

MARK 4550 Multicultural
Marketing

COVID-19 Effects on POC

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Presentation Outline

Timeline of COVID-19

Factors that contribute to increased risk

Hospitalization Rates, jobs, healthcare, testing sites

Disproportionate affects on Blacks & Hispanics (charts)

Gaps in Data

How to Combat Unequal Spread of COVID-19?

Troubles With Vaccines

Vaccine Findings Today

Comparing White, Black, Hispanic COVID data

How to Combat False Information about Vaccine?

Discussion Questions

COVID Overview Timeline

March 11: The World Health Organization declares the coronavirus a pandemic

March 13: President Donald Trump declares a national emergency

April 3: The federal government recommends that people wear masks in public

April 24: Gov. Brian Kemp is the first in the U.S. to allow businesses to reopen

Aug. 9: Some schools begin online, some in person

Nov. Two days before the presidential election: The United States records more than 100,000 new cases in 24 hours for the first time

Dec. 11: The FDA authorizes the Pfizer-BioNTech vaccine for emergency use

Dec. 14: More than 300,000 have died

Jan 15: Researchers estimate that the U.K. variant is 50% more contagious

Feb. 1: The CDC reports that race and ethnicity data was missing for nearly half of all vaccine recipients

Feb. 5: Data show a virus variant that originated in South Africa may be able to reinfect people who have recovered from covid-19

Feb. 13: A lack of infrastructure – pharmacies, hospitals, transportation – becomes a major obstacle for distributing vaccines in communities of color

March 6: A record number of Americans – nearly 3 million – receive a coronavirus vaccine

Foundation For AIDS Research Study



- Majority Black counties account for 30% of the population
- However, they are the hot spot for 56% of COVID deaths
 - This includes black counties with above-average wealth and healthcare coverage

Why is the percentage so high?

Factors That Contribute to Increased Risk & Exposure to COVID-19

1.

DISCRIMINATION

2.

HEALTH CARE
ACCESS &
UTILIZATION

3.

OCCUPATION

4.

EDUCATIONAL
INCOME &
WEALTH GAPS

5.

HOUSING

Hospitalization Rates



5.3 more American
Indians were
hospitalized than
Whites

4.7 more Blacks and
Hispanics were
hospitalized than
Whites

Some known factors that affect hospitalization rates include:

1. health care
2. work & home

POC have higher rates of Type II Diabetes & other conditions

- Access to healthcare in general is poorer

Where POC live and work

- They are more likely to live in multigenerational homes or crowded / densely populated areas
- Jobs for POC are usually essential and involved interaction with the public

Diving Deeper Into **Jobs**



- In America, nearly 25% of Hispanic and Blacks work in the service industry
- Blacks account for 30% of licensed practical and vocational nurses
- More POC rely on public transportation to get to work than whites

Diving Deeper Into Health Care



- Some barriers to health care include lack of insurance and not receiving paid sick leave
- In 2017, CDC said that 6% of Whites were uninsured
 - Compared to higher rates for POC - 18% Hispanics & 10% of Blacks
- Racial discrimination stress can also cause early aging and illness

Problems With Testing Sites



In Texas, every 4 out of 6 cities has disproportionately located testing sites that favor white communities

When testing went up in poorer neighborhoods in Philadelphia, Chicago, and NYC, so did evidence that COVID disproportionately affects minorities

April 2020, New Orleans realized drive through testing wasn't really working since hot spots were located in low-income black neighborhoods where there are a lack of cars

