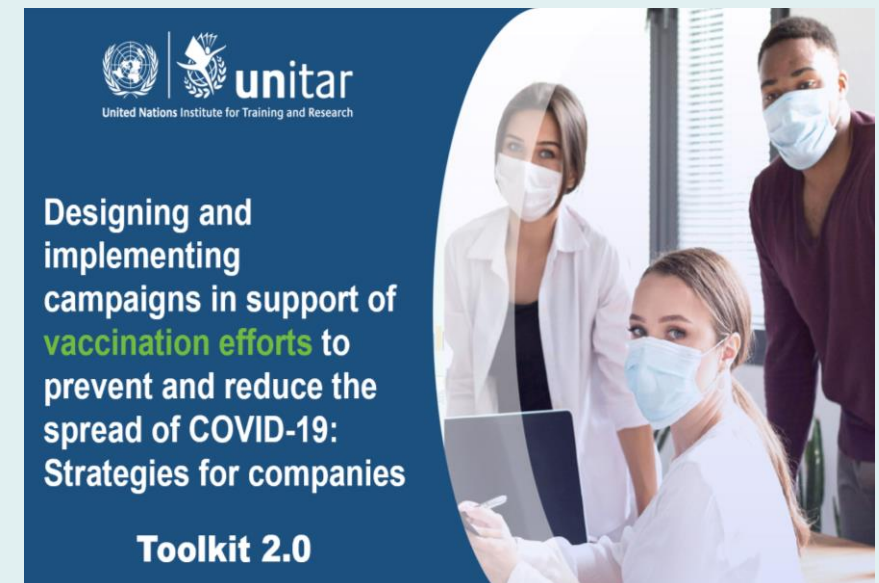
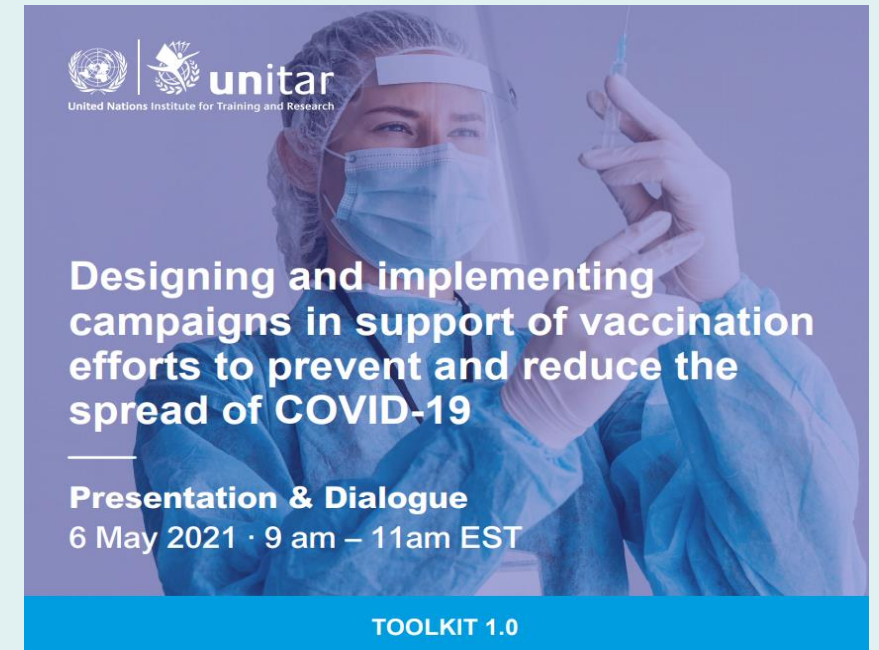


Dr Jeff French

Overview of Toolkits 1.0 and 2.0

15th October 2021



**Designing and
implementing
campaigns in support of
vaccination efforts to
prevent and reduce the
spread of COVID-19:
Strategies for companies**

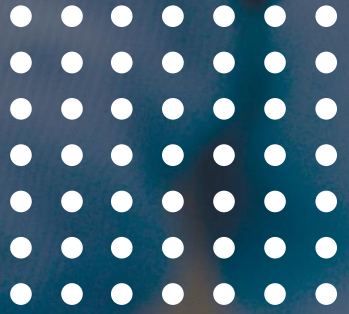
Toolkit 2.0



A photograph of three women standing outdoors, all wearing face masks and making heart gestures with their hands. The woman on the left has blonde hair and wears sunglasses and a blue mask. The woman in the middle has brown hair and wears a blue mask. The woman on the right has dark hair and wears a purple mask. They are all smiling. The background shows a brick building and trees.

