



The Vaccine Acceptance Interventions Lab:

Rapid development and testing of evidence-based vaccine communications

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Presented as part of the Vaccine Acceptance Virtual Event Series

Organized by The Mériem Foundation

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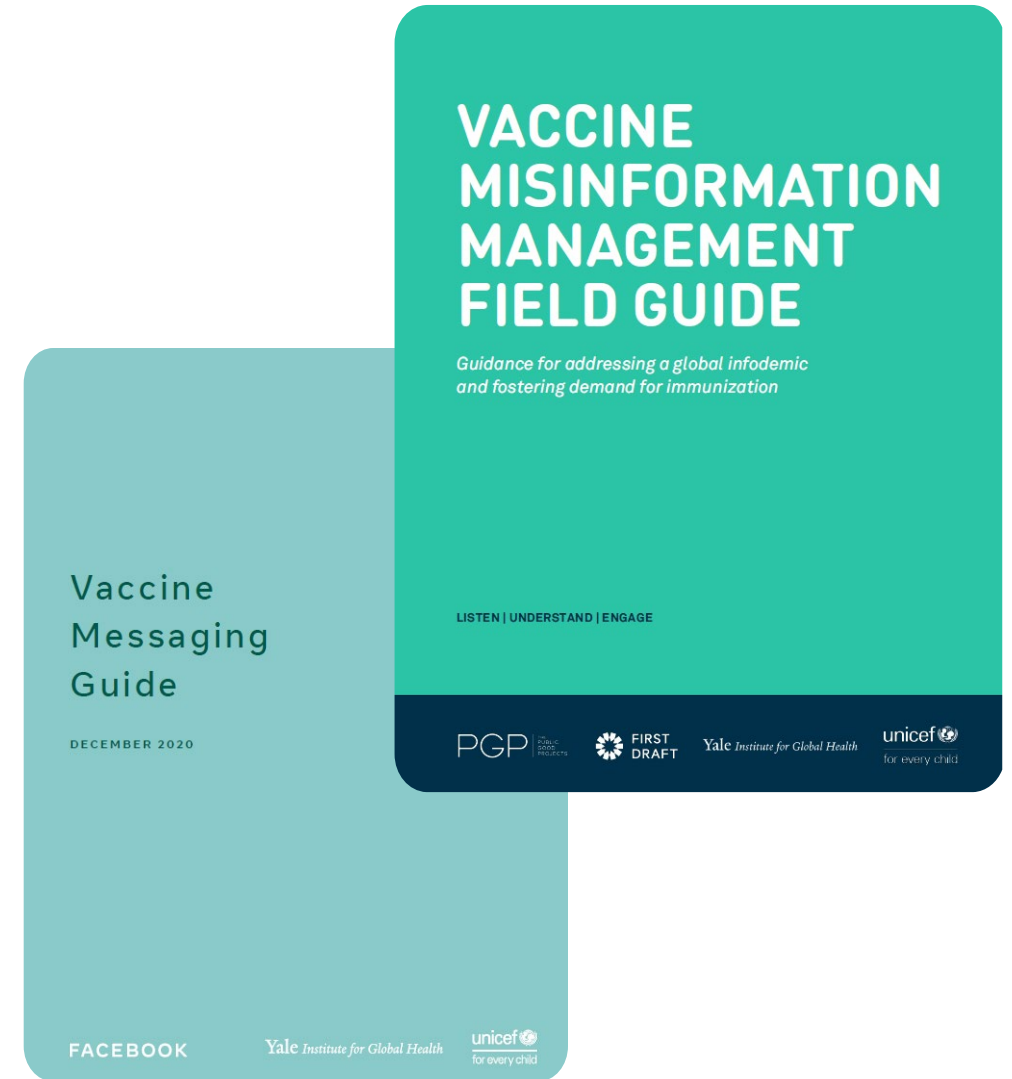
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unicef 
for every child

Challenge

- Vaccine hesitancy is complex.
- Strong digital campaign performance 'online' does not automatically translate into behavior change 'offline.'
- Vaccine acceptance messaging is highly specialized to context and culture (in which there is risk of inadvertently doing harm).



