



IPHCA

Help. Guide. Thrive. Program

COVID-19 Perception Survey Findings

Illinois COVID-19 Regions 2-9



Funding provided by the Illinois Department of Public Health.



Table of Contents

Forward.....	1
Executive Summary.....	2
Understanding Fact vs. Fiction	3
Willingness to Get Vaccine	4
Attitudes Toward COVID-19 Precautions and Vaccines	5
Resources Needed Across Regions to Quarantine.....	6
Guidance for Community Health	7
Methodology	8
About the Program.....	10

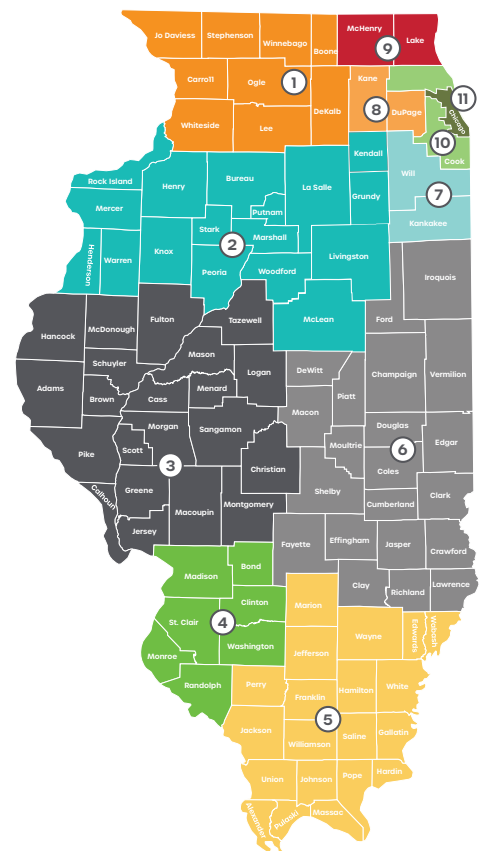


The Illinois Public Health Association (IPHA), in partnership with the Illinois Primary Health Care Association (IPHCA), is proud to be leading an effort to engage state and local government, federally qualified health centers and community-based organizations to establish a statewide coalition to fight the health, social and economic hardships brought on by the COVID-19 pandemic.

Our associations have been tasked with developing and deploying a resource-intensive program to help residents impacted by COVID-19, with an emphasis on the most vulnerable populations including racial and ethnic minorities, those who live in rural communities, and those living near or below the poverty line in regions 2-9.

The Help. Guide. Thrive. Program was developed to address the needs of Illinois' diverse communities. Through a robust coalition, we are creating and deploying easy-to-access resources for educating residents about vital health information and vaccine opportunities, as well as providing funding for hundreds of Community Health Workers to serve communities across the state. These Community Health Workers will provide outreach and education and will be available to individuals and families seeking support in getting vaccinated. Further, should residents contract COVID-19, Community Health Workers can connect them with needed resources and services such as access to food, medicine, income resources, mental health support and more.

With a data-driven approach in mind, IPHA and IPHCA sanctioned research to better understand the needs of residents around the state and which resources would provide the most impact. The following report highlights the need for these services and the importance of the work ahead to lead Illinois through this public health crisis. Our organizations are proud to be leading this vital work, connecting vulnerable populations with vital education and resources that are positioning all Illinois communities to move forward, stronger.



Tom Hughes, Executive Director, IPHA
Cyrus Winnett, Interim President and CEO, IPHCA

The Need for Clarity and Guidance

In February 2021, community organizations, federally qualified health centers and Illinois residents were interviewed and surveyed to gain a better understanding of regional attitudes and perceptions around COVID-19 as well as identify and develop messages that resonate with the public. After analyzing the results, the data shows several differences among regions and ethnic backgrounds.

The two most prominent themes that emerged from this research include a **varying approach** towards understanding and handling the pandemic in different parts of the state and a significant amount of **hesitancy among residents** in trusting the data and science. These takeaways were gathered from qualitative interviews with community-based organizations and federally qualified health centers as well as a comprehensive, quantitative survey, completed by **more than 800 Illinois residents** throughout the state.

