The background features a series of concentric circles in light grey, some solid and some dashed, creating a ripple effect. A large red speech bubble is centered on the page, containing the main text.

# Unity in the Community Covid-19 Vaccine Hesitancy and Trust

Nicola Richards FIBMS CSci

Me

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**Senior Lecturer in Biomedical Science, specialising in Haematology and Transfusion**

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**Nearly 20 year's experience as a biomedical scientist working in NHS pathology labs**

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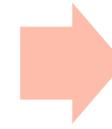
**Mother of 2 boys**

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**Diabetic**

# Trust

There is a lack of trust in public organisations amongst BAME communities.



There needs to be an open recognition that this is justified.



There is a lack of channels for members of the BAME community to address legitimate concerns.

# Health Literacy

**“People having the appropriate skills, knowledge, understanding and confidence to access, evaluate, use and navigate health and social care information and services in order to take action on factors influencing their health”**

# Factors impacting on health literacy

Empowering individuals

Accessibility

Trusted sources of  
information

Cultural compatibility  
and sensitivity

Previous poor  
interactions with health  
professionals  
(particularly but not  
exclusively in mental  
healthcare)

Cultural stigma

# Organisational racism

- “The collective failure of an organisation to provide an appropriate or professional service to people because of their colour, culture or ethnic origin. It can be seen or detected in processes, attitudes and behaviours which amount to discrimination through unwitting practice, ignorance, thoughtlessness or stereotyping which disadvantage people in minority ethnic groups.”

# Previous Vaccine Conspiracies

- **The link between MMR vaccine and autism.**
- **Completely discredited.**
- **The original study lacked scientific rigor**
- **It was based on sample size of just 12 children**

# New Science



**It's taken time to figure out how this virus behaves**



**Science is becoming policy at a rate never seen before.**

# Disconnect between scientist and politicians

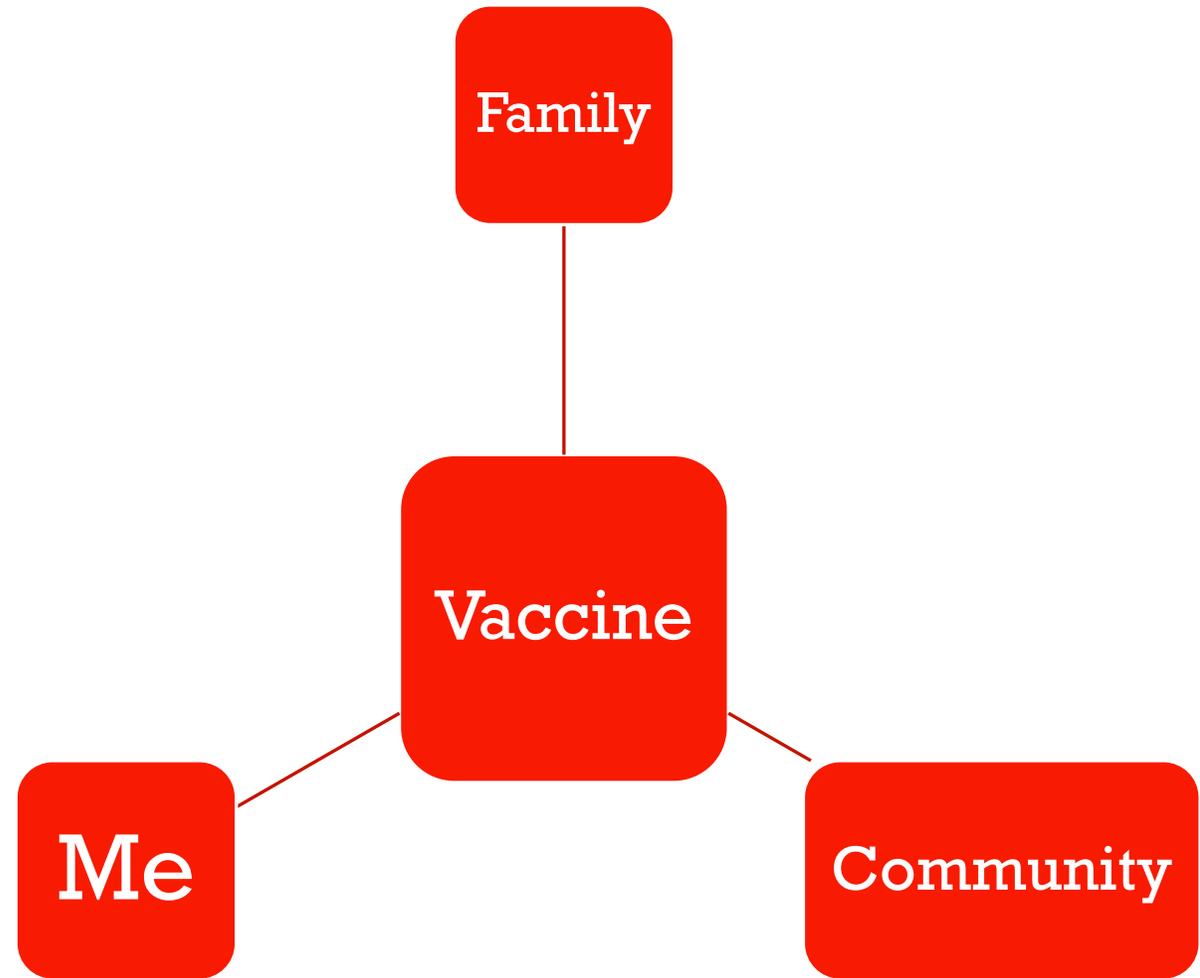
## Scientists

- Don't speak in absolutes
- Give advice on a worst case scenario basis
- Don't have to balance recommendations with social/societal factors

## Politicians

- Try to speak in absolutes for the sake of clarity
- Give advice on the basis of relative risk.
- Do have to balance policy with societal factors e.g. lives vs livelihoods.