Vaccine acceptance is based on different levers which can be targeted in effective messaging.

Best practice understands that *what* is being said is as important as *how* it is said, and *who* is saying it.



THOUGHTS, FEELINGS



ATTITUDES,
COGNITIVE BIASES



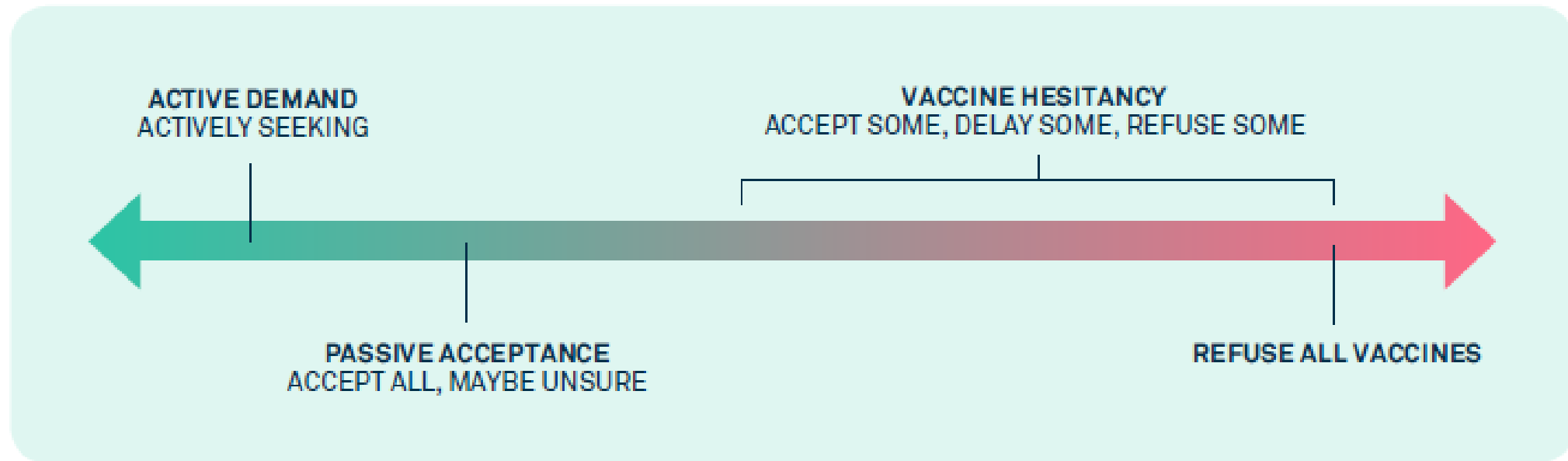
TRUST, SOCIAL NORMS,
BELIEFS, EXPERIENCES,
FEARS



