: none"> <li>• They believe more in herbs &amp; family medicine</li> </ul>
	Vaccine Side Effects	Concerns about the covid-19 vaccine (references to live vaccines, short- and long-term	<ul style="list-style-type: none"> <li>• "It's really scary and about the vaccine is also scary because lots of people are saying that they</li> </ul>

		impacts, infection from the vaccine, death by vaccination, questions about what is in the vaccine)	have lots of hair loss, hart attack and more things"
	Zombie/Chip/Magnetic	Unconventional, non-factual beliefs: the vaccine has a tracking chip, will make you become magnetic or a zombie, cause infertility or autism, and/or change your DNA	<ul style="list-style-type: none"> <li>• "Infertility and getting COVID-19 even after receiving the vaccine."</li> </ul>
None	Irreparable Harm	Too much harm has been done, there is nothing the government can do to make it better, unsure of what could be done to increase trust	<ul style="list-style-type: none"> <li>• "Absolutely none my family and I will tune you right out"</li> </ul>
	No Issues	No concerns	<ul style="list-style-type: none"> <li>• "I feel like trust is not an issue at this time"</li> </ul>
Public Needs More Information/ Resources	N/A	Responses that are phrased as a question, requests for more information or public assistance programs, references to a lack of information, need for more data or evidence or verified sources	<ul style="list-style-type: none"> <li>• "Not enough information about the vaccine"</li> </ul>
Racial Equity/ Intersectionality	Citizenship Status	Afraid to seek care because of citizenship status	<ul style="list-style-type: none"> <li>• "Not having socials and being scared of asking for help."</li> </ul>
	Cultural Representation	LatinX people are more relatable, not enough Latinx people are in leadership positions, health care, or at events, cultural understanding of Hispanic/Latino/a/x community is needed	<ul style="list-style-type: none"> <li>• "Cultural events usually brings people together"</li> <li>• "I don't see enough hispanic doctors! On site translators of all types like i see at my clinic. YVFWC... Overall there still seems to be a "Us and Them" mentality from what I've seen. Until there's a more equal balance between the caucasian community and the hispanic community there will be an unbalanced level of care, which shouldn't be tolerated!"</li> </ul>
	Discrimination	People are treated poorly because of language skills, not given the same opportunities, information is not provided equally, no informed physicians to care for the immigrant population, overlooked because of race	<ul style="list-style-type: none"> <li>• "Some concerns that the Hispanic community has about figure would be we felt that we were over looked during the whole process of the whole outbreak and if the vaccine is even safe to take"</li> </ul>
	Gender/Sexual Representation	Lack of Gender or Sexual Representation	<ul style="list-style-type: none"> <li>• "being treated mostly by white doctors and being treated through the cis, straight, male lense"</li> </ul>
	Government History/Medical Oppression	The US government has a history of oppressing communities of color and abusing them via medical experimentation and sterilization. This has caused a lack of trust in the community. References to underrepresented communities	<ul style="list-style-type: none"> <li>• "Generally a lot of mistrust with the healthcare system in the United States because its an industry that often neglects marginalized people."</li> </ul>
	Language	There is a language barrier because bilingual information is not widely available. This is severely limiting to our Hispanic/Latino/a/x community.	<ul style="list-style-type: none"> <li>• "messaging to be in Spanish,promote the Spanish Language more. This would help reach more people."</li> </ul>

Skip	N/A	Blank, "N/A", or incomprehensible typo	<ul style="list-style-type: none"> <li>• Unknown, unsure, I don't know, N/A</li> </ul>
Suggestions on How to Reach	Ads	General reference to ads, non-specific to other categories	<ul style="list-style-type: none"> <li>• "By placing more advertisement"</li> </ul>
	Any/All	Reference to "everything" "any" "all"	<ul style="list-style-type: none"> <li>• "all of the ones used up to now work perfectly"</li> </ul>
	Billboards	Billboards	<ul style="list-style-type: none"> <li>• "Billboards"</li> </ul>
	Combo	It is best to use a combination of new- and old-fashioned methods, or responses which reference online resources being unhelpful.	<ul style="list-style-type: none"> <li>• "Everything is online" "some of the Latino community doesn't go online"</li> <li>• "PSA's on radio and tv only reach so many. Younger people need to be reached via social media more so than radio &amp; tv."</li> </ul>
	Community Partners	Churches, schools, pharmacies, panaderias, grocery stores, senior centers, doctors' offices, familiar people from the community	<ul style="list-style-type: none"> <li>• "Others may be informed at the different places they visit for example the flea markets and Mexican stores."</li> </ul>
	Email	Email	<ul style="list-style-type: none"> <li>• "email or social media works best not mail because location changes often"</li> </ul>
	Employers	Go to employers with information. Some responses specifically include farms and fields.	<ul style="list-style-type: none"> <li>• "Going to the orchards and giving the information"</li> </ul>
	Events	Free vaccination clinics, clinics on wheels, health fairs, official gatherings hosted by community partners	<ul style="list-style-type: none"> <li>• "get everyone together"</li> <li>• "Setting up booths at parks and other local areas in the communities"</li> </ul>
	Flyers	Flyers, brochures, pamphlets, garden stakes	<ul style="list-style-type: none"> <li>• "More Spanish flyers around town"</li> </ul>
	General Community Outreach	In-person communication, door-to-door, specific references to community outreach, surveys, reviews	<ul style="list-style-type: none"> <li>• "Health Campaigns"</li> <li>• "Come to the community physically. More than once. The first to let people know you are willing to help, door knocking, the second with resources, talks, community gatherings. Commercials on Facebook, the television, radio, - are often cast aside as non serious"</li> </ul>
	Incentives	Provide gifts, gift cards, food, free stuff	<ul style="list-style-type: none"> <li>• "Gift cards. When we sign up to get vaccines showing that u care for us"</li> </ul>
	Internet/Websites	DOH website, general references to online, computers, QR codes, apps, internet, and/or websites.	<ul style="list-style-type: none"> <li>• "share information online"</li> <li>• "Outreach programs online"</li> <li>• "The health website"</li> </ul>
	Listen to Us	Any response using the word "listen", or "ask us"	<ul style="list-style-type: none"> <li>• "listen to their voice and let it be heard"</li> <li>• "Go to where those communities are and seek input and suggestions from the directly from the communities being impacted."</li> </ul>
	Music Platforms	Spotify, pandora, podcasts	<ul style="list-style-type: none"> <li>• "Mainly social media apps and online podcasts of information."</li> <li>• "Watch the news and listen to music"</li> </ul>
News	General references to "news", Newspapers, magazines	<ul style="list-style-type: none"> <li>• "For me works better grtting general news"</li> </ul>	

	Post (Mail)	Information that is sent in the mail	<ul style="list-style-type: none"> <li>• "For me, it is information via mail from the actual organization with the expertise and resources."</li> </ul>
	Radio	General and specific radio station references	<ul style="list-style-type: none"> <li>• "By advertising by radio and television commercials."</li> </ul>
	Social Media	Facebook, TikTok, Instagram, Twitter, Snapchat	<ul style="list-style-type: none"> <li>• (See separate analysis)</li> </ul>
	Spanish Radio	KNDA, Radio Cadena, responses specifically mentioning "Spanish radio"	<ul style="list-style-type: none"> <li>• "By far, the most popular ones are hispanic radio and tv channels. Culturally, latinos are used to being always connected to radio and tv."</li> </ul>
	Spanish TV	Univision, Telemundo, responses specifically mentioning "Spanish TV"	<ul style="list-style-type: none"> <li>• "Telemundo Facebook YouTube or Discord"</li> <li>• "Spanish language radio and tv"</li> </ul>
	Text Messages	Text message or WhatsApp	<ul style="list-style-type: none"> <li>• "Facebook, whatsapp, email"</li> </ul>
	TV	General, non-specific reference to TV	<ul style="list-style-type: none"> <li>• "Television, senior centers"</li> </ul>
	Us in Action	Give us an opportunity to be/create the change in our own community.	<ul style="list-style-type: none"> <li>• "Be self leaders."</li> <li>• "letting us make a difference in our latinx communities"</li> </ul>
	Verbal	Phone calls, word of mouth	<ul style="list-style-type: none"> <li>• "Nothing usually word of mouth is how we get information."</li> <li>• "Having neighbors spread news, between Latinos. No public figures."</li> </ul>
	Videos	Videos, YouTube, video calls	<ul style="list-style-type: none"> <li>• "Streaming services including old fashioned You Tube"</li> </ul>
	Youth Involvement	Youth are a good resource for campaigns for communication and change	<ul style="list-style-type: none"> <li>• "through the youth"</li> </ul>

