

IT ALL GOES BACK TO TRUST

A Qualitative Exploration of Extension Professionals' Perceptions of COVID-19 Vaccines in Rural Florida

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Methods

- Qualitative focus group and interviews with nine Extension agents in rural Florida counties
- April 2021 via Zoom

Considerations for Communicators

- Communicators in rural communities should rely on a grassroots approach.
- Messages related to the COVID-19 vaccine should focus on education, rather than promotion.
- New messages should be tested before they are utilized to ensure effectiveness.
- Extension can provide opportunities for community members to ask healthcare experts questions.
- A visible partnership with Extension may be seen as a credible source of information in rural communities.
- Extension agents specializing in public health may be a valuable resource as Extension works to make health and wellness a program priority.

It all goes back to trust. Trust in the country, in the nation as a whole. Some historical components in there, things that have been done over the past to certain minority groups. All those things play a factor in peoples' minds.

We've been bombarded for a year now with everything about COVID, whether it was the fear, the vaccines, or everything. I think that's weighed on some rural folks. They're just done with it. They're over it. They don't want to hear about it.



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