Part I


Introduction



**A crisis requiring
public-private
partnerships**

**The imperative
of collaborative
working**



 Click on each number to learn more

Part II

Leveraging companies' assets to support vaccination roll-out

There are **three keyways** in which the **private sector** is making **a difference**.



Advocacy

By leveraging your influence and expertise, convening others, and in particular business leaders, and deploying the skills of your personnel and the people you lead, corporations are helping to mobilize political will for urgent action by Governments and vaccine manufacturers.

You can play a huge part in convincing people, organizations and even Governments that vaccination, and vaccine equity, are in their best interests.



Communications

By using your channels and platforms to share accurate, trusted and life-saving public health information, corporations can counter misinformation, identify and promote solutions and build positive networks that bring results at the local, national and global levels.



Donating services and resources

Some companies have found imaginative ways to do this. **Uber**, for example, is donating free rides to take people to their vaccination appointments across the United States. Others are helping to manage supply chains for vaccines and treatments, and developing education programmes to reach vulnerable groups.

The road to vaccination

Resources



The added value of companies' contributions

As previously mentioned and to summarize, companies have many assets that they can use to help reduce the impact of the COVID-19 pandemic. Companies' assets can include:

- People and skills (e.g., marketing expertise)
- Knowledge of the communities they service
- Brands and the trust people have in them
- Facilities (e.g., warehouses, call centers, etc.)
- Networks and value-chain partners
- Logistics and cold capabilities
- Consumer and public reach
- Ability to provide useful products and services
- Events and sponsorships
- Technology and data
- Media investments
- Funding capabilities

Potential Areas of Collaboration

Potential areas of collaboration with public health organizations

| | |
|--|--|
| Joint public health campaigns | Companies could invest resources in developing joint working with public health teams to develop campaigns to raise awareness of how to access vaccines and why wide adoption is key to personal and community safety. |
| Joint brand related marketing | Companies could invest resources and lend their brands to raising awareness and to bring about change. Companies' understanding of the target audience demographics, company trust, influence, and reach can assist with trust building and help ensure that pro vaccine messages are presented in ways that strike home. |
| Provision of incentives | Companies could offer incentives to encourage vaccine uptake. In the case of AB InBev, this can include drinking water, or a chance to win a ticket for a big sporting event. |
| Sponsorship in kind public health programmes | Rather than incentives, companies could provide endorsements and government campaign support via its outlets, distribution trucks, packaging, etc. |
| Financial sponsorship | Companies could donate cash to COVID Vaccination Funds and galvanize business partners to do the same. The cash donations may or may not be tied to a particular campaign. If financial support is provided it is essential any finance is clearly separated from the public coffers and care must be taken to ensure the sponsor has integrity. |
| Corporate volunteering and use of staff time and expertise. | Companies such as AB InBev could encourage skilled colleagues to help by volunteering or being seconded into public health departments that need communication, marketing, customer insight or logistical support. They could also offer to train public and/ or mentor public health staff. |
| Provision of physical and material company assets | Companies across all countries have an array of physical assets that could be used to assist in a vaccine roll out. Assets such as office, storage, retail and entertainment premises. Companies also have other resources such as their data bases, contact lists, and customer insight data. All these assets should be reviewed and assessed for their potential contribution. |
| Socially responsible business practices | Companies can also assist vaccine promotion by ensuring that they conduct their discretionary business practices, staff welfare and investments in ways that support public health. E.g., giving staff time to attend screening and or vaccination programmes. |
| Acting as examples of good practice | By supporting its own workforce to take up available vaccines and act as advocates for vaccination companies can act as an example to other organizations and the public. |
| Public health Advocacy | Companies can also act as a general advocate for vaccination. We know that in some populations vaccine hesitancy in general is growing and needs to be addressed. We also know that there are also many other public health threats that reduce vaccine up-take such as poverty. Companies could run informational campaigns to raise awareness about general public health challenges including safety and efficacy of vaccines. |
| Access to data | Companies have a great deal of customer and target market data that may be relevant to understanding segments of the population. This data or summaries of it can be offered to public health organizations to help plan pro vaccination campaigns. |

