

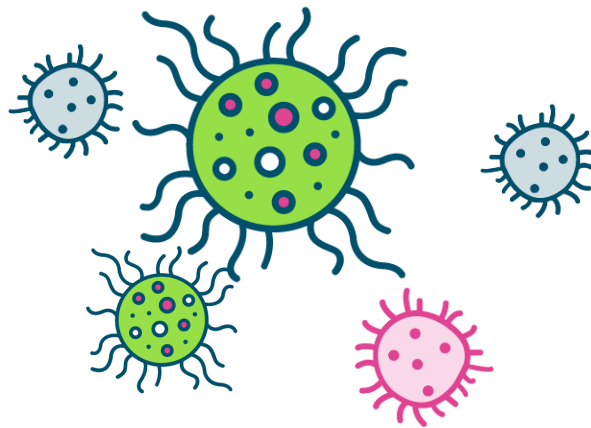
healthwatch

County Durham

Young People's Attitudes to the COVID-19 Vaccine Programme

Research into the views of young people in County Durham

August 2021





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Healthwatch County Durham

Healthwatch County Durham is the county's consumer champion for health and social care, representing the voices of current and future users to decision makers.



We listen to patients of health services and users of social care services, along with their family members or carers, to find out what they think of the services they receive.

We listen



We advise people how to get the best health and social care for themselves and their family. We provide help and information about all aspects of health and social care provided in County Durham.

We advise



We make sure that consumers views are heard by those who provide health and social care. Wherever possible we try to work in partnership with providers to influence how they make improvements.

We speak up

Executive summary

In response to COVID-19, the NHS has launched one of the largest public vaccination programmes ever. To help local services and national policymakers understand how they can improve the vaccination programme, Healthwatch County Durham circulated and promoted a survey, developed by Healthwatch England in June 2021.

The survey questions aimed to help gauge young people's attitudes to, and experience of, the vaccination programme.

Survey results

The NHS is doing everything it can to deliver COVID-19 vaccines, but there might be things that could be improved. We wanted to know:

- ☼ What young people aged 16 - 30yrs in County Durham think about the vaccine programme
- ☼ Whether they would be willing to have the vaccine if they had not already, and if they have already had the vaccine
- ☼ What they thought about information on the vaccination programme

