

Reply to: Ethnic minorities, social media, and attitudes towards COVID-19 vaccination

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Iliana Sarafian's letter opens an interesting debate on the relationship between hard-to-reach communities, public health policies, and digital technology. Based on our systematic review, the impact of information and communication technologies on the attitudes of some minority ethnic groups towards COVID-19 vaccination wasn't distinctively explored in the literature.¹ However, due to sociodemographic, economic, and cultural determinants, individuals in low-income settings, racial and/or minority ethnic groups, and those with lower education were identified as more hesitant to vaccination.²

New public health strategies should be formulated through the identification of target populations that would benefit from health communication and messaging.³ Artificial intelligence applied to social media for microtargeted individuals or communities with technological, linguistic, or cultural barriers could improve communication during vaccination campaigns. Similar tools and approaches could be adapted to improve access and equity of care for all marginalised groups for a more inclusive public health system.⁴

Declaration of interests

All authors declare no competing interests.

References

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- 2 Cascini F, Pantovic A, Al-Ajlouni Y, Failla G, Ricciardi W. Attitudes, acceptance and hesitancy among the general population worldwide to receive the COVID-19 vaccines and their contributing factors: a systematic review. *EClinicalMedicine*. 2021;40:101113.
- 3 WHO. *Ethics & Governance of Artificial Intelligence for Health*. WHO Guidelines; 2021 Available at: <https://www.who.int/publications/i/item/9789240029200>.
- 4 As Vaccine Demand Slows, Doctors Shift to 'Microtargeting' Vulnerable Communities. Bracey Harris: NBC News; 2021. <https://www.nbcnews.com/news/us-news/vaccine-demand-slows-doctors-shift-microtargeting-vulnerable-communities-n1266031>. Accessed 15 June 2022.

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