



Partnering for **Vaccine Equity**



COVID-19 VACCINE MESSAGING

What the world learned about messaging in 2021



5 VACCINE MESSAGING STRATEGIES

What We'll Cover

- Address Beliefs and Barriers
- Tap into Audience Values
- Use Trusted Messengers
- Get Local
- Introduce Social Norming

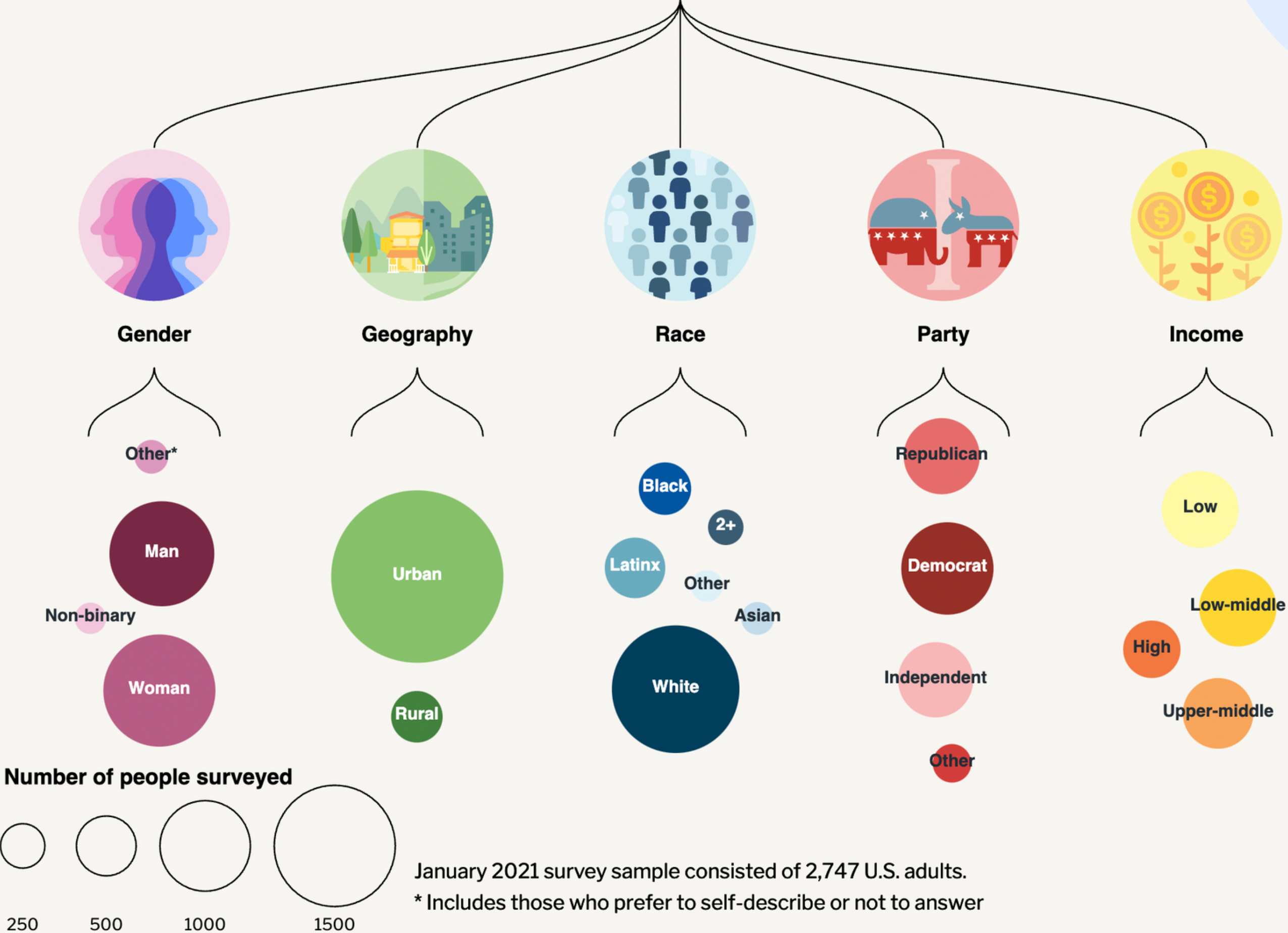


1 ADDRESS BELIEFS AND BARRIERS



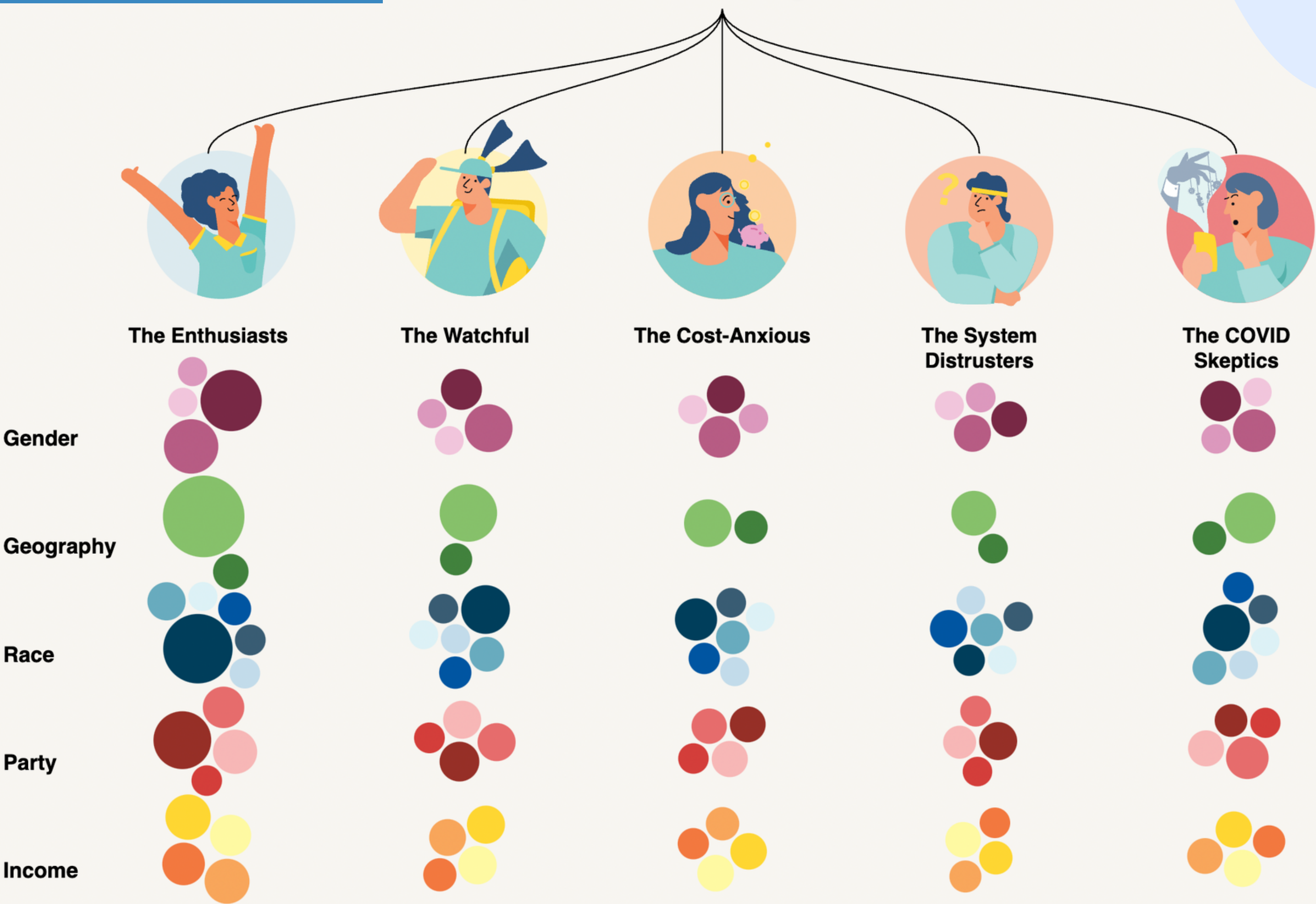
Demographic data isn't enough

Traditional demographic segmentation



Demographic data isn't enough

Psychobehavioral Segmentation





Are you looking for transportation to get your COVID-19 vaccine? Uber and Lyft are both providing FREE rides to and from vaccination sites for those getting vaccinated!

Uber is offering free rides up to \$25 and Lyft is up to \$15 per ride each way. Find more details on their mobile apps or visit their websites.

uber.com/newsroom/freevaccinerides... See more

Free Rides To and From Vaccination Sites

Available on
Lyft and Uber!



