

Vaccine Hesitancy and COVID-19 Vaccine

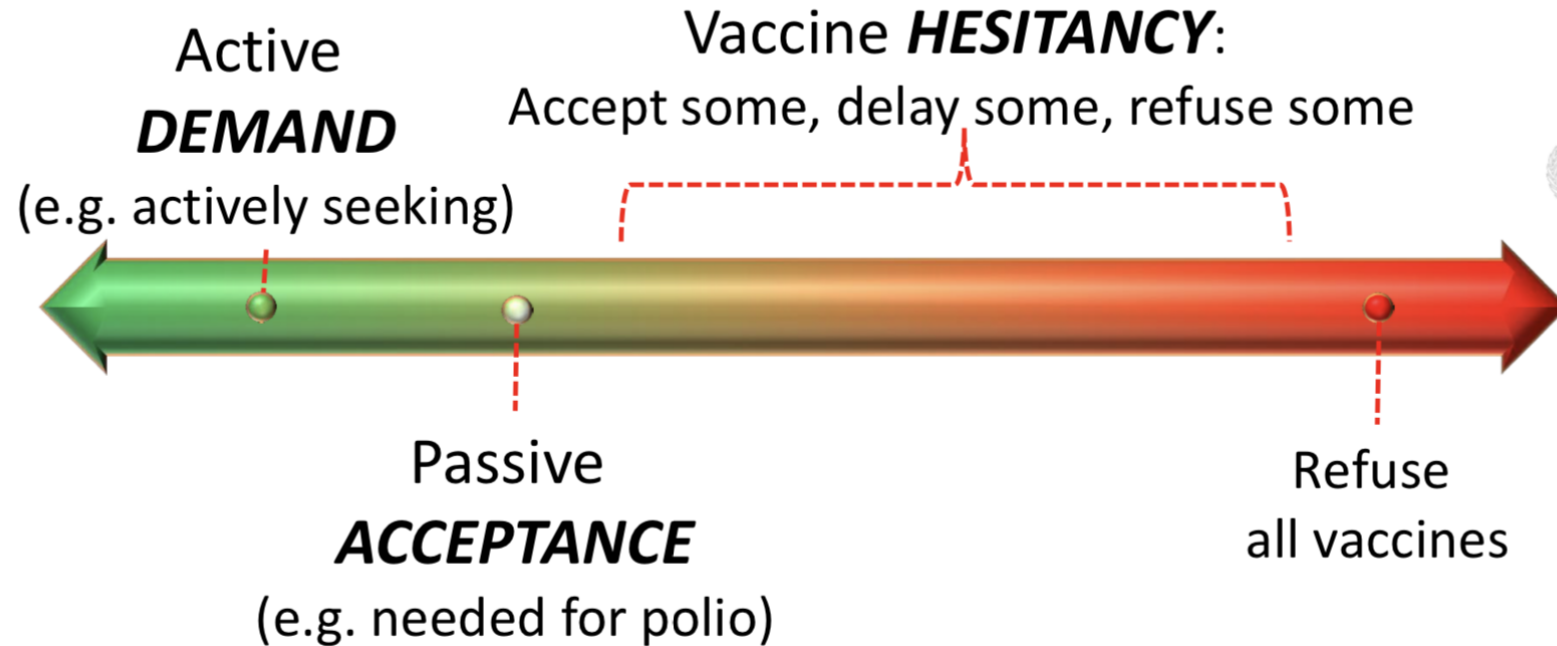
Jennifer Gunderman, MPH
University of New England
(former District Liaison)

Vaccine Hesitancy

***Delay** in acceptance or **refusal** of vaccination **despite** availability of vaccination services. Vaccine hesitancy is complex and context specific, varying across time, place and vaccines.*

It is influenced by factors such as complacency, convenience and confidence.

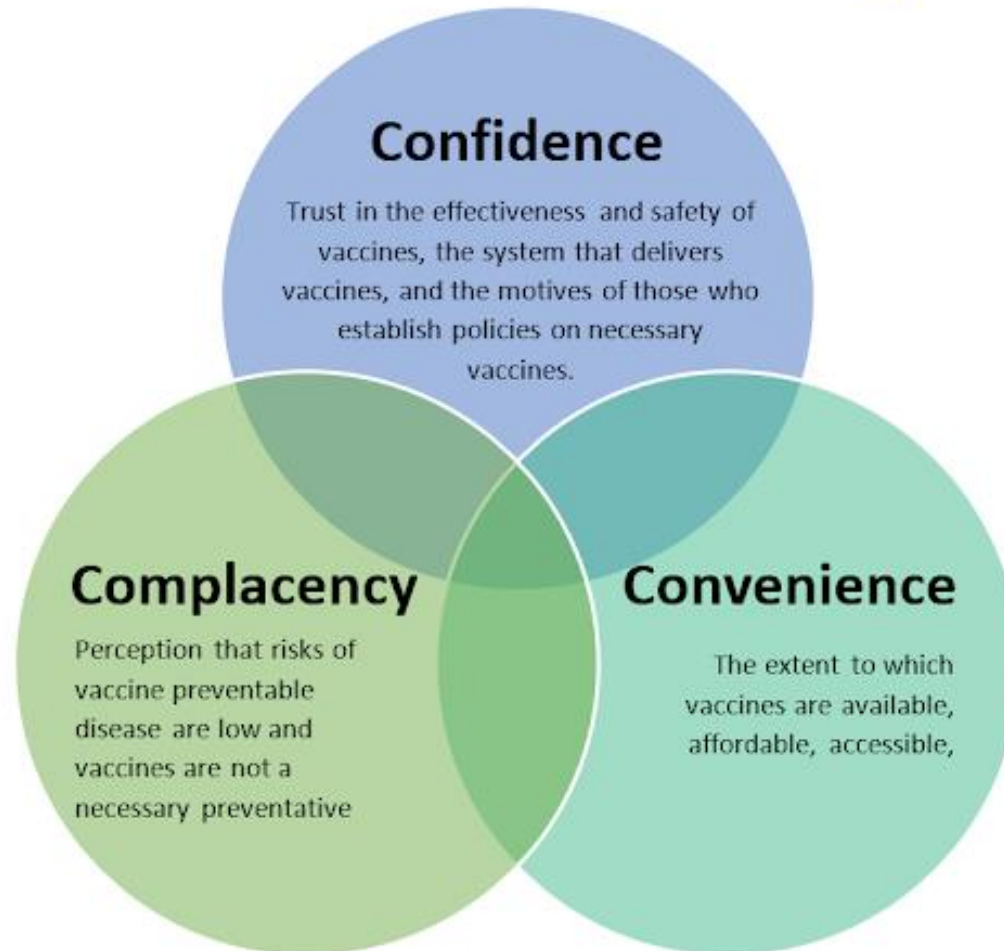
Core concepts: A continuum of attitudes and behaviours