## Appendix B: Full Results

### SURVEY RESPONSE RATES

Question	Response Rate	# of Skip Responses per Question
Q1: Covid/Vaccine Concerns	90.21%	203
Q2: Difficulties with Healthcare	90.65%	194
Q3: Best Way to Engage	88.04%	248
Q4: Forms of Media	90.74%	192
Q5: How to Increase Trust	89.92%	209
Q6: Zip Code	91.47%	177
Q7: General Comments	33.70%	1375
Q8: Latino/a/x Demographic	92.62%	153
Q9: Intersectionality	51.40%	1008
<b>Average</b>	<b>79.86%</b>	<b>417.67</b>

### TOTALS ACROSS SURVEY CATEGORIES AND SUBCATEGORIES

Category of Difficulty	Total Survey Responses	% of All Survey Responses
Access to Health Care	1124	8.45%

Deficient Health Care Systems	464	3.48%
Doesn't Work	410	3.08%
Fear	674	5.06%
Gratitude	414	3.11%
Impact on Employment	81	0.61%
Increase Trust	707	5.30%
Insensitive Response	101	0.76%
Misinformation/Personal Beliefs	1129	8.46%
None	784	4.80%
Public Needs More Information/Resources	1217	9.14%
Racial Equity/Intersectionality	1194	8.97%
Suggestions on How to Reach	5165	38.78%
<b>Total</b>	<b>13318</b>	<b>100.00%</b>

Category	Subcategory	# of Q1 Responses	# of Q2 Responses	# of Q3 Responses	# of Q4 Responses	# of Q5 Responses	# of Q6 Responses	# of Q7 Responses	Total # Responses in Survey	% of Total Survey Responses
Access to Health Care	Cost	54	281	45	1	20	0	15	416	3.09%
Access to Health Care	Health Care Desert	0	23	8	0	5	0	3	39	0.29%
Access to Health Care	Health Insurance	20	323	38	4	18	0	9	412	3.06%
Access to Health Care	Issues with Availability and/or Transportation	21	186	32	1	8	2	7	257	1.91%
Deficient Health Care Systems	Inadequate Providers	3	145	13	4	51	3	9	228	1.69%
Deficient Health Care Systems	Paperwork	0	21	1	0	6	0	0	28	0.21%
Deficient Health Care Systems	System Failure	54	83	18	0	21	0	12	188	1.40%
Deficient Health Care Systems	Unable to Read or Write	1	10	6	0	2	0	1	20	0.15%
Doesn't Work	Billboards	0	0	1	0	0	0	0	1	0.01%
Doesn't Work	Conflicting Schedules	0	1	26	0	2	0	0	29	0.22%
Doesn't Work	Door to Door	0	0	2	0	0	0	0	2	0.01%
Doesn't Work	Email	0	0	12	0	0	0	0	12	0.09%
Doesn't Work	Formality	0	0	9	0	13	0	1	23	0.17%
Doesn't Work	Ineffective Communication	8	2	46	5	79	0	3	143	1.06%
Doesn't Work	Language Accessibility	0	77	33	0	22	0	7	139	1.03%
Doesn't Work	Mail/Paperwork	0	0	13	0	0	0	1	14	0.10%
Doesn't Work	News	0	0	7	0	0	0	0	7	0.05%
Doesn't Work	Phone/Radio/TV	0	0	17	0	0	0	0	17	0.13%
Doesn't Work	Social Media	0	0	9	0	1	0	0	10	0.07%
Doesn't Work	Some Minds Just Can't Be Changed	2	0	7	1	3	0	0	13	0.10%
Fear	Covid-19 Side Effects	34	0	0	0	0	0	0	34	0.25%
Fear	General	241	14	6	1	7	0	7	276	2.05%
Fear	Not Enough People Are Getting Vaccinated	65	7	9	2	7	0	15	105	0.78%
Fear	Sickness/Death	217	24	2	1	5	0	10	259	1.92%
Gratitude	All	1	2	1	1	2	1	177	185	1.37%

Gratitude	APOYO	0	0	1	0	0	0	0	1	0.01%
Gratitude	Catholic Charities	0	0	0	1	0	0	0	1	0.01%
Gratitude	La Casa Hogar	0	0	1	0	0	0	0	1	0.01%
Gratitude	Nuestra Casa	0	0	2	1	0	0	0	3	0.02%
Gratitude	OIC	0	0	2	1	0	0	8	11	0.08%
Gratitude	UNAF	0	0	9	3	1	0	165	178	1.32%
Gratitude	YVCF	0	0	0	0	0	0	34	34	0.25%
Impact on Employment	Employers Requiring Vaccination	3	0	0	0	0	0	0	3	0.02%
Impact on Employment	Employment Impact	63	6	4	0	2	0	3	78	0.58%
Increase Trust	Communication	0	8	32	4	117	0	8	169	1.26%
Increase Trust	Increased Privacy	0	1	0	0	75	0	0	76	0.56%
Increase Trust	Integrity	1	5	34	0	278	4	14	336	2.50%
Increase Trust	Provide Security	0	3	23	3	68	0	29	126	0.94%
Insensitive Response	N/A	25	25	18	9	10	0	14	101	0.75%
Misinformation/Personal Beliefs	Broad	86	11	23	5	72	0	9	206	1.53%
Misinformation/Personal Beliefs	Mistrust of Government Systems	99	10	8	5	88	0	7	217	1.61%
Misinformation/Personal Beliefs	Not Real	206	3	3	0	7	0	2	221	1.64%
Misinformation/Personal Beliefs	Prefers Non-Conventional Medicine	13	14	1	0	9	0	3	40	0.30%
Misinformation/Personal Beliefs	Vaccine Side Effects	381	2	1	0	11	0	1	396	2.94%
Misinformation/Personal Beliefs	Zombie/Chip/Magnetic	49	0	0	0	0	0	0	49	0.36%
None	Irreparable Harm	3	2	20	21	203	0	4	253	1.88%
None	No Issues	257	211	26	4	26	2	5	531	3.94%
Public Needs More Information/Resources	N/A	239	188	241	50	407	9	83	1217	9.04%
Racial Equity/Intersectionality	Citizenship Status	7	57	8	0	12	0	8	92	0.68%
Racial Equity/Intersectionality	Cultural Representation	3	30	48	12	70	2	13	178	1.32%
Racial Equity/Intersectionality	Discrimination	12	66	30	2	48	2	32	192	1.43%
Racial Equity/Intersectionality	Gender/Sexual Representation	0	1	0	0	0	0	0	1	0.01%
Racial Equity/Intersectionality	Government History/Medical Oppression	9	5	10	0	20	0	6	50	0.37%
Racial Equity/Intersectionality	Language	18	392	122	25	107	2	15	681	5.06%
Suggestions on How to Reach	Ads	0	1	40	7	10	1	1	60	0.45%
Suggestions on How to Reach	Any/All	0	0	24	11	16	0	7	58	0.43%
Suggestions on How to Reach	Billboards	0	2	1	1	2	0	0	6	0.04%
Suggestions on How to Reach	Combo	0	14	36	4	9	0	1	64	0.48%
Suggestions on How to Reach	Community Partners	0	3	123	121	76	3	8	334	2.48%
Suggestions on How to Reach	Email	0	1	6	30	1	0	0	38	0.28%
Suggestions on How to Reach	Employers	1	0	24	7	5	0	4	41	0.30%
Suggestions on How to Reach	Events	1	4	341	39	90	0	43	518	3.85%
Suggestions on How to Reach	Flyers	0	12	71	69	31	1	7	191	1.42%