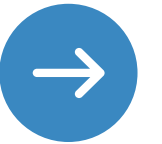
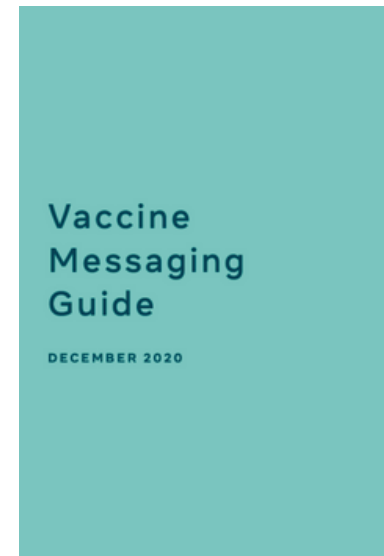
Break down barriers

Some unvaccinated Americans want to get the vaccine but they:

- Don't know the vaccine is free;
- Can't easily get to vaccine sites;
- Think you must have health insurance to get the jab;
- Don't have access to paid leave;

Reaffirm that COVID-19 vaccines are free and available to ALL, regardless of immigration status or access to health insurance.

2 TAP INTO AUDIENCE VALUES



VACCINE MESSAGING APPROACHES



CARE / HARM

The vaccine helps protect your family from the virus, long COVID and serious illness. Show how much you care.



PURITY / DEGRADATION

Boost your child's natural defences against diseases. Help them stay virus-free with a COVID vaccine.



