

# Hispanic, Black, and Pacific Islander Perspectives on COVID-19 Outreach Strategies and Patient-Centered Outcomes (HeAR US)

## Investigators

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## Project Summary

Hispanic or Latino, Black or African American, and Native Hawaiian or other Pacific Islander (NHPI) populations in the United States have suffered a disproportionate burden in terms of morbidity, mortality, and impaired quality of life due to the COVID-19 pandemic. Tailored, culturally relevant communication messages are needed to increase the uptake of COVID-19 vaccinations and booster shots for these populations. The aim of this qualitative research is to increase understanding of how to communicate effectively with Black or African American, Hispanic or Latino, and NHPI populations regarding COVID-19 and COVID-19 vaccinations. Focus groups will be conducted to gather information on how individuals receive and search for COVID-19 information, what information sources they trust, and their experiences with misinformation. Study participants will also view existing videos and other communications materials produced by the U.S. Food and Drug Administration's Office of Minority Health and Health Equity (FDA OMHHE) and provide their feedback. The information gathered from the focus groups may be used to improve the relevance, understandability, and acceptability of existing information and inform future communications for the FDA OMHHE and other key partners.

**Populations Served:** Black or African American, Native Hawaiian or Other Pacific Islander, and Hispanic or Latino

### Goals/Aims:

- To understand perspectives and unmet needs of diverse Black or African American, Hispanic or Latino, and NHPI populations to inform existing FDA communications related to COVID-19 vaccination.
- To develop a culturally tailored COVID-19 communication playbook and implementation strategy for Hispanic or Latino, Black or African American, and NHPI populations.

## Publications/Abstracts/Posters, etc.

- Manuscript in preparation.