Suggestions on How to Reach	General Community Outreach	2	36	287	31	100	4	14	474	3.52%
Suggestions on How to Reach	Incentives	0	3	38	2	8	0	3	54	0.40%
Suggestions on How to Reach	Internet/Websites	0	1	34	113	6	5	0	159	1.18%
Suggestions on How to Reach	Listen to Us	0	2	45	9	77	0	15	148	1.10%
Suggestions on How to Reach	Music Platforms	0	0	4	5	0	0	0	9	0.07%
Suggestions on How to Reach	News	0	1	35	197	13	0	0	246	1.83%
Suggestions on How to Reach	Post	0	0	47	43	9	0	1	100	0.74%
Suggestions on How to Reach	Radio	1	11	110	243	38	0	0	403	2.99%
Suggestions on How to Reach	Social Media	1	14	261	912	79	0	3	1270	9.43%
Suggestions on How to Reach	Spanish Radio	0	0	20	25	1	0	0	46	0.34%
Suggestions on How to Reach	Spanish TV	0	0	13	33	0	0	0	46	0.34%
Suggestions on How to Reach	Text Messages	0	0	23	128	9	0	0	160	1.19%
Suggestions on How to Reach	TV	0	6	58	211	22	0	0	297	2.21%
Suggestions on How to Reach	Us in Action	0	0	12	1	20	0	17	50	0.37%
Suggestions on How to Reach	Verbal	0	4	116	191	41	0	1	353	2.62%
Suggestions on How to Reach	Videos	0	0	5	21	2	0	0	28	0.21%
Suggestions on How to Reach	Youth Involvement	1	0	3	0	3	0	5	12	0.09%
<b>Total</b>	-	<b>2202</b>	<b>2354</b>	<b>2805</b>	<b>2621</b>	<b>2571</b>	<b>41</b>	<b>870</b>	<b>13464</b>	<b>100.00%</b>

**Q1: WHAT ARE SOME CONCERNS THAT THE HISPANIC/LATINO/A/X COMMUNITY HAVE ABOUT COVID-19 AND THE VACCINE?**

Category of Difficulty	# of Q1 Responses	% of 2074	% of Q1 Responses
Access to Health Care	95	4.58%	4.31%
Deficient Health Care Systems	58	2.80%	2.63%
Doesn't Work	10	0.48%	0.45%
Fear	557	26.86%	25.30%
Gratitude	1	0.05%	0.05%
Impact on Employment	66	3.18%	3.00%
Increase Trust	1	0.05%	0.05%
Insensitive Response	25	1.21%	1.14%
Misinformation/Personal Beliefs	834	40.21%	37.87%
None	260	12.54%	11.81%
Public Needs More Information/Resources	239	11.52%	10.85%
Racial Equity/Intersectionality	49	2.36%	2.23%
Suggestions on How to Reach	7	0.34%	0.32%
<b>Total</b>	<b>2202</b>	<b>106.17%</b>	<b>100.00%</b>

Category	Subcategory	# of Q1 Responses	% of Q1 Responses
Access to Health Care	Cost	54	2.45%
Access to Health Care	Health Care Desert	0	0.00%



Access to Health Care	Health Insurance	20	0.91%
Access to Health Care	Issues with Availability and/or Transportation	21	0.95%
Deficient Health Care Systems	Inadequate Providers	3	0.14%
Deficient Health Care Systems	Paperwork	0	0.00%
Deficient Health Care Systems	System Failure	54	2.45%
Deficient Health Care Systems	Unable to Read or Write	1	0.05%
Doesn't Work	Billboards	0	0.00%
Doesn't Work	Conflicting Schedules	0	0.00%
Doesn't Work	Door to Door	0	0.00%
Doesn't Work	Email	0	0.00%
Doesn't Work	Formality	0	0.00%
Doesn't Work	Ineffective Communication	8	0.36%
Doesn't Work	Language Accessibility	0	0.00%
Doesn't Work	Mail/Paperwork	0	0.00%
Doesn't Work	News	0	0.00%
Doesn't Work	Phone/Radio/TV	0	0.00%
Doesn't Work	Social Media	0	0.00%
Doesn't Work	Some Minds Just Can't Be Changed	2	0.09%
Fear	Covid-19 Side Effects	34	1.54%
Fear	General	241	10.94%
Fear	Not Enough People Are Getting Vaccinated	65	2.95%
Fear	Sickness/Death	217	9.85%
Gratitude	All	1	0.05%
Gratitude	APOYO	0	0.00%
Gratitude	Catholic Charities	0	0.00%
Gratitude	La Casa Hogar	0	0.00%
Gratitude	Nuestra Casa	0	0.00%
Gratitude	OIC	0	0.00%
Gratitude	UNAF	0	0.00%
Gratitude	YVCF	0	0.00%
Impact on Employment	Employers Requiring Vaccination	3	0.14%
Impact on Employment	Employment Impact	63	2.86%
Increase Trust	Communication	0	0.00%
Increase Trust	Increased Privacy	0	0.00%
Increase Trust	Integrity	1	0.05%
Increase Trust	Provide Security	0	0.00%
Increased Trust	Information	0	0.00%
Insensitive Response	N/A	25	1.14%
Misinformation/Personal Beliefs	Broad	86	3.91%
Misinformation/Personal Beliefs	Mistrust of Government Systems	99	4.50%
Misinformation/Personal Beliefs	Not Real	206	9.36%
Misinformation/Personal Beliefs	Prefers Non-Conventional Medicine	13	0.59%
Misinformation/Personal Beliefs	Vaccine Side Effects	381	17.30%
Misinformation/Personal Beliefs	Zombie/Chip/Magnetic	49	2.23%

None	Irreparable Harm	3	0.14%
None	No Issues	257	11.67%
Public Needs More Information/Resources	N/A	239	10.85%
Racial Equity/Intersectionality	Citizenship Status	7	0.32%
Racial Equity/Intersectionality	Cultural Representation	3	0.14%
Racial Equity/Intersectionality	Discrimination	12	0.54%
Racial Equity/Intersectionality	Gender/Sexual Representation	0	0.00%
Racial Equity/Intersectionality	Government History/Medical Oppression	9	0.41%
Racial Equity/Intersectionality	Language	18	0.82%
Suggestions on How to Reach	Ads	0	0.00%
Suggestions on How to Reach	Any/All	0	0.00%
Suggestions on How to Reach	Billboards	0	0.00%
Suggestions on How to Reach	Combo	0	0.00%
Suggestions on How to Reach	Community Partners	0	0.00%
Suggestions on How to Reach	Email	0	0.00%
Suggestions on How to Reach	Employers	1	0.05%
Suggestions on How to Reach	Events	1	0.05%
Suggestions on How to Reach	Flyers	0	0.00%
Suggestions on How to Reach	General Community Outreach	2	0.09%
Suggestions on How to Reach	Incentives	0	0.00%
Suggestions on How to Reach	Internet/Websites	0	0.00%
Suggestions on How to Reach	Listen to Us	0	0.00%
Suggestions on How to Reach	Music Platforms	0	0.00%
Suggestions on How to Reach	News	0	0.00%
Suggestions on How to Reach	Post	0	0.00%
Suggestions on How to Reach	Radio	1	0.05%
Suggestions on How to Reach	Social Media	1	0.05%
Suggestions on How to Reach	Spanish Radio	0	0.00%
Suggestions on How to Reach	Spanish TV	0	0.00%
Suggestions on How to Reach	Text Messages	0	0.00%
Suggestions on How to Reach	TV	0	0.00%
Suggestions on How to Reach	Us in Action	0	0.00%
Suggestions on How to Reach	Verbal	0	0.00%
Suggestions on How to Reach	Videos	0	0.00%
Suggestions on How to Reach	Youth Involvement	1	0.05%
<b>Total</b>	-	<b>2202</b>	<b>100.00%</b>