Vaccine hesitancy: a delay in acceptance or refusal of vaccines, despite available services. Is complex and context specific, varying across time, place, and vaccine

Dimensions of Vaccine Hesitancy- WHO

Vaccine Hesitancy



Influences

Socio-Ecological Model



Infodemic

*Infodemic is a blend of "information" and "epidemic" that typically refers to a **rapid and far-reaching spread** of both accurate and inaccurate information about something, such as a disease. As facts, rumors, and fears mix and disperse, it becomes difficult to learn essential information about an issue.*

- Merriam-Webster Words We are Watching

*“A few facts, mixed with fear, speculation and rumor, **amplified and relayed swiftly** worldwide by modern information technologies, have affected national and international economies, politics and even security in ways that are utterly disproportionate with the root realities.”*

- When the Buzz Bites Back By David J. Rothkopf May 11, 2003 Washington Post

The Problem: COVID-19

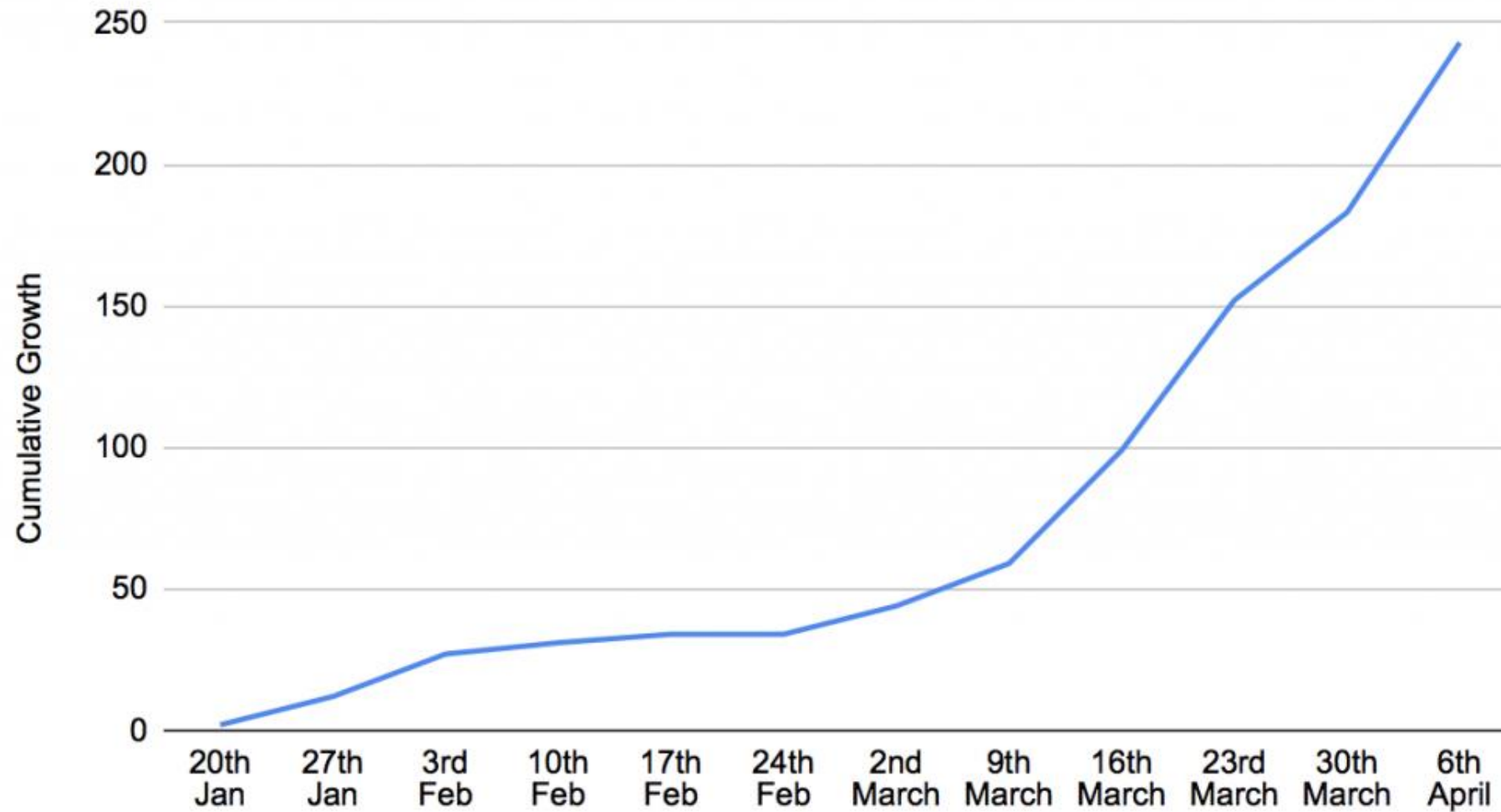
- *Deliberate attempts to disseminate wrong information to undermine the public health response and advance alternative agendas of groups or individuals.*
- *Mis- and disinformation can be harmful to people's physical and mental health; increase stigmatization; threaten precious health gains; and lead to poor observance of public health measures, thus reducing their effectiveness and endangering countries' ability to stop the pandemic.*

Image Source: KPBS.org



Source: Managing the COVID-19 infodemic: Promoting healthy behaviours and mitigating the harm from misinformation and disinformation
Joint statement by WHO, UN, UNICEF, UNDP, UNESCO, UNAIDS, ITU, UN Global Pulse, and IFRC

Cumulative Weekly Growth in Misinformation Stories(N=243)