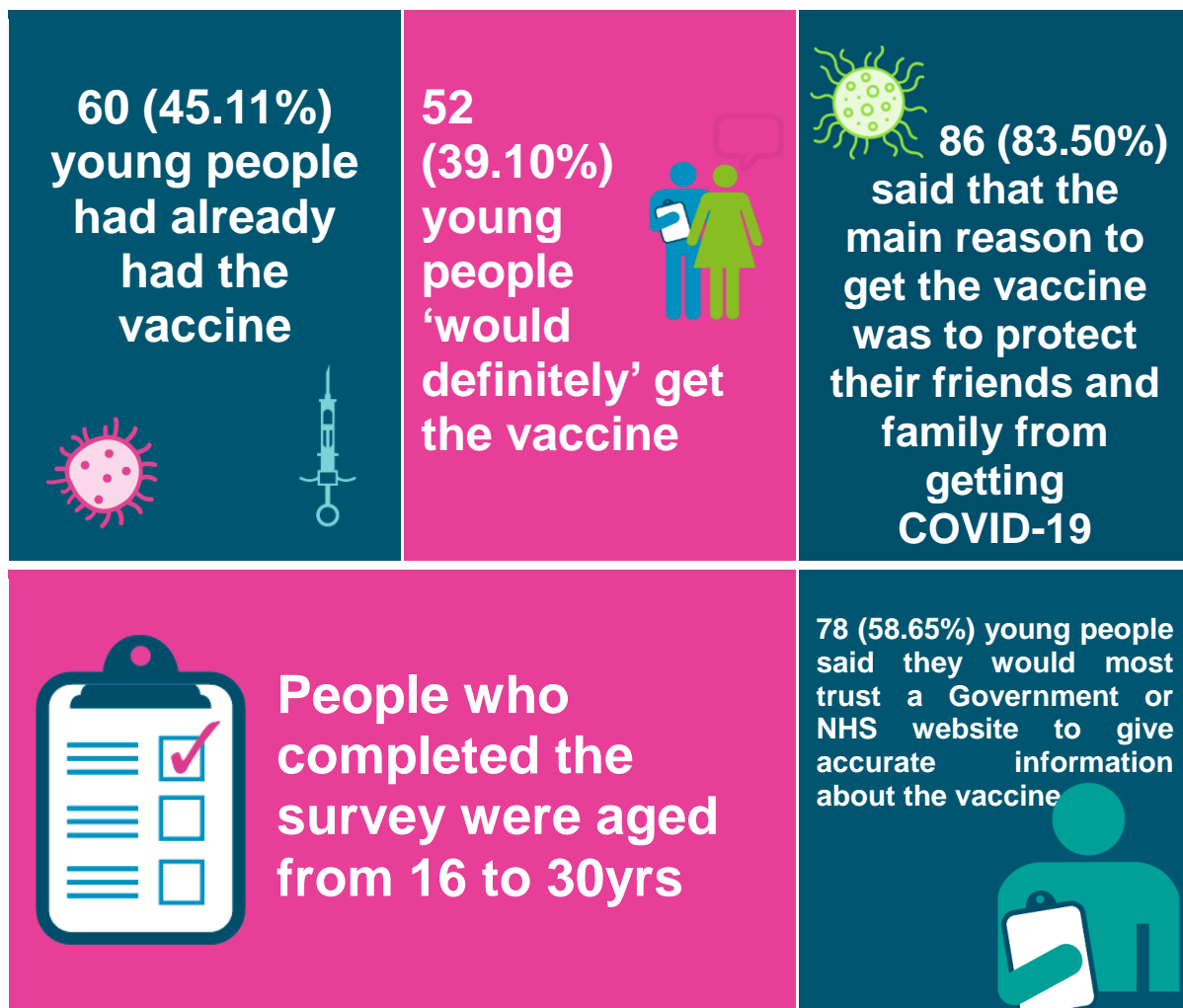
We are using the results to help local services better target communities and improve their vaccine service.

Observations

From the information provided in our survey we have made the following observations:

- ☼ A high percentage of young people who completed the survey are very positive about vaccines in general and in particular about receiving the COVID-19 vaccine.
- ☼ This positive view could be because of the positive adverts/messages promoted by the NHS nationally and locally or could be because people wish to protect friends and family, as 83.5% of those completing the survey said this was their main reason.
- ☼ Although 66.04% of young people said nothing would stop them from getting the vaccine, the distance to the location where the vaccine appointment takes place might stop 17.92% of young people and also the times available to have the vaccine (12.26%).
- ☼ Of those young people who said they would not want to be vaccinated, the top 3 reasons were they would want others to have it first (26.23%), were worried about the vaccine's safety (24.59%) or they were concerned about the ingredients in it (22.95%).

- ☼ The majority of young people (58.65) said they would trust the Government or NHS website to give accurate information about the vaccine. The next trusted was Chief Scientific Officer/Chief Medical Officer/Senior NHS staff (40.60%) followed by an NHS website, GP practice, pharmacy, clinic or hospital (39.85%)
- ☼ Because all the survey responses we received were from white British or other white ethnicity we are unable to reach any conclusions about the attitudes or views of Black Asian and Minority Ethnic (BAME) communities to the vaccination programme



Background to our work



The Government's COVID-19 vaccines delivery plan aims to vaccinate tens of millions of people. We promoted this survey to support feedback of rapid insight to Government and local services about how the vaccine programme is working, with a focus on young people aged 16 - 30yrs. The survey helped us to gather information about young people's attitudes to COVID-19

vaccines and communications.

We focused the questions on attitudes to and communications about COVID-19 vaccinations for young people for two reasons:

- Younger people have been shown in polling to have slightly lower rates of willingness to get vaccinated. For example, a recent ONS report showed that around 1 in 6 (17%) adults aged 16 to 29 years old reported vaccine hesitancy.
- Surveying attitudes and communications allows us to see who may be sceptical of the vaccine and how communications can be delivered with their concerns in mind.