**Q2: WHAT ARE SOME DIFFICULTIES THAT THE HISPANIC/LATINO/A/X COMMUNITY ENCOUNTERS WHEN TRYING TO GET MEDICAL CARE AND UNDERSTANDING THE HEALTH CARE SYSTEM?**

Category of Difficulty	# of Q2 Responses	% of 2074	% of Q2 Responses
Access to Health Care	813	39.20%	34.54%
Deficient Health Care Systems	259	12.49%	11.00%
Doesn't Work	80	3.86%	3.40%

Fear	45	2.17%	1.91%
Gratitude	2	0.10%	0.08%
Impact on Employment	6	0.29%	0.25%
Increase Trust	17	0.82%	0.72%
Insensitive Response	25	1.21%	1.06%
Misinformation/Personal Beliefs	40	1.93%	1.70%
None	213	10.27%	9.05%
Public Needs More Information/Resources	188	9.06%	7.99%
Racial Equity/Intersectionality	551	26.57%	23.41%
Suggestions on How to Reach	115	5.54%	4.89%
<b>Total</b>	<b>2354</b>	<b>113.50%</b>	<b>100.00%</b>

<u>Category</u>	<u>Subcategory</u>	<u># of Q2 Responses</u>	<u>% of Q1 Responses</u>
Access to Health Care	Cost	281	11.94%
Access to Health Care	Health Care Desert	23	0.98%
Access to Health Care	Health Insurance	323	13.72%
Access to Health Care	Issues with Availability and/or Transportation	186	7.90%
Deficient Health Care Systems	Inadequate Providers	145	6.16%
Deficient Health Care Systems	Paperwork	21	0.89%
Deficient Health Care Systems	System Failure	83	3.53%
Deficient Health Care Systems	Unable to Read or Write	10	0.42%
Doesn't Work	Billboards	0	0.00%
Doesn't Work	Conflicting Schedules	1	0.04%
Doesn't Work	Door to Door	0	0.00%
Doesn't Work	Email	0	0.00%
Doesn't Work	Formality	0	0.00%
Doesn't Work	Ineffective Communication	2	0.08%
Doesn't Work	Language Accessibility	77	3.27%
Doesn't Work	Mail/Paperwork	0	0.00%
Doesn't Work	News	0	0.00%
Doesn't Work	Phone/Radio/TV	0	0.00%
Doesn't Work	Social Media	0	0.00%
Doesn't Work	Some Minds Just Can't Be Changed	0	0.00%
Fear	Covid-19 Side Effects	0	0.00%
Fear	General	14	0.59%
Fear	Not Enough People Are Getting Vaccinated	7	0.30%
Fear	Sickness/Death	24	1.02%
Gratitude	All	2	0.08%
Gratitude	APOYO	0	0.00%
Gratitude	Catholic Charities	0	0.00%
Gratitude	La Casa Hogar	0	0.00%
Gratitude	Nuestra Casa	0	0.00%
Gratitude	OIC	0	0.00%

Gratitude	UNAF	0	0.00%
Gratitude	YVCF	0	0.00%
Impact on Employment	Employers Requiring Vaccination	0	0.00%
Impact on Employment	Employment Impact	6	0.25%
Increase Trust	Communication	8	0.34%
Increase Trust	Increased Privacy	1	0.04%
Increase Trust	Information	0	0.00%
Increase Trust	Integrity	5	0.21%
Increase Trust	Provide Security	3	0.13%
Insensitive Response	N/A	25	1.06%
Misinformation/Personal Beliefs	Broad	11	0.47%
Misinformation/Personal Beliefs	Mistrust of Government Systems	10	0.42%
Misinformation/Personal Beliefs	Not Real	3	0.13%
Misinformation/Personal Beliefs	Prefers Non-Conventional Medicine	14	0.59%
Misinformation/Personal Beliefs	Vaccine Side Effects	2	0.08%
Misinformation/Personal Beliefs	Zombie/Chip/Magnetic	0	0.00%
None	Irreparable Harm	2	0.08%
None	No Issues	211	8.96%
Public Needs More Information/Resources	N/A	188	7.99%
Racial Equity/Intersectionality	Citizenship Status	57	2.42%
Racial Equity/Intersectionality	Cultural Representation	30	1.27%
Racial Equity/Intersectionality	Discrimination	66	2.80%
Racial Equity/Intersectionality	Gender/Sexual Representation	1	0.04%
Racial Equity/Intersectionality	Government History/Medical Oppression	5	0.21%
Racial Equity/Intersectionality	Language	392	16.65%
Suggestions on How to Reach	Ads	1	0.04%
Suggestions on How to Reach	Any/All	0	0.00%
Suggestions on How to Reach	Billboards	2	0.08%
Suggestions on How to Reach	Combo	14	0.59%
Suggestions on How to Reach	Community Partners	3	0.13%
Suggestions on How to Reach	Email	1	0.04%
Suggestions on How to Reach	Employers	0	0.00%
Suggestions on How to Reach	Events	4	0.17%
Suggestions on How to Reach	Flyers	12	0.51%
Suggestions on How to Reach	General Community Outreach	36	1.53%
Suggestions on How to Reach	Incentives	3	0.13%
Suggestions on How to Reach	Internet/Websites	1	0.04%
Suggestions on How to Reach	Listen to Us	2	0.08%
Suggestions on How to Reach	Music Platforms	0	0.00%
Suggestions on How to Reach	News	1	0.04%
Suggestions on How to Reach	Post	0	0.00%
Suggestions on How to Reach	Radio	11	0.47%
Suggestions on How to Reach	Social Media	14	0.59%
Suggestions on How to Reach	Spanish Radio	0	0.00%

Suggestions on How to Reach	Spanish TV	0	0.00%
Suggestions on How to Reach	Text Messages	0	0.00%
Suggestions on How to Reach	TV	6	0.25%
Suggestions on How to Reach	Us in Action	0	0.00%
Suggestions on How to Reach	Verbal	4	0.17%
Suggestions on How to Reach	Videos	0	0.00%
Suggestions on How to Reach	Youth Involvement	0	0.00%
<b>Total</b>	-	<b>2354</b>	<b>100.00%</b>

**Q3: WHAT IS THE BEST WAY TO REACH AND ENGAGE WITH THE ENTIRE HISPANIC/LATINO/A/X COMMUNITY? WHAT DOES NOT WORK FOR YOU?**

Category of Difficulty	# of Q3 Responses	% of 2074	% of Q3 Responses
Access to Health Care	123	5.93%	4.39%
Deficient Health Care Systems	38	1.83%	1.35%
Doesn't Work	182	8.78%	6.49%
Fear	17	0.82%	0.61%
Gratitude	16	0.77%	0.57%
Impact on Employment	4	0.19%	0.14%
Increase Trust	89	4.29%	3.17%
Insensitive Response	18	0.87%	0.64%
Misinformation/Personal Beliefs	36	1.74%	1.28%
None	46	2.22%	1.64%
Public Needs More Information/Resources	241	11.62%	8.59%
Racial Equity/Intersectionality	218	10.51%	7.77%
Suggestions on How to Reach	1777	85.68%	63.35%
<b>Total</b>	<b>2805</b>	<b>135.25%</b>	<b>100.00%</b>

