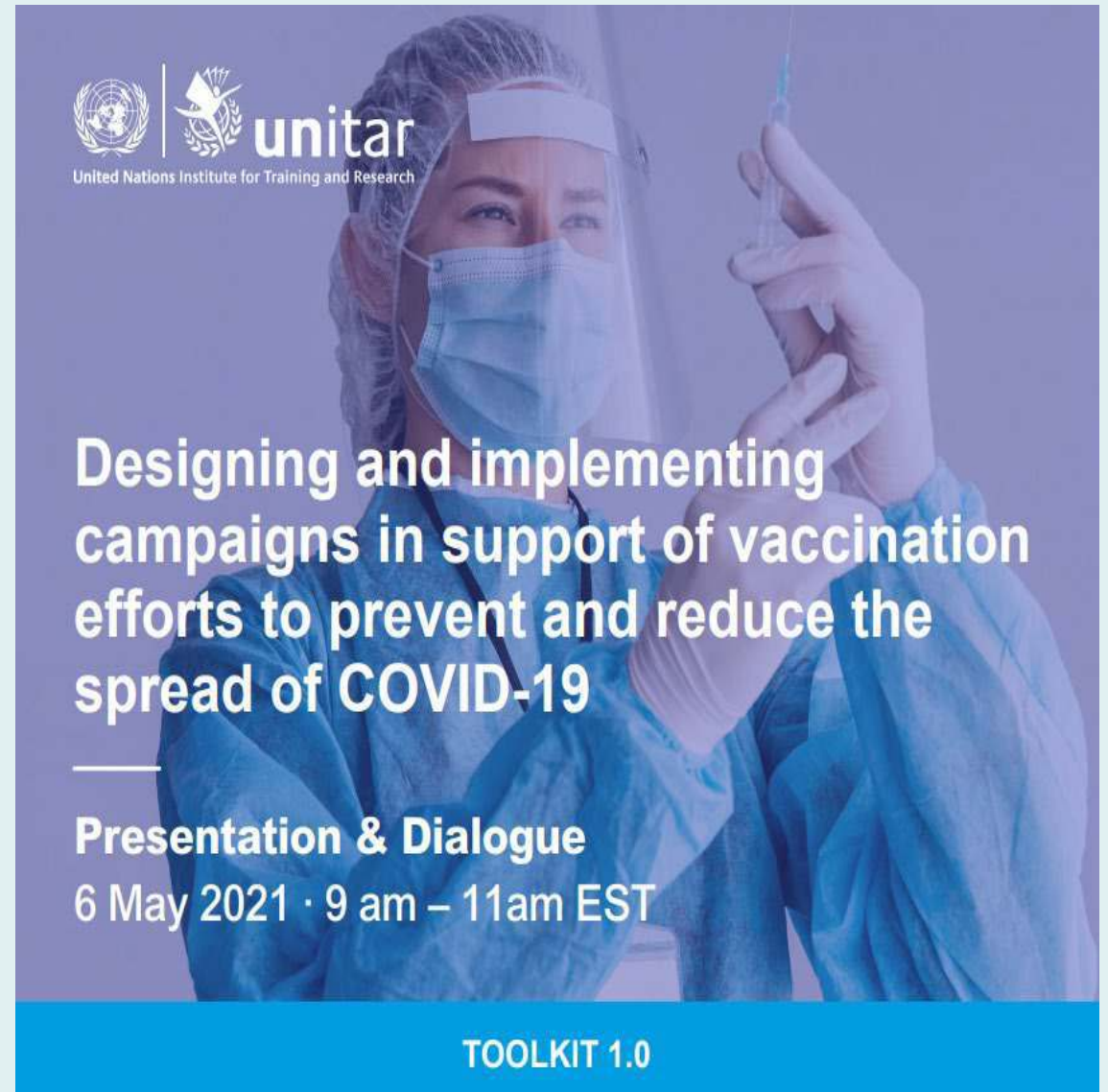


# Prof Jeff French

## 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





## Part II

# Uptake of protective behaviors

# Part III

## Planning vaccine communication campaigns



# Part IV

## Developing vaccine communication campaigns



# Part V

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



# Part I

## Overview : Impact of COVID-19 on sustainable development



# Content overview

**01.**



Overview: Impact of COVID-19  
on sustainable development

**02.**

The need for collective  
action/solidarity

**03.**

Build back better







## 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





**Public health organizations** are staffed by a  
**wide range of specialists** that will include:



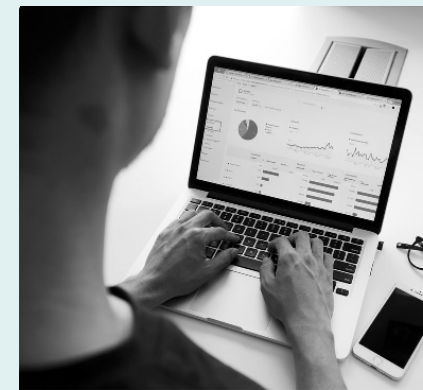
Administrators



Clinicians



Epidemiologists



Statisticians



Public health doctors



Infection control  
specialists



Environmental  
health officers



Communication  
marketers



Social  
marketers



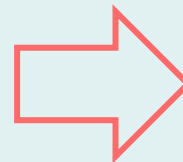
Behavioral experts



**“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.

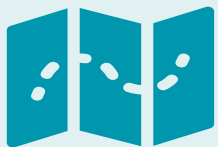


In this context, influencing the behavior of professionals and policy makers is also a key challenge as their behaviors impact on the delivery of appropriate interventions and health care services.





**well researched**



**well planned**



**well targeted**

**communications programmes  
are a vital part of all pandemic  
management** and control  
intervention campaigns



However, the tendency to rely on **simplistic information** transmission can **reduce the impact** of these campaigns.

A person is seen from behind, sitting on a snowy ledge and looking out a large window at a vast ocean under a cloudy sky. The scene is dimly lit, with the primary light source coming from the window. A semi-transparent red rectangle is overlaid on the center of the image, containing white text. In the top right corner, there is a decorative pattern of white dots arranged in a grid.

