

COVID-19 Vaccine-related Information Seeking Behavior in the Elderly Punjabi Immigrant Community

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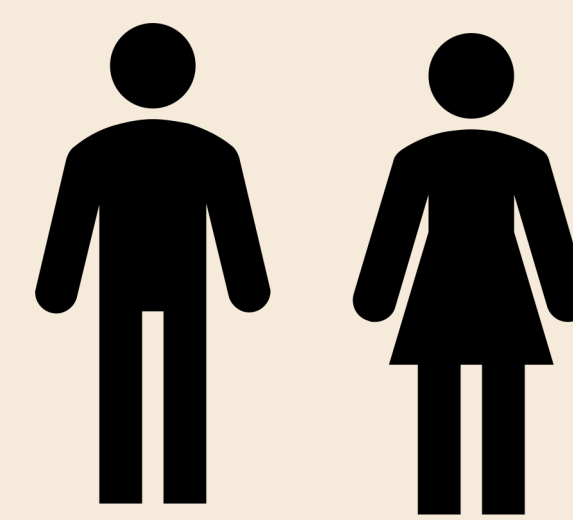
BACKGROUND

- Health disparities among ethnic communities have become more evident during the COVID-19 pandemic
- Misinformation has become prevalent in all media sources
- Health information sources play a key role in addressing health care disparities experienced by immigrants.

OBJECTIVE

- The objective of this study was to understand elderly Punjabi immigrants' COVID-19 vaccine-related information seeking behaviour in the Greater Toronto Area (GTA), Ontario.