MORAL VALUES,
IDEOLOGY, IDENTITY,
WORLDVIEW

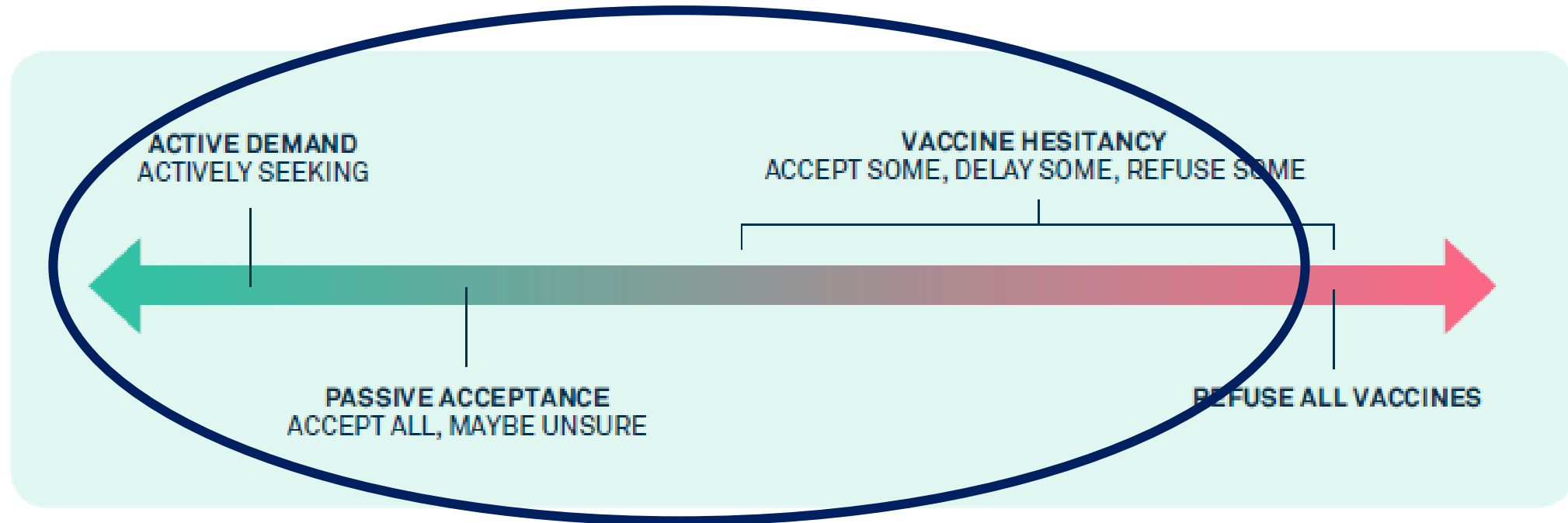
Vaccine Acceptance occurs on a continuum

Most people are reachable to boost vaccine confidence and move needle toward change.



Vaccine Acceptance occurs on a continuum

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Addressing an infodemic within a pandemic

Digital communication shapes vaccine demand.

Modern health systems need infrastructure and tools to listen to, understand, and engage with their communities.



Communities can be inoculated against misinformation.

The infodemic remains a serious threat to global health.



How to?



Opportunity

Existing collaboration between YIGH, UNICEF and Facebook to develop the impactful messages based on evidence and detailed insights

Partner with UNICEF HQ and UNICEF COs



2020 pilot highlights powerful opportunity to leverage the strengths of each actor

Countries need support in managing expectations and maintaining public trust in vaccines amidst COVID-19



Goals

Develop a **nuanced understanding of country information ecosystems**, including how it is being altered by the COVID19 infodemic

Apply this understanding to **develop compelling and effective pro vaccine messages, campaigns, and inoculation messages**



Systematically pre-test messaging in targeted audiences for efficacy and safety in five countries