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



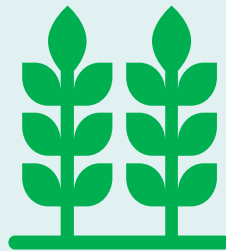
# The impact of



**Economic factors**



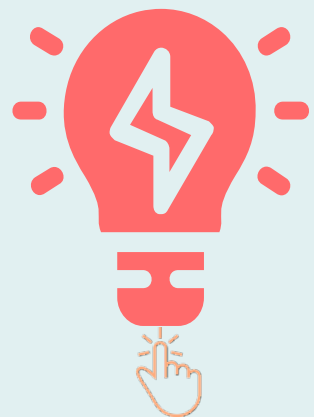
**Social factors**



**Environmental factors**



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



When constructing behavioral interventions, the use of several theories and models appears to assist with identifying the key elements which are of most use in either **explaining the behavior** or **predicting** what will influence change.



Thus, behavioral models and theory can help strengthen the delivery and evaluation of pandemic communication and behavioral programmes.



# Part III

## Planning vaccine communication campaigns

# Content overview

01.

Recommendations

02.

Effective communication and campaigns in support of COVID-19 vaccine uptake

03.

What evidence tells us about what communication campaigns can deliver



04.

Common faults in pandemic communication



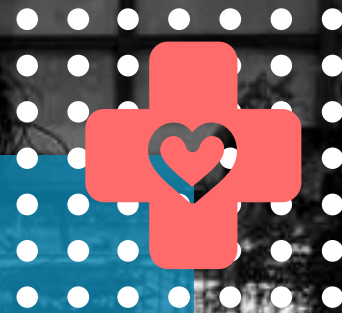
Click on each topic to access it





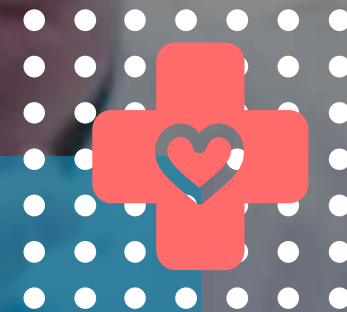
A photograph of a man and a woman walking on a city street. The man is in the foreground, wearing a blue face mask and a dark coat. The woman is slightly behind him, wearing a red face mask, a black beanie, and a dark coat, carrying a brown bag. The background is a blurred city street with other pedestrians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

**Develop citizen-focused  
campaigns**



**Invest in detailed  
planning**





**Build delivery coalitions  
and partnerships**

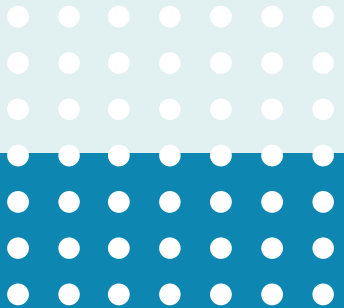
A hand holding a pen is positioned over a checklist on a clipboard. The checklist has several rows with checkboxes, some of which are marked. A blue semi-transparent rectangular overlay is placed over the center of the image, containing white text. The background is slightly blurred, showing more of the clipboard and the hand.