What we did

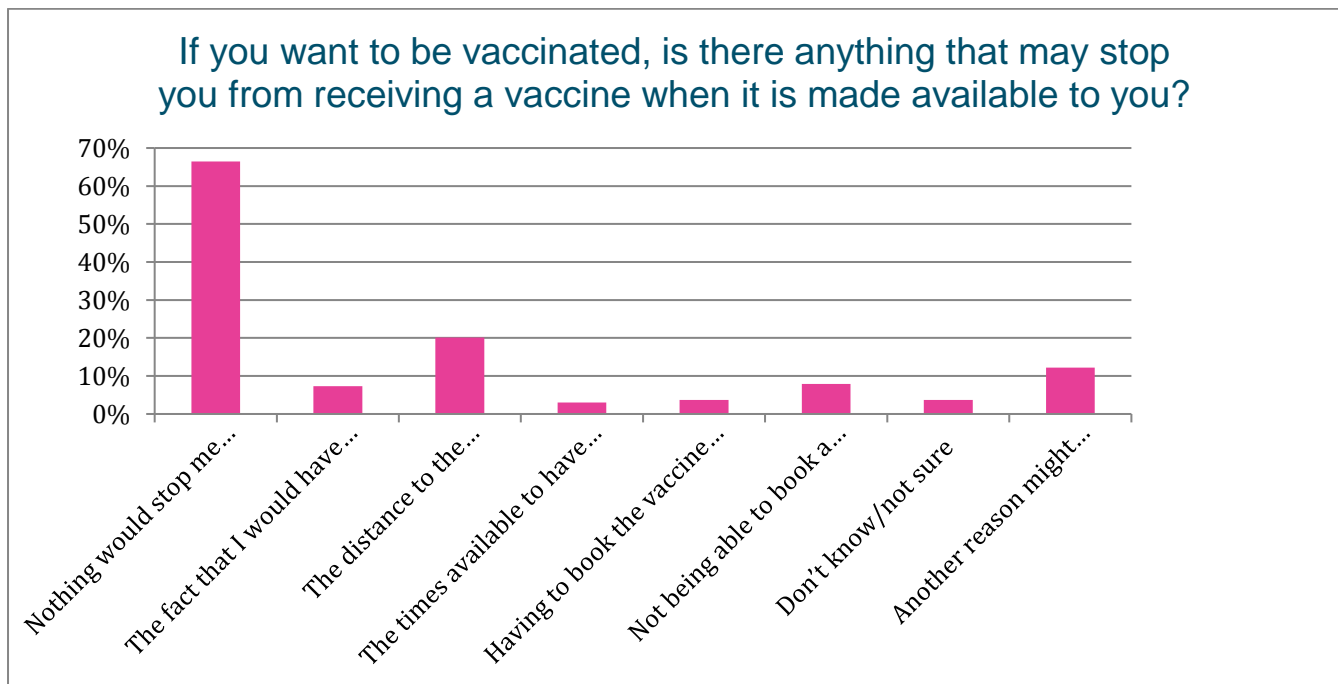


To collect young people's views on the COVID-19 vaccine we used social media and published our survey on line via our e bulletin. Due to the current COVID restrictions there was no face to face engagement but we did share the survey with our network of organisations working across County Durham. The survey was developed by Healthwatch England for each local Healthwatch to use the questions to gather information locally about young people's attitudes to COVID-19 vaccines and communications.

What we found:

- 93 (69.92%) young people were very positive in general about vaccinations with 30 (22.56%) people being fairly positive
- 60 (45.11%) young people had already received their COVID-19 vaccine
- 32 (59.10) young people confirmed that they definitely would have the vaccine when offered it
- 10 (7.52%) young people told us they would probably not/definitely not have the vaccine
- 5 (3.76%) young people weren't sure if they would have it