In speaking with community-based organizations and federally qualified health centers, their feedback supported the findings from the resident survey and concluded that different communities and regions have different views in how they approach the pandemic: from mitigation efforts, to contact tracing, to vaccine hesitancy. Resident surveys suggested there is a lack of clarity in COVID-19 messaging or simply a high volume of misinformation. This report will highlight findings from the resident survey and their implications.



“COVID has become politicized and depending on the media you ingest; you may get a different message. It has impacted people’s understanding and confidence.”

- Community leader interview

Understanding Fact vs. Fiction

National media reports suggest a concerning level of misinformation on COVID-19 and indifference to medical recommendations on preventing the spread of the virus. Given these reports, it was essential to ascertain the level of misinformation among Illinois residents.

Findings indicated consistent responses when divided by both region and ethnicity with approximately 1 in 5 stating they could not tell the difference, or were unsure of their ability in telling the difference, between real information and misinformation.

(SURVEY QUESTION)

True or False?

I am confident in my ability to tell the difference between scientific facts and misinformation or false claims on the internet.

"I have NO idea what's true and what's false a lot of the time."

- Resident survey

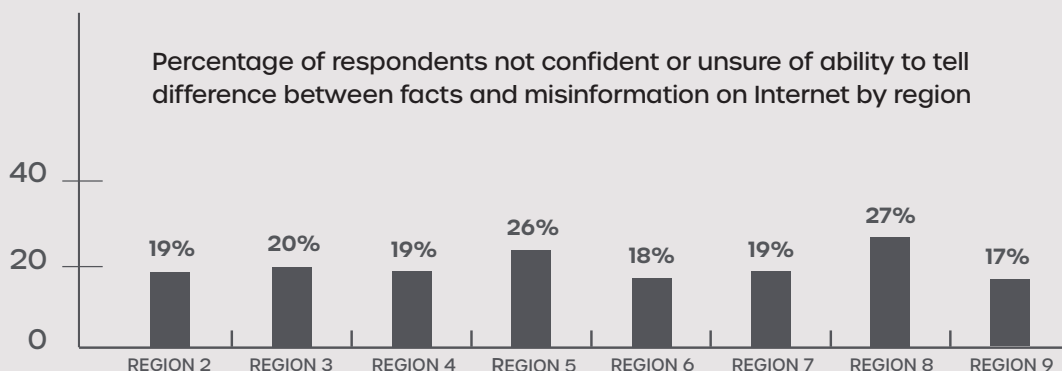


Across all regions and ethnicities

20%

stated they were not confident in their ability to tell the difference between fact vs. fiction on the internet

Percentage of respondents not confident or unsure of ability to tell difference between facts and misinformation on Internet by region



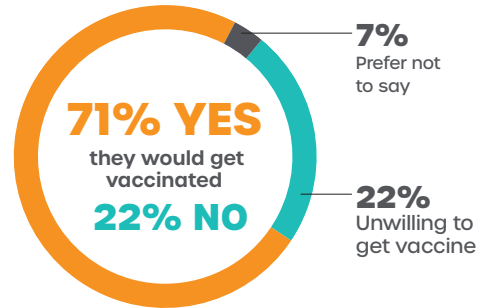
A local community-based approach instrumental in access, education and resources across Illinois regions

While 71 percent of respondents support getting the vaccine overall, there are differences across regions in willingness to get vaccinated. It's important to support the individuals who are willing to get the vaccine, and also provide outreach, education and resources to the populations who need these services.

(SURVEY RESULTS)