Part III

Companies' best practices

Case Study: The Health Action Alliance

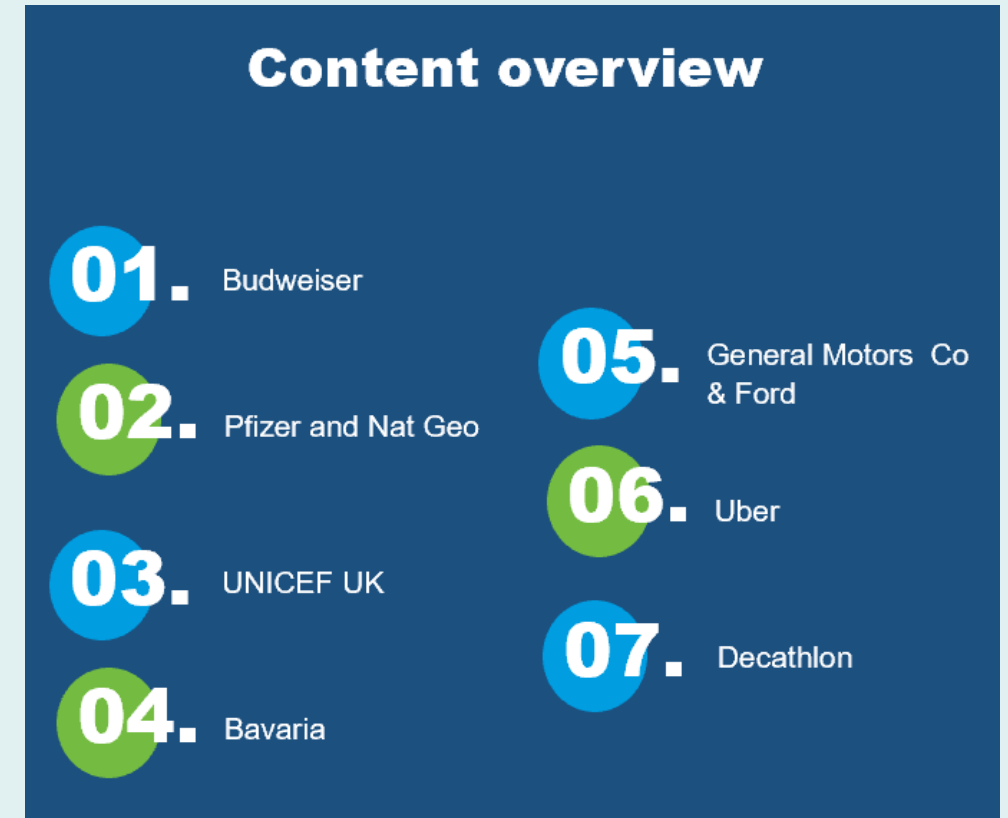


The **Health Action Alliance** is a **coalition of leading business, communications, and public health organizations** that helps the business community **improve the health of employees, customers and communities** by:

- Promoting COVID-19 prevention and encouraging vaccination.
- Advancing health equity by addressing the needs of disproportionately affected communities.
- Restoring trust in science and strengthening public health to be better prepared in the future.