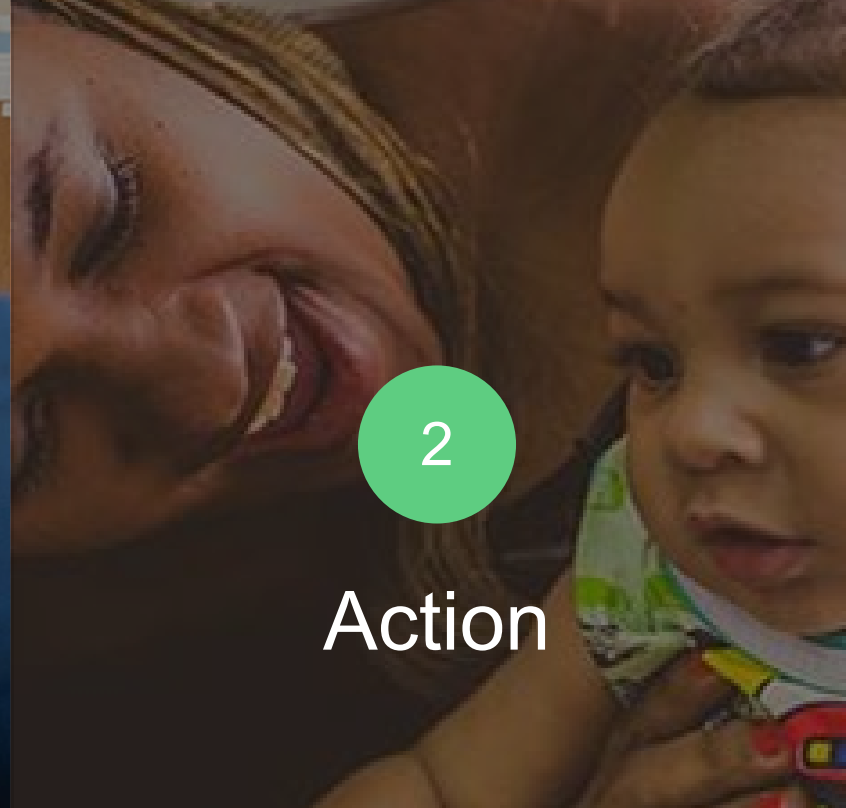
Build in-country, **sustainable capacity for vaccine behavior change communications**





Insights

Insights for Impact analyses public Facebook posts to generate rich insights on public confidence in vaccines, and identify levers for effective messaging



Action

Based on these insights and technical expertise, YIGH, UNICEF and PGP create targeted content to distribute via Facebook



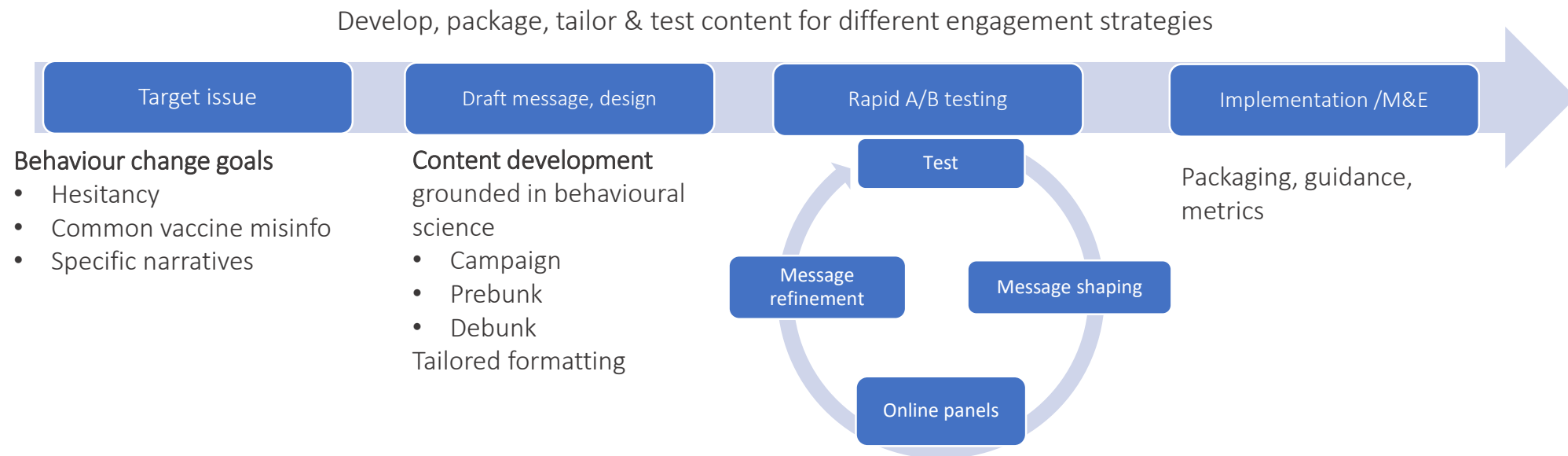
Impact

Test and scale messages that improve public trust in vaccines, and measure change in intent to vaccinate and coverage



