

A woman wearing an orange sari with a patterned border is smiling and holding a baby. The baby is looking towards a man on the left. The man is wearing a brown shirt and is looking at the baby. The background is a simple, outdoor setting with a wall and some foliage.

**VACCINE  
UPTAKE AND  
DEMAND FOR  
COVID-19  
VACCINES**

“COVID-19 arrived at a time when hesitancy about long-established vaccines has become a real and present danger. Although vaccination remains a well-accepted social norm worldwide, a combination of factors—including misinformation spread on social media; decreased trust in institutions including government, science, and industry; and weaknesses within health systems—has emerged to diminish confidence among some populations”

Harvey V. Fineberg, M.D., Ph.D Co Chair  
Shirley M. Tilghman, Ph.D.. Co-Chair  
Sabin-Aspen Vaccine – Science & Policy Group





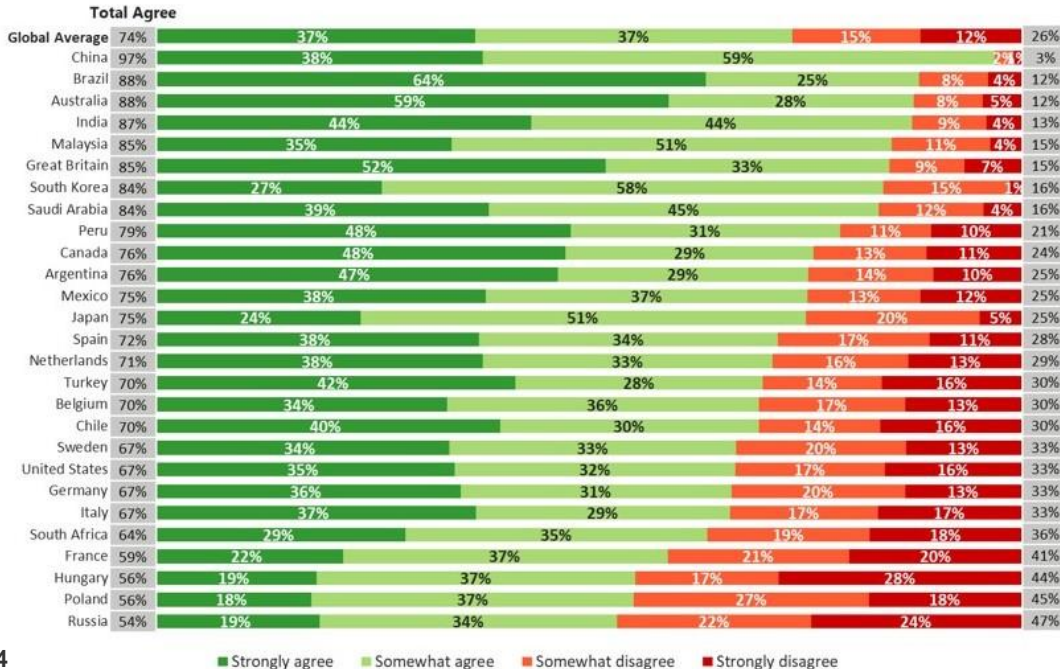
UQ-1-SARS-CoV-2-Scamp  
Cohort 1 Sentinel  
Initials: VMS Screen No. 1M607  
RAND NO. 1001  
Dosing Time:

Critical importance of communication in preparing for the introduction of covid-19 vaccines

But it goes further than communication – we need a comprehensive, behaviourally driven strategy for vaccine uptake and demand

# INTENTION TO VACCINATE

If a vaccine for COVID-19 were available, I would get it



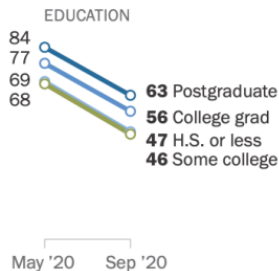
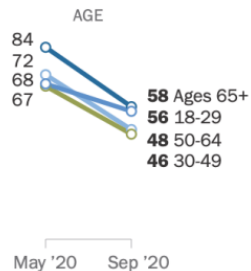
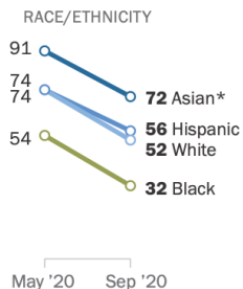
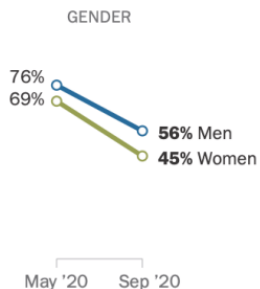
Three in four adults globally say they would get a vaccine for COVID-19

Most do not expect a vaccine will be available before the end of year; fear of side effects is top reason for not wanting it

- The countries where COVID-19 vaccination intent is highest are China (97%), Brazil (88%), Australia (88%), and India (87%).
- Those where it is lowest are Russia (54%), Poland (56%), Hungary (56%), and France (59%).

## Widespread declines in the shares who say they would get a COVID-19 vaccine

% of U.S. adults who say they would definitely/probably get a vaccine for COVID-19 if one were available today



\* Asian adults were interviewed in English only.

Note: Respondents who gave other responses or did not give an answer are not shown. White, Black and Asian adults include those who report being only one race and are not Hispanic. Hispanics are of any race.

Source: Survey conducted Sept. 8-13, 2020.

"U.S. Public Now Divided Over Whether To Get COVID-19 Vaccine"

PEW RESEARCH CENTER

## U.S. Public Now Divided Over Whether To Get COVID-19 Vaccine

Concerns about the safety and effectiveness of possible vaccine, pace of approval process

PEW Research Center – survey conducted Sept 8-13 2020