Key Learnings

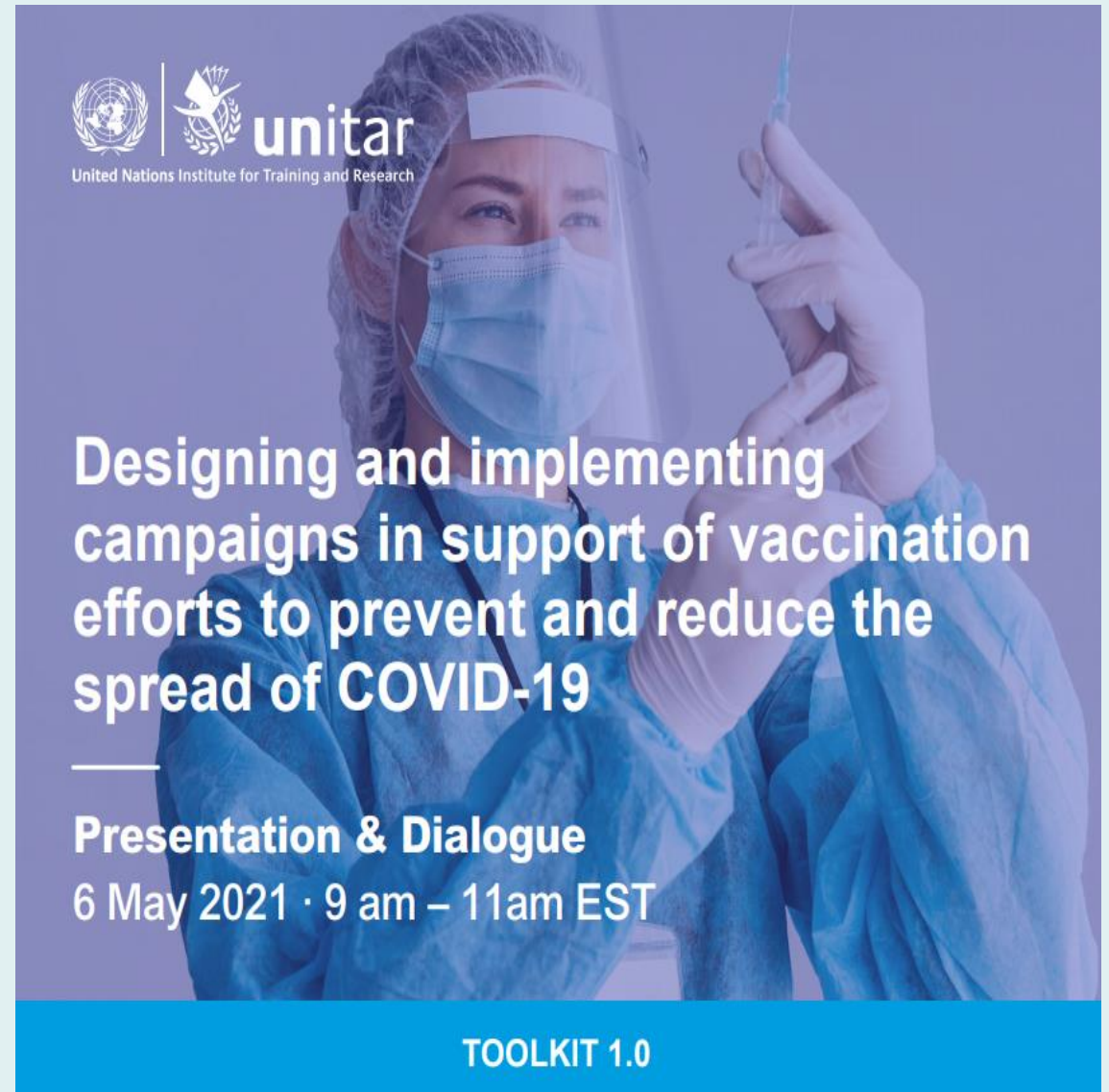
1. Develop alliances between public and private
2. Use the strengths, assets and creativity of partners
3. Set clear goals and objectives
4. Track impact and refresh programmes of action



Prof Jeff French

Overview of the Toolkit 1.0:

Designing and implementing campaigns in support of vaccination efforts to prevent and reduce the spread of COVID-19





Part I

Overview : Impact of COVID-19 on sustainable development

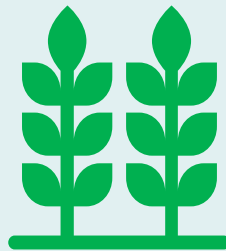
The impact of



**Economic
factors**



**Social
factors**



**Environmental
factors**



has a large **influence**
on people's ability to behave
in certain ways and their
motivation to do so.



Part II

Uptake of protective behaviors

Content overview

01.



Communication interventions in pandemic management

02.

What works and what does not work

03.

Behavior challenges

04.

Behavior models



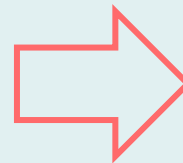
Press the images to reveal information



“It can be argued that influencing behaviors is the most important factor in reducing harm caused by COVID-19.”



Reducing infection, early detection and treatment and vaccine uptake all depends on influencing behaviors.



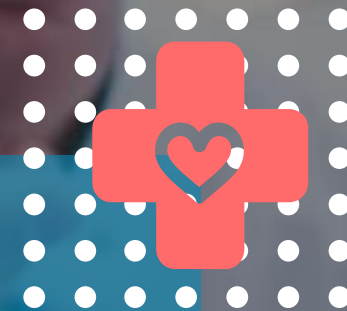
In this context, influencing the behavior of professionals and policy makers is also a key challenge as their behaviors impact on the delivery of appropriate interventions and health care services.

A person is seen from behind, sitting on a snowy ledge and looking out through a large window at a vast ocean under a cloudy sky. The scene is framed by dark window panes. A semi-transparent red rectangle is overlaid in the center, containing white text. In the top right corner, there is a decorative grid of white dots on a dark background.

It is not sufficient to consider an individual's voluntary behavior change in isolation.