<http://joyojeet.people.si.umich.edu/temporal-patterns-in-covid-19-misinformation-in-india/>

Figure 2: Reconfigured vs fabricated misinformation

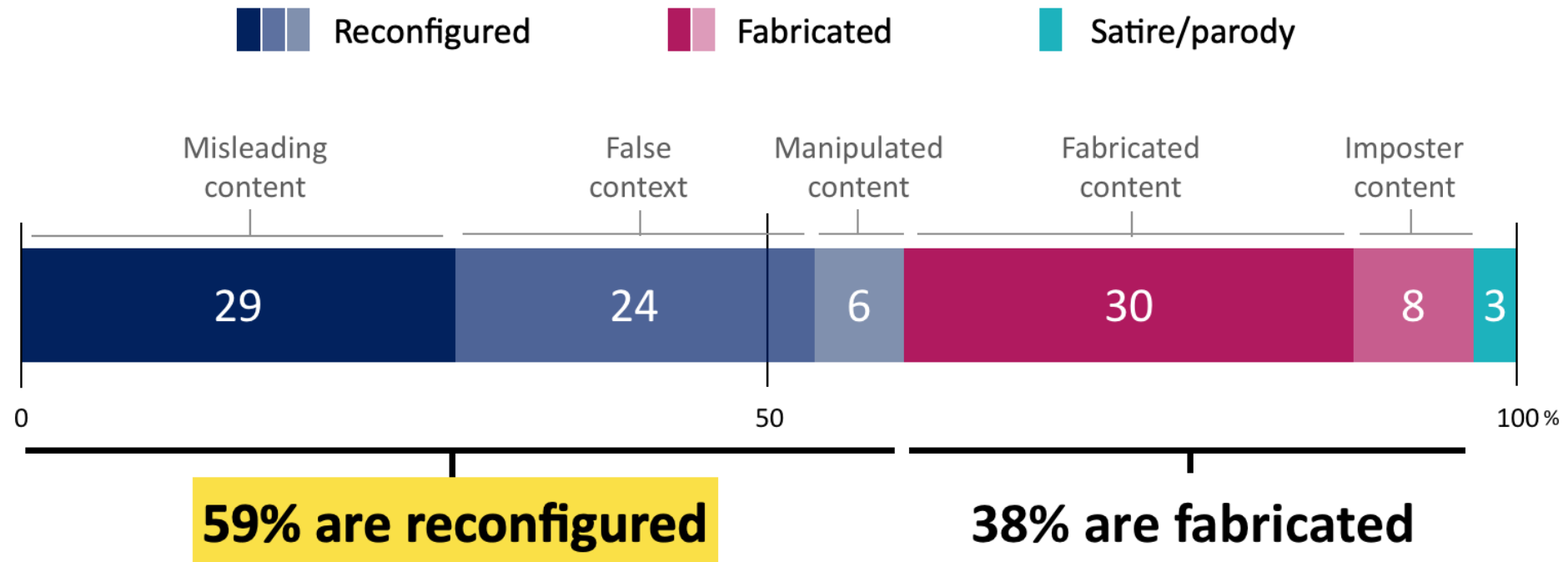


Figure 2 shows the proportion of reconfigured (N=133) and fabricated (N=86) misinformation in the sample (N=225) and the types of misinformation that constitute both reconfigured and fabricated misinformation.



Cause & Contributing Factors

Coronavirus misinformation: quantifying sources and themes in the COVID-19 'infodemic'

Sarah Evanega^{1,3}, Mark Lynas¹, Jordan Adams², Karinne Smolenyak²

¹The Cornell Alliance for Science, Department of Global Development, Cornell University, Ithaca, NY

²Cision Global Insights, Ann Arbor, MI

³Corresponding author: snd2@cornell.edu

The COVID-19 Social Media Infodemic

Matteo Cinelli¹, Walter Quattrociocchi^{*2,1,3}, Alessandro Galeazzi⁴,
Carlo Michele Valensise⁵, Emanuele Brugnoli¹, Ana Lucia
Schmidt², Paola Zola⁶, Fabiana Zollo^{2,1}, and Antonio Scala^{1,3}

¹CNR-ISC, Roma

²Universit Ca Foscari di Venezia

³Big Data in Health Society, Roma

⁴Universit di Brescia

⁵Politecnico di Milano

⁶CNR-IIT, Pisa

Financial Gain

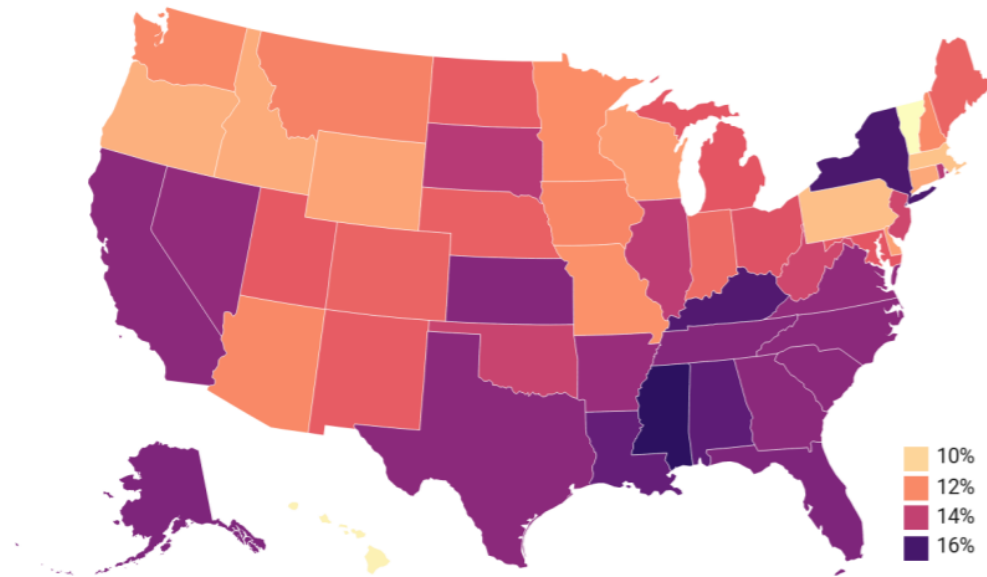
Political Gain

Experimental Manipulation

THE STATE OF THE NATION: A 50-STATE COVID-19 SURVEY REPORT #14: MISINFORMATION AND VACCINE ACCEPTANCE

COVID-19 misperceptions by state

[Average percent of misperceptions identified as accurate by respondents from each state]



