

Covid-19 Vaccine Communication

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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

Risk

- Public think vaccine is a silver bullet to eradicate COVID-19 overnight
- Public concerns on vaccine safety
- Vaccine hesitancy
 - Legitimate and antivax
- Logistics do not meet public expectations
- Significant interest in vaccine uptake data

Mitigation

- Bridge from existing communications to position vaccine as an additional tool in public health advice
- HPRA to communicate on why the development process is safe
- Acknowledge and address concerns, pre-emptively debunk misinformation. Behavioural and other research to input
- Close coordination between logistics and comms to control assumptions and ensure clarity
- Regular reporting by geography and priority group available via Vaccine IT Dashboard