From Insights to Impact – building effective messages- VAIL

Leveraging social listening to develop, design and deploy meaningful health communication



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PGP

THE
PUBLIC
GOOD
PROJECTS

FACEBOOK

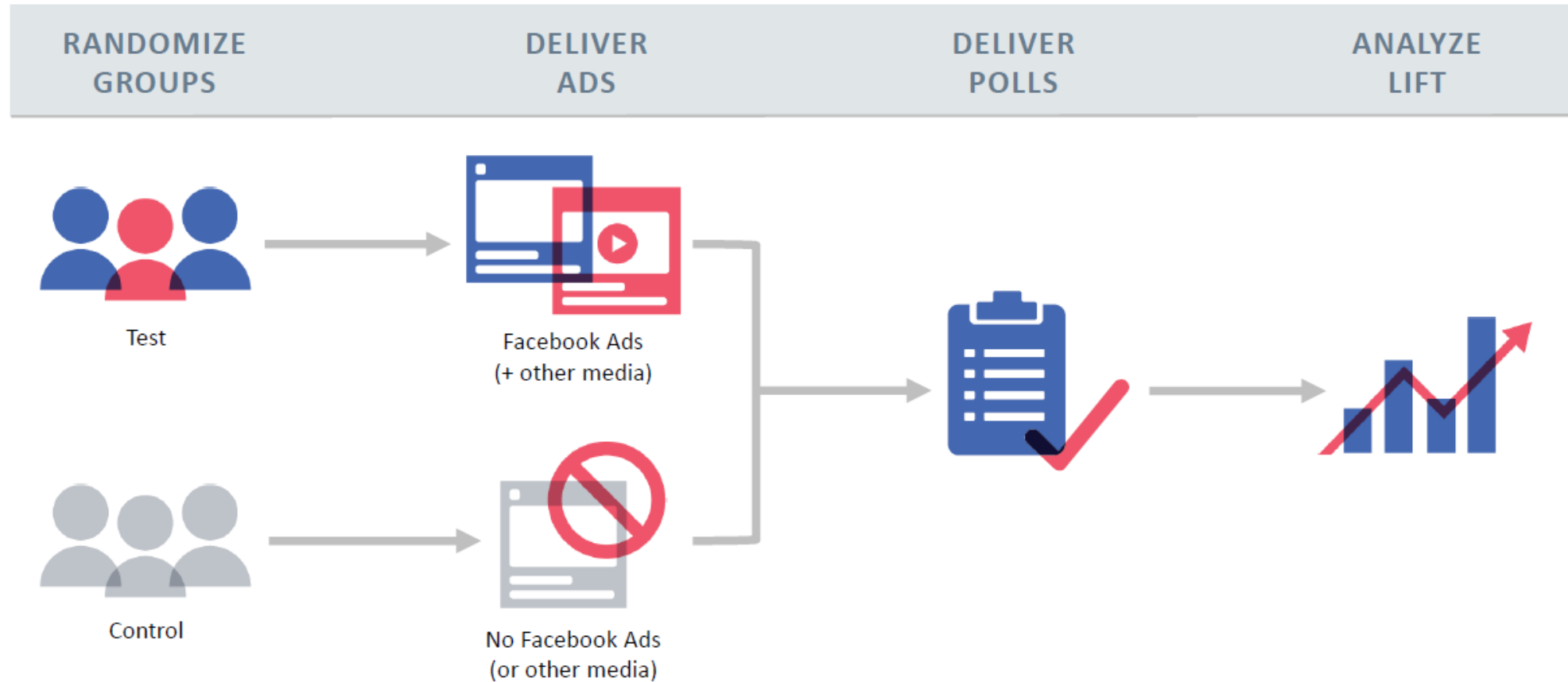
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How it works

Brand lift studies rely on experimental design to understand which digital campaigns resonate most.



