The Vaccine Acceptance Interventions Lab:
Rapid development and testing of evidence-based vaccine communications

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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.
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

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

- AMPLIFY trusted voices on social media
- PREBUNK/DEBUNK misinformation
- ENLIST credible communicators
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.

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

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

Build in-country, sustainable capacity for vaccine behavior change communications.
Insights for Impact analyses public Facebook posts to generate rich insights on public confidence in vaccines, and identify levers for effective messaging.

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

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

Develop, package, tailor & test content for different engagement strategies

**Behaviour change goals**
- Hesitancy
- Common vaccine misinfo
- Specific narratives

**Content development** grounded in behavioural science
- Campaign
- Prebunk
- Debunk
- Tailored formatting

- **Draft message, design**
- **Rapid A/B testing**
- **Implementation /M&E**
- **Test**
- **Message refinement**
- **Message shaping**
- **Online panels**
- **Packaging, guidance, metrics**

**Target issue**

**Development & Testing**
How it works

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

<table>
<thead>
<tr>
<th>RANDOMIZE GROUPS</th>
<th>DELIVER ADS</th>
<th>DELIVER POLLS</th>
<th>ANALYZE LIFT</th>
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<tbody>
<tr>
<td>Test</td>
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<td><img src="image" alt="No Facebook Ads" /> (or other media)</td>
<td><img src="image" alt="Analyzing Lift" /></td>
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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
10. Vocal vaccine deniers

Yale Institute for Global Health
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

Authority / Subversion

Purity / Degradation

Loyalty / Betrayal

Liberty / Oppression

Haidt, The Righteous Mind

Yale Institute for Global Health
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]”.

UNICEF ROMANIA: MESSAGE TESTING
Remind people why we vaccinate

UNICEF NIGERIA: MESSAGE TESTING

I want my child to have the best protection in the world. Vaccines are among the safest interventions to protect them. This is why I choose to vaccinate my child.

Vaccines are safe. That is why doctors recommend vaccines all over the world. Protect your child from disease by vaccinating them.

Know the schedule that protects your child from devastating diseases.

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

Phase 0: Country selection, needs assessment, and tool development
Phase 1: Country office information ecosystem assessment (Data Insights)
Phase 2: Strategic campaign planning, testing, and learning
Phase 3: Structured testing of vaccines digital messaging
Phase 4: Dissemination of findings

2021
Jan
Mar
May
Jul
Sep
Nov
Jan
2022
Anticipated Impact

- Innovative research
- Inform country level vaccination campaigns to improve lives
- New partnerships
Thank You

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