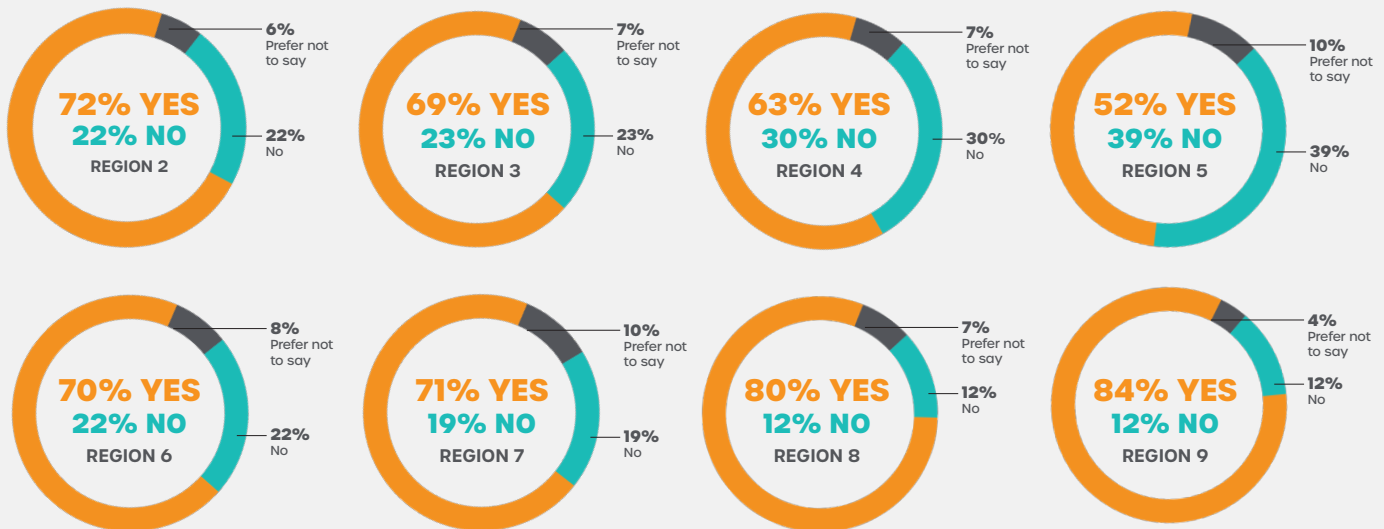
71%

Illinois residents stated they were **willing** to receive the COVID-19 vaccine.



When analyzed further, there were clear differences among regions and ethnicities.

BY REGION



BY ETHNICITY

The differences among ethnicities in willingness to get vaccinated varies. There was a high level of willingness among Asian or Pacific Islander Communities to get vaccinated at 90 percent.

LatinX and White/Caucasian communities reported a moderate level of willingness to get a vaccine at 73 percent and 72 percent respectively. The lowest level of willingness to get vaccinated was among Black (56 percent), Native American (40 percent) and Multiracial (33 percent) Communities.

Ethnicity	Yes	No	Prefer not to say
Asian or Pacific Islander	90%	3%	7%
Black or African American	56%	34%	10%
Hispanic or Latinx	73%	24%	2%
Native American or Alaskan Native	40%	40%	20%
White or Caucasian	72%	21%	7%
Multiracial or Biracial	33%	56%	11%

Attitudes Toward COVID-19 Precautions

When participants were asked about their attitudes toward COVID-19 precautions, most respondents have positive attitudes toward getting vaccinated, reaching herd immunity and quarantining. Another 23 percent said they were not comfortable getting a COVID-19 vaccine because of how quickly the vaccines were developed, and 10 percent of respondents said they were not comfortable with the development of vaccines in general.

Survey Question:

Which of these statements describe your attitude toward COVID precautions? Select all that apply:

10%

Not comfortable with vaccine because generally don't trust vaccines

12%

Wearing a mask does not make a difference in containing spread

23%

Not comfortable with vaccine because it was developed too quickly

38%

At home quarantine for all is best to stop spread

40%

Only herd immunity will stop spread

58%

Intend to take vaccine as soon as it is available



Families and individuals rank food and basic supplies as the number one resource needed to quarantine and recover.

Part of the Help. Guide. Thrive. Program is helping individuals and families who contract COVID-19 and need support during quarantine. It was important to understand those needs and how the program could mitigate those burdens.

Care and Resources Needs Consistent Across All Regions and Ethnicities

Survey Question:

What resources would you need in order to quarantine?