Part III

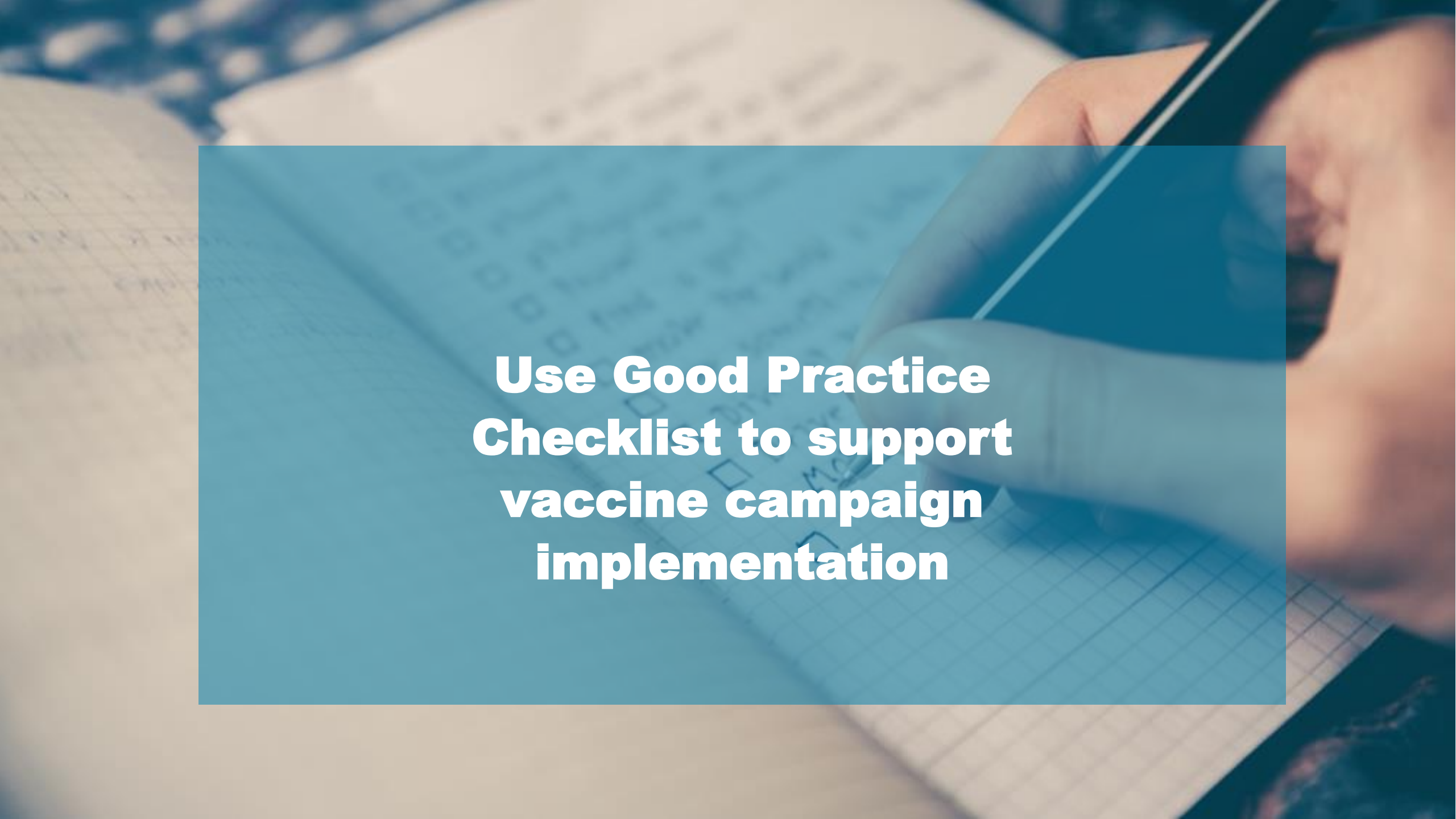
Planning vaccine communication campaigns



**Build delivery coalitions
and partnerships**

A photograph of a man and a woman walking on a city street. The man is in the foreground, wearing a blue face mask and a dark coat. The woman is slightly behind him, wearing a red face mask, a black beanie, and a dark coat, carrying a brown bag. The background is a blurred city street with other pedestrians. A semi-transparent blue rectangle is overlaid on the image, containing the text.

**Develop citizen-focused
campaigns**

A close-up photograph of a person's hand holding a black pen, poised to write on a checklist displayed on a smartphone screen. The background is a blurred image of a person's face and a document with a grid pattern. A semi-transparent blue rectangle is overlaid on the center of the image, containing white text.

**Use Good Practice
Checklist to support
vaccine campaign
implementation**



Carry-out formative research to understand existing attitudes, beliefs knowledge and behaviors.

To assist the development of approaches, research should be undertaken by skilled formative researchers. Detailed profiles of an audience need to be established as a preliminary step to media development if a message is to be optimally received.



Target the message.

Different sub-groups have different needs, interests, beliefs, and attitudes. Message executions should be tailored for different groups.



Take account of interpersonal and peer influences.