Key principles of effective vaccine messaging

10 evidence-based strategies to consider when addressing vaccine hesitancy

1

Don't
assume
vaccine
hesitancy

2

Anticipate
cognitive
shortcuts

3

Tell stories

4

Build trust and use
credible
communicators

5

Connect with
people's values

6

Remind people why
we vaccinate

7

Reinforce social
norms

8

Busting myths can
backfire

9

Communicate
vaccination as an
aspiration, not an act

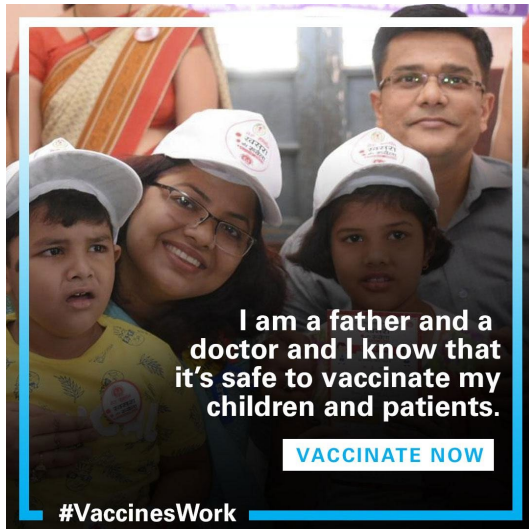
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Vocal vaccine deniers

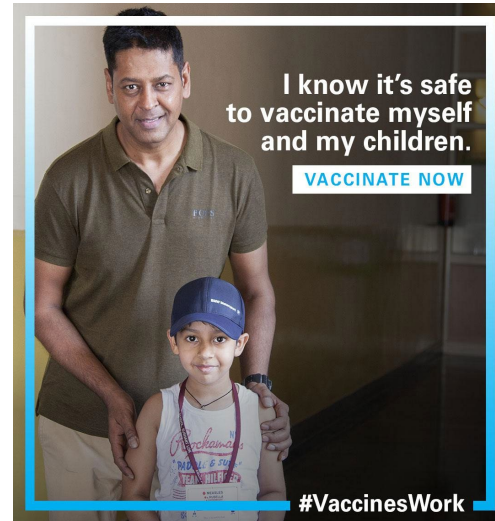


Build trust and use credible communicators

UNICEF INDIA: MESSAGE-TESTING (MESSENGER)



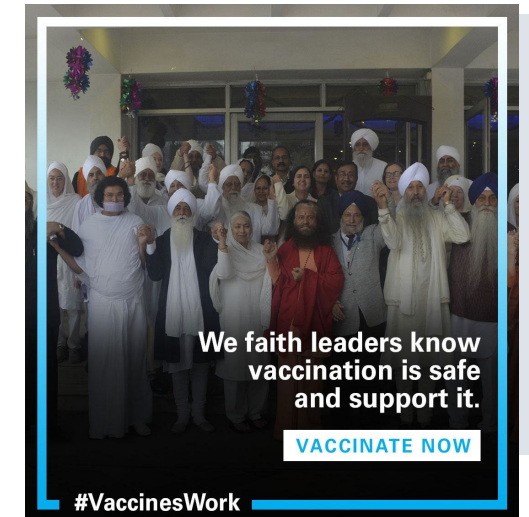
Peer - Influencer



Real-life parent



Community Health Worker



Multi-faith religious leaders

Choose communicators who have:

Expertise

Trustworthiness

Similarity



Connect with people's values



Care / Harm



Fairness /
Cheating



Loyalty /
Betrayal



Authority /
Subversion



Purity /
Degradation



Liberty /
Oppression

Unite The Righteous Mind



UNICEF ROMANIA:
MESSAGE TESTING

Values-based messaging

In Romania, the UNICEF team has observed **growing resistance among men to vaccines** (linked to a ‘**liberty value**’, or their “right to choose what is best for their children”). The Yale team worked with UNICEF to develop 2 versions of liberty-based framing that flips framing from “right to protect your child *from* [vaccines] vs “right to protect your child *by* [vaccinating]”.

