



WADOH

COVID-19 Community-based Outreach
Pre-Campaign Assessment Report

A Partnership
Confidential
October 2023

Survey Overview

Survey Overview

Purpose: Identify the common sources of information and the gaps existing in Asian communities. Measure the WADOH COVID-19 program's impact, before and after the program.

Who:

- Community members reached through our subcontractors
- Total responses: **3481** responses **pre-campaign assessment**

Subcontractors who conducted the survey:

1. Nguoi Viet Ngay Nay
2. UTSAV
3. IDIC
4. Khmer Community of Seattle
5. Korean Community Service Center
6. KO-AM TV
7. Chinese Radio Seattle
8. Seattle Radiohankook
9. Filipino Community of Seattle
10. Lao Community Service Center
11. Junglecity
12. Seattle Chinese Times
13. Joy Seattle News
14. Hmong Association of Washington

(14 out of our current 19 subcontractors)

When:

- April 3, 2023 through September 22, 2023 (pre-campaign assessment)
 - *The survey took 1-2 months in general, but the period each subcontractor executed the survey varied*

How:

- Six-question survey conducted in English or translated into other Asian languages
- Combination of in-person and online surveys
- Unbranded survey

Where:

- Washington state-wide

Survey Questions

1. What age group are you in?
2. What is your ethnicity? (select all that apply)
3. In the past year, did you receive timely, relevant, and easy-to-understand updates about COVID-19?
4. From what sources do you usually get information and updates about COVID-19? (select all that apply)
5. Do you think your local community organizations and media channels provide adequate support and information on COVID-19 and other health issues?
6. What COVID-19 topics or other health issues would you like to get more information on? For example: the public health emergency ending, mask mandate, vaccines, etc. (open-ended)

Assumptions and Limitations

- For analytical and comparative purposes, the responses from respondents within certain organizations or communities¹ are consolidated into a single ethnic category.
 - Individuals who do not belong to the majority ethnic group of the organization or community representing them have been included in the count. It is not possible to make the separation, since the survey responses were anonymous.
 - Of all the respondents from these organizations, over 96% of them belong to the majority group.
- In some cases where respondents from certain organizations or communities² identify with multiple ethnicities, their primary ethnicity selection aligns with the ethnicity of the organization or community representing them.
- Some respondents did not complete the entire survey, resulting in incomplete data for certain questions. This could have contributed to some inconsistencies in the responses.
- Differences in the numbers of respondents between the ethnicities may skew the result

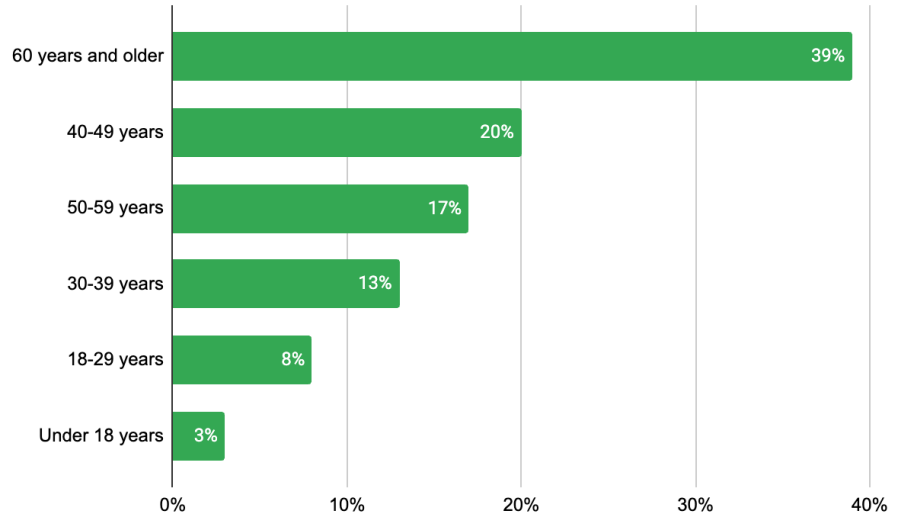
¹Seattle Chinese Times; Filipino Community of Seattle; Chinese Radio Seattle; IDIC; Khmer Community of Seattle; Nguoi Viet Ngay Nay