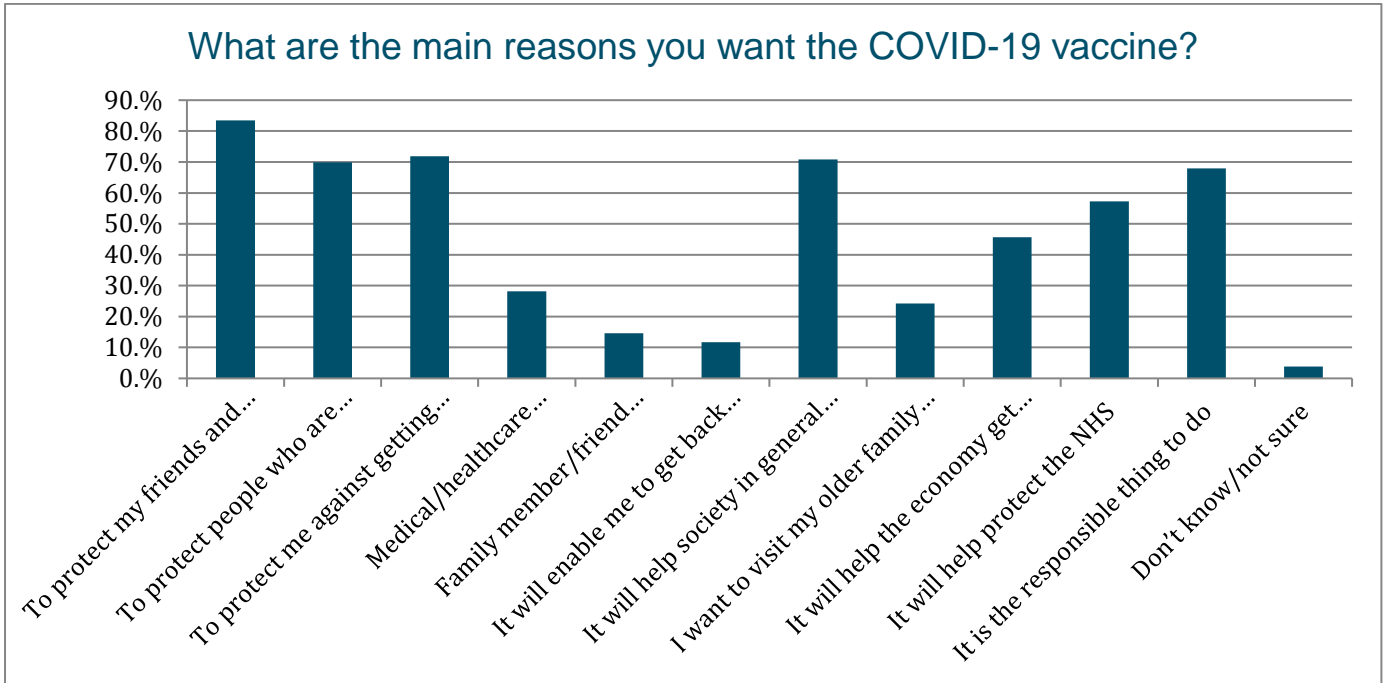
Although 70 (66.04%) young people told us nothing would prevent them from getting the COVID-19 vaccination, 19 (17.92%) said the distance to the location where the vaccine appointment would take place might stop them from getting it.