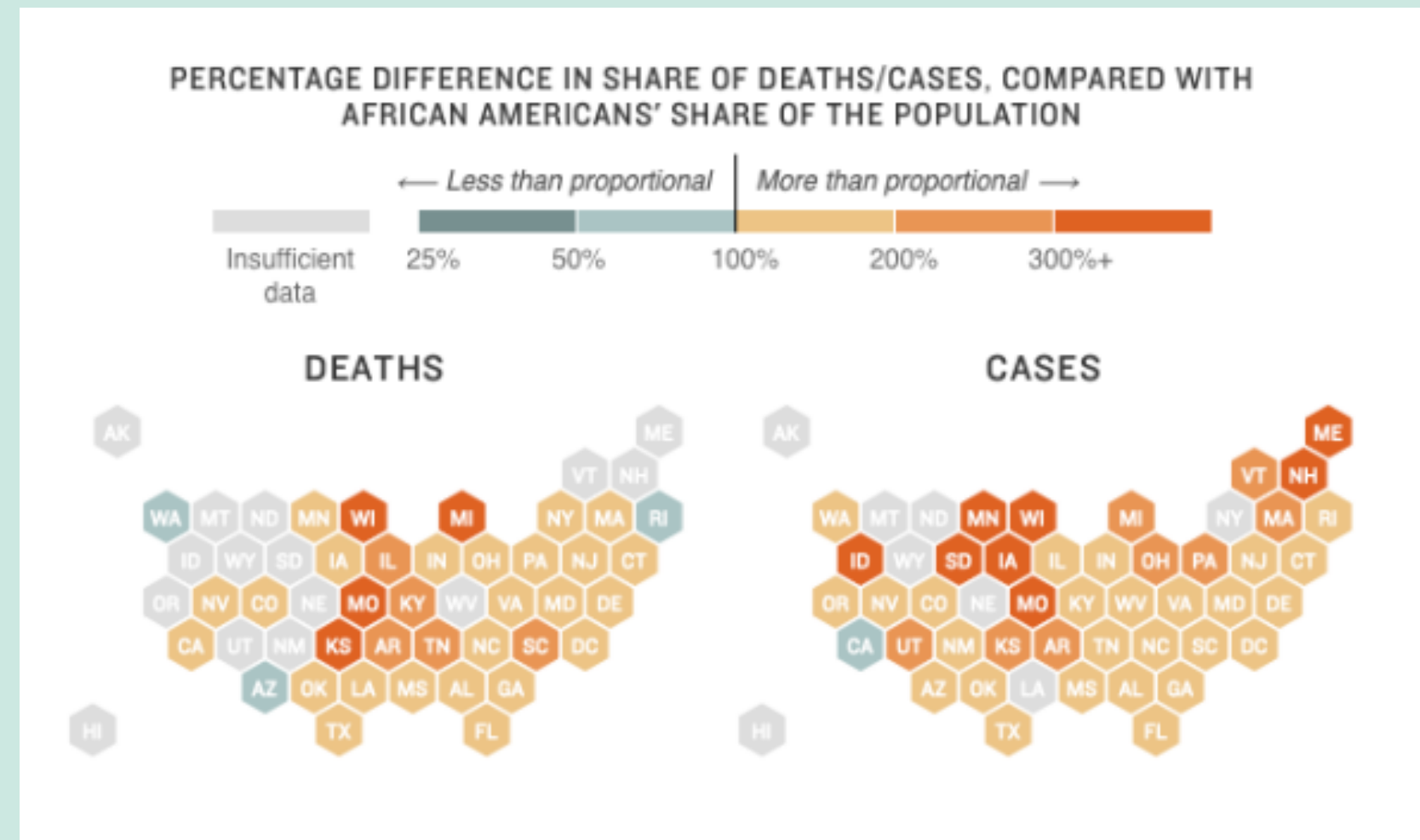
The Disproportionate Effects of COVID on Blacks

- In Wisconsin, 27% of all COVID deaths were Blacks

This is extremely disproportional considering their Black population in the state is only 6%

- In 32 states & WDC, Blacks are dying at higher rates than their portion of the population