²Lao Community Service Center; Seattle Radiohankook

Demographics

Age Group

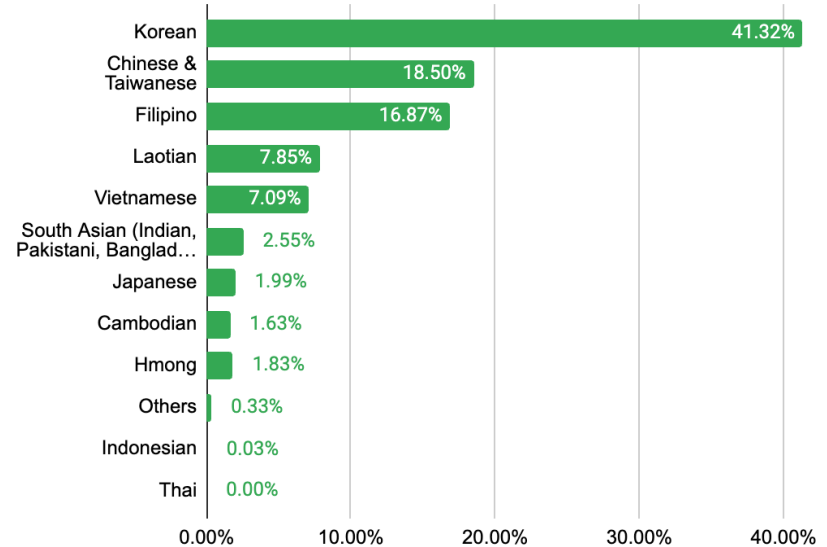
Almost 40% of community members served by our subcontractors were aged 60 and above, which aligns with our goal of prioritizing support for seniors.



Demographics

Ethnic Composition

Koreans made up a large portion of our respondents, followed by Chinese & Taiwanese and Filipino.



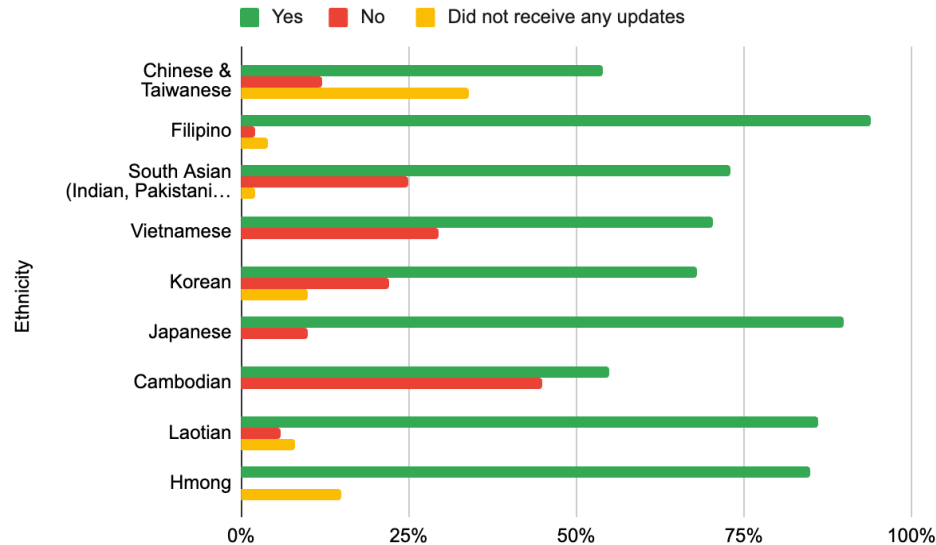
Pre-campaign Learnings

Pre-campaign Observations

- Common sources of COVID-19 information varied across different ethnic groups, with WADOH being cited as a key resource for most, except Cambodian.
- In-language media was a key COVID-19 information source for Chinese & Taiwanese, Vietnamese, Korean and Japanese respondents.
- For Japanese and Cambodian respondents, healthcare providers played a very small role in providing COVID-19 updates.
- Community organizations played an important part in providing COVID-19 updates for Cambodian, South Asian and Korean respondents. However, many Cambodian respondents expressed low satisfaction with their community COVID-19 support.