Category	Subcategory	# of Q3 Responses	% of Q3 Responses
Access to Health Care	Cost	45	1.60%
Access to Health Care	Health Care Desert	8	0.29%
Access to Health Care	Health Insurance	38	1.35%
Access to Health Care	Issues with Availability and/or Transportation	32	1.14%
Deficient Health Care Systems	Inadequate Providers	13	0.46%
Deficient Health Care Systems	Paperwork	1	0.04%
Deficient Health Care Systems	System Failure	18	0.64%
Deficient Health Care Systems	Unable to Read or Write	6	0.21%
Doesn't Work	Billboards	1	0.04%
Doesn't Work	Conflicting Schedules	26	0.93%
Doesn't Work	Door to Door	2	0.07%
Doesn't Work	Email	12	0.43%
Doesn't Work	Formality	9	0.32%
Doesn't Work	Ineffective Communication	46	1.64%

Doesn't Work	Language Accessibility	33	1.18%
Doesn't Work	Mail/Paperwork	13	0.46%
Doesn't Work	News	7	0.25%
Doesn't Work	Phone/Radio/TV	17	0.61%
Doesn't Work	Social Media	9	0.32%
Doesn't Work	Some Minds Just Can't Be Changed	7	0.25%
Fear	Covid-19 Side Effects	0	0.00%
Fear	General	6	0.21%
Fear	Not Enough People Are Getting Vaccinated	9	0.32%
Fear	Sickness/Death	2	0.07%
Gratitude	All	1	0.04%
Gratitude	APOYO	1	0.04%
Gratitude	Catholic Charities	0	0.00%
Gratitude	La Casa Hogar	1	0.04%
Gratitude	Nuestra Casa	2	0.07%
Gratitude	OIC	2	0.07%
Gratitude	UNAF	9	0.32%
Gratitude	YVCF	0	0.00%
Impact on Employment	Employers Requiring Vaccination	0	0.00%
Impact on Employment	Employment Impact	4	0.14%
Increase Trust	Communication	32	1.14%
Increase Trust	Increased Privacy	0	0.00%
Increase Trust	Integrity	34	1.21%
Increase Trust	Provide Security	23	0.82%
Increased Trust	Information	0	0.00%
Insensitive Response	N/A	18	0.64%
Misinformation/Personal Beliefs	Broad	23	0.82%
Misinformation/Personal Beliefs	Mistrust of Government Systems	8	0.29%
Misinformation/Personal Beliefs	Not Real	3	0.11%
Misinformation/Personal Beliefs	Prefers Non-Conventional Medicine	1	0.04%
Misinformation/Personal Beliefs	Vaccine Side Effects	1	0.04%
Misinformation/Personal Beliefs	Zombie/Chip/Magnetic	0	0.00%
None	Irreparable Harm	20	0.71%
None	No Issues	26	0.93%
Public Needs More Information/Resources	N/A	241	8.59%
Racial Equity/Intersectionality	Citizenship Status	8	0.29%
Racial Equity/Intersectionality	Cultural Representation	48	1.71%
Racial Equity/Intersectionality	Discrimination	30	1.07%
Racial Equity/Intersectionality	Gender/Sexual Representation	0	0.00%
Racial Equity/Intersectionality	Government History/Medical Oppression	10	0.36%
Racial Equity/Intersectionality	Language	122	4.35%
Suggestions on How to Reach	Ads	40	1.43%
Suggestions on How to Reach	Any/All	24	0.86%
Suggestions on How to Reach	Billboards	1	0.04%

Suggestions on How to Reach	Combo	36	1.28%
Suggestions on How to Reach	Community Partners	123	4.39%
Suggestions on How to Reach	Email	6	0.21%
Suggestions on How to Reach	Employers	24	0.86%
Suggestions on How to Reach	Events	341	12.16%
Suggestions on How to Reach	Flyers	71	2.53%
Suggestions on How to Reach	General Community Outreach	287	10.23%
Suggestions on How to Reach	Incentives	38	1.35%
Suggestions on How to Reach	Internet/Websites	34	1.21%
Suggestions on How to Reach	Listen to Us	45	1.60%
Suggestions on How to Reach	Music Platforms	4	0.14%
Suggestions on How to Reach	News	35	1.25%
Suggestions on How to Reach	Post	47	1.68%
Suggestions on How to Reach	Radio	110	3.92%
Suggestions on How to Reach	Social Media	261	9.30%
Suggestions on How to Reach	Spanish Radio	20	0.71%
Suggestions on How to Reach	Spanish TV	13	0.46%
Suggestions on How to Reach	Text Messages	23	0.82%
Suggestions on How to Reach	TV	58	2.07%
Suggestions on How to Reach	Us in Action	12	0.43%
Suggestions on How to Reach	Verbal	116	4.14%
Suggestions on How to Reach	Videos	5	0.18%
Suggestions on How to Reach	Youth Involvement	3	0.11%
<b>Total</b>	-	<b>2805</b>	<b>100%</b>

**Q4: WHAT FORMS OF MEDIA ARE POPULAR WITH YOUR FAMILY AND FRIENDS IN THE HISPANIC/LATINO/A/X COMMUNITY FOR GETTING HEALTH INFORMATION, GENERAL NEWS, AND UPDATES?**

<b>Category</b>	<b># of Q4 Responses</b>	<b>% of 2074</b>	<b>% of Q4 Responses</b>
Access to Health Care	6	0.29%	0.23%
Deficient Health Care Systems	4	0.19%	0.15%
Doesn't Work	6	0.29%	0.23%
Fear	4	0.19%	0.15%
Gratitude	7	0.34%	0.27%
Impact on Employment	0	0.00%	0.00%
Increase Trust	7	0.34%	0.27%
Insensitive Response	9	0.43%	0.34%
Misinformation/Personal Beliefs	10	0.48%	0.38%
None	25	1.21%	0.95%
Public Needs More Information/Resources	50	2.41%	1.91%
Racial Equity/Intersectionality	39	1.88%	1.49%
Suggestions on How to Reach	2454	118.32%	93.63%
<b>Total</b>	<b>2621</b>	<b>126.37%</b>	<b>100.00%</b>

Category	Subcategory	# of Q4 Responses	% of Q4 Responses
Access to Health Care	Cost	1	0.04%
Access to Health Care	Health Care Desert	0	0.00%
Access to Health Care	Health Insurance	4	0.15%
Access to Health Care	Issues with Availability and/or Transportation	1	0.04%
Deficient Health Care Systems	Inadequate Providers	4	0.15%
Deficient Health Care Systems	Paperwork	0	0.00%
Deficient Health Care Systems	System Failure	0	0.00%
Deficient Health Care Systems	Unable to Read or Write	0	0.00%
Doesn't Work	Billboards	0	0.00%
Doesn't Work	Conflicting Schedules	0	0.00%
Doesn't Work	Door to Door	0	0.00%
Doesn't Work	Email	0	0.00%
Doesn't Work	Formality	0	0.00%
Doesn't Work	Ineffective Communication	5	0.19%
Doesn't Work	Language Accessibility	0	0.00%
Doesn't Work	Mail/Paperwork	0	0.00%
Doesn't Work	News	0	0.00%
Doesn't Work	Phone/Radio/TV	0	0.00%
Doesn't Work	Social Media	0	0.00%
Doesn't Work	Some Minds Just Can't Be Changed	1	0.04%
Fear	Covid-19 Side Effects	0	0.00%
Fear	General	1	0.04%
Fear	Not Enough People Are Getting Vaccinated	2	0.08%
Fear	Sickness/Death	1	0.04%
Gratitude	All	1	0.04%
Gratitude	APOYO	0	0.00%
Gratitude	Catholic Charities	1	0.04%
Gratitude	La Casa Hogar	0	0.00%
Gratitude	Nuestra Casa	1	0.04%
Gratitude	OIC	1	0.04%
Gratitude	UNAF	3	0.11%
Gratitude	YVCF	0	0.00%
Impact on Employment	Employers Requiring Vaccination	0	0.00%
Impact on Employment	Employment Impact	0	0.00%
Increase Trust	Communication	4	0.15%
Increase Trust	Increased Privacy	0	0.00%
Increase Trust	Integrity	0	0.00%
Increase Trust	Provide Security	3	0.11%
Increased Trust	Information	0	0.00%
Insensitive Response	N/A	9	0.34%
Misinformation/Personal Beliefs	Broad	5	0.19%
Misinformation/Personal Beliefs	Mistrust of Government Systems	5	0.19%