In 21 states, the rates are 2x what was expected

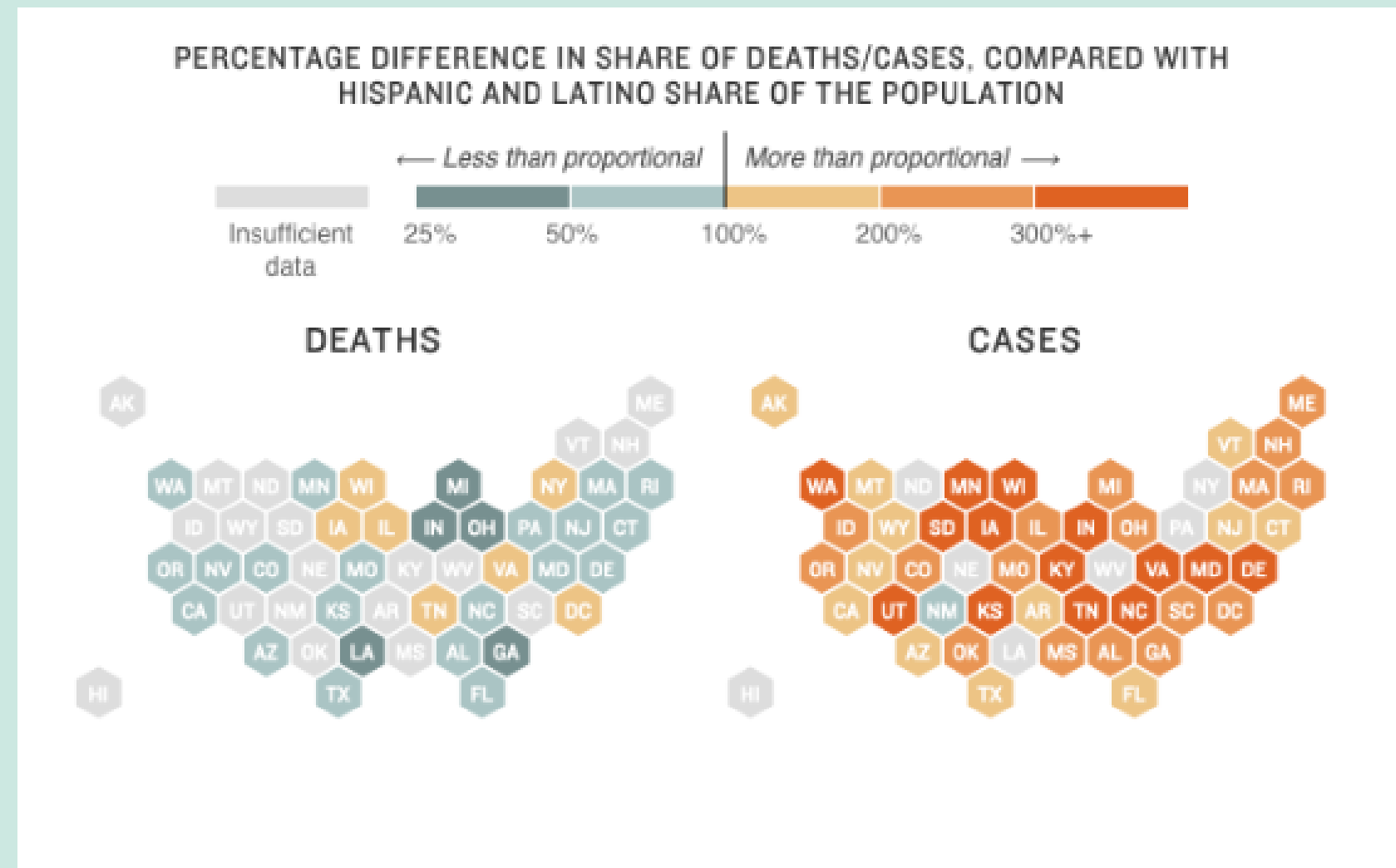


The Disproportionate Effects of COVID on Hispanics

- Only 44 jurisdictions report Hispanic data

The rate in 42 of those states plus WDC for testing positive is higher than expected for their share of the population

49% of all known cases in Virginia come from Hispanic and Latino communities even though they only make up 10% of the population