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



## **Common faults in pandemic communication**

04.



**unitar**

United Nations Institute for Training and Research

# Part IV

## Developing vaccine communication campaigns





# Content overview

01.

Using all communication assets

02.

Engaging and supporting community action

03.

Segmentation and targeting

04.

Checklist for designing COVID-19 vaccine uptake promotion campaigns

05.

Developing messages to promote COVID-19 vaccine uptake

06.

Vaccine uptake messaging tactics guidance

07.

Dealing with mis and disinformation in relation to COVID-19 vaccine promotion

08.

Key takeaways



Click on each topic to access it





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.



✓	<b>Carry-out formative research to understand existing attitudes, beliefs knowledge and behaviors.</b>	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.
✓	<b>Target the message.</b>	Different sub-groups have different needs, interests, beliefs, and attitudes. Message executions should be tailored for different groups.
✓	<b>Take account of interpersonal and peer influences.</b>	Campaigns should attempt to stimulate interpersonal contact such as the promotion of group and community activities, interpersonal communication networks and social norms.
✓	<b>Maximize contact with the message.</b>	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.
✓	<b>Use multiple channel mix.</b>	Multiple communication channels tend to have a synergistic effect.
✓	<b>Build trust.</b>	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.
✓	<b>Set realistic goals.</b>	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.
✓	<b>Provide environmental supports for change.</b>	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.



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**



Click each icon to check tactics  
and recommendations





# Dealing with mis and disinformation in relation to COVID-19 vaccine promotion

07.



# Part V

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



# Content overview

**01**

■ Defining social norms



**02**

■ What social norms are not?

**03**

■ Why social norms are powerful?