Misinformation/Personal Beliefs	Not Real	0	0.00%
Misinformation/Personal Beliefs	Prefers Non-Conventional Medicine	0	0.00%
Misinformation/Personal Beliefs	Vaccine Side Effects	0	0.00%
Misinformation/Personal Beliefs	Zombie/Chip/Magnetic	0	0.00%
None	Irreparable Harm	21	0.80%
None	No Issues	4	0.15%
Public Needs More Information/Resources	N/A	50	1.91%
Racial Equity/Intersectionality	Citizenship Status	0	0.00%
Racial Equity/Intersectionality	Cultural Representation	12	0.46%
Racial Equity/Intersectionality	Discrimination	2	0.08%
Racial Equity/Intersectionality	Gender/Sexual Representation	0	0.00%
Racial Equity/Intersectionality	Government History/Medical Oppression	0	0.00%
Racial Equity/Intersectionality	Language	25	0.95%
Suggestions on How to Reach	Ads	7	0.27%
Suggestions on How to Reach	Any/All	11	0.42%
Suggestions on How to Reach	Billboards	1	0.04%
Suggestions on How to Reach	Combo	4	0.15%
Suggestions on How to Reach	Community Partners	121	4.62%
Suggestions on How to Reach	Email	30	1.14%
Suggestions on How to Reach	Employers	7	0.27%
Suggestions on How to Reach	Events	39	1.49%
Suggestions on How to Reach	Flyers	69	2.63%
Suggestions on How to Reach	General Community Outreach	31	1.18%
Suggestions on How to Reach	Incentives	2	0.08%
Suggestions on How to Reach	Internet/Websites	113	4.31%
Suggestions on How to Reach	Listen to Us	9	0.34%
Suggestions on How to Reach	Music Platforms	5	0.19%
Suggestions on How to Reach	News	197	7.52%
Suggestions on How to Reach	Post	43	1.64%
Suggestions on How to Reach	Radio	243	9.27%
Suggestions on How to Reach	Social Media	912	34.80%
Suggestions on How to Reach	Spanish Radio	25	0.95%
Suggestions on How to Reach	Spanish TV	33	1.26%
Suggestions on How to Reach	Text Messages	128	4.88%
Suggestions on How to Reach	TV	211	8.05%
Suggestions on How to Reach	Us in Action	1	0.04%
Suggestions on How to Reach	Verbal	191	7.29%
Suggestions on How to Reach	Videos	21	0.80%
Suggestions on How to Reach	Youth Involvement	0	0.00%
<b>Total</b>	-	<b>2621</b>	<b>100.00%</b>

**Q5: WHAT CAN BE DONE TO INCREASE TRUST IN THE INFORMATION SHARED BY HEALTH CARE SYSTEMS AND THE GOVERNMENT?**

Category	# of Q5 Responses	% of 2074	% of Q5 Responses
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Access to Health Care	51	2.46%	1.98%
Deficient Health Care Systems	80	3.86%	3.11%
Doesn't Work	120	5.79%	4.67%
Fear	19	0.92%	0.74%
Gratitude	3	0.14%	0.12%
Impact on Employment	2	0.10%	0.08%
Increase Trust	538	25.94%	20.93%
Insensitive Response	10	0.48%	0.39%
Misinformation/Personal Beliefs	187	9.02%	7.27%
None	229	11.04%	8.91%
Public Needs More Information/Resources	407	19.62%	15.83%
Racial Equity/Intersectionality	257	12.39%	10.00%
Suggestions on How to Reach	668	32.21%	25.98%
<b>Total</b>	<b>2571</b>	<b>123.96%</b>	<b>100.00%</b>

<u>Category</u>	<u>Subcategory</u>	<u># of Q5 Responses</u>	<u>% of Q5 Responses</u>
Access to Health Care	Cost	20	0.78%
Access to Health Care	Health Care Desert	5	0.19%
Access to Health Care	Health Insurance	18	0.70%
Access to Health Care	Issues with Availability and/or Transportation	8	0.31%
Deficient Health Care Systems	Inadequate Providers	51	1.98%
Deficient Health Care Systems	Paperwork	6	0.23%
Deficient Health Care Systems	System Failure	21	0.82%
Deficient Health Care Systems	Unable to Read or Write	2	0.08%
Doesn't Work	Billboards	0	0.00%
Doesn't Work	Conflicting Schedules	2	0.08%
Doesn't Work	Door to Door	0	0.00%
Doesn't Work	Email	0	0.00%
Doesn't Work	Formality	13	0.51%
Doesn't Work	Ineffective Communication	79	3.07%
Doesn't Work	Language Accessibility	22	0.86%
Doesn't Work	Mail/Paperwork	0	0.00%
Doesn't Work	News	0	0.00%
Doesn't Work	Phone/Radio/TV	0	0.00%
Doesn't Work	Social Media	1	0.04%
Doesn't Work	Some Minds Just Can't Be Changed	3	0.12%
Fear	Covid-19 Side Effects	0	0.00%
Fear	General	7	0.27%
Fear	Not Enough People Are Getting Vaccinated	7	0.27%
Fear	Sickness/Death	5	0.19%
Gratitude	All	2	0.08%
Gratitude	APOYO	0	0.00%
Gratitude	Catholic Charities	0	0.00%

Gratitude	La Casa Hogar	0	0.00%
Gratitude	Nuestra Casa	0	0.00%
Gratitude	OIC	0	0.00%
Gratitude	UNAF	1	0.04%
Gratitude	YVCF	0	0.00%
Impact on Employment	Employers Requiring Vaccination	0	0.00%
Impact on Employment	Employment Impact	2	0.08%
Increase Trust	Communication	117	4.55%
Increase Trust	Increased Privacy	75	2.92%
Increase Trust	Integrity	278	10.81%
Increase Trust	Provide Security	68	2.64%
Increased Trust	Information	0	0.00%
Insensitive Response	N/A	10	0.39%
Misinformation/Personal Beliefs	Broad	72	2.80%
Misinformation/Personal Beliefs	Mistrust of Government Systems	88	3.42%
Misinformation/Personal Beliefs	Not Real	7	0.27%
Misinformation/Personal Beliefs	Prefers Non-Conventional Medicine	9	0.35%
Misinformation/Personal Beliefs	Vaccine Side Effects	11	0.43%
Misinformation/Personal Beliefs	Zombie/Chip/Magnetic	0	0.00%
None	Irreparable Harm	203	7.90%
None	No Issues	26	1.01%
Public Needs More Information/Resources	N/A	407	15.83%
Racial Equity/Intersectionality	Citizenship Status	12	0.47%
Racial Equity/Intersectionality	Cultural Representation	70	2.72%
Racial Equity/Intersectionality	Discrimination	48	1.87%
Racial Equity/Intersectionality	Gender/Sexual Representation	0	0.00%
Racial Equity/Intersectionality	Government History/Medical Oppression	20	0.78%
Racial Equity/Intersectionality	Language	107	4.16%
Suggestions on How to Reach	Ads	10	0.39%
Suggestions on How to Reach	Any/All	16	0.62%
Suggestions on How to Reach	Billboards	2	0.08%
Suggestions on How to Reach	Combo	9	0.35%
Suggestions on How to Reach	Community Partners	76	2.96%
Suggestions on How to Reach	Email	1	0.04%
Suggestions on How to Reach	Employers	5	0.19%
Suggestions on How to Reach	Events	90	3.50%
Suggestions on How to Reach	Flyers	31	1.21%
Suggestions on How to Reach	General Community Outreach	100	3.89%
Suggestions on How to Reach	Incentives	8	0.31%
Suggestions on How to Reach	Internet/Websites	6	0.23%
Suggestions on How to Reach	Listen to Us	77	2.99%
Suggestions on How to Reach	Music Platforms	0	0.00%
Suggestions on How to Reach	News	13	0.51%
Suggestions on How to Reach	Post	9	0.35%