BY REGION

1

Food & Basic Supplies

2

Technology
(like a computer or internet)

3

Adequate Local Hospital/ Healthcare

(NOTE: Regions 6-7 tie for ranking of number one with Technology)

BY ETHNICITY

Asian or Pacific Islander
Black or African Black or African American
Hispanic or Latin
Native American or Alaskan Native
White or Caucasian
Multiracial or Biracial

1

Food & Basic Supplies

2

Technology
(like a computer or internet)

3

Understand my health insurance benefits better

(NOTE: white or Caucasian and multiracial or biracial tie for food and basic supply and technology)

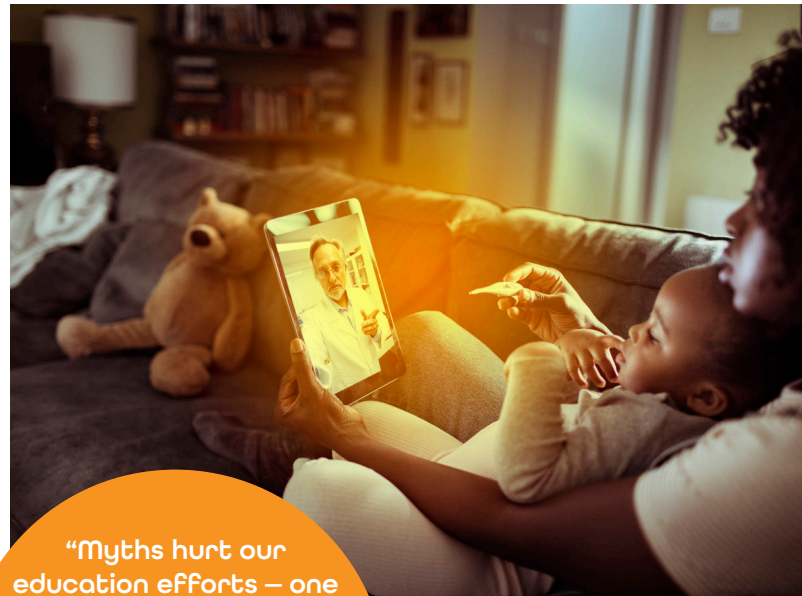
Guidance For Community Health

The development of the Help. Guide. Thrive. Program required an understanding of resident attitudes and perspectives towards COVID-19 as well as those of local leaders and health providers through community-based organizations and federally qualified health centers.

These findings suggest a wide variety of viewpoints exist on pandemic and vaccine facts as well as resource needs among all ethnicities and parts of the state. As a result, while a standardized approach to education, outreach and resource deployment will underscore the bulk of the Help. Guide. Thrive. Program, a flexible and customized approach to various regions and communities is required to maximize reach and impact.

Customization will vary from region to region and can be accomplished by

- Maintaining open dialogue with local partners and adjust to shifting regional attitudes and developments.
- Tailoring messaging in local outreach and publicity efforts to address misconceptions and vaccine hesitancy.
- Equipping local community-based organizations and Community Health Workers with the information and resources they need to be most effective in their efforts.