METHODOLOGY

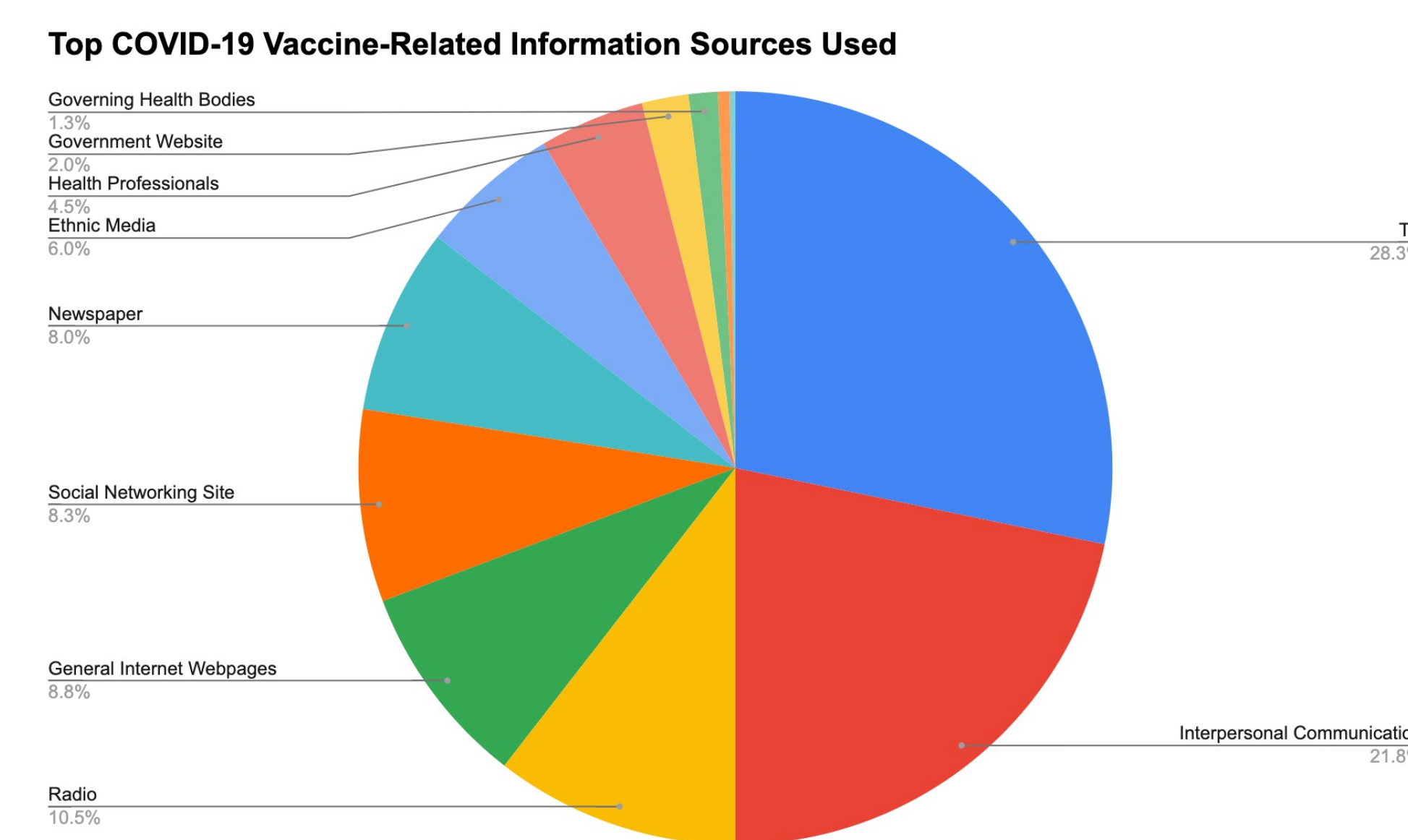
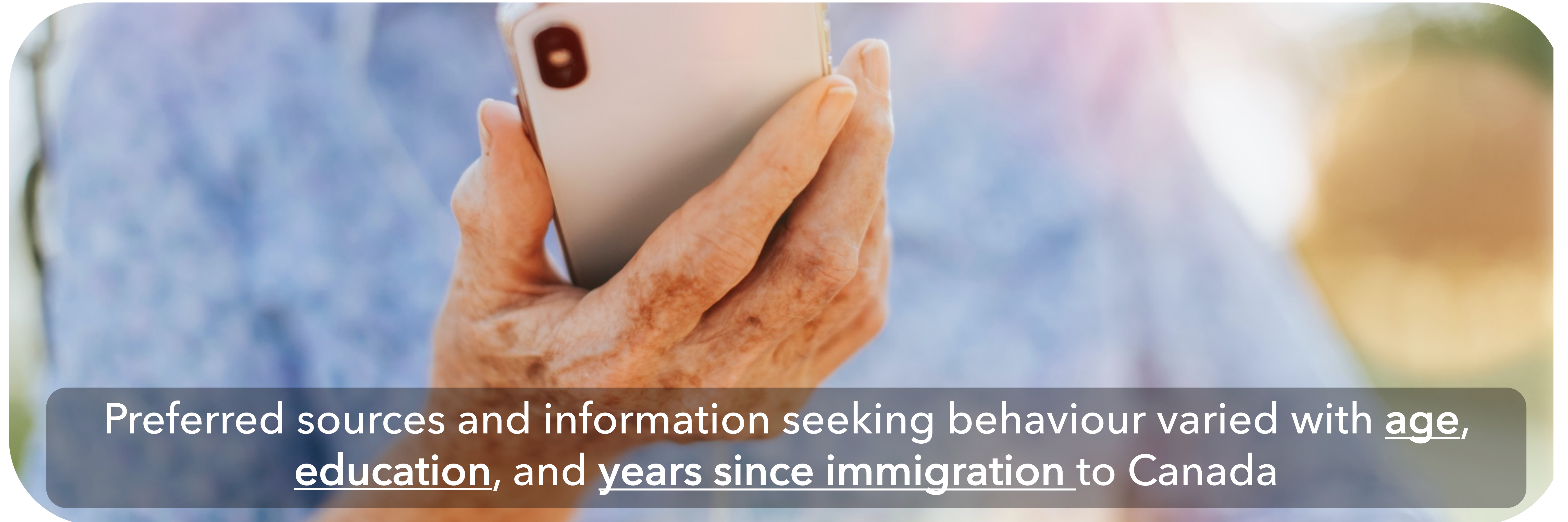
 N = 341
64% M 84% = retired
36% F 57% = <High school Education
M_{age} = 68 years

A survey was conducted which included:

- A** • Need for COVID-19 Vaccine-related Information
- B** • Type of COVID-19 Vaccine-Related Information Sought
- C** • Sources of COVID-19 Vaccine-Related Information
- D** • Information-Seeking Behavior and Habits

- The data collected was analyzed to determine major findings about sources of COVID-19 vaccine information in relation to age, education, and years since immigration.