Timeliness and quality of COVID-19 information

In the past year, did you receive timely, relevant, and easy-to-understand updates about COVID-19?



In total, most respondents stated that they received timely COVID-19 updates; however, 30% did not receive any updates at all.

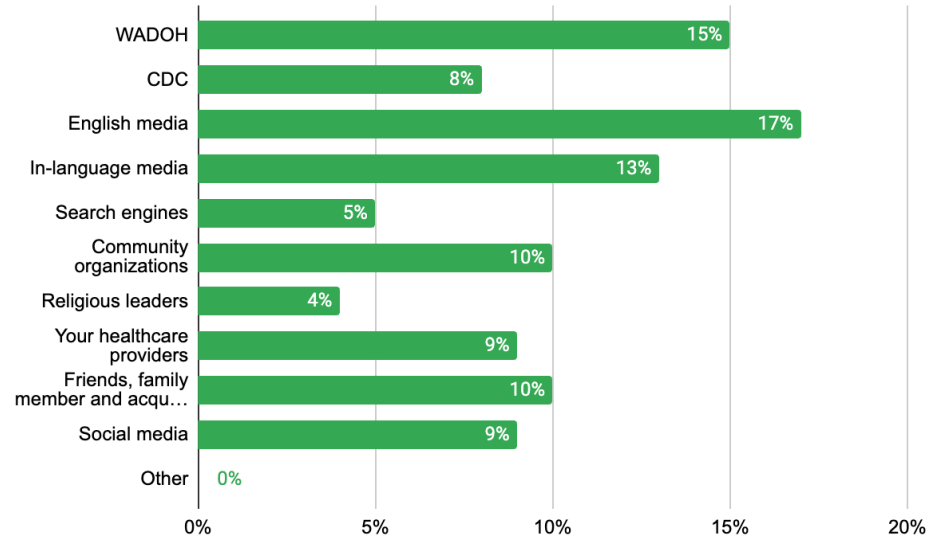
34% of Chinese & Taiwanese respondents reported not receiving COVID-19 updates, the highest among all segments.

A significant percentage of **Cambodian, Vietnamese, and South Asian** respondents indicated that the COVID-19 updates they received were lacking in timeliness, relevance, and clarity.

Sources of COVID-19 Updates for All Respondents

Overall, English media was the leading source of information for COVID updates. WADOH and in-language media are two other significant sources.

This does look different for each ethnic group, as highlighted in the following slides.

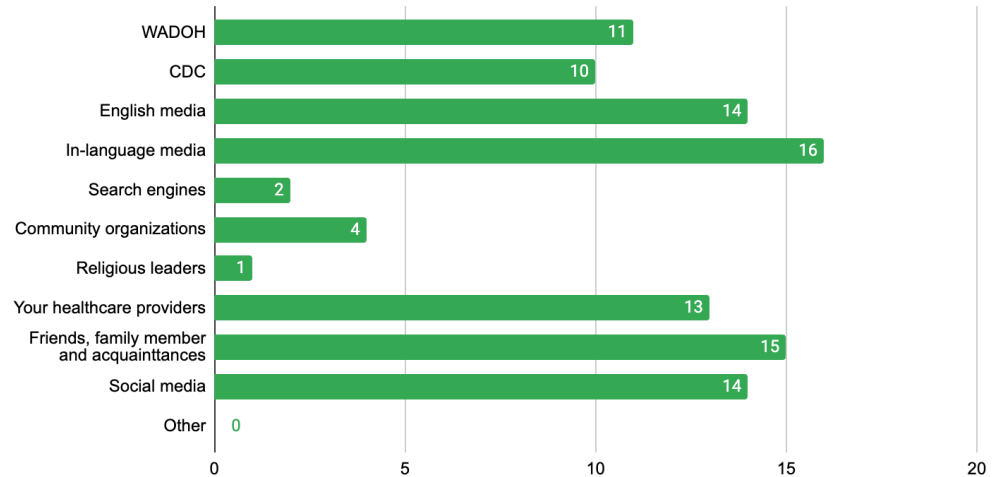


Chinese & Taiwanese: In-language media was the most common source for COVID-19 updates

Friends, family members and acquaintances was a close second.