**04**

■ Descriptive and prescriptive social norms

**05**

■ Two types of social norms

**06**

■ Using social norms in vaccine uptake campaigns

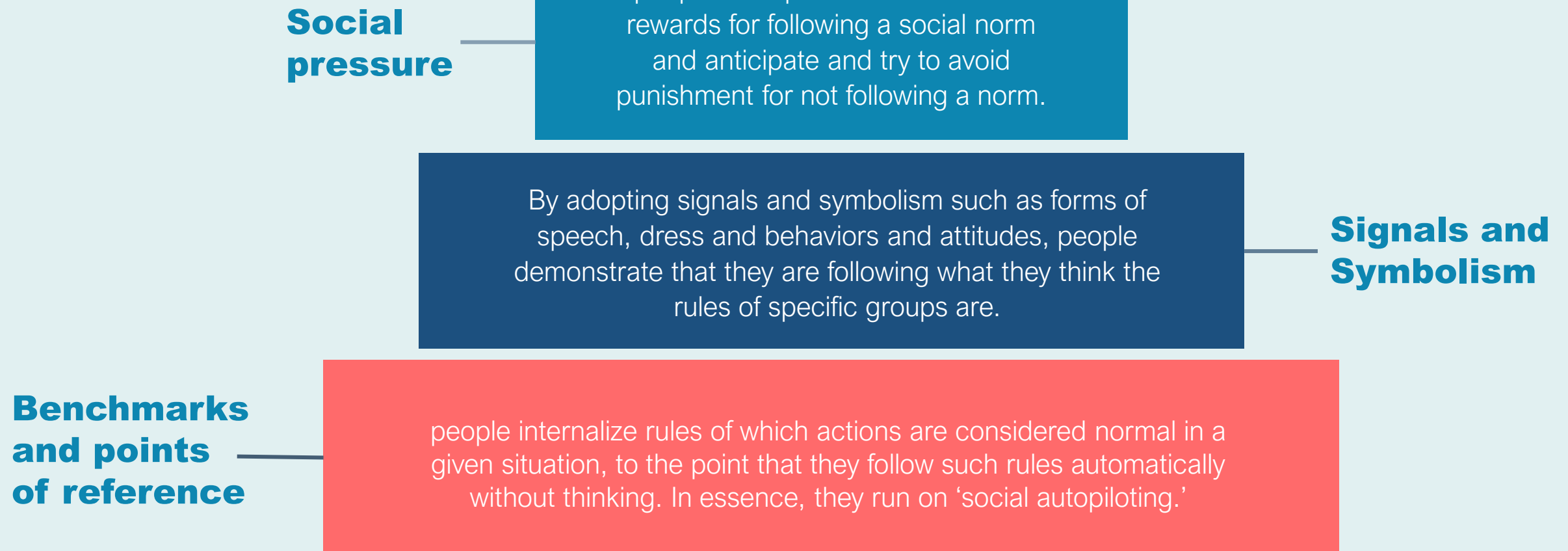
**07**

■ Key takeaways



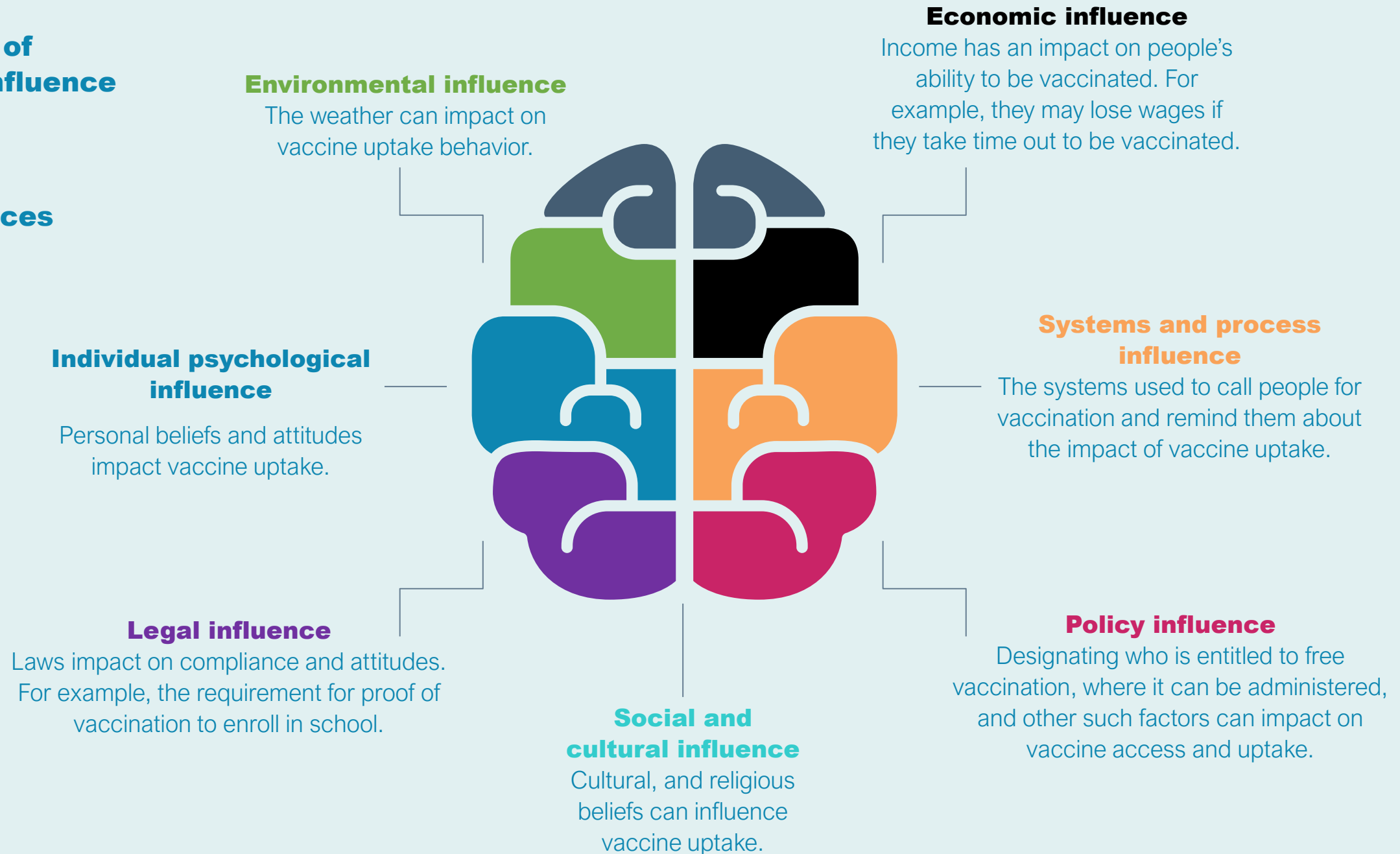
Click on each topic to access it

Young HP (*The evolution of social norms*, 2015) has identified **four main drivers** for our willingness to comply with and be influenced by social norms:



## A wide range of factors can influence social norms.

### These influences include:







The latest guidance from WHO and from behavioral research have shown that vaccine uptake can be increased by adopting three principles:

### **Creating an enabling environment**

making vaccination easy, quick, and affordable, in all relevant respects

### **Harnessing social influences**

especially from people who are particularly trusted by and identified with members of relevant communities

### **Increasing motivation**

through open and transparent dialogue and communication about uncertainty and risks, including around the safety and benefits of vaccination



Press the images to reveal information