Suggestions on How to Reach	Radio	38	1.48%
Suggestions on How to Reach	Social Media	79	3.07%
Suggestions on How to Reach	Spanish Radio	1	0.04%
Suggestions on How to Reach	Spanish TV	0	0.00%
Suggestions on How to Reach	Text Messages	9	0.35%
Suggestions on How to Reach	TV	22	0.86%
Suggestions on How to Reach	Us in Action	20	0.78%
Suggestions on How to Reach	Verbal	41	1.59%
Suggestions on How to Reach	Videos	2	0.08%
Suggestions on How to Reach	Youth Involvement	3	0.12%
<b>Total</b>	-	<b>2571</b>	<b>100.00%</b>

**Q6: WHAT ZIP CODE DO YOU CURRENTLY RESIDE IN?**

<u>County/Location</u>	<u># of Q6 Responses</u>
Outside WA State	12
International	37
Surrounding Counties	49
Skip	36
Text for Categorizing	141
Kittitas County, Washington	106
Adams County, Washington	322
Grant County, Washington	663
Yakima County, Washington	708
<b>Total</b>	<b>2074</b>

<u>Category</u>	<u># of Q6 Responses</u>
Access to Health Care	2
Deficient Health Care Systems	3
Doesn't Work	0
Fear	0
Gratitude	1
Impact on Employment	0
Increase Trust	4
Insensitive Response	0
Misinformation/Personal Beliefs	0
None	2
Public Needs More Information/Resources	9
Racial Equity/Intersectionality	6
Suggestions on How to Reach	14
<b>Total</b>	<b>141</b>

<u>Category</u>	<u>Subcategory</u>	<u># of Q6 Responses</u>
Access to Health Care	Cost	0
Access to Health Care	Health Care Desert	0
Access to Health Care	Health Insurance	0
Access to Health Care	Issues with Availability and/or Transportation	2
Deficient Health Care Systems	Inadequate Providers	3
Deficient Health Care Systems	Paperwork	0
Deficient Health Care Systems	System Failure	0
Deficient Health Care Systems	Unable to Read or Write	0
Doesn't Work	Billboards	0
Doesn't Work	Conflicting Schedules	0
Doesn't Work	Door to Door	0
Doesn't Work	Email	0
Doesn't Work	Formality	0
Doesn't Work	Ineffective Communication	0

Doesn't Work	Language Accessibility	0
Doesn't Work	Mail/Paperwork	0
Doesn't Work	News	0
Doesn't Work	Phone/Radio/TV	0
Doesn't Work	Social Media	0
Doesn't Work	Some Minds Just Can't Be Changed	0
Fear	Covid-19 Side Effects	0
Fear	General	0
Fear	Not Enough People Are Getting Vaccinated	0
Fear	Sickness/Death	0
Gratitude	All	1
Gratitude	APOYO	0
Gratitude	Catholic Charities	0
Gratitude	La Casa Hogar	0
Gratitude	Nuestra Casa	0
Gratitude	OIC	0
Gratitude	UNAF	0
Gratitude	YVCF	0
Impact on Employment	Employers Requiring Vaccination	0
Impact on Employment	Employment Impact	0
Increase Trust	Communication	0
Increase Trust	Increased Privacy	0
Increase Trust	Integrity	4
Increase Trust	Provide Security	0
Increased Trust	Information	0
Insensitive Response	N/A	0
Misinformation/Personal Beliefs	Broad	0
Misinformation/Personal Beliefs	Mistrust of Government Systems	0
Misinformation/Personal Beliefs	Not Real	0
Misinformation/Personal Beliefs	Prefers Non-Conventional Medicine	0
Misinformation/Personal Beliefs	Vaccine Side Effects	0
Misinformation/Personal Beliefs	Zombie/Chip/Magnetic	0
None	Irreparable Harm	0
None	No Issues	2
Public Needs More Information/Resources	N/A	9
Racial Equity/Intersectionality	Citizenship Status	0
Racial Equity/Intersectionality	Cultural Representation	2
Racial Equity/Intersectionality	Discrimination	2
Racial Equity/Intersectionality	Gender/Sexual Representation	0
Racial Equity/Intersectionality	Government History/Medical Oppression	0
Racial Equity/Intersectionality	Language	2
Suggestions on How to Reach	Ads	1
Suggestions on How to Reach	Any/All	0
Suggestions on How to Reach	Billboards	0

Suggestions on How to Reach	Combo	0
Suggestions on How to Reach	Community Partners	3
Suggestions on How to Reach	Email	0
Suggestions on How to Reach	Employers	0
Suggestions on How to Reach	Events	0
Suggestions on How to Reach	Flyers	1
Suggestions on How to Reach	General Community Outreach	4
Suggestions on How to Reach	Incentives	0
Suggestions on How to Reach	Internet/Websites	5
Suggestions on How to Reach	Listen to Us	0
Suggestions on How to Reach	Music Platforms	0
Suggestions on How to Reach	News	0
Suggestions on How to Reach	Post	0
Suggestions on How to Reach	Radio	0
Suggestions on How to Reach	Social Media	0
Suggestions on How to Reach	Spanish Radio	0
Suggestions on How to Reach	Spanish TV	0
Suggestions on How to Reach	Text Messages	0
Suggestions on How to Reach	TV	0
Suggestions on How to Reach	Us in Action	0
Suggestions on How to Reach	Verbal	0
Suggestions on How to Reach	Videos	0
Suggestions on How to Reach	Youth Involvement	0
<b>Total</b>	-	<b>37</b>

**Q7: ANYTHING ELSE YOU'D LIKE TO SHARE?**

Category	# of Q7 Responses	% of 2074	% of Q7 Categories
Access to Health Care	34	1.64%	3.91%
Deficient Health Care Systems	22	1.06%	2.53%
Doesn't Work	12	0.58%	1.38%
Fear	32	1.54%	3.68%
Gratitude	384	18.51%	44.14%
Impact on Employment	3	0.14%	0.34%
Increase Trust	51	2.46%	5.86%
Insensitive Response	14	0.68%	1.61%
Misinformation/Personal Beliefs	22	1.06%	2.53%
None	9	0.43%	1.03%
Public Needs More Information/Resources	83	4.00%	9.54%
Racial Equity/Intersectionality	74	3.57%	8.51%
Suggestions on How to Reach	130	6.27%	14.94%
<b>Total</b>	<b>870</b>	<b>41.95%</b>	<b>100.00%</b>

Category	Subcategory	# of Q7 Responses	% of Q7 Responses
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Access to Health Care	Cost	15	0.72%
Access to Health Care	Health Care Desert	3	0.14%
Access to Health Care	Health Insurance	9	0.43%
Access to Health Care	Issues with Availability and/or Transportation	7	0.34%
Deficient Health Care Systems	Inadequate Providers	9	0.43%
Deficient Health Care Systems	Paperwork	0	0.00%
Deficient Health Care Systems	System Failure	12	0.58%
Deficient Health Care Systems	Unable to Read or Write	1	0.05%
Doesn't Work	Billboards	0	0.00%
Doesn't Work	Conflicting Schedules	0	0.00%
Doesn't Work	Door to Door	0	0.00%
Doesn't Work	Email	0	0.00%
Doesn't Work	Formality	1	0.05%
Doesn't Work	Ineffective Communication	3	0.14%
Doesn't Work	Language Accessibility	7	0.34%
Doesn't Work	Mail/Paperwork	1	0.05%
Doesn't Work	News	0	0.00%
Doesn't Work	Phone/Radio/TV	0	0.00%
Doesn't Work	Social Media	0	0.00%
Doesn't Work	Some Minds Just Can't Be Changed	0	0.00%
Fear	Covid-19 Side Effects	0	0.00%
Fear	General	7	0.34%
Fear	Not Enough People Are Getting Vaccinated	15	0.72%
Fear	Sickness/Death	10	0.48%
Gratitude	All	177	8.53%
Gratitude	APOYO	0	0.00%
Gratitude	Catholic Charities	0	0.00%
Gratitude	La Casa Hogar	0	0.00%
Gratitude	Nuestra Casa	0	0.00%
Gratitude	OIC	8	0.39%
Gratitude	UNAF	165	7.96%
Gratitude	YVCF	34	1.64%
Impact on Employment	Employers Requiring Vaccination	0	0.00%
Impact on Employment	Employment Impact	3	0.14%
Increase Trust	Communication	8	0.39%
Increase Trust	Increased Privacy	0	0.00%
Increase Trust	Integrity	14	0.68%
Increase Trust	Provide Security	29	1.40%
Increased Trust	Information	0	0.00%
Insensitive Response	N/A	14	0.68%
Misinformation/Personal Beliefs	Broad	9	0.43%
Misinformation/Personal Beliefs	Mistrust of Government Systems	7	0.34%
Misinformation/Personal Beliefs	Not Real	2	0.10%
Misinformation/Personal Beliefs	Prefers Non-Conventional Medicine	3	0.14%