WADOH was fourth behind English Media, social media and healthcare providers.

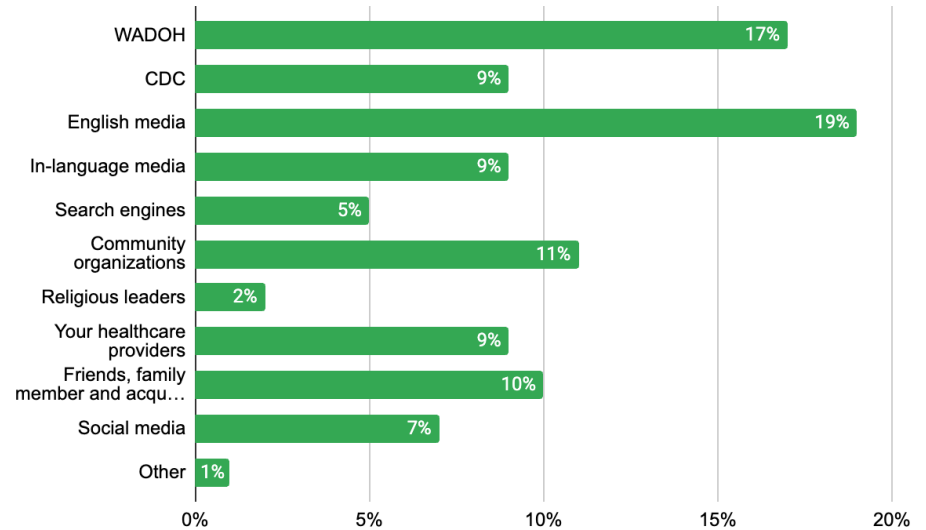
Religious leaders, search engines and community organizations played a very small role in providing COVID updates.



Filipino: Respondents' top source for COVID-19 updates was English media, followed closely by WADOH

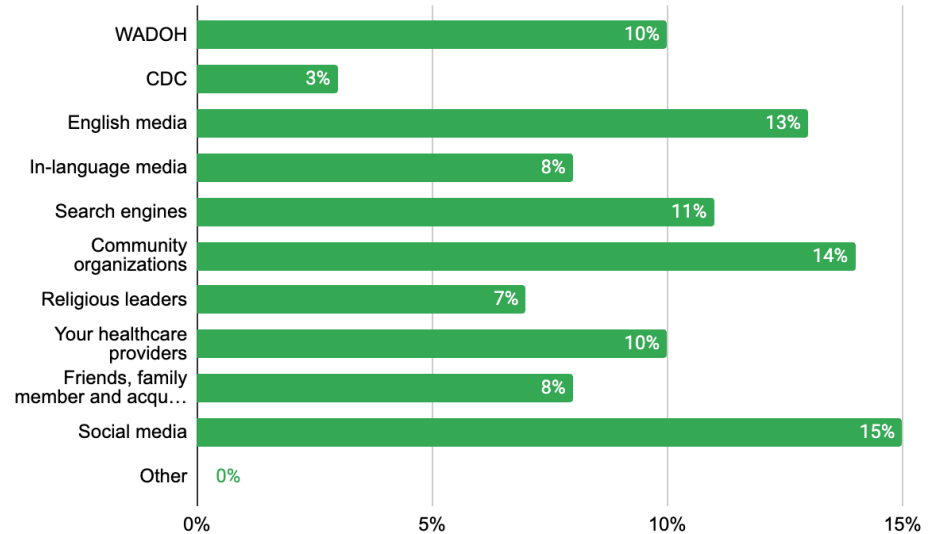
Community organizations, such as Church, Temple, Health Center, Senior Center, etc. was the third most common source of information.

Religious leaders played a small role in providing COVID-19 updates.



