



# EXPLORING HEALTH INFORMATION SEEKING AMONG PARTICIPANTS FROM A BLACK ETHNIC GROUP IN THE UNITED KINGDOM: A QUALITATIVE STUDY



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## Introduction

- ✓ Covid-19 was termed as “the great equalizer”. Anyone could get the virus regardless of their social economic status, yet different effects on different populations<sup>1</sup>.
- ✓ Individuals from minority ethnic communities have been at an increased risk of Covid-19 infections and adverse clinical outcomes<sup>2</sup>
- ✓ Higher incidences of inequitable vaccine distribution, delivery and uptake within and among ethnic populations despite skewed effects<sup>2</sup>.



## Purpose

- ✓ Health information a key factor in vaccine hesitancy and refusal.
- ✓ Health information plays a major role in increasing health literacy, health decisions and better management of individual health

## Objectives

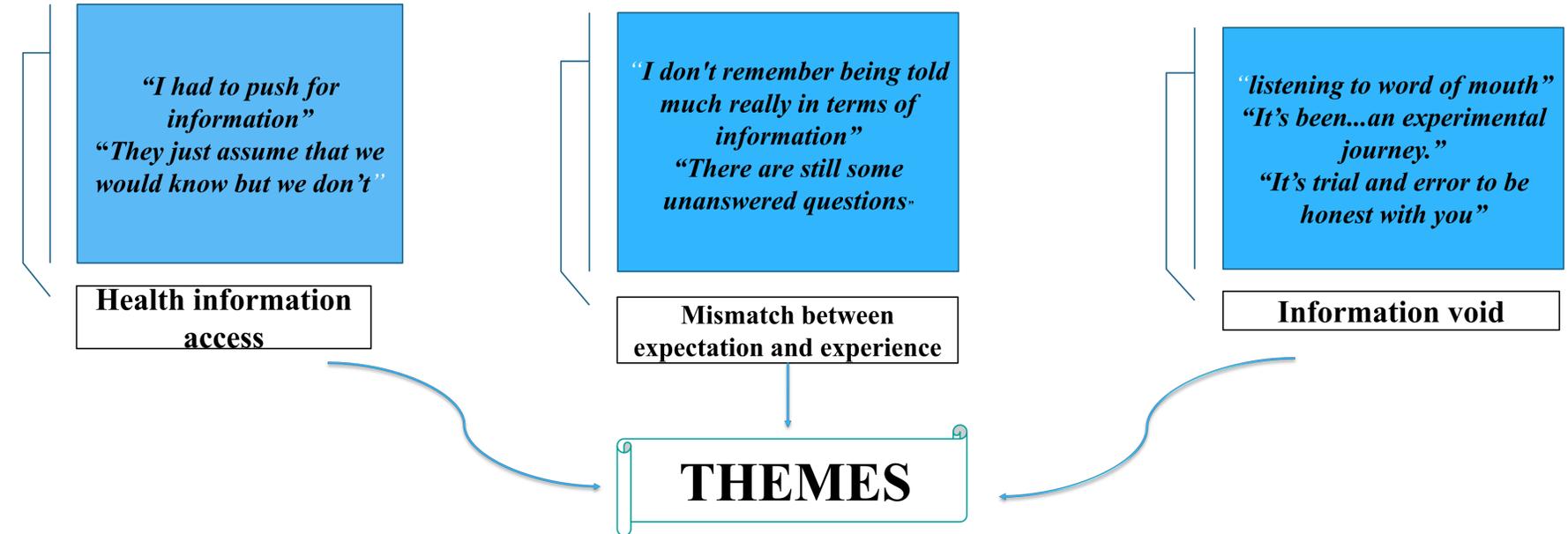
To explore the health information seeking among participants from one group of ethnic minorities in the UK; the Black African community and generate an understanding of patterns, practices and processes related to health information

## Methods

A descriptive qualitative study.  
 one-on-one semi structured interviews.  
 Sample: six participants  
 Black Africans  
 Four female and two males participants  
 From all across the UK  
 Framework method used for data analysis and results discussed as themes



## Findings



## Conclusions

Health information seeking is a complex process and is linked to various variables such as culture faith and beliefs.

Various challenges exist in health information seeking and a lot can be done to improve health information access not just for this community but all ethnic minorities in the UK

## Recommendations

- Further research and engagement with ethnic communities
- Development of targeted health information rather than generic health information
- Engagements with community and religious leaders in delivery of targeted health information.
- Cultural safety

## References

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