

# Understanding the barriers to uptake of the COVID-19 vaccination in over 75s

April 2024

## Background

Data from the Autumn 2023 vaccination programme highlighted reduced uptake of the COVID-19 vaccination booster within ethnic minority groups aged over 75, in certain areas of Surrey. Programme leaders in Surrey Heartlands wanted to increase uptake, so commissioned Luminus to help understand attitudes and potential barriers (e.g. cultural, language, attitudes, physical, geographical, financial), and to work with target communities to find the best routes to encourage uptake.

## Methodology

During the Spring 2024 COVID-19 vaccination programme, Luminus worked with community leaders in the key areas to understand any barriers, and to engage with the people they support to understand why take up is low amongst the target population and their peers. We also conducted a review of published national research from other organisations who have done similar work in similar communities to identify any potential lessons for Surrey. The engagement activity involved attending 11 groups and speaking to people in the key locations of Surrey where vaccine uptake was low.

## Outputs

The insight from the engagement events and literature review were collated into a final written report outlining the key themes, illustrated with first person quotes and case studies. Recommendations were also made based on the findings from the engagement. The insight gathered by Luminus was incorporated into the communications for the Surrey Heartlands Autumn 2024 vaccination programme.

Building upon the findings and recommendations in the initial report, Surrey Heartlands have commissioned Luminus to carry out a second phase of this project. We will look at vaccine hesitancy, any change in attitudes since Spring 2024 and explore challenges and barriers in the uptake of the covid and other seasonal vaccines in a wider audience. The findings of the second phase will be reported in January 2025.