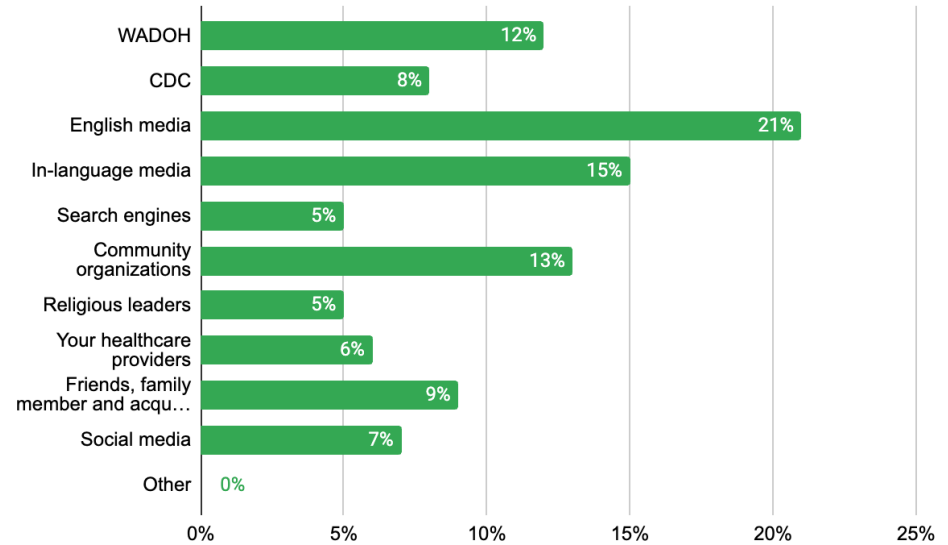
South Asian: Social media ranked the highest for COVID-19 updates, but other sources were also common

Social media, community organizations, English media and WADOH all came up as key sources of information.



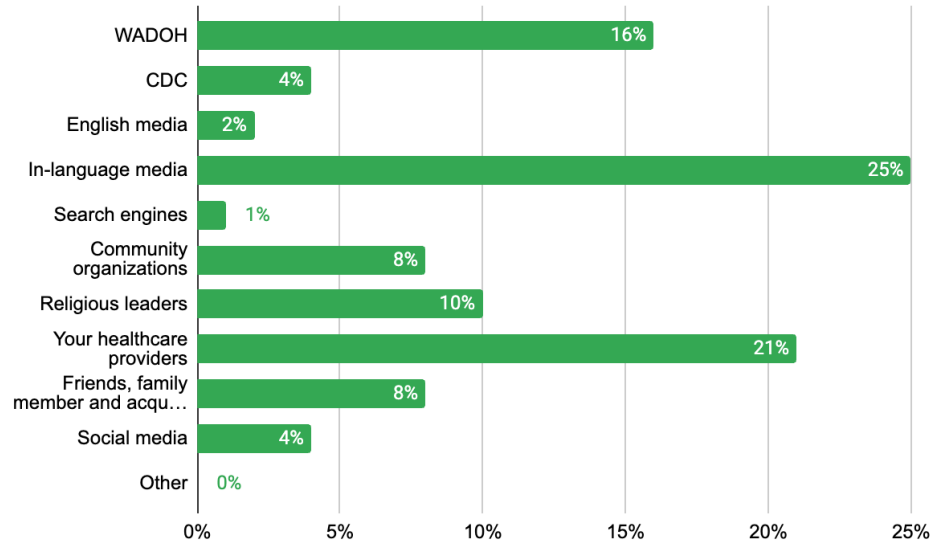
Korean: Over 1/3 of respondents got their COVID-19 updates from media, either English or Korean

Community organizations and WADOH also played an important part in COVID updates, while search engines, religious leaders and healthcare providers did not.