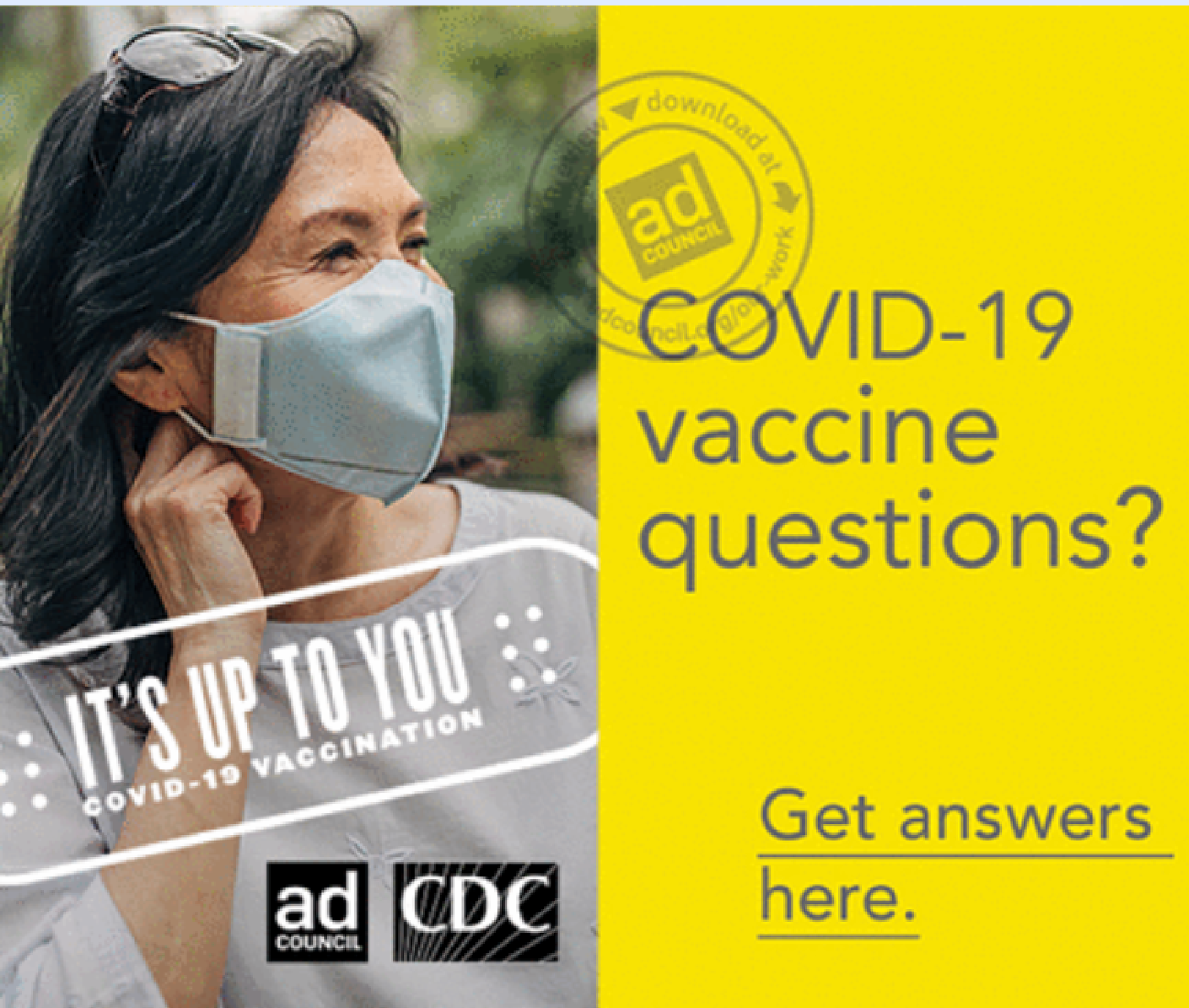
LIBERTY / OPPRESSION

You're in control of your health. Make the choice to vaccinate and live with less fear of a severe COVID infection.



AUTHORITY / SUBVERSION

Your paediatrician endorses the COVID-19 vaccine for kids 12 and under.



It's their choice

The Ad Council's "It's Up to You" campaign emphasizes personal choice without being preachy.

"Americans value freedom of choice, and the public health community needs to speak to those values to get people to listen," Tara Kirk Sell, PhD, senior scholar at the Johns Hopkins Center for Health Security.

3 USE TRUSTED MESSENGERS



1. Expertise

3 attributes of effective messengers

When someone communicates an idea, we don't **just** make judgments about the validity of their message. We make judgments about the messenger, too.

- Does this person know what they're talking about?
- Do they have relevant expertise or experience?
- Are they genuine, or are they be trying to scam me?
- Do they have an ulterior motive? Do I trust them?
- Do they understand me and what I'm going through?

2. Trustworthiness



3. Similarity



WHO WE TRUST

Key attributes of effective messengers




Expertise
Chief of Staff



Trustworthiness
Senior Consultant




Similarity
Infectious Disease Specialist

 **Vatican News** posted a video to playlist **Pope Francis and the people.**
August 18, 2021 · 🌐

Pope Francis launches a powerful appeal for people to get vaccinated with approved Covid-19 vaccines, calling it “an act of love.”



 Visit the COVID-19 Information Center for vaccine resources.
[Get Vaccine Info](#)

  15K 1K Comments 4.3K Shares

 Like  Comment  Share 



Who's your influencer?

The role of trusted messengers to educate and inspire their networks is undeniable.

To the world's billion-plus Catholics, the Pope is one of the most trusted messengers and holds unparalleled influence.

4 GET LOCAL





THE CONVERSATION™
LA CONVERSACIÓN™
#EntreNosotrosSobreNosotros

¿Tienes preguntada sobre las vacunas contra el COVID-19? ¡Los médicos, enfermeras y promotoras latinxs tienen respuestas!

Custom-made messaging

Eligibility and access issues, as well as questions about vaccine safety and efficacy are among issues highlighted in more than 75 FAQ videos from Latinx healthcare workers, reflecting some of the most common concerns raised by the community.



5 INTRODUCE SOCIAL NORMING



**OVER
70%
OF BALTIMORE 18+**

**HAVE GOTTEN THEIR FIRST VAX DOSE
YOU CAN GET YOURS TOO. REGISTER AT:
COVAX.BALTIMORECITY.GOV**



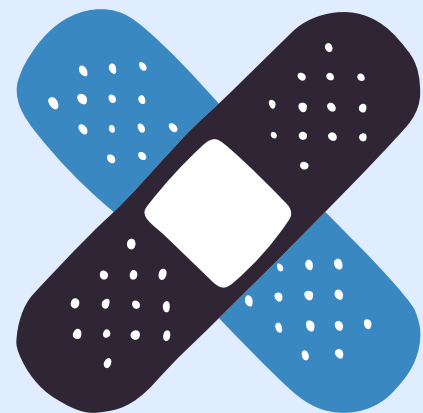
Normalize it

In 2021 surveys of American adults, the Kaiser Family Foundation found that interest in being vaccinated increases as people see friends and family members get shots.



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