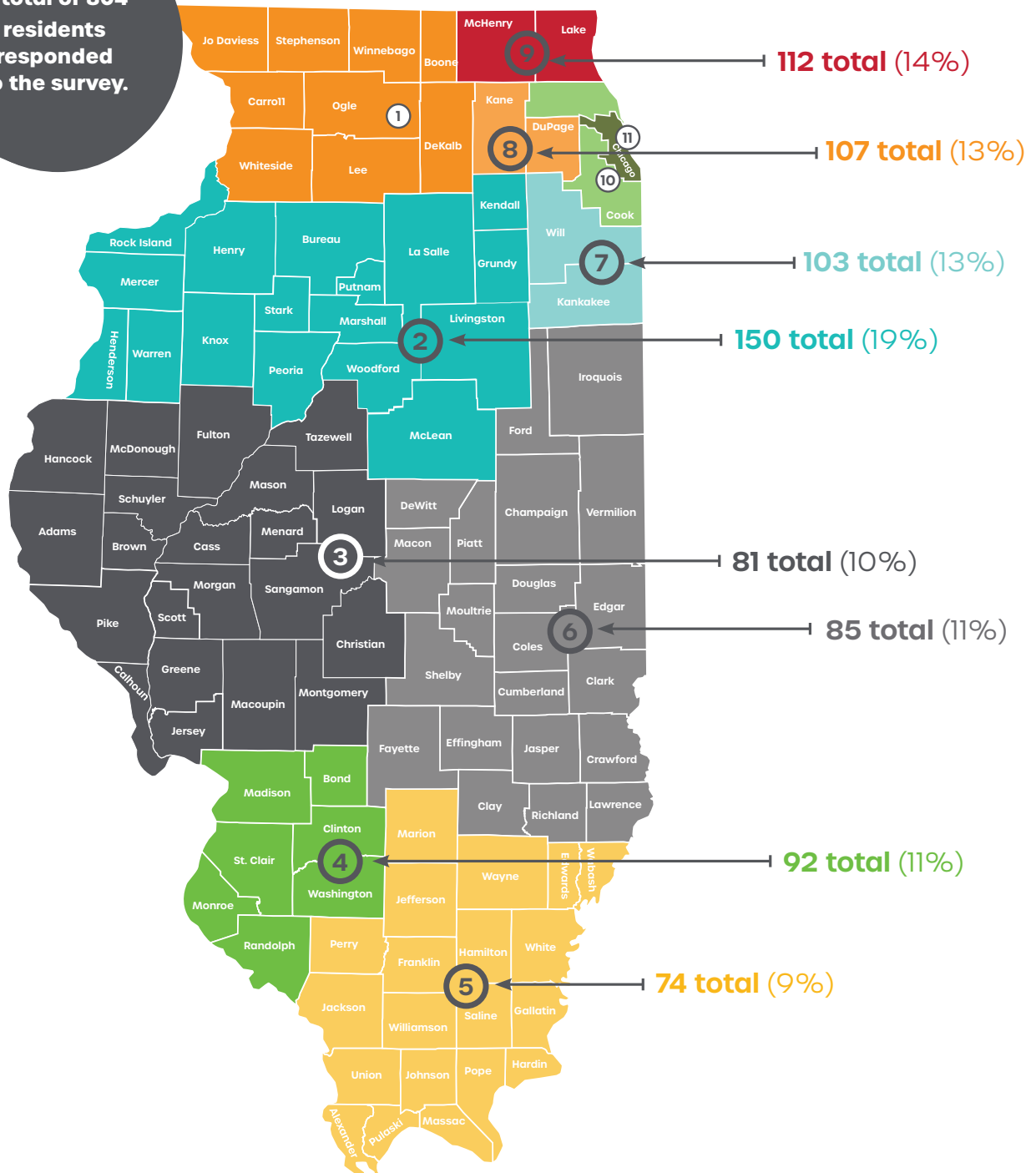
“Myths hurt our education efforts – one bad experience, they talk about it 15 times, you have a good experience, and they talk about it twice. So that is the kind of work we have to do.”

- Community leader interview

Methodology

In the first quarter of 2021, IPHA and IPHCA distributed individual surveys to Illinois residents across regions 2-9.

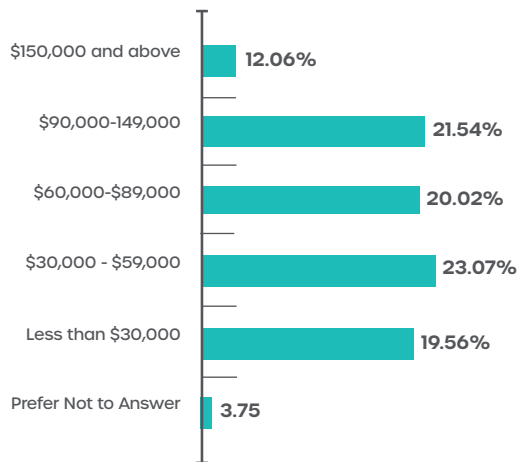
A total of 804 residents responded to the survey.