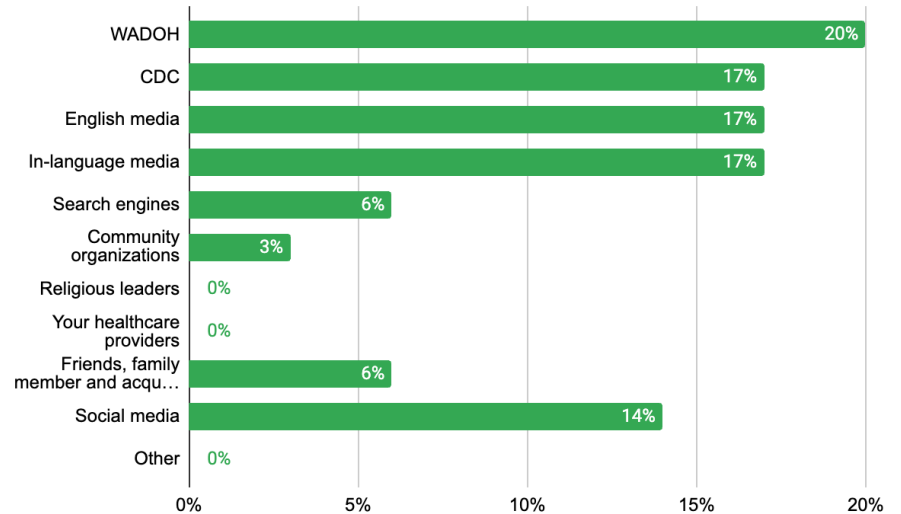
Vietnamese: Majority of respondents got COVID-19 updates from in-language media, healthcare providers and WADOH combined

Search engines and English media ranked last.



Japanese: 71% percent of respondents got COVID-19 updates from 4 sources: WADOH, CDC, English media and in-language media

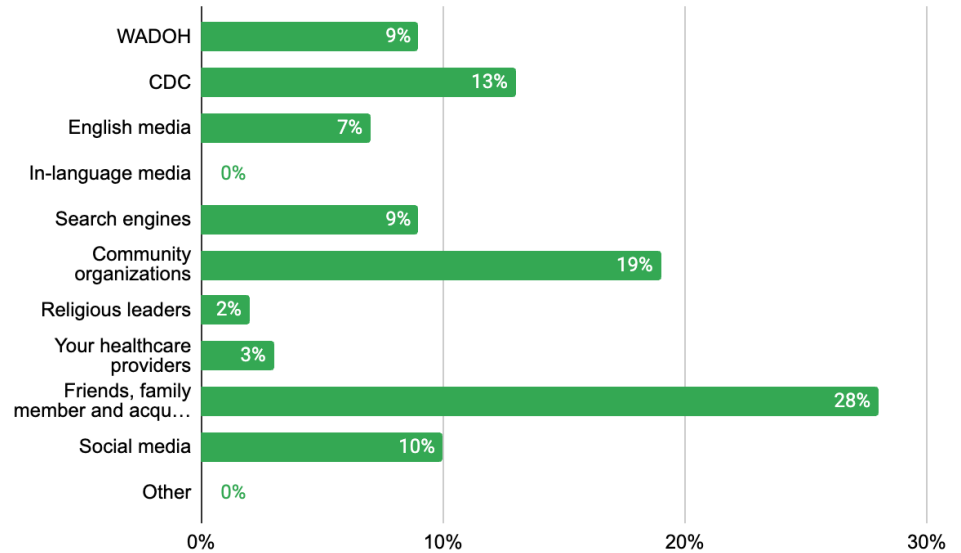
Social media was also a key source, but religious leaders and healthcare providers did not play a role at all.



Cambodian: Over a quarter of respondents got COVID-19 updates from their friends and family

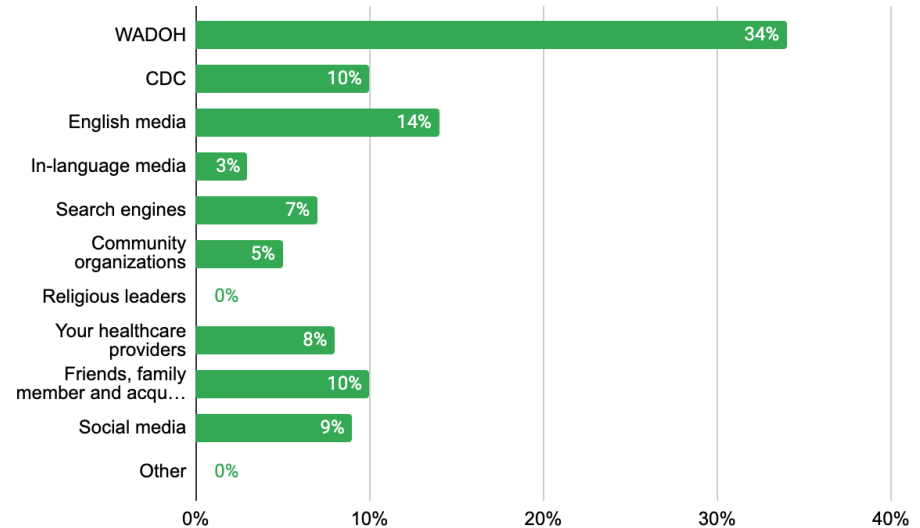
Community organizations was the second largest source.

