

Strengthening Food and Drug Administration's Ability to Communicate Health and Safety Information to Racial and Ethnic Minority Populations About Pediatric COVID-19 Vaccines and Vaccine Boosters Utilizing Social Media Platforms

Investigators

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Project Summary

The National Minority Quality Forum (NMQF) is embarking on a critical initiative to address disparities in public health communication, with a particular focus on racial and ethnic minority communities. These communities often rely on social media for health information but frequently encounter unverified or untrusted sources, leading to health misinformation. Moreover, distrust of medical professionals, health care systems, and government agencies among these communities has created a preference for folk wisdom over scientific guidance, negatively impacting health outcomes. This study aims to enhance the U.S. Food and Drug Administration's (FDA) Office of Minority Health and Health Equity (OMHHE) communication strategies for disseminating critical health and safety information through the use of social media platforms with diverse audiences and populations, particularly racial and ethnic minority and under-resourced communities.

NMQF will conduct a social media channel and audience audit, distribute surveys to a diverse sample, develop a microsite for test groups, and engage communities and influencers through social media. The geographical focus of the project will center on U.S. ZIP codes with a significant concentration of racial and ethnic minority populations. The investigators will use social listening tools and network analysis to estimate reach and impressions, identify key influencers, and optimize messaging. The investigators will measure microsite traffic and user engagement. The ultimate goal of the project is to enhance equitable access to pediatric COVID-19 vaccines while building trust within under-resourced communities, ensuring that reliable information reaches those who need it most. NMQF's strategic and data-driven approach will play a pivotal role in bridging the health communication gap.

Populations Served: American Indian or Alaska Native, Asian, Black or African American, Native Hawaiian or Other Pacific Islander, White, and Hispanic or Latino

Goals/Aims:

- To assess how racial and ethnic minority and under-resourced populations currently perceive FDA and to learn to what extent they go to an FDA OMHHE webpage for information on the safety and efficacy of medications.
- To survey the effectiveness of FDA OMHHE communications in reaching racial and ethnic minority and under-resourced populations through social media platforms.
- To implement a pilot study to identify effective ways to deliver health and safety content regarding pediatric COVID-19 vaccines and booster vaccines to racial and ethnic minority and under-resourced populations.
- To provide a cost metrics on the size of the financial investment needed to scale the results of the pilot study so that it is reaching a national audience of parents who reside in U.S. ZIP codes where racial and ethnic minority parents are in the majority, focusing on sharing information about the benefits of pediatric COVID-19 vaccines.

Publications/Abstracts/Posters, etc.

- Manuscript in preparation.