Covid-19 Vaccine Communication
16 Dec 2020

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Understanding the context for the vaccine

- Building on significant trust in the public health advice
- Incorporating insights from HPV antivax campaign
  - Listen to the public, acknowledge their fears
  - Deliver clinical advice with empathy
  - Make the vaccine logistically easy to access
- Dr Mike Ryan, WHO: “the arrival of vaccines will not mean zero Covid-19 ... we will need to add the vaccines to our existing toolkit.”
- COVID-19 Public Health Advice will expand to include the availability of a vaccine
COVID-19 Vaccine Communication Objectives

Phase 1 – Dec 2020 – Preparing for the vaccine
- Understand public sentiment on an ongoing basis
- Communicate why the vaccine is safe – process and data evaluation – HPRA
- Communicate the Government Plan – acquisition, prioritisation and distribution
- Stakeholder communication – health care workers, vaccine alliance
- Developing collateral – web content, video explainers, FAQs, ad campaign, leaflets, signage etc
COVID-19 Vaccine Communication Objectives

Phase 2 – Jan 2020 – Implementing the vaccine programme
- National PR and social media campaign from public health & immunisation experts to encourage vaccination
- Tailored communication to priority cohorts
- Communicate the logistics of accessing a vaccine
- Identify people of trust to act as ambassadors for vaccination
- Regular reporting of vaccine uptake incorporated into NPHET reporting
Understanding public sentiment

• Weekly quantitative tracker

• Ongoing qualitative tracker – focus groups and depth interviews

• Behavioural Research Advisory Group
Clear and consistent communication from a trusted source
## Risks and Mitigating Actions

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<thead>
<tr>
<th>Risk</th>
<th>Mitigation</th>
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<tr>
<td>• Public think vaccine is a silver bullet to eradicate COVID-19 overnight</td>
<td>• Bridge from existing communications to position vaccine as an additional tool in public health advice</td>
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<td>• Public concerns on vaccine safety</td>
<td>• HPRA to communicate on why the development process is safe</td>
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<td>• Vaccine hesitancy</td>
<td>• Acknowledge and address concerns, pre-emptively debunk misinformation. Behavioural and other research to input</td>
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<td>– Legitimate and antivax</td>
<td>• Close coordination between logistics and comms to control assumptions and ensure clarity</td>
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<td>• Logistics do not meet public expectations</td>
<td>• Regular reporting by geography and priority group available via Vaccine IT Dashboard</td>
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<td>• Significant interest in vaccine uptake data</td>
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