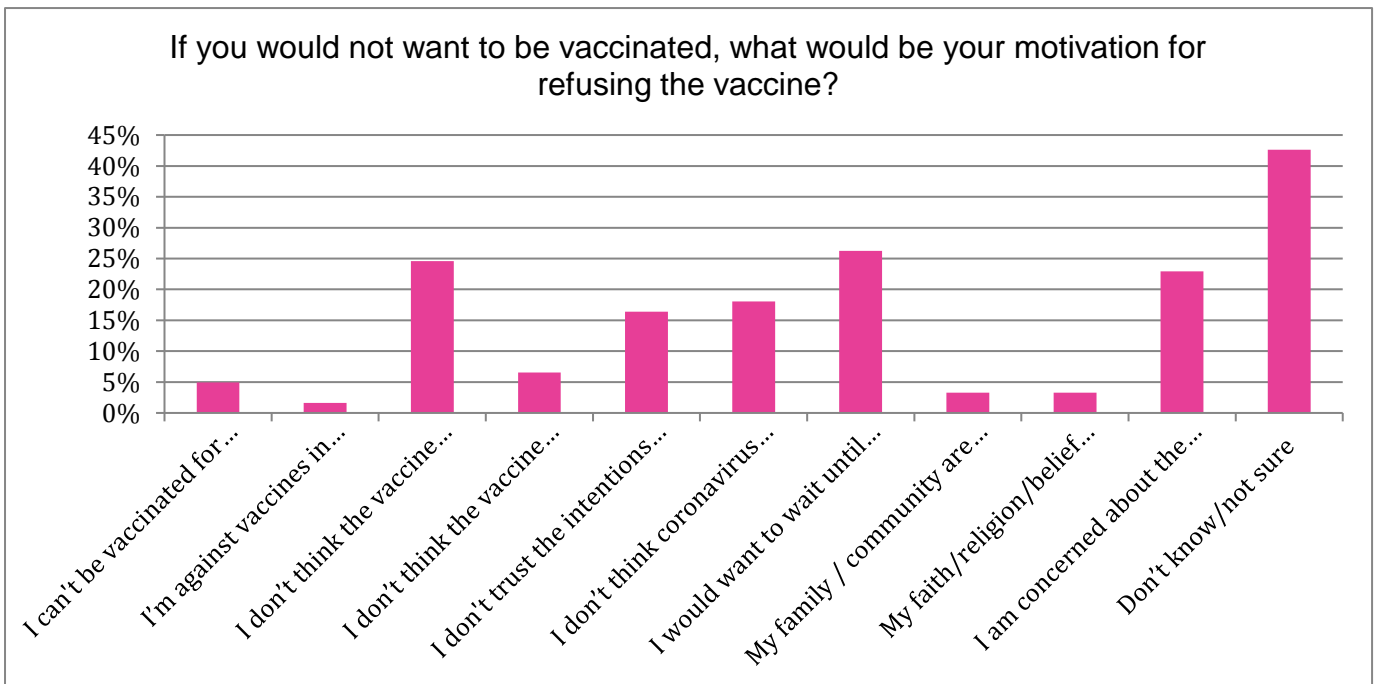
Where people indicated “Other reason” this is a summary of their views:

- ☼ I faint and have no friends to go with me as I moved up here during lockdown
- ☼ There has been speculation that the vaccine could affect menstruation and fertility
- ☼ Research behind the vaccine
- ☼ It hasn't been tested enough
- ☼ Side effects
- ☼ Trying for a baby

The graph below shows the main reasons why people wanted the COVID-19 vaccine.



The graph below shows the main reasons why young people would not want to be vaccinated.