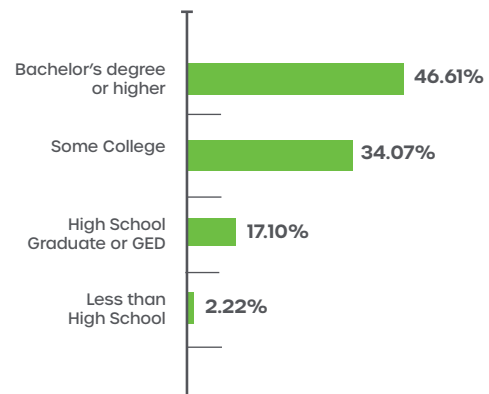
More than 800 respondents completed the survey in February 2021. After the survey was completed, additional focus groups were held with ethnic community-based organizations to discuss the findings.

Ethnicity	%
Asian or Pacific Islander	3.40%
Black or African American	5.85%
Hispanic or Latinx	4.80%
Native American or Alaskan Native	0.59%
White or Caucasian	83.49%
Multiracial or Biracial	1.05%
Other	0.82%

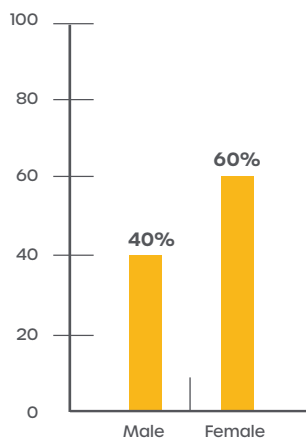
HOUSEHOLD INCOME



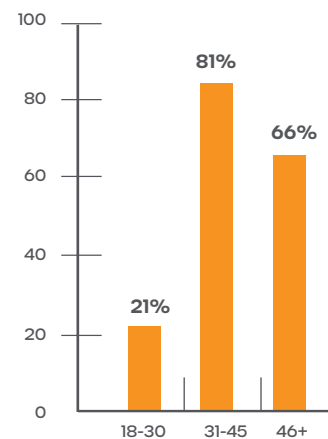
EDUCATION



GENDER



AGE





About the Program

The Illinois Public Health Association (IPHA), in partnership with the Illinois Primary Health Care Association (IPHCA), is leading the COVID-19 Help. Guide. Thrive. Program.

The new program integrates community health centers, community-based organizations, and public health partners to coordinate Illinois resources for the most vulnerable populations impacted by the COVID-19 pandemic. Community Health Workers, as part of the Help. Guide. Thrive. Program, offers many services to connect residents with COVID-19 resources, education and outreach during the pandemic.

IPHA and IPHCA will sub-contract with FQHCs and community-based agencies in Illinois COVID-19 regions 2-9 to recruit the navigators for local COVID-19 education and outreach, to support contact tracing as needed, and to connect cases and contacts with critical services and resources. This may include resources for meals, medicine, mobility support, immigration matters, work and income resources, mental health support, support for unsafe living conditions (e.g. domestic abuse), etc., during isolation and quarantine.

For more information about the program and to connect to a local community health worker, visit HelpGuideThrive.org.



About the Illinois Public Health Association

The Illinois Public Health Association is the oldest and largest public health association in the state of Illinois. Widely recognized as a leader in the field of public health advocacy, health education and promotion, IPHA strives toward a vision of optimal health for all Illinoisans achieved through a robust public health system. As one of the largest affiliates of the American Public Health Association, with over 7,000 members statewide, the Association is committed to its mission to lead in the enhancement and support of the public health system and the practice of public health, focused on health equity and improved health throughout Illinois. For more information, visit <https://www.ipha.com/>.

IPHCA

About the Illinois Primary Health Care Association

IPHCA represents Federally Qualified Health Centers (FQHCs) or community health centers—entities created by Congress to meet the health care needs of underserved communities and high-risk patients. These centers fill a void by providing care for those whom other providers often do not serve. Since FQHCs must, by law, serve the medically underserved regardless of their ability to pay, CHCs are located in geographic regions designated as having a shortage of medical providers who serve this population. In addition, the medically underserved may be low-income, uninsured, homeless, affected by HIV/AIDS, struggling with substance abuse and/or have special needs. IPHCA is committed to fulfilling its mission of helping communities help themselves by advocating and expanding community primary care services across Illinois, and assisting member organizations in fulfilling their goal of community empowerment through health care choice. By advocating on behalf of members' interests, IPHCA also advocates for underserved citizens and communities. For more information visit <https://www.iphca.org>.