Only 9% received information from WADOH, the lowest among all segments.



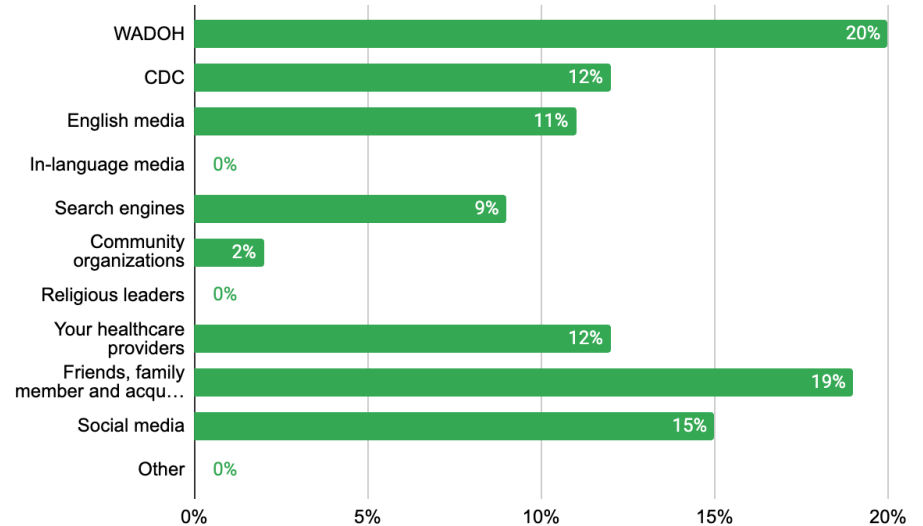
Laotians: WADOH was the leading provider of COVID-19 updates, with English Media coming in a distant second

Friends and family and CDC were the next important sources, while religious leaders didn't play a role at all.



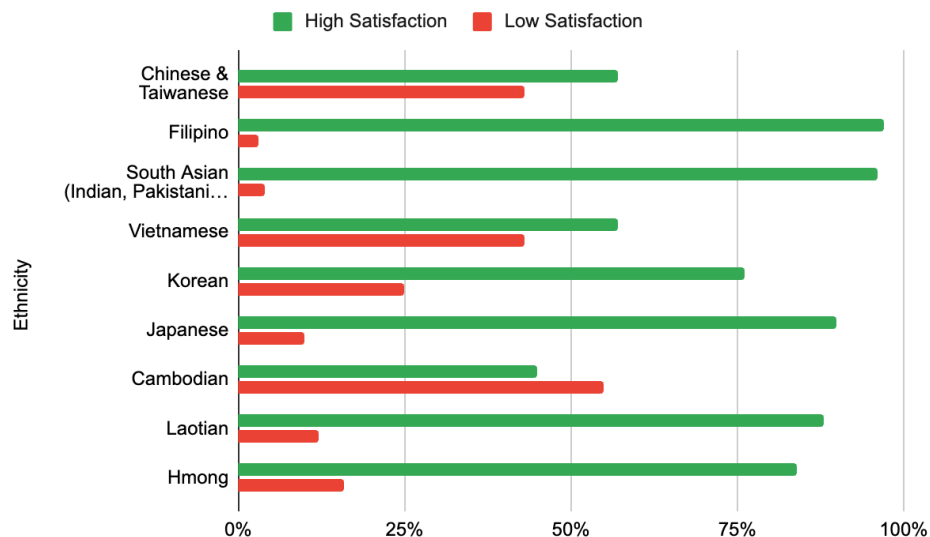
Hmong: WADOH and friends and family were the biggest sources of COVID-19 information

Other outlets also featured prominently except for in-language media, religious leaders and community organizations.