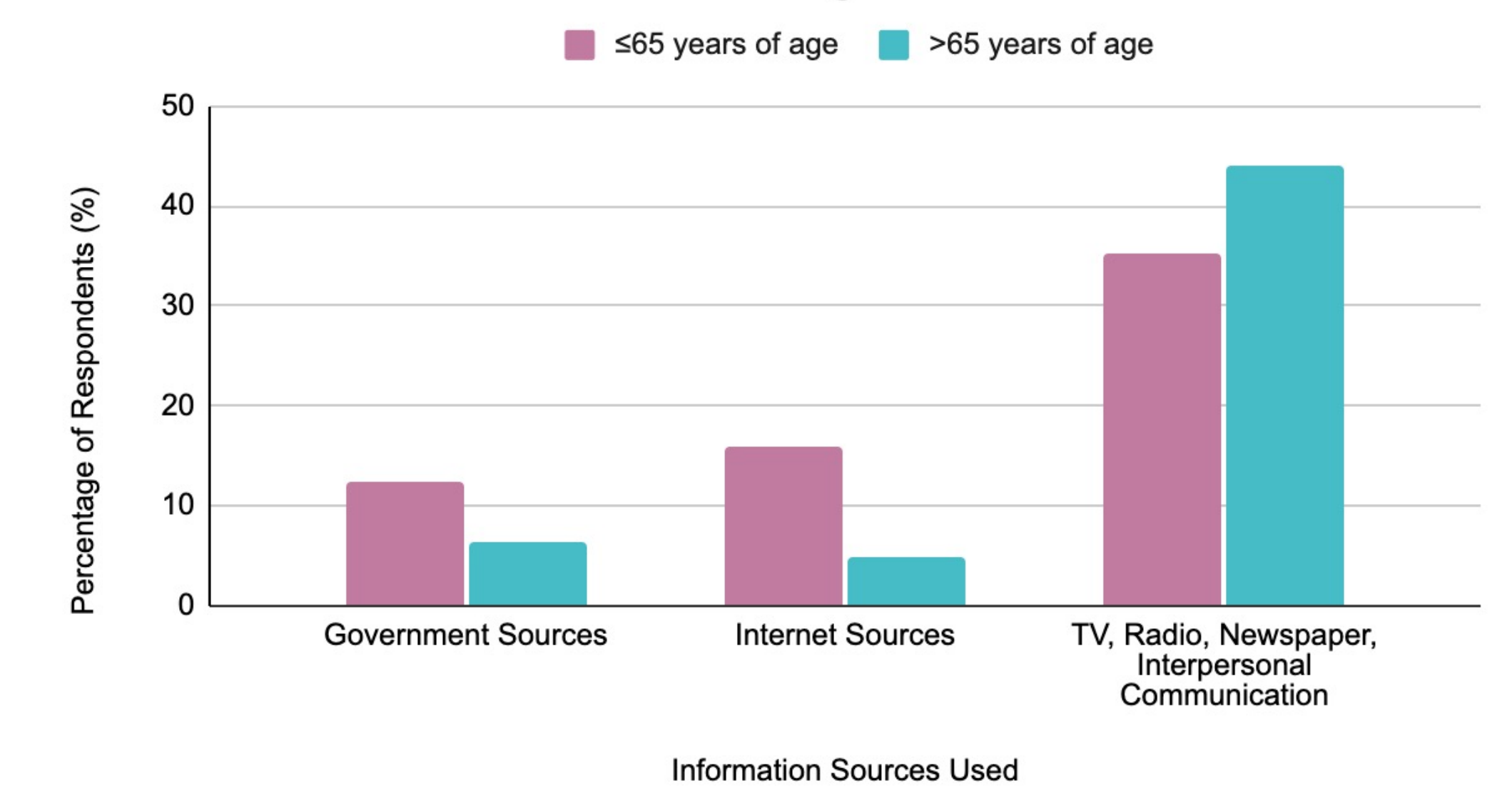
FINDINGS



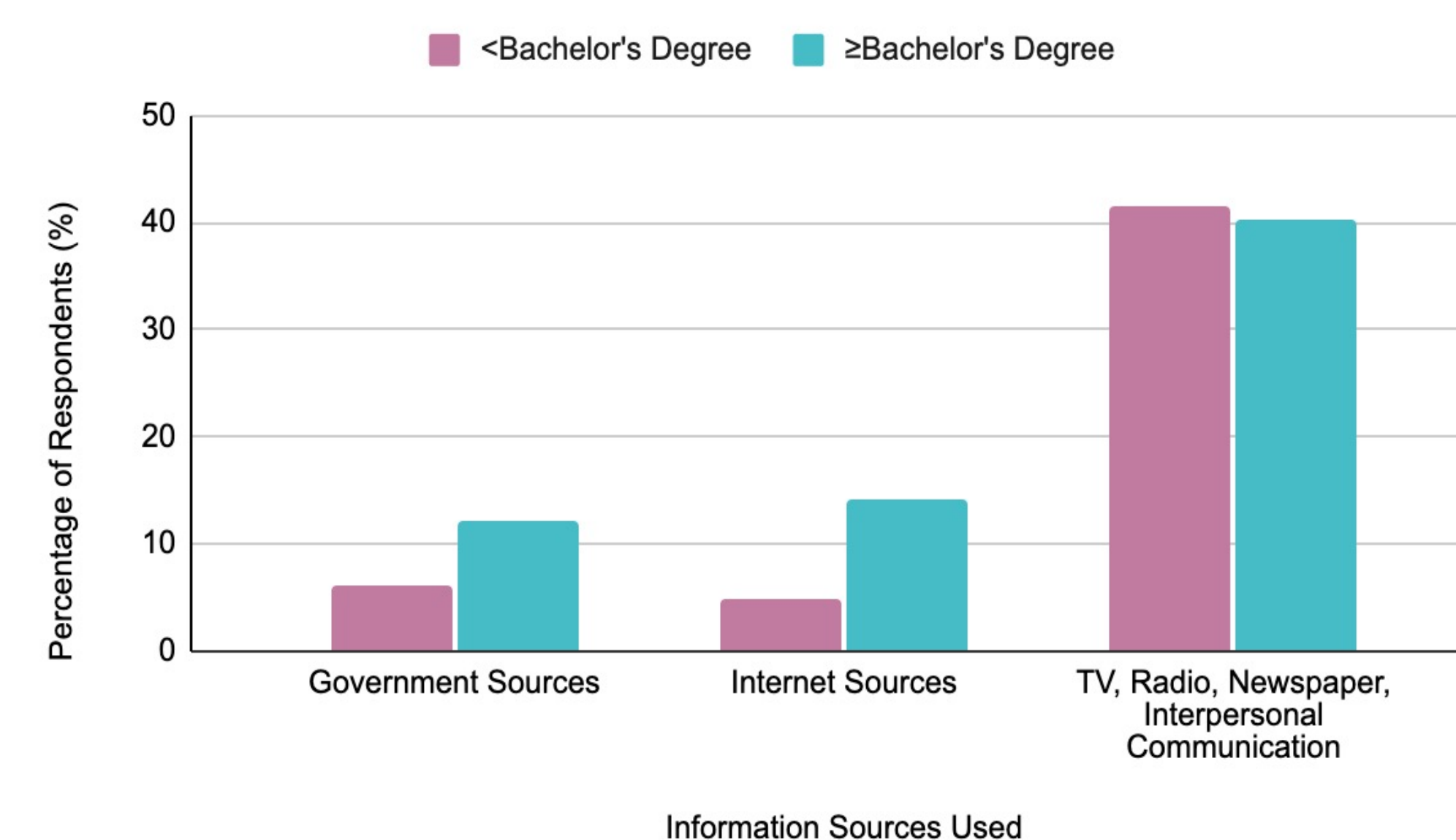
Age, education, and years since Immigration to Canada affected usage of:

- Government Sources (Government Websites, Governing Health Bodies, Public Health Professionals)
- Internet Sources (General Internet Webpages, Social Networking Sites)
- TV, Radio, Newspaper, Interpersonal Communication