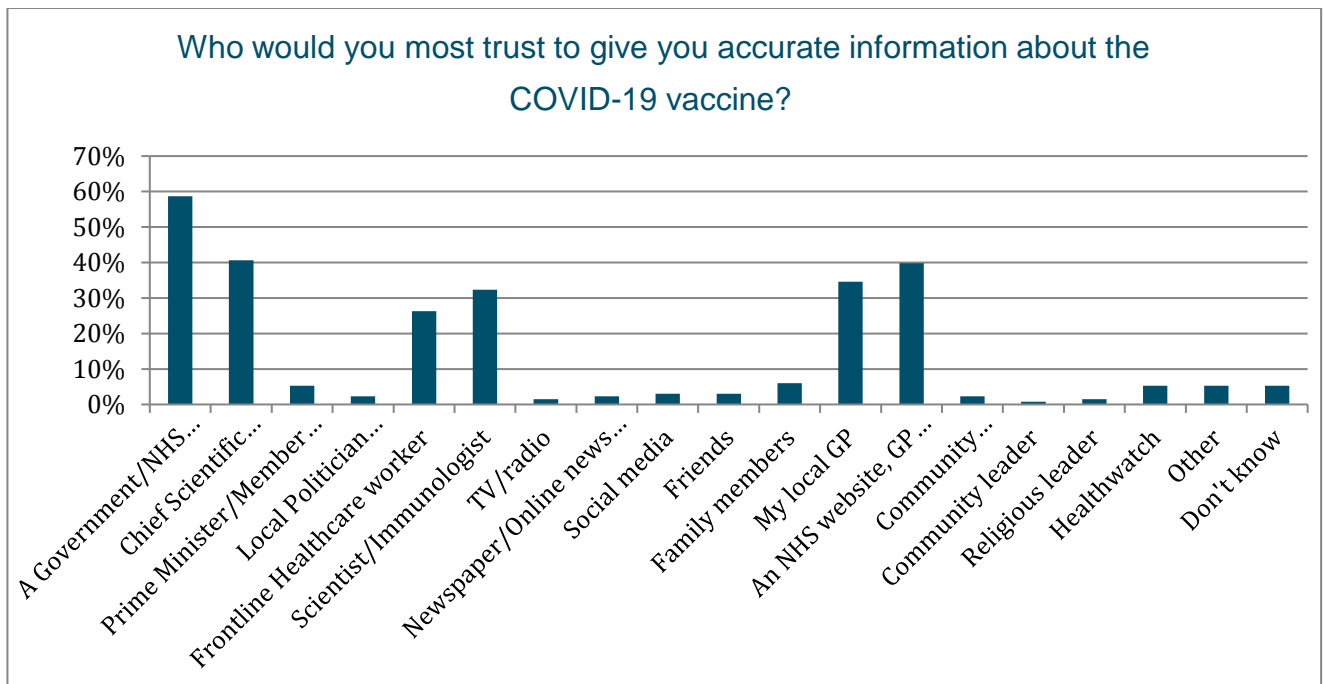


133 young people answered the question around where they have mainly seen or heard information about the COVID-19 vaccine, with the most common themes being:

- ☼ An NHS or government website (67.67%)
- ☼ Social media (66.17%)
- ☼ TV/Radio (45.86%)
- ☼ Friends/relatives (43.61%)
- ☼ Newspaper/online news websites (35.34%)
- ☼ Government press conference (33.83%)

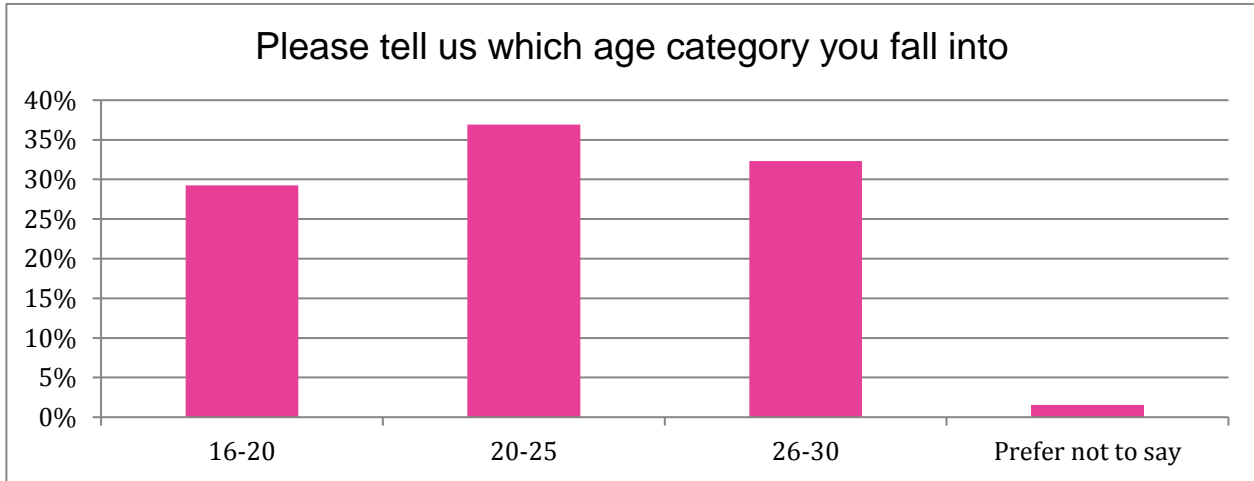
We asked all respondents what they thought about the information that they have heard or seen towards the vaccine, 85 (63.91%) young people thought it was positive; a further 37 (27.82%) young people said the information was a mixture of positive and negative.

When we asked who they would most trust to give them accurate information about the COVID-19 vaccine 78 (58.65%) young people said a Government or NHS website. Only 4 (3.01%) said they would trust social media.