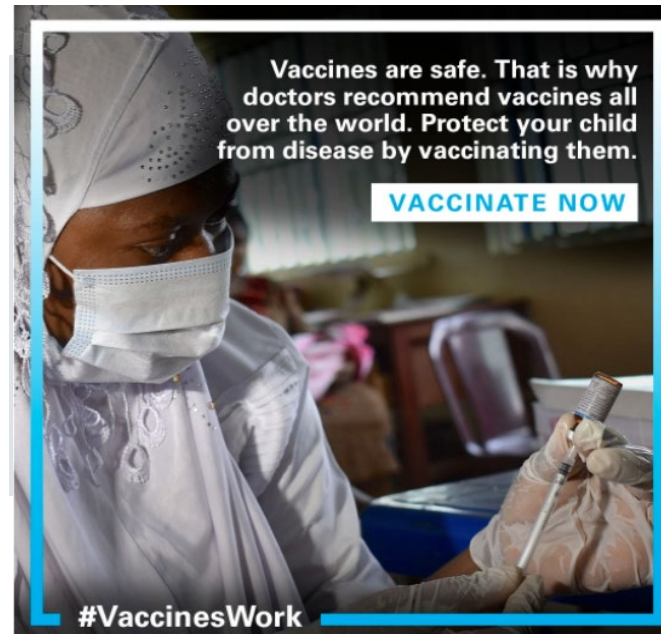


Remind people why we vaccinate

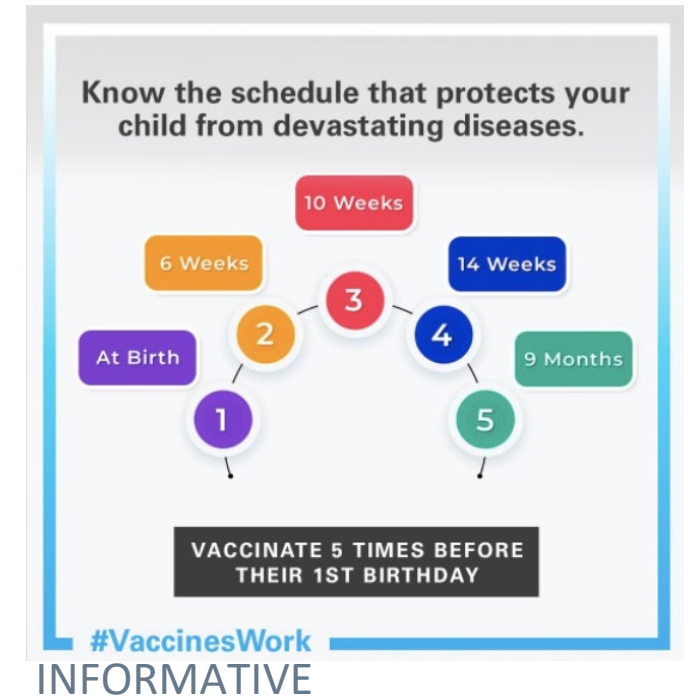
UNICEF NIGERIA: MESSAGE TESTING



EMOTIONAL



AUTHORITATIVE



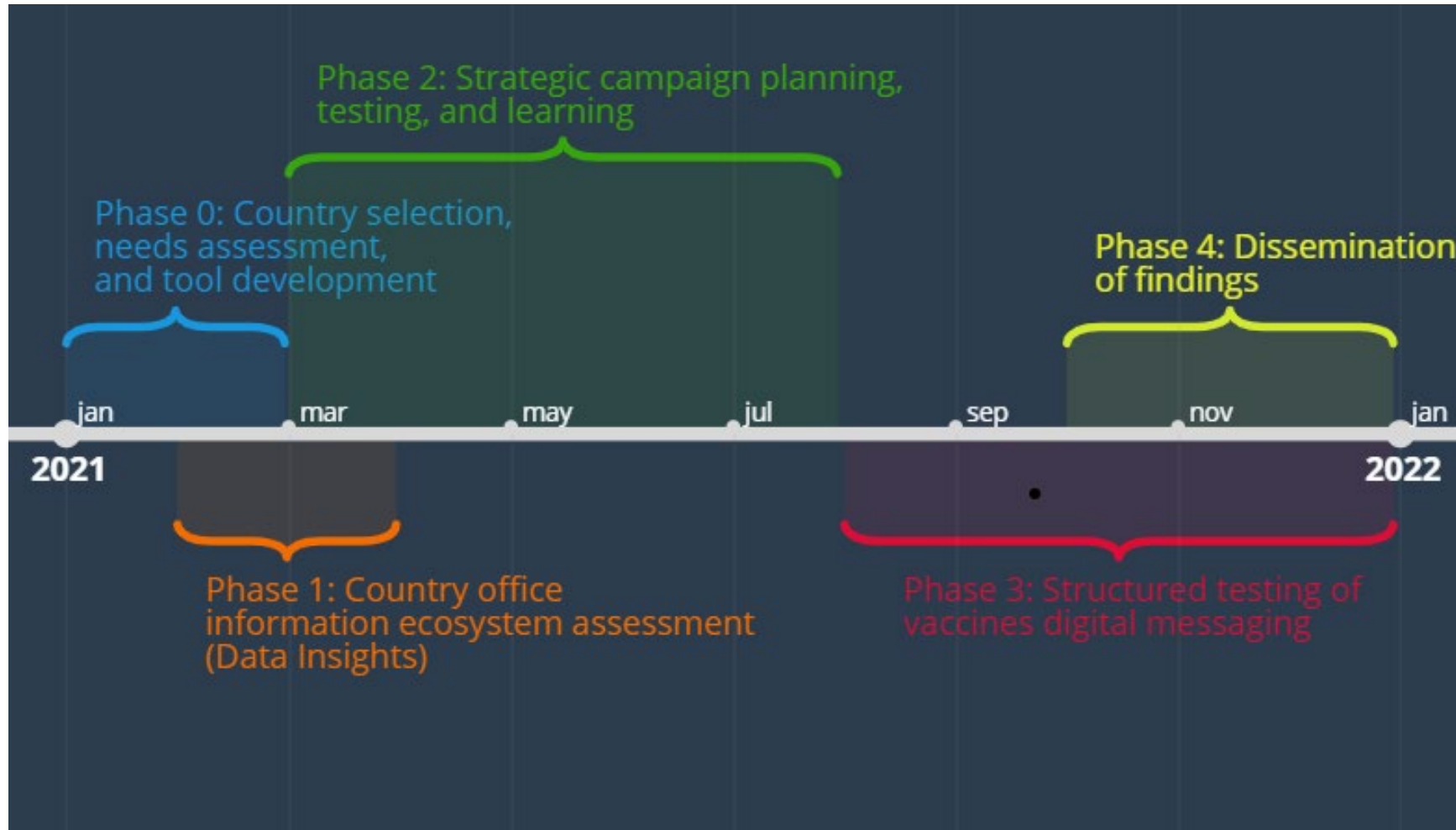
INFORMATIVE

Promote self-efficacy and response efficacy
with appropriate information and tools/visual aids.



Where we are now

Building the evidence base for how to harness online sentiment to influence offline behavior



Anticipated Impact



Innovative research



Inform country level vaccination
campaigns to improve lives



New partnerships





Thank You

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