

Diverse Hispanic/Latino Community Perspectives on COVID-19 Outreach Strategies and Patient-Centered Outcomes

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Project Summary

Hispanic or Latino populations in the United States (US) 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 Hispanic or Latino populations residing in various geographic locations of the US and Territory, including Florida, Texas, and Puerto Rico, regarding COVID-19 and COVID-19 vaccinations. Focus groups will be conducted to gather information on how Hispanic and Latino 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: Hispanic or Latino

Goals/Aims:

- To understand perspectives and unmet needs of diverse Hispanic or Latino populations residing in various geographic locations of the US and Territory 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 populations.

Publications/Abstracts/Posters, etc.

- Manuscript in preparation.