Of the young people who answered our survey 91 (71%) identified as female, 36 (27.69%) as male, 2 (1.54%) as non-binary with 1 person preferring not to say. 126 (98.44%) young people were “white British”, 2 (1.56%) were “any other white” while 1 person preferred not to say.

We also asked them to provide their age and the graph below shows the breakdown:



77 (60.16%) young people said they had no religion while 39 (30.47%) said they were Christians.

We asked people to provide us with the first half of their postcode to enable us to identify which localities were represented. The main postcode areas are DH1, DL5, DH6 and DH3.

Conclusions

We wanted to know:

- ☼ What young people aged 16 - 30yrs in County Durham think about the vaccine programme
- ☼ Whether they would be willing to have the vaccine if they had not already and if they have already had the vaccine
- ☼ What they thought about information on the vaccination programme

In conclusion we found the majority of young people were very positive about vaccines in general and almost 85% of respondents had either had the COVID-19 vaccine or definitely would have it. The majority of young people also got their information about the vaccine from a Government or NHS website and/or social media and that information was positive towards a COVID-19 vaccine. They said that they would most trust a Government or NHS website to provide accurate information. Only 4 people said they would trust social media.

I mix with lots of people on public transport and at sixth form. I am the greatest risk of giving a member of my family Covid

Thank You

We would like to thank everyone who took the time to complete the survey and shared their views. We would also like to thank all the organisations that shared our survey and helped us gather views from the public.

Appendices

Copy of questionnaire

Please spare a few moments to tell us what you think about the COVID-19 vaccine. The NHS is doing everything it can to deliver COVID-19 vaccines across County Durham, but there might be things that can be improved. We want to know:

What you think about the vaccine programme

Whether you would be willing to have the vaccine if you have not already had it

What you think about information on the vaccination programme

Your feedback is confidential but can help services spot issues affecting care for you and your loved ones.

Screening question

Are you under the age of 30?

• Yes • No

What you think about getting the vaccine

Q1. Thinking of vaccinations in general, such as those given for flu, polio or tetanus is your view of vaccinations... (tick one box)

Very positive

Fairly positive •

Neither positive or negative

Fairly negative •

Very negative

Not sure

Q2. If you were offered a vaccine against COVID-19 (Coronavirus), and at no charge through the NHS, how likely would you be to get vaccinated? (tick one box)

I have already received the vaccine

Definitely would

Probably would

Probably not

Definitely not

Not sure

IF 'HAVE ALREADY', SKIP TO Q6

If 'Definitely would', 'Probably would', or 'Not sure' question logic to question 3 and 4.

If 'Probably not', 'Definitely not, or 'Not sure', question logic to question 5

Q3. If you want to be vaccinated, is there anything that may stop you from receiving a vaccine when it is made available to you? Please tick as many as apply

Nothing would stop me from getting a COVID-19 vaccination

The fact that I would have to get public transport or a taxi to the location of the vaccine appointment might stop me getting it

The distance to the location where the vaccine appointment takes place might stop me from getting it

The times available to have the vaccine appointment might stop me from getting it

Having to book the vaccine appointment online might stop me getting it

Not being able to book a vaccine appointment at my GP surgery might stop me getting it

Don't know/not sure

Another reason might prevent me from having the vaccine - please specify (free text box)

Q4. What are the main reasons you want the COVID-19 vaccine? Please tick as many as apply

To protect my friends and family from getting COVID-19

To protect people who are vulnerable/at higher risk of getting COVID-19

To protect me against getting COVID-19

Medical/healthcare professional e.g. GP, nurse, pharmacist, recommends it

Family member/friend recommends it

It will enable me to get back to work

It will help society in general to get back to normal again

I want to visit my older family members at home or in a care home and I need the vaccine to make sure it is safe for them

It will help the economy get going again

It will help protect the NHS

It is the responsible thing to do

Don't know/not sure

Other - please specify (free text box)

