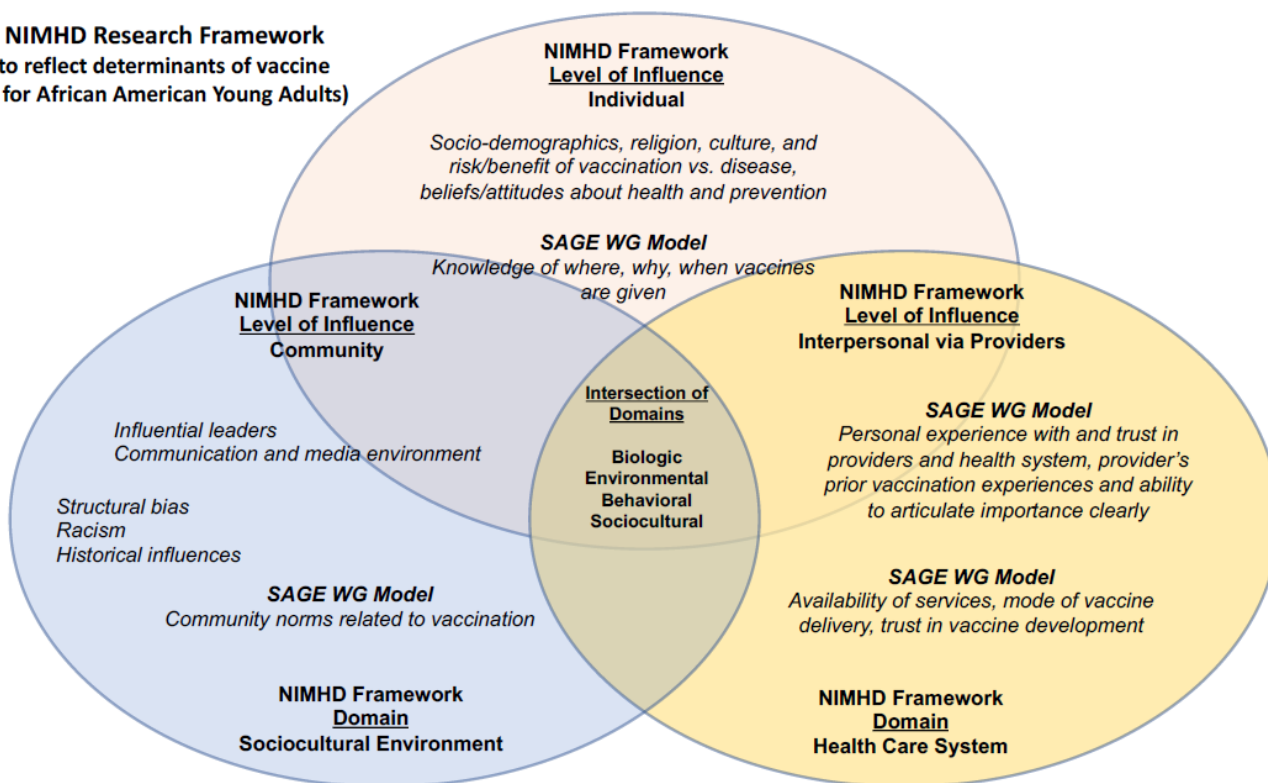


A Multidimensional Digital Approach to Address Vaccine Hesitancy and Increase COVID-19 Vaccine Uptake among African American Young Adults in the South (R01MD016834)

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Vaccine hesitancy is complex, influenced by factors at the individual, community, provider, health care system, and societal levels.¹ A cross-sectional online survey of adults in the United States (n=2,650) conducted in December 2020 found that respondents who reported experiences of racial discrimination had 21% increased odds of higher vaccine hesitancy compared to those who did not report such experience.² Thus, as espoused by the World Health Organization (WHO) Strategic Advisory Group of Experts (SAGE), individual and social group influences, contextual influences, and vaccine-specific issues must be identified and then targeted through multi-component and tailored interventions to increase vaccine uptake within relevant populations.³ We therefore utilize the NIMHD Research Framework, informed by the SAGE Working Group (Figure 1) to provide a model for depicting the determinants relevant to understanding and addressing vaccine hesitancy in African American or Black young adults and to guide our intervention development.⁴

Figure 1: NIMHD Research Framework
(adapted to reflect determinants of vaccine hesitancy for African American Young Adults)



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