Majority of respondents were satisfied with local community organizations' support*

*support can include vaccinations, test kits, PPEs, translation and other services



Around **75%** of total respondents expressed **high satisfaction** with local community organizations' support and information on COVID-19 and health issues.

Respondents from **Filipino, South Asian, and Japanese** communities expressed **very high** satisfaction with their community COVID-19 support.

Respondents from **Cambodian, Chinese & Taiwanese, Vietnamese** communities respondents expressed **low satisfaction** with their community COVID-19 support.

"Vaccines" was the most frequently mentioned keyword, indicating the highest interest

Among the responses, 'Vaccines' emerged as the most mentioned term.

Following closely, 'Health' and 'Public' were the second and third most frequently mentioned terms.

It's noteworthy that many respondents referred to the phrase 'the public health emergency ending' in their answers. They asked questions like “what's the impact of the public health emergency ending to me?”



Word cloud generated based on responses to the question "What COVID-19 topics or other health issues would you like to get more information on?"

Topics of high interest ranged from latest COVID-19 information to test kits

Topics of High Interest	Highlighted Responses
<p>General COVID-19 information (e.g., current situation of COVID-19 around the world)</p>	<ul style="list-style-type: none">• “Newest Covid-19 cases data”• “What's the impact of the public health emergency ending to me? ”
<p>Vaccine/Booster updates (e.g., latest information about the vaccine/booster, their safety and effectiveness, locations, requirement and cost of vaccination, and the safety of vaccines for infants/kids/seniors)</p>	<ul style="list-style-type: none">• “Booster shot updates”• “Should I be vaccinated for the COVID every year like a flu vaccine?”• “Is the COVID vaccination still recommended to the healthy people?”• “When new vaccines are available, I'd like to know about its safety and effectiveness clearly.”
<p>COVID-19 self-testing kits information (e.g., where and how to get free COVID-19 self-testing kits, when to use them, and if they are covered by insurance)</p>	<ul style="list-style-type: none">• “Do I need to keep test kits at home?”• “If I have cold and flu like symptoms, do I need to take COVID test?”• “That you can use your insurance to buy COVID testers! Never knew it until a random pharmacist from a drugstore that we usually never go kindly informed us.”

Long COVID and information reliability were also mentioned, as well as safety and self-protection

Topics of High Interest	Highlighted Responses
<p>Staying safe in the post-pandemic world (e.g., current isolation guidelines, managing interactions with COVID-19 positive individuals)</p>	<ul style="list-style-type: none"> • “Do we still need an isolation/quarantine if COVID test is positive?” • “How I act when I meet who has covid” • "tips for large family events during high flu/COVID season" • "Possibly info for how young adults can care for the elderly. "
<p>Long COVID information (e.g., Long COVID’s symptoms and its impact, how to care for loved ones with Long COVID)</p>	<ul style="list-style-type: none"> • “Long COVID symptoms” • “How to take care long covid family members?”
<p>Guidance for self-protection on public transportation while traveling domestically and/or internationally</p>	<ul style="list-style-type: none"> • “Masking while traveling domestic and international” • “What to do on public transportation including airplanes and buses” • “Are cruises (travel in crowded spaces) safe to do?”
<p>How to discern reliable COVID-19 information source (e.g., where to access the latest updates)</p>	<ul style="list-style-type: none"> • “How to know which Covid information is right or wrong” • “Where to get newest public health information”

Summary & Next Steps

Summary

As we look to the future, our commitment to serving the community remains strong. Our focus will be on the following key areas:

- **Timely and culturally relevant updates:** We will prioritize working with subcontractors to deliver timely, culturally relevant COVID-19 updates and materials to our community members
- **Additional support for certain communities:** We will continue to seek out more partners and provide more support and potentially funding to ethnic groups that expressed low satisfaction with the COVID-19 information/support they had received (including Chinese & Taiwanese, Vietnamese and Cambodian communities)
- **Increased focus on topics of interest:** We will pay greater attention to working with WADOH to provide clear and timely information on general COVID-19 details, vaccine updates, COVID-19 self-test kits information, and other topics of high interest



Thank you!