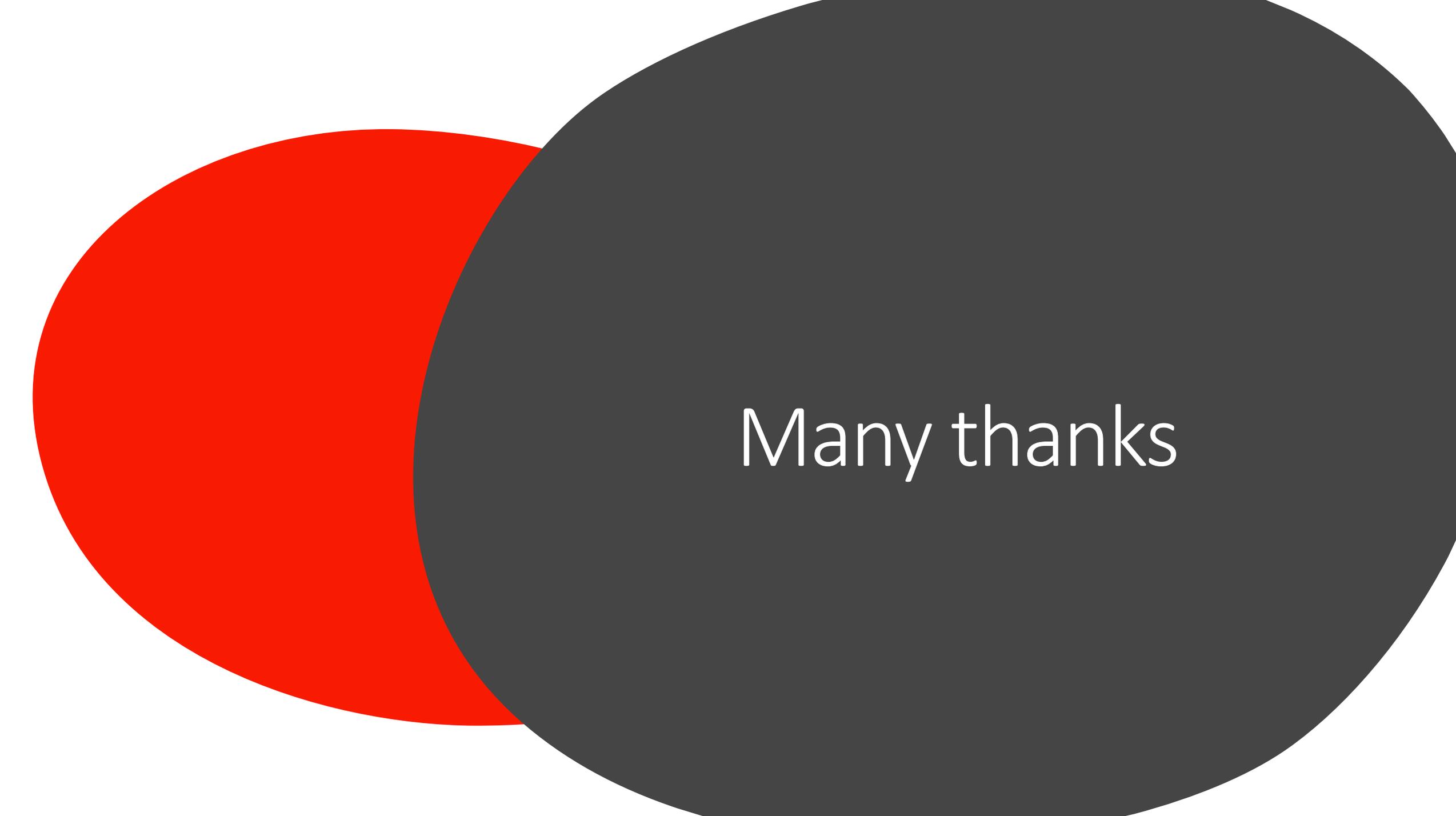
Why I decided  
to take the  
vaccine



Check the facts

## ■ fullfact.org

- Independent fact checkers
- Registered charity
- Not run by the government
- Check claims made by:
  - Politicians
  - Public institutions
  - Journalists
  - Viral content online
- Check that sources have:
  - Got their facts right
  - Have evidence to back them up
  - Correct their mistakes

The image features two overlapping circles on a white background. The circle on the left is a vibrant red, and the circle on the right is a dark charcoal grey. The grey circle is positioned slightly higher and to the right, overlapping the red circle. Centered within the grey circle is the text "Many thanks" in a clean, white, sans-serif font.

Many thanks