National sample, N = 21,196, Time period: 8/7/2020-8/26/2020

Source: The COVID-19 Consortium for Understanding the Public's Policy Preferences Across States (A joint project of: Northeastern University, Harvard University, Rutgers University, and Northwestern University) www.covidstates.org
• Created with Datawrapper

Under 25

Racial and
Ethnic
Minorities

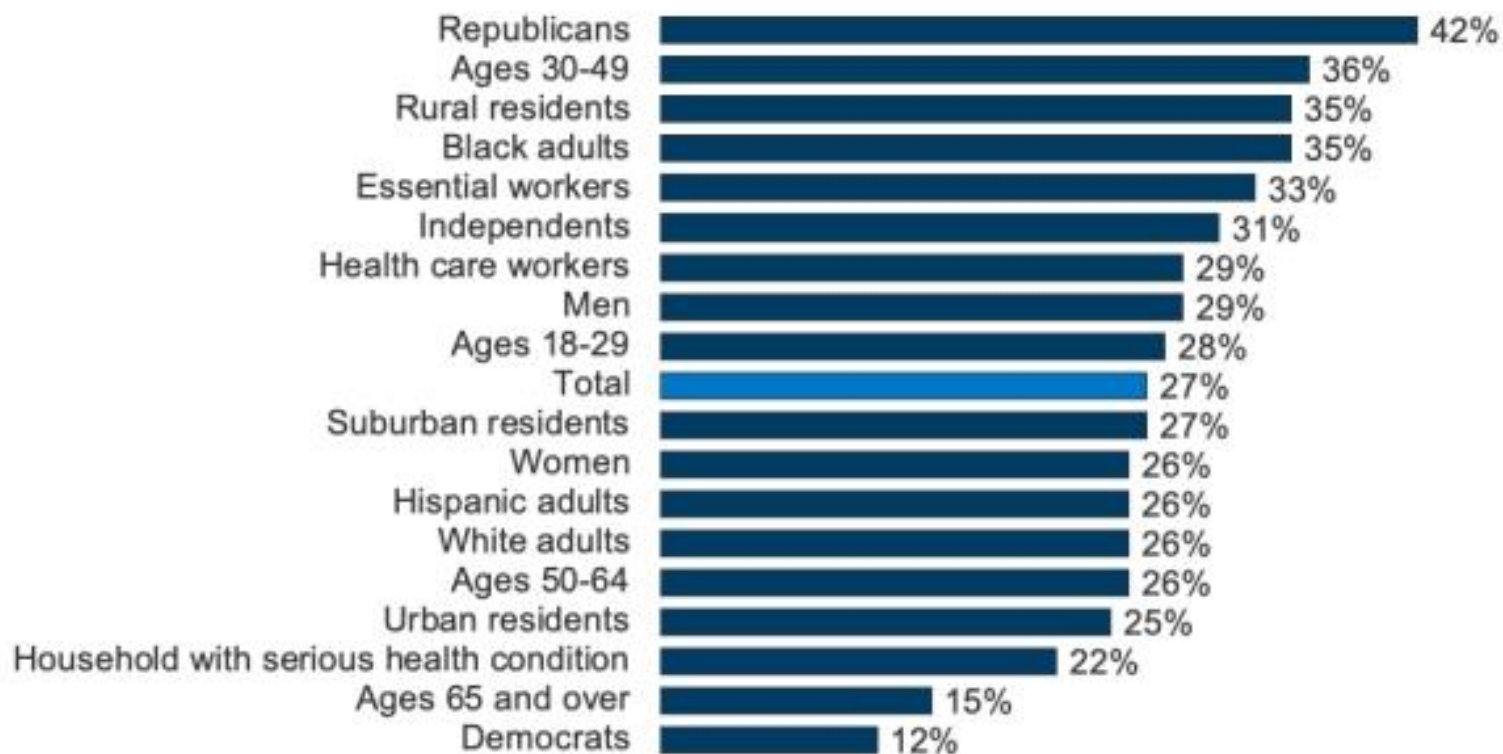
MIM apps

<https://news.northeastern.edu/wp-content/uploads/2020/09/COVID19-CONSORTIUM-REPORT-14-MISINFO-SEP-2020-2.pdf>

Figure 4

Which Groups Are Most Likely To Be COVID-19 Vaccine Hesitant?

Percent within each group who say, if a COVID-19 vaccine was determined to be safe by scientists and available for free to everyone who wanted it, they would **probably not get it** or **definitely not get it**:



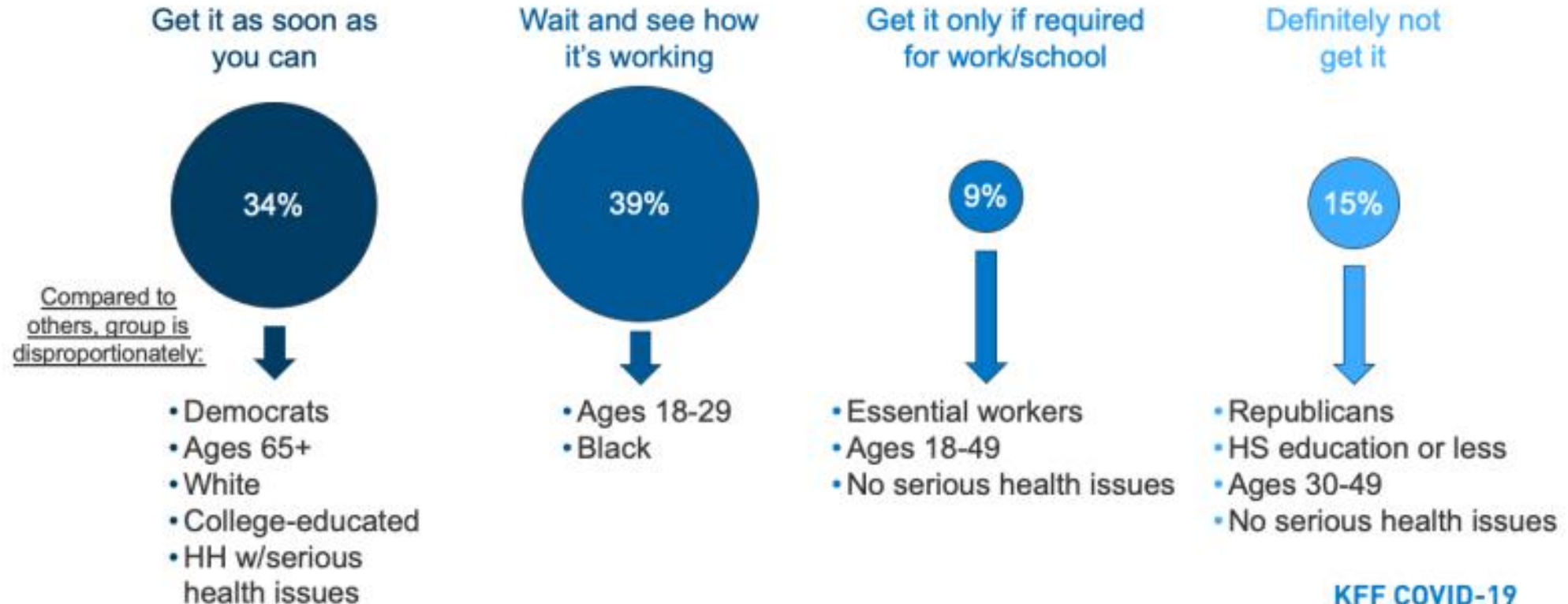
SOURCE: KFF COVID-19 Vaccine Monitor (KFF Health Tracking Poll, Nov. 30-Dec. 8, 2020). See topline for full question wording.

[KFF COVID-19
Vaccine Monitor](#)

Figure 12

Profile Of Groups By Vaccine Enthusiasm

When a vaccine for COVID-19 is approved and widely available to anyone who wants it, do you think you will...?



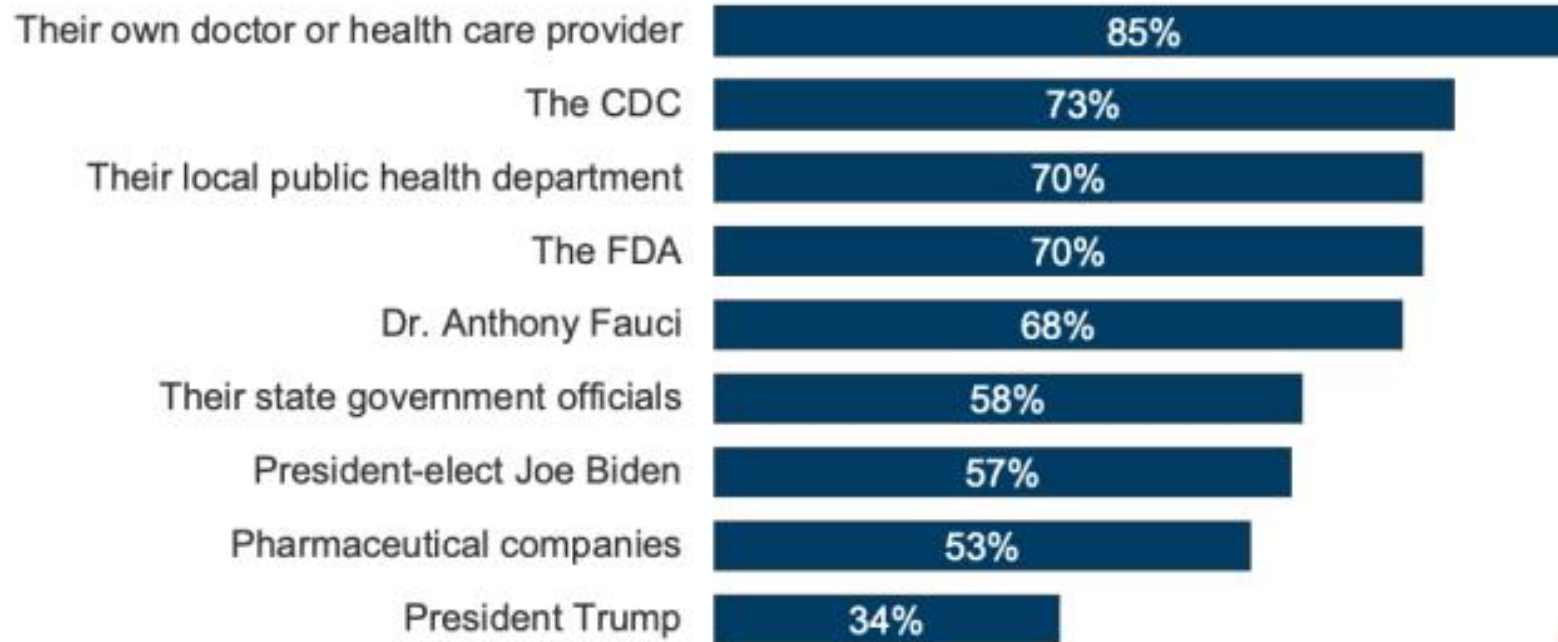
SOURCE: KFF COVID-19 Vaccine Monitor (KFF Health Tracking Poll, Nov. 30-Dec. 8, 2020). See topline for full question wording.

**KFF COVID-19
Vaccine Monitor**

Figure 15

Personal Health Care Providers Are Most Trusted Source Of Information On COVID-19 Vaccine

Percent who say they have a **great deal** or a **fair amount** of trust in each of the following to provide reliable information about a COVID-19 vaccine:



SOURCE: KFF COVID-19 Vaccine Monitor (KFF Health Tracking Poll, Nov. 30-Dec. 8, 2020). See topline for full question wording.