Campaigns should attempt to stimulate interpersonal contact such as the promotion of group and community activities, interpersonal communication networks and social norms.



Maximize contact with the message.

Concentrated bursts of messages often work better than the same quantity of messages over a long period. Maximizing contact also means optimizing media within the constraints of available budgets and social media within organizational capacity. On-going campaigns are necessary to maintain awareness and to reinforce attitude behavior change.



Use multiple channel mix.

Multiple communication channels tend to have a synergistic effect.



Build trust.

Always use a credible source or spokesperson. Source credibility is a major factor affecting message acceptance. Spokespersons should be selected based on research results that indicate that they will be credible and relatable with the target audience. Pre- and on-going testing for credibility is essential.



Set realistic goals.

Major shifts in attitude and belief are not common in large populations over short periods of time. It is important that intermediate goals are set. Realistic immediate small changes in attitude, beliefs and knowledge related to vaccine and vaccine take up can be used to track progress over time.



Provide environmental supports for change.

Research has shown that most campaigns require 'on-the-ground' back-up support for optimum effect. To accomplish this, media and social media should be accompanied by strategies associated with community organizations and opportunities for community interaction.

Part IV

Developing vaccine communication campaigns





In most cases, the simple one-way persuasive model of information influences behaviors, however, it has now been replaced by a more **socially oriented approach**, in which mass and digital media are viewed as one of many possible sources of information and influence in society.

Ideally, **communication** should be a **process**, with **feedback** that enables ongoing modification to communication strategies.

‘The hesitant’

those who have concerns about perceived safety issues and are unsure about needs, procedures, and timings for immunization.

‘The unconcerned’

those who consider immunization a low priority and see no real perceived risk of vaccine-preventable diseases.

Research has indicated that groups who are not enthusiastic about vaccine uptake could be segmented in the following sub-groups:

‘The poorly reached’

those who have limited or difficult access to services, related to social exclusion, poverty and, in the case of more integrated and affluent populations, factors related to proximity.

‘The active resisters’

those for whom personal, cultural, or religious beliefs discourage them from vaccinating.



In addition to these recommendations, the **USA Centers for Disease Control and Prevention (CDC)** have developed a useful **six-point set of principles** to help guide the development of pandemic message approach and selection:

Be First.

Crises are time sensitive. Communicating information quickly is crucial.

For members of the public, the first source of information often becomes the preferred source.

1

Be Right.

Accuracy establishes credibility.

Information can include what is known, what is not known, and what is being done to fill in the gaps.

2

Be Credible.

Honesty and truthfulness should not be compromised during crises.

3

Express Empathy.

Crises create harm, and the suffering should be acknowledged in words.

Addressing what people are feeling, and the challenges they face, builds trust and rapport.

4

Promote Action.

Giving people meaningful things to do calms anxiety, helps restore order, and promotes some sense of control.

5

Show Respect.

Respectful communication is particularly important when people feel vulnerable.

Respectful communication promotes cooperation and rapport.