Skip to Q7

Q5. If you would not want to be vaccinated, what would be your motivation for refusing the vaccine? Please tick as many as apply (checkboxes) • I can't be vaccinated for health reasons • I'm against vaccines in general • I don't think the vaccine will be safe • I don't think the vaccine will be effective • I don't trust the intentions behind the vaccine • I don't think coronavirus poses enough of a risk to me • I would want to wait until others have had it first • My family / community are against it • My faith/religion/belief systems say it is wrong for me to have the COVID-19 vaccine • I am concerned about the ingredients used in it • Don't know/not sure • Other -please specify [free text box - reason]

Q6. Which of the following are reasons why you decided to be vaccinated against COVID-19? Please tick all that apply

To protect myself against getting COVID-19

To protect my friends and family from getting COVID-19

To protect people who are vulnerable / at higher risk of getting coronavirus

I have friends and family who have got ill or died from COVID-19 and I know how serious it is

Medical/ healthcare professional e.g. GP, nurse, pharmacist, recommends it

Family member / friend recommends it

It will enable me to get back to work

It will help society in general to get back to normal again

I want to visit my older family members at home or in a care home and I need the vaccine to make sure it is safe for them

It will help the economy get going again

It will help protect the NHS

It is the responsible thing to do

Don't know/not sure

Other - please specify [free text box - reason]

What do you think about information on the COVID-19 vaccine?

7. Where have you mainly seen or heard information about a COVID-19 vaccine recently? Please select all that apply.

An NHS or Government website (e.g. nhs.uk, GOV.UK)

My local council website

TV/Radio

Newspaper/Online news websites

Social Media

Friends/relatives

An NHS GP practice, pharmacy, clinic or hospital

Letter, leaflet or poster by the NHS or Government • Government press conference

Community organisations/websites

Healthwatch

Other

Can't recall

Q8. Overall, was the information that you have seen or heard recently ... (tick one box only) • Positive toward a COVID-19 vaccine • Negative toward a COVID-19 vaccine • Neither positive nor negative • A mixture of positive and negative information • Don't know/not sure

Q9. Who would you most trust to give you accurate information about the COVID-19 vaccine?

Q9. Overall, was the information that you have seen or heard recently ... (tick one box only)

Positive toward a COVID-19 vaccine

Negative toward a COVID-19 vaccine

Neither positive nor negative

A mixture of positive and negative information

Don't know/not sure

Q10. Who would you most trust to give you accurate information about the COVID-19 vaccine?

[Select one option only]

A Government/NHS website GOV.UK or NHS.UK)

Chief Scientific Officer/Chief Medical Officer/Senior NHS staff

Prime Minister/Member of Parliament/Government Ministers

Local politician (councillor, mayor)

Frontline healthcare worker

Scientist/Immunologist

TV/Radio

Newspaper/Online news websites

Social Media

Friends

Family members

My local GP

An NHS website, GP practice, pharmacy, clinic or hospital

Community organisations/websites

Community leader

Religious leader

Healthwatch

Other

Don't know

Tell us a bit more about you

By telling us more information about yourself, you can help us better understand how people's experiences may differ depending on their personal characteristics. However, if you do not wish to answer these questions you do not have to. Healthwatch will be using participant demographic information to inform its research. Namely, to show trends in demographic data, such as age or gender. The data will not be shared with any third-party organisation and no individual will be identified personally.

Q11. Please tell us which age category you fall into:

16 - 20 years

20 - 25 years

26 - 30 years

Q12. Please tell us which gender you identify with:

Woman

Man

Non-binary

Other

I'd prefer not to say

Q13. Please select your ethnic background:

Chinese

Indian

Pakistani

Black African

Black Caribbean

White British

Any Other White

Mixed

I'd prefer not to say

Other

Q14. Please tell us about your religion or beliefs:

Buddhist

Christian

Hindu

Jewish

Muslim

Sikh

No religion

Other

I'd prefer not to say

Q15. Are you currently pregnant or have you been pregnant in the last year?

Yes

No

I'd not to say

Q16. Do you consider yourself to be a carer, have a disability or a long-term health condition? (Please select all that apply):

Yes, I consider myself to be a carer

Yes, I consider myself to have a disability

Yes, I consider myself to have a long-term condition

None of the above

I'd prefer not to say

Qu17. Please provide the first half of your postcode