Misinformation/Personal Beliefs	Vaccine Side Effects	1	0.05%
Misinformation/Personal Beliefs	Zombie/Chip/Magnetic	0	0.00%
None	Irreparable Harm	4	0.19%
None	No Issues	5	0.24%
Public Needs More Information/Resources	N/A	83	4.00%
Racial Equity/Intersectionality	Citizenship Status	8	0.39%
Racial Equity/Intersectionality	Cultural Representation	13	0.63%
Racial Equity/Intersectionality	Discrimination	32	1.54%
Racial Equity/Intersectionality	Gender/Sexual Representation	0	0.00%
Racial Equity/Intersectionality	Government History/Medical Oppression	6	0.29%
Racial Equity/Intersectionality	Language	15	0.72%
Suggestions on How to Reach	Ads	1	0.05%
Suggestions on How to Reach	Any/All	7	0.34%
Suggestions on How to Reach	Billboards	0	0.00%
Suggestions on How to Reach	Combo	1	0.05%
Suggestions on How to Reach	Community Partners	8	0.39%
Suggestions on How to Reach	Email	0	0.00%
Suggestions on How to Reach	Employers	4	0.19%
Suggestions on How to Reach	Events	43	2.07%
Suggestions on How to Reach	Flyers	7	0.34%
Suggestions on How to Reach	General Community Outreach	14	0.68%
Suggestions on How to Reach	Incentives	3	0.14%
Suggestions on How to Reach	Internet/Websites	0	0.00%
Suggestions on How to Reach	Listen to Us	15	0.72%
Suggestions on How to Reach	Music Platforms	0	0.00%
Suggestions on How to Reach	News	0	0.00%
Suggestions on How to Reach	Post	1	0.05%
Suggestions on How to Reach	Radio	0	0.00%
Suggestions on How to Reach	Social Media	3	0.14%
Suggestions on How to Reach	Spanish Radio	0	0.00%
Suggestions on How to Reach	Spanish TV	0	0.00%
Suggestions on How to Reach	Text Messages	0	0.00%
Suggestions on How to Reach	TV	0	0.00%
Suggestions on How to Reach	Us in Action	17	0.82%
Suggestions on How to Reach	Verbal	1	0.05%
Suggestions on How to Reach	Videos	0	0.00%
Suggestions on How to Reach	Youth Involvement	5	0.24%
<b>Total</b>	-	<b>870</b>	<b>100.00%</b>

**Q8: ARE YOU A MEMBER OF THE HISPANIC/LATINO/A/X COMMUNITY?**

Response	# of Q8 Responses	% of Q8 Responses
Yes	1575	81.99%
No	346	18.01%
<b>Total</b>	<b>1921</b>	<b>100.00%</b>



**Q9: IF YES, ARE YOU ALSO PART OF ANY OF THE COMMUNITIES BELOW: LGBTQIA+, SPANISH SPEAKING, UNHOUSED.**

<u>Intersectionality Category</u>	<u># of Q9 Responses</u>	<u>% of Q9 Responses</u>
LGBTQIA+	78	2.07%
More than 1 response	43	2.07%
Skip or N/A	1008	48.60%
Spanish Speaking	996	46.09%
Unhoused	38	1.16%
<b>Total</b>	<b>2074</b>	<b>100.00%</b>

**LANGUAGE ANALYSIS**

<u>Survey Question</u>	<u># of Responses in English</u>	<u># of Responses in Spanish</u>	<u># of Unknown Language Responses</u>	<u># of Prepopulated Responses</u>	<u># of Skipped Responses</u>	<u>Total Responses</u>
<b>Q1</b>	1081	908	28	0	57	2074
<b>Q2</b>	1094	901	19	0	60	2074
<b>Q3</b>	1100	844	35	0	95	2074
<b>Q4</b>	750	773	476	0	75	2074
<b>Q5</b>	1050	862	15	0	143	2074
<b>Q6</b>	59	26	6	1908	75	2074
<b>Q7</b>	539	524	732	2	277	2074
<b>Q8</b>	0	0	0	2074	0	2074
<b>Q9</b>	0	0	0	2074	0	2074
<b>Total</b>	5673	4838	1311	6062	782	18666

<u>Language Category</u>	<u># of Survey Responses</u>	<u>% of Total</u>
English	5673	30.39%
Prepopulated Response	6062	32.48%
Skipped	782	4.19%
Spanish	4838	25.92%
Unknown	1311	7.02%
<b>Total</b>	<b>18666</b>	<b>100.00%</b>

<u>References to Language as a Barrier to Equitable Healthcare</u>	<u>% of 2074 Survey Respondents</u>
<b>681 Survey Responses</b>	<b>32.84%</b>

**MISINFORMATION ANALYSIS**

<u>Media Type</u>	<u>Misinformation Responses</u>	<u>Non-Misinformation Responses</u>	<u>Survey Average</u>
Ads	1.27%	1.08%	1.16%
Any/All	0.47%	1.58%	1.12%
Billboards	0.05%	0.16%	0.12%
Combo	0.90%	1.48%	1.24%
Community Partners	6.13%	6.70%	6.47%
Email	0.85%	0.66%	0.74%
Employers	0.66%	0.89%	0.79%
Events	8.91%	10.81%	10.03%
Flyers	3.11%	4.11%	3.70%
General Community Outreach	7.59%	10.28%	9.18%
Incentives	1.27%	0.89%	1.05%

Internet/Websites	2.64%	3.38%	3.08%
Listen to Us	1.70%	3.68%	2.87%
Music Platforms	0.28%	0.10%	0.17%
News	5.85%	4.01%	4.76%
Post	2.73%	1.38%	1.94%
Radio	9.10%	6.90%	7.80%
Social Media	27.11%	22.83%	24.59%
Spanish Radio	1.51%	0.46%	0.89%
Spanish TV	1.27%	0.62%	0.89%
Text Messages	2.92%	3.22%	3.10%
TV	6.51%	5.22%	5.75%
Us in Action	0.24%	1.48%	0.97%
Verbal	6.13%	7.33%	6.83%
Videos	0.75%	0.39%	0.54%
Youth Involvement	0.05%	0.36%	0.23%
<b>Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>

### SOCIAL MEDIA ANALYSIS

<u>Specific Social Media Category</u>	<u># of Q3 References</u>	<u># of Q4 References</u>	<u>Total References</u>
Facebook	142	1184	1326
General Reference to Social Media	190	332	522
Instagram	14	167	181
Snapchat	0	36	36
Tiktok	2	37	39
Twitter	0	9	9
<b>Totals</b>	<b>348</b>	<b>1765</b>	<b>2113</b>

Note: this analysis is approximate. Many survey responses contained more than one reference to social media, but could only be counted once as social media. As a result, the totals in the table above will not add up to the total responses categorized as social media.