6

25 messaging tactics



Click each icon to check tactics and recommendations

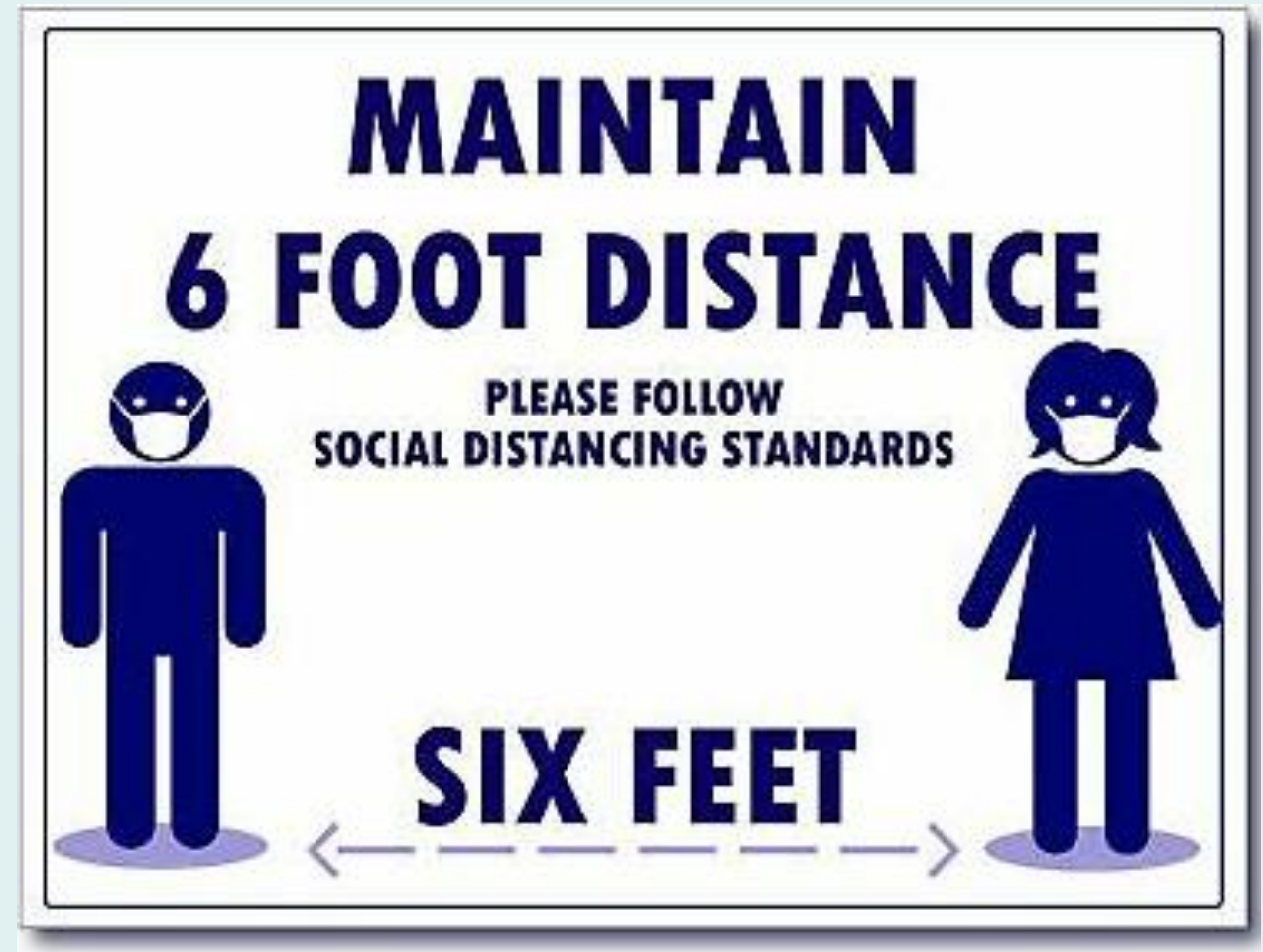


5 KEY SELECTED VACCINE MESSAGING TACTICS

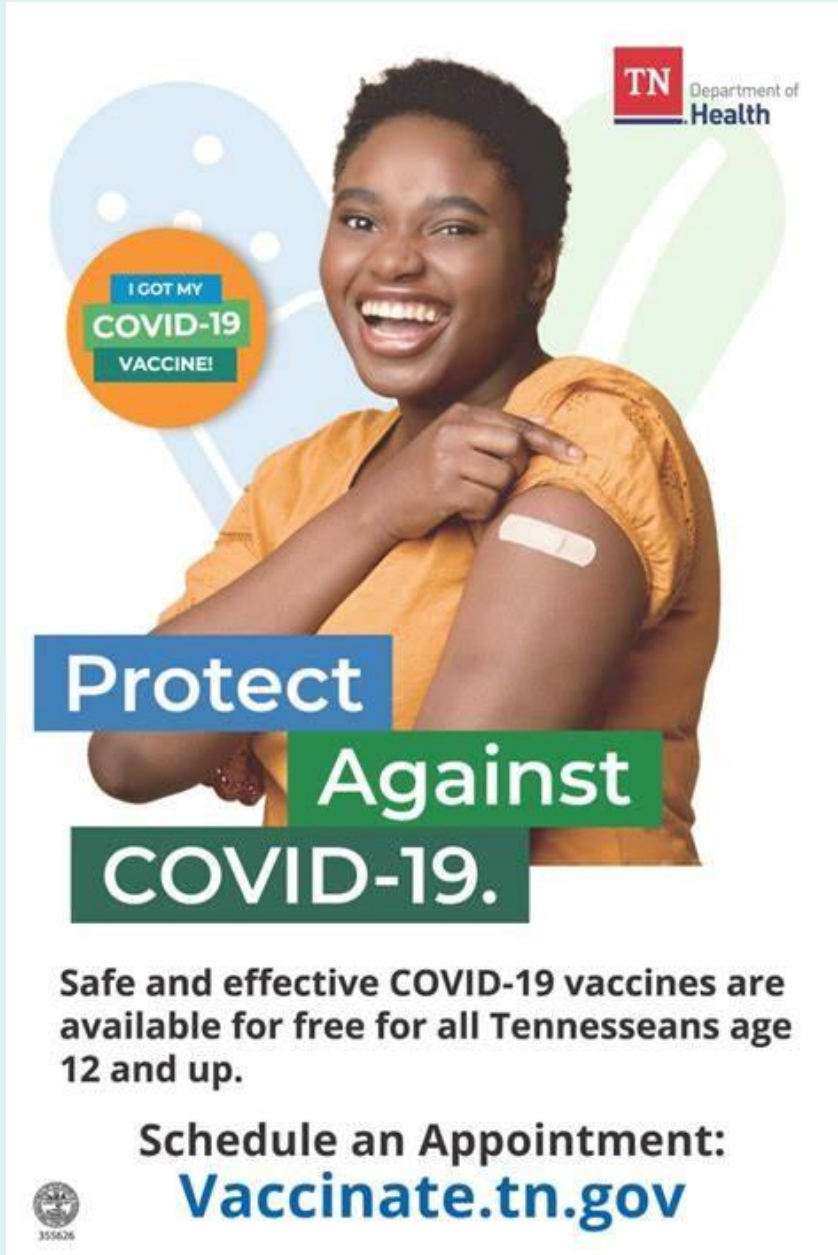
1. Do not repeat mis and disinformation or give attention to bad behaviour
2. Keep it simple and specific and give people things to do
3. Focus on regret / loss and social value
4. Use the right Face and Voice
5. Focus on valued social norms



