Health care providers: Older Hispanic/Latino adults' most trusted messengers for vaccine information

2020 AARP Vaccine Survey of Adults
Ages 50 and Older

Though most older Hispanic/Latino adults believe vaccines are generally safe, they do not have enough information or a messenger they trust to provide it.

Nearly nine in 10 (88%) Hispanic/Latino adults ages 50-plus say vaccines in general are safe, but only four in 10 (40%) say they get all the vaccines their doctor or health care provider recommends. While most (61%) Hispanic/Latino adults say they frequently research information about vaccines, many (64%) say they don't know whom to trust to provide accurate information on vaccines. Moreover, two-thirds (65%) say they have had or have heard of someone who has had negative vaccine experiences. Those with household incomes less than \$30,000 are more likely to say this.

A recent survey shows that for **Hispanic/Latino adults ages 50-plus**, a **trusted messenger** regarding vaccinations is vital. This understanding may provide insight on **possible strategies** to help these older adults make **informed decisions about getting vaccinated**.

Agreement with the following statements

■ Strongly disagree ■ Somewhat disagree ■ Somewhat agree ■ Strongly agree

I have had or heard of people having bad experiences with vaccines	14%	21%	47%	18%
I am unsure who to trust when it comes to information about vaccines	13%	23%	49%	15%
I frequently research information about vaccines	13%	25%	46%	15%

When prompted, most older Hispanic/Latino adults say they trust their health care provider for information on vaccinations.

When prompted with a list, the majority (64%) of older Hispanic/Latino adults say their doctor or health care provider is their most trusted source for information about adult immunizations. Those with incomes greater than \$60,000 especially tend to say this. A notably distant second is the Centers for Disease Control and Prevention (CDC). One in 10 (10%) say the CDC is their most trusted source for information about adult immunization, and one in 10 (9%) say they don't trust any source.

Most Hispanic/Latino adults ages 50-plus say they don't know whom to trust to provide accurate information on vaccines.

Most trusted source for vaccine information

Personal health care providers also top the list of highly trusted individuals to provide honest and factual information about the COVID-19 vaccine, followed by Dr. Anthony Fauci.

Three in five (61%) older Hispanic/Latino adults say they highly trust their personal health care provider when they consider whom they trust to provide honest and factual information about the COVID-19 vaccine (8, 9, or 10 out of 10 on a trust scale, where 10 = complete trust). Nearly half say they highly trust Dr. Fauci (48%), the CDC (47%), and local hospitals (45%).

Percent who highly trust for COVID-19 vaccine info 8, 9 or 10 (1 = no trust at all, 10 = complete trust)

A personal health care provider's recommendation will be important for some older Hispanic/Latino adults when deciding whether to get the COVID-19 vaccine.

A personal health care provider's recommendation is one of the top three criteria for older Hispanic/Latino adults when considering whether to get the COVID-19 vaccine, further emphasizing the importance of the health care provider as a trusted messenger. More than eight in 10 (85%) Hispanic/Latino adults ages 50-plus say a health care provider's recommendation will be either *very important* or *somewhat important* in their decision. A health care provider's recommendation is only surpassed in importance by vaccine safety (88%) and effectiveness (88%). Those with a bachelor's degree or higher are more likely to say vaccine safety will be very important in their deliberations.

Older Hispanic/Latino adults cite personal health care providers as their most trusted messenger regarding the COVID-19 vaccine.

Importance in deciding to get the COVID-19 vaccine *Top three factors*

Older Hispanic/Latino adults who say they are unlikely to get a COVID-19 vaccine cite lack of trust in the government as one of the top three reasons for their vaccine hesitancy.

Trust is also a pivotal issue for those considering whether to get a COVID-19 vaccine. At the time of the survey (September/October 2020), seven in 10 (69%) of those who said they are unlikely to get a COVID-19 vaccine cited concern about possible side effects as their top reason for their vaccine hesitancy. Additionally, two in five (41%) Hispanic/Latino adults who say they are unlikely to get the vaccine cite lack of trust in the government as their reason for vaccine hesitancy.

Lack of trust in the government is one of the top three reasons cited for COVID-19 vaccine hesitancy.

Reasons for being unlikely to get the COVID-19 vaccine *Top three reasons*

Some say they highly trust community leaders and family/friends to provide information about the COVID-19 vaccine.

Three in 10 (29%) older Hispanic/Latino adults say they highly trust their family/friends to provide honest and factual information about the COVID-19 vaccine (8, 9, or 10 on a 10-point trust scale, where 10 = complete trust). One in five (22%) say they highly trust their clergy/faith leaders and fewer than one in five (17%) say they highly trust Hispanic/Latino community leaders (8, 9, or 10 on the trust scale, where 10 = complete trust).

Highly trust for info on the COVID-19 vaccine *8, 9, or 10 (1 = no trust at all, 10 = complete trust)*

Implications

Though most older Hispanic/Latino adults have positive attitudes toward vaccinations, many do not get the recommended vaccines and are unsure whom to trust to provide accurate and honest information about them. Notably, among those who say they are unlikely to get a COVID-19 vaccine, many say they are hesitant because they do not trust the government.

Most older Hispanic/Latino adults cite their personal health care provider as their most trusted source for information about vaccines in general, and the majority say they trust their health care provider to give them honest and factual information about the COVID-19 vaccine specifically. Additionally, many older Hispanic/Latino adults say whether their doctor recommends the COVID-19 vaccine will be important in deciding whether to receive it.

To ensure older Hispanic/Latino adults make informed decisions regarding vaccines, public health officials should capitalize on this trusted source — personal health care providers — to develop strategies to ensure they receive the information they need to make informed decisions about vaccinations.

Methodology

This AARP Vaccine survey was conducted online from September 28 through October 12, 2020 with a total sample of 1,722 adults ages 50-plus. The total sample included an oversample of 467 Hispanic/Latino respondents. The survey was conducted in English or Spanish depending on respondent preference. This national survey was conducted using NORC at the University of Chicago's AmeriSpeak probability-based sample. AmeriSpeak is designed to be representative of the U.S. household population. All data are weighted by age, gender, and race/ethnicity according to the most recent Census population statistics. The margin of error for the Hispanic/Latino sample is ± 6.84 percent.

For more information, contact Cheryl Lampkin, CLampkin@aarp.org.
For media inquiries, contact media@aarp.org.