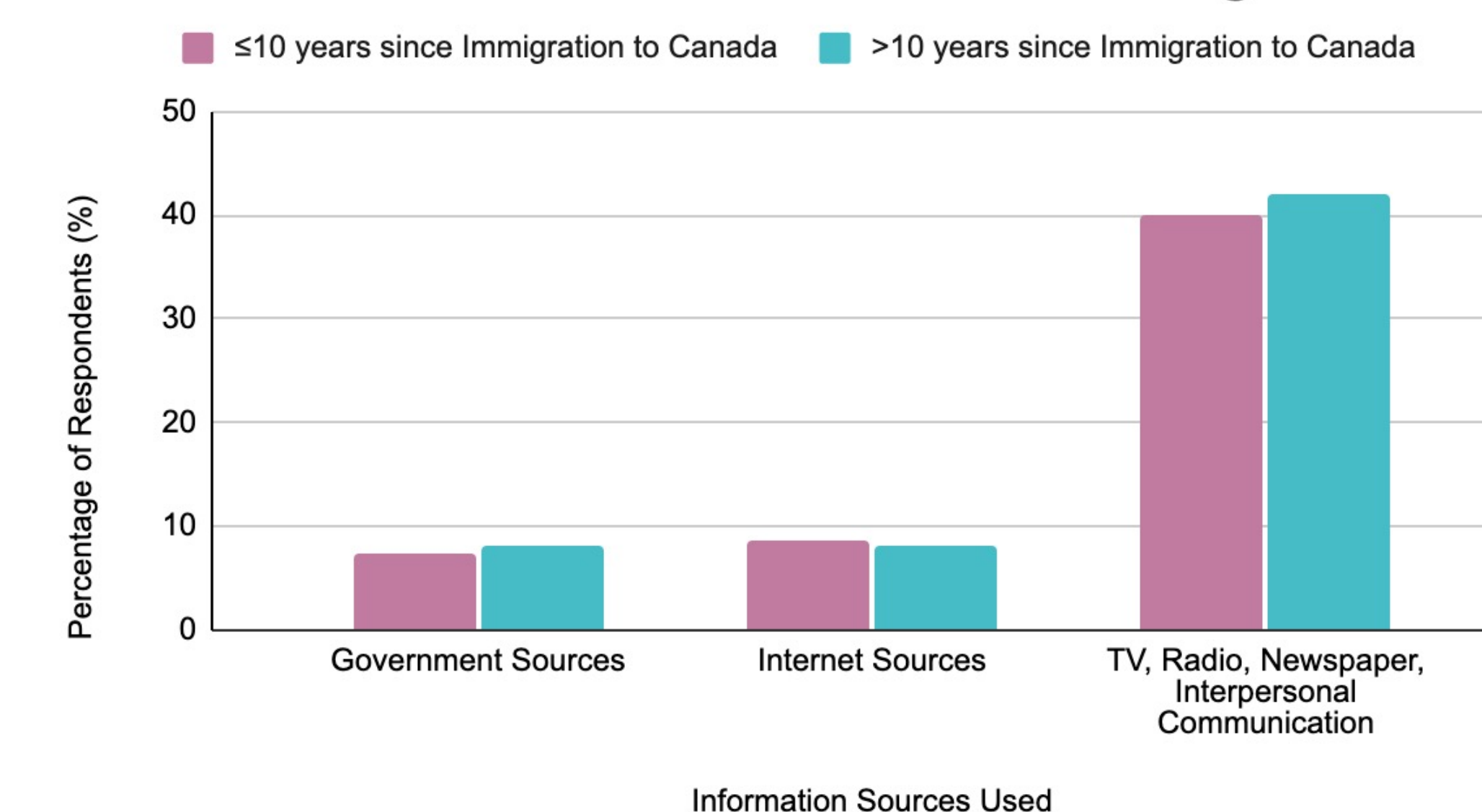
Information Sources Used vs. Age



Information Sources Used vs. Education



Information Sources Used vs. Time since Immigration



CONCLUSIONS

- Identified sources of information can be used to educate and share accurate health and wellness information to older Punjabi immigrant populations, ultimately decreasing health disparities and improving health literacy