Keep it simple and specific and give people things to do



Use the right Face and Voice



A poster from the Tennessee Department of Health featuring a smiling Black woman pointing to her vaccinated arm. The background includes a large blue and green heart shape. Text elements include the TN Department of Health logo, a circular badge saying 'I GOT MY COVID-19 VACCINE!', and the main message 'Protect Against COVID-19.' Below this, it states that safe and effective vaccines are available for free for all Tennesseans age 12 and up. At the bottom, it says 'Schedule an Appointment: [Vaccinate.tn.gov](https://vaccinate.tn.gov)'.

TN Department of Health

I GOT MY
COVID-19
VACCINE!

Protect
Against
COVID-19.

Safe and effective COVID-19 vaccines are available for free for all Tennesseans age 12 and up.

Schedule an Appointment:
[Vaccinate.tn.gov](https://vaccinate.tn.gov)

Focus on valued social norms



A poster from the NHS featuring a Black man with a beard looking directly at the camera. The background is dark with a warm light source behind him. Text elements include the NHS logo, the HM Government logo, and the website www.AFRICANVOICEONLINE.CO.UK. The main message is 'CORONAVIRUS STAY HOME FOR YOUR FAMILY' in large, bold letters. Below this, it says 'DON'T PUT THEIR LIFE IN DANGER.' At the bottom, a yellow banner with red and black diagonal stripes contains the text 'STAY HOME ► PROTECT THE NHS ► SAVE LIVES'.

www.AFRICANVOICEONLINE.CO.UK

Friday, 8 May 2020 - Thursday, 14 May 2020

HM Government

NHS

CORONAVIRUS
STAY HOME
FOR YOUR FAMILY

**DON'T PUT THEIR LIFE
IN DANGER.**

STAY HOME ► PROTECT THE NHS ► SAVE LIVES

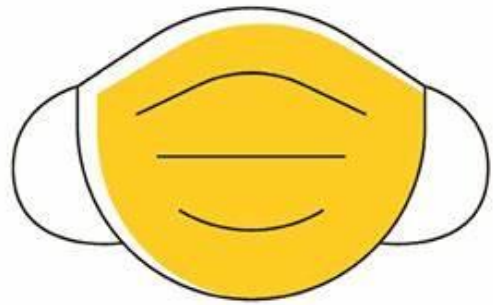
Focus on regret / loss and social value



**LET'S GET
BACK TO
THE THINGS
WE LOVE
LET'S GET
TESTED**

FEELING UNWELL?
GET A FREE TEST NOW

CALL 119
NHS.UK



**WEAR
YOUR MASK**

DO WEAR YOUR MASK



THE PROPER WAY

Wear your mask so it comes all the way up, close to the bridge of your nose, and all the way down under your chin. Keep it snug to your face.

ARE YOU WEARING YOUR FACE COVERING/MASK PROPERLY ?

Help protect those around you.



Your face covering/ mask should cover your nose, mouth and chin without gaping.



Chin



Nose uncovered



Ear hang



Correct

hamilton.ca/coronavirus



Part V

**Using social norms
interventions to promote
COVID-19 vaccine uptake
and protective behaviors**