COVID-19 vaccine
Promoting vaccine confidence

4 December 2020

Dr Ronan Glynn
Department of Health
“COVID-19 is the first pandemic in history in which technology and social media are being used on a massive scale to keep people safe, informed, productive and connected. At the same time, the technology we rely on to keep connected and informed is enabling and amplifying an infodemic that continues to undermine the global response and jeopardizes measures to control the pandemic.”

WHO, September 2020
Misinformation is incorrect or misleading information. It’s not created with the intention of hurting others.

Disinformation is deliberate misinformation. It’s designed to deceive or mislead.
Stay safe. Protect each other. hse.ie

Wear the Face off Yourself

Know the symptoms. If you have them self isolate and contact your GP immediately

Keep 2m away from other people where possible

Wear a face covering

Practice good cough/sneeze hygiene. Use your elbow or a tissue

Don’t touch your face

Pay special attention to vulnerable people

Respect other people including staff

Wash your hands for at least 20 seconds after using public transport

Keep a log of who you meet each day

Step up & Step Back

Go one step further to keep each other safe #HOLDFIRM
Ireland
5% definitely won’t take it
9% probably won’t take it
13% unsure
28% probably will take it
45% definitely will take it
Need
• an open, transparent dialogue with clearly communicated rationale (ethical principles) for who gets the vaccine & when
• to manage expectations
• to be honest about uncertainties
• to find ways to acknowledge people’s uncertainties and fears, rather than dismiss them, and build bridges between experts and those who are hesitant
• to facilitate experts to connect with those who are questioning vaccine safety, without validating or amplifying concerns

Personal anecdotes and stories will resonate

Focus on local messaging

Vital role of healthcare workers as ambassadors
This person didn’t send a rumour to the group chat

This person double checked their facts

This person got their news from trusted sources

This person asked ‘how do you know that’s true?’
<table>
<thead>
<tr>
<th>Topic</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Development, provision and access</td>
<td>Posts related to the ongoing progress and challenges of vaccine development. This also includes posts concerned with the testing (clinical trials) and provision of vaccines as well as public access to them.</td>
</tr>
<tr>
<td>Safety, efficacy and necessity</td>
<td>Posts concerning the safety and efficacy of vaccines, including how they may not be safe or effective. Content related to the perceived necessity of vaccines also falls under this topic.</td>
</tr>
<tr>
<td>Political and economic motives</td>
<td>Posts related to the political and economic motives of actors (key figures, governments, institutions, corporations, etc.) involved with vaccines and their development.</td>
</tr>
<tr>
<td>Conspiracy theory</td>
<td>Posts containing well-established or novel conspiracy theories involving vaccines.</td>
</tr>
<tr>
<td>Liberty and freedom</td>
<td>Posts pertaining to concerns about how vaccines may affect civil liberties and personal freedom.</td>
</tr>
<tr>
<td>Morality and religion</td>
<td>Posts containing moral and religious concerns around vaccines, such as their composition and the way they are tested.</td>
</tr>
</tbody>
</table>

The topics of conversations driving online vaccine discourse

- Political and Economic motives
- Safety, efficacy and necessity
- Development, provision and access
- Conspiracy theory
- Liberty and freedom
- Morality and religion

Sample of 1200 posts on Twitter, Instagram, Facebook Pages and public Facebook Groups that included the words "vaccine" or "vaccination" in English, Spanish and French, June-Sept 2020
**Viral vector-based vaccines**
Viral vector-based vaccines use modified virus (the vector) to deliver genetic code for antigen (spike proteins found on the surface of the COVID-19 virus), into human cells. The cells then make large amounts of antigen, triggering an immune response by T cells which seek out and destroy infected cells as well the production of antibodies by B cells.

The virus itself is harmless, and by getting the cells only to produce antigens the body can mount an immune response safely, without developing disease.

**mRNA vaccines**
RNA vaccines encode the antigen of interest in messenger RNA (mRNA). Once the RNA is inside the cell and it starts producing antigens, these are then displayed on its surface, where they can be detected by the immune system, triggering a response. This response includes killer T cells, which seek out and destroy infected cells, as well as antibody-producing B cells and helper T cells which support antibody production.