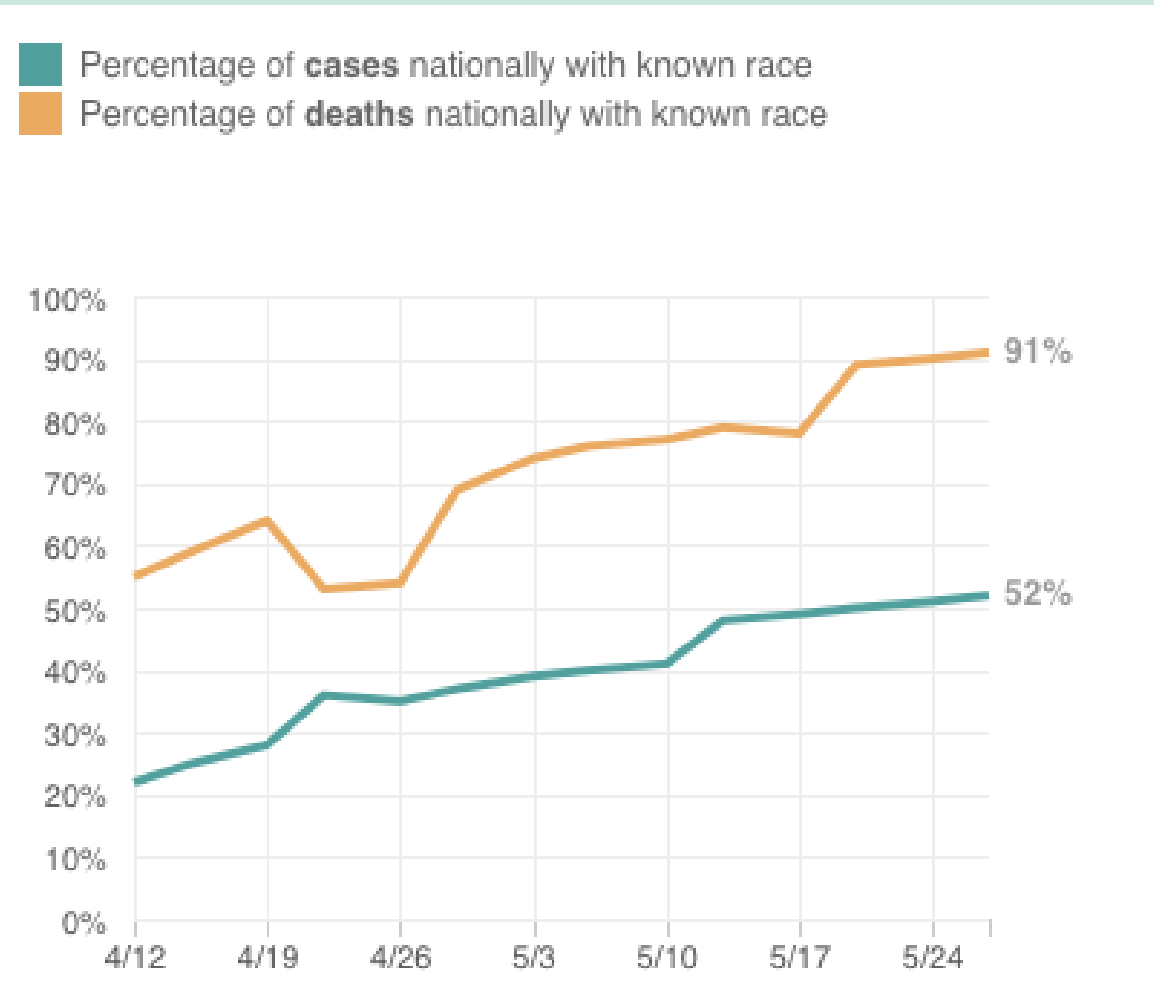
Gaps in Data

Article from May
30, 2020

MAJOR VARIATION IN HOW
STATES REPORT THEIR
DATA

WEST VIRGINIA CLAIMS TO
HAVE RACE DATA FOR 100%
OF POSITIVE CASES

However, they only have 3
categories - white, black,
and "other"



UNTIL AROUND MAY 2020, DATA WAS SPOTTY

48 states plus WDC
reported data

Race is known for 90% of
all deaths

Race is only known for 50%
of all cases

HOW TO COMBAT THE UNEQUAL SPREAD OF COVID-19?



The biggest issue is the widespread mistrust of Trump among minorities

- Even though Biden is now in office, most of COVID information and the start of the vaccines was pioneered under Trump

In Louisiana, a task force recruited celebs to oppose false information and spread correct public health messages in black communities

- Big Freedia - founder of New Orleans hip-hop subgenre - Bounce

Another way people are combating is by calling on their government officials to provide basic needs such as food, assisted pay, & temporary housing for sick

MOVING TO THE PRESENT - TROUBLES WITH VACCINES



It is difficult to access vaccine, and if there is access,
difficult to inform population and soothe fears

A survey found that 53% of whites plan on getting the vaccine,
while only 24% of blacks did

- Only 14% trusted the safety of the vaccine

Only 34% of Latinos planned on receiving the vaccine as well

Vaccine Findings

As of March 2021

41 STATES REPORT VACCINATION DATA BY RACE FOUND THAT...

1. Black and Hispanic people receive smaller shares of vaccinations compared to their total shares of cases and deaths
2. Share of vaccinations amongst Asians was similar to or higher than their share of cases and deaths
3. White people received a higher share of vaccinations compared to their share of cases and deaths

White People as a Share of COVID-19 Vaccinations, Cases, Deaths and Total Population, March 1, 2021

Based on vaccinations, cases, and deaths with known race/ethnicity, among states reporting vaccinations by race/ethnicity

Click on the buttons below to see data for the different race/ethnicity groups:

Black Hispanic Asian **White**

State	Percent of Vaccinations	Percent of Cases	Percent of Deaths	Percent of Total Population
Alabama	79%	57%	65%	68%
Alaska	32%	38%	43%	65%
Arizona	76%	45%	53%	54%
California	36%	20%	32%	36%
Colorado	87%	54%	68%	68%
Connecticut	66%	47%	72%	66%
Delaware	72%	51%	70%	61%
District of Columbia	33%	26%	11%	37%
Florida	80%	40%	56%	75%
Georgia	69%	47%	58%	52%
Illinois	74%	54%	61%	61%
Indiana	91%	78%	78%	83%
Iowa	96%	93%	95%	90%
Kentucky	88%	85%	88%	87%

Black People as a Share of COVID-19 Vaccinations, Cases, Deaths and Total Population, March 1, 2021

Based on vaccinations, cases, and deaths with known race/ethnicity, among states reporting vaccinations by race/ethnicity

Click on the buttons below to see data for the different race/ethnicity groups:

Black Hispanic Asian White

State	Percent of Vaccinations	Percent of Cases	Percent of Deaths	Percent of Total Population
Alabama	19%	29%	30%	27%
Alaska	1%	3%	3%	2%
Arizona	2%	4%	3%	4%
California	3%	4%	6%	5%
Colorado	3%	4%	3%	4%
Connecticut	4%	11%	12%	10%
Delaware	10%	24%	23%	22%
District of Columbia	26%	49%	76%	45%
Florida	7%	14%	16%	16%
Georgia	19%	32%	34%	31%
Illinois	8%	13%	18%	14%
Indiana	5%	8%	8%	9%
Iowa	1%	5%	2%	4%
Kentucky	4%	8%	9%	8%

Hispanic People as a Share of COVID-19 Vaccinations, Cases, Deaths and Total Population, March 1, 2021

Based on vaccinations, cases, and deaths with known race/ethnicity, among states reporting vaccinations by race/ethnicity

Click on the buttons below to see data for the different race/ethnicity groups:

Black **Hispanic** Asian White

State	Percent of Vaccinations	Percent of Cases	Percent of Deaths	Percent of Total Population
Alaska	3%	10%	4%	7%
Arizona	13%	36%	31%	32%
California	19%	55%	46%	40%
Colorado	6%	36%	21%	22%
Connecticut	6%	23%	10%	17%
Delaware	3%	17%	5%	10%
District of Columbia	8%	22%	12%	11%
Florida	17%	37%	24%	27%
Georgia	2%	13%	6%	10%
Illinois	9%	25%	16%	18%
Indiana	2%	10%	4%	7%
Iowa	2%	7%	2%	6%
Maine	1%	2%	1%	2%
Maryland	4%	19%	9%	11%

COMPARING WHITES', BLACKS', AND HISPANICS' DATA JUST BY VIEWING A FEW STATES THE DISPARITY IS SEEN IN POC

How to Combat False Information About The Vaccine



1. NAACP study showed the importance of “directly confront[ing] and address[ing] the deep historical traumas” that have lead to Blacks distrust in the healthcare system
2. Insuring a way for undocumented immigrants to recieve the vaccine without legal issues
3. Like Louisiana, can have people these communities trust spread transparent and comprehensive information about the vaccine
 - Also in multiple languages

Discussion Questions

1. What groups have you seen in your hometown or in ATH being the most affected by COVID-19 (i.e. certain occupations, classes, races, ages, etc.)
2. Do you think community task forces are enough? Should federal legal action be taken to reduce this disparity or should we keep it in the hands of the states/counties?
3. Do you think the U.S. will be better equipped to handle another public health crisis after COVID? Or do we still have a long way to go?

Resources

<https://blogs.bcm.edu/2021/01/22/reducing-covid-19-vaccine-hesitancy-among-racial-and-ethnic-minorities/>

<https://www.kff.org/coronavirus-covid-19/issue-brief/latest-data-on-covid-19-vaccinations-race-ethnicity/>

<https://www.npr.org/sections/health-shots/2020/05/30/865413079/what-do-coronavirus-racial-disparities-look-like-state-by-state>

<https://www.cdc.gov/coronavirus/2019-ncov/community/health-equity/race-ethnicity.html>

<https://covidtracking.com/race>

<https://www.mayoclinic.org/diseases-conditions/coronavirus/expert-answers/coronavirus-infection-by-race/faq-20488802>

<https://www.washingtonpost.com/nation/interactive/2021/coronavirus-timeline/>