[KFF COVID-19
Vaccine Monitor](#)

Communication

Start early

Present vaccine as default

Be honest and reassure about side effects/risks

Tell stories, not just data

Build trust

Address pain

Focus on protection of individual and community

Provide emotional support

Have conversations- ask why and provide information

Partner with communities and community leaders

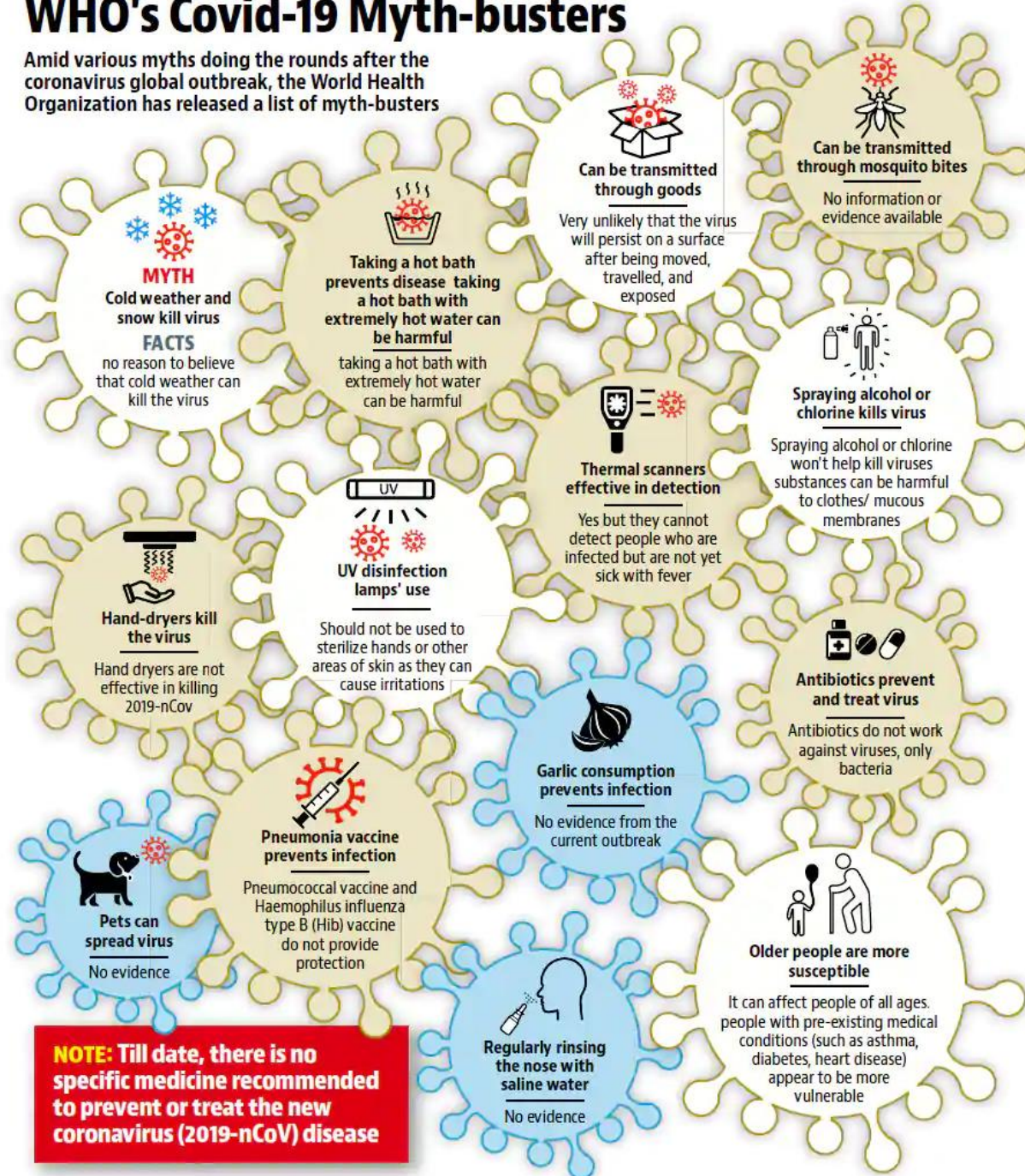
<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6515949/>

<https://healthblog.uofmhealth.org/wellness-prevention/overcoming-covid-19-vaccine-hesitancy>

Correct the Misinformation

WHO's Covid-19 Myth-busters

Amid various myths doing the rounds after the coronavirus global outbreak, the World Health Organization has released a list of myth-busters



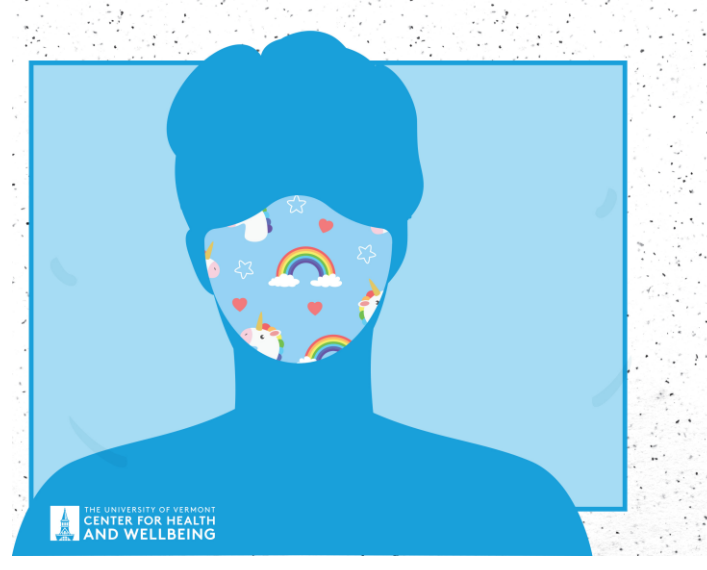
Source of image:
<https://www.hindustantimes.com/india-news/here-s-why-coronavirus-testing-takes-15-minutes-in-china-and-a-day-in-india/story-nefuBjex5oSLXy8WbLPqVL.html>

Change the behavior

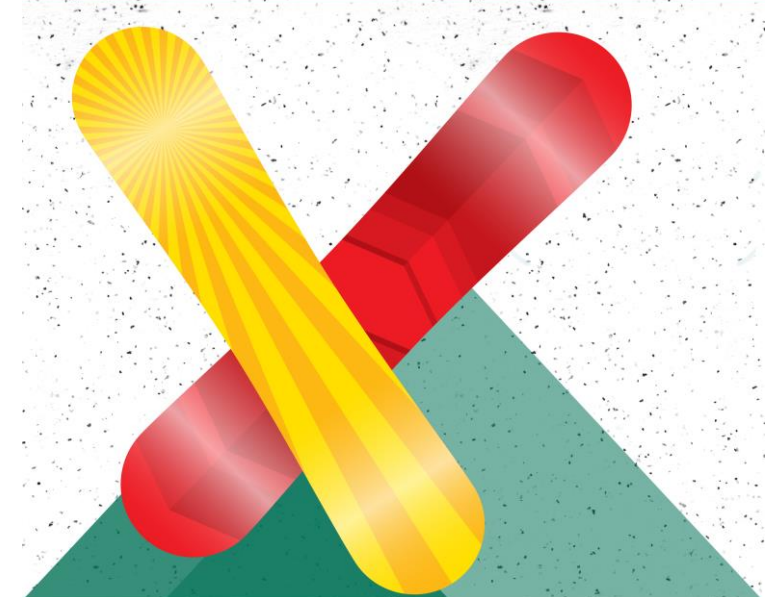
I WEAR A MASK
TO KEEP UVM OPEN



I WEAR A MASK
SO WE CAN HAVE QUEER
PROM IN THE DAVIS CENTER



I KEEP MY DISTANCE
by snowboarding
with the outing club



Combat the Source

The image shows a screenshot of the World Health Organization's website. At the top, the WHO logo and name are visible. Below the navigation bar, the breadcrumb trail reads: Home / WHO Campaigns / Connecting the world to combat coronavirus / How to report misinformation online. The main header features three large icons: a play button, a magnifying glass, and an exclamation mark. The title 'How to report misinformation online' is centered in a white box. Below the title, there are three paragraphs of text explaining the challenge of misinformation during the COVID-19 pandemic and how users can help stop its spread. The bottom section, titled 'Here's how to do it', provides a grid of instructions for reporting misinformation on various social media platforms.

World Health Organization

Home / WHO Campaigns / Connecting the world to combat coronavirus / How to report misinformation online









How to report misinformation online

As the world responds to the COVID-19 pandemic, we face the challenge of an overabundance of information related to the virus. Some of this information may be false and potentially harmful.

Inaccurate information spreads widely and at speed, making it more difficult for the public to identify verified facts and advice from trusted sources, such as their local health authority or WHO.

However, everyone can **help to stop the spread**. If you see content online that you believe to be false or misleading, you can report it to the hosting social media platform.

Here's how to do it

 Facebook How do I mark a Facebook post as false news?	 YouTube Report inappropriate content	 Twitter Report a tweet, list, or direct message
 Instagram Reduce the spread of false information	 WhatsApp How to report a contact or a group	 TikTok Report inappropriate content
 LinkedIn Recognizing and reporting spam, inappropriate, and abusive content	 Viber How to report inappropriate content	

Other Resources

- BBC Stop the Spread:
<https://www.bbc.com/reel/video/p088bh94/coronavirus-how-to-stop-the-spread-of-misinformation->

Treat Infodemic as an Outbreak

Collect
ongoing data

Urgency

Devote
resources

Ask
questions

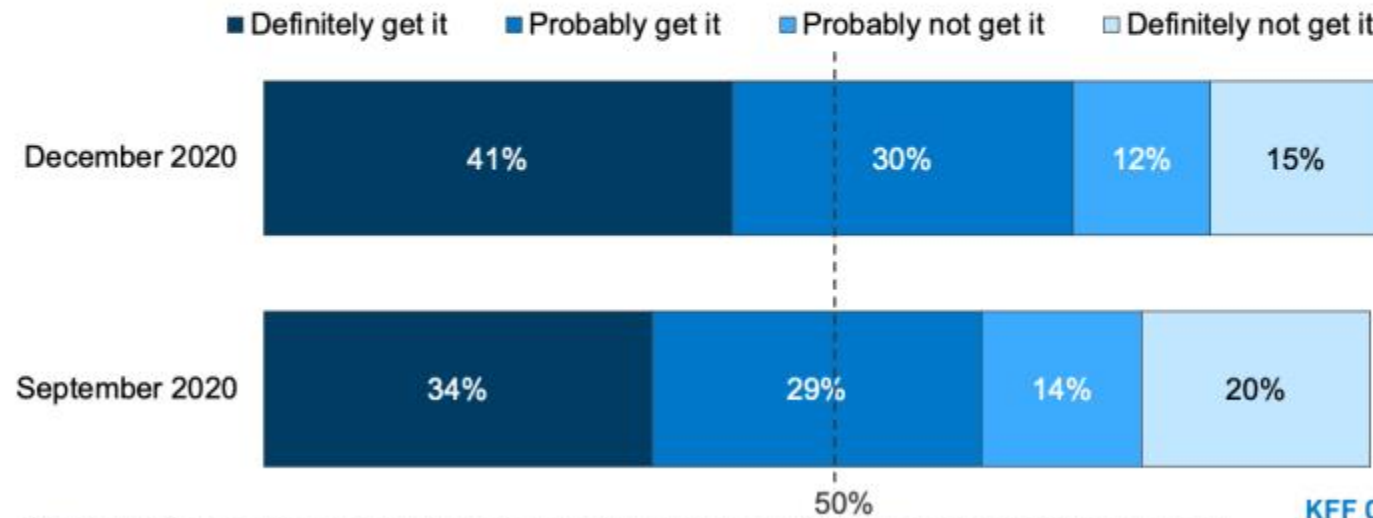
Involve
partners

Goon News!

Figure 1

Share Saying They Would Get A COVID-19 Vaccine If It Were Free And Deemed Safe By Scientists Has Increased Since September

If a COVID-19 vaccine was determined to be safe by scientists and available for free to everyone who wanted it, would you...?



SOURCE: KFF COVID-19 Vaccine Monitor (KFF Health Tracking Poll, Nov. 30-Dec. 8, 2020); KFF/The Undeclared Survey on Race and Health (conducted Aug. 20-Sept. 14, 2020). See topline for full question wording.

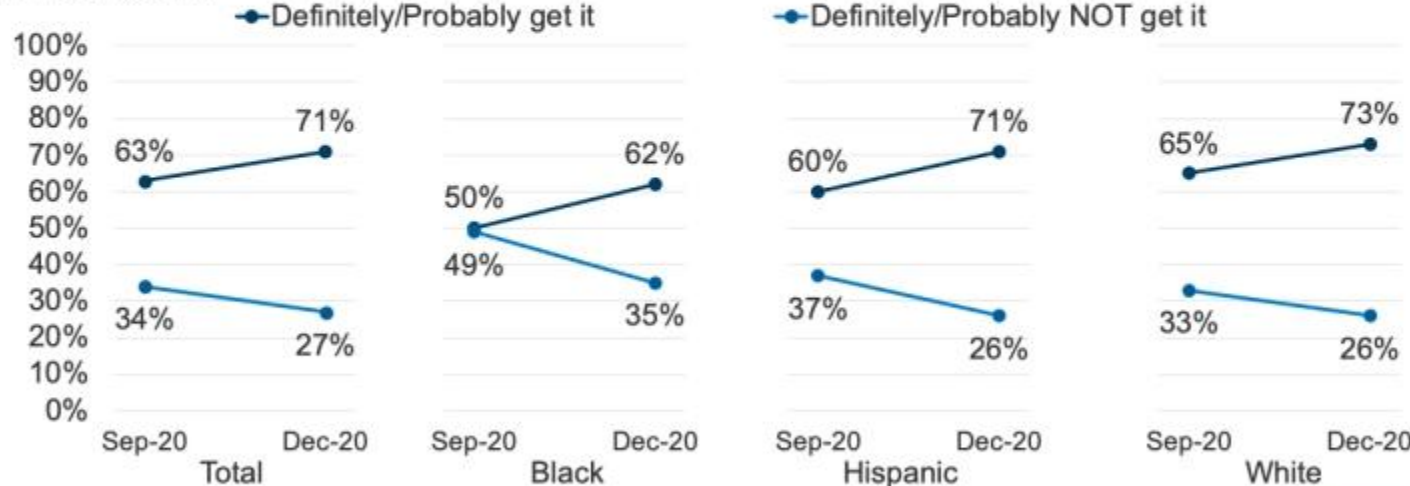
**KFF COVID-19
Vaccine Monitor**

More Good News!

Figure 2

Willingness To Get COVID-19 Vaccine Has Increased Across Racial/Ethnic Groups

If a COVID-19 vaccine was determined to be safe by scientists and available for free to everyone who wanted it, would you...?

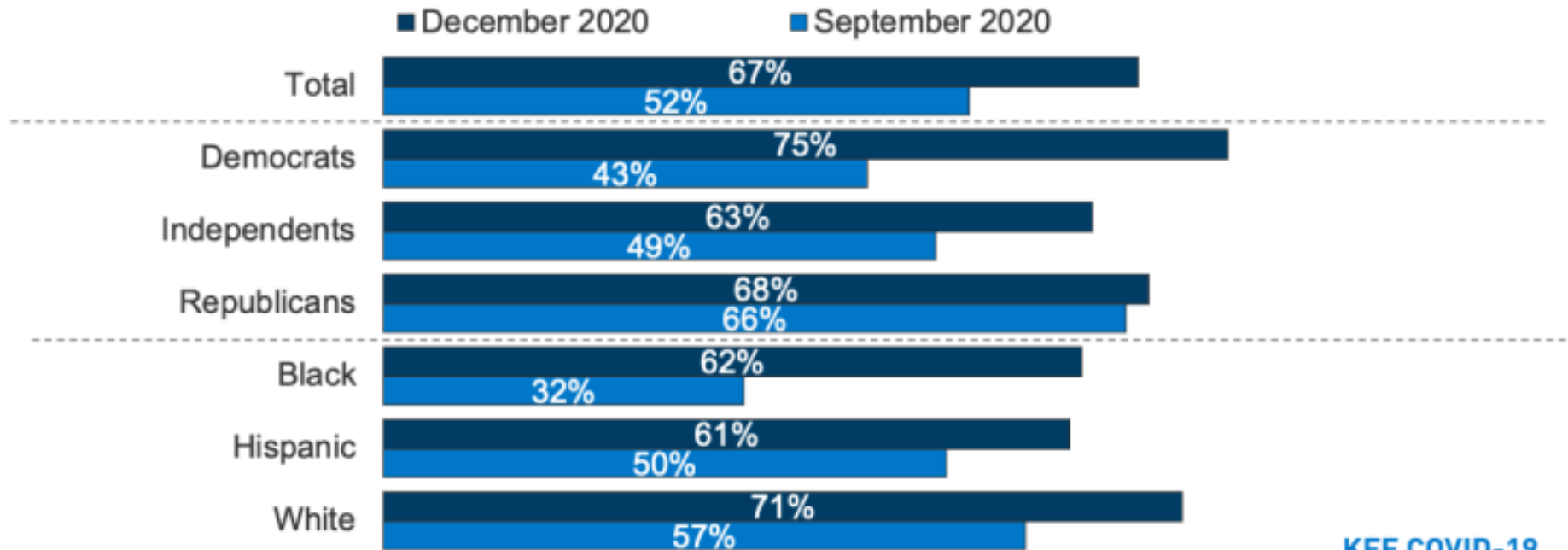


SOURCE: KFF COVID-19 Vaccine Monitor (KFF Health Tracking Poll, Nov. 30-Dec. 8, 2020); KFF/The Undeclared Survey on Race and Health (conducted Aug. 20-Sept. 14, 2020). See topline for full question wording.

Figure 6

Confidence That COVID-19 Vaccine Will Be Fairly Distributed Has Increased Since September, Particularly Among Black Adults

Percent who say they are **very** or **somewhat confident** that when a COVID-19 vaccine becomes available, it will be **distributed in a way that is fair**:



SOURCE: KFF COVID-19 Vaccine Monitor (KFF Health Tracking Poll, Nov. 30-Dec. 8, 2020); KFF/The Undeclared Survey on Race and Health (conducted Aug. 20-Sept. 14, 2020). See topline for full question wording.

[KFF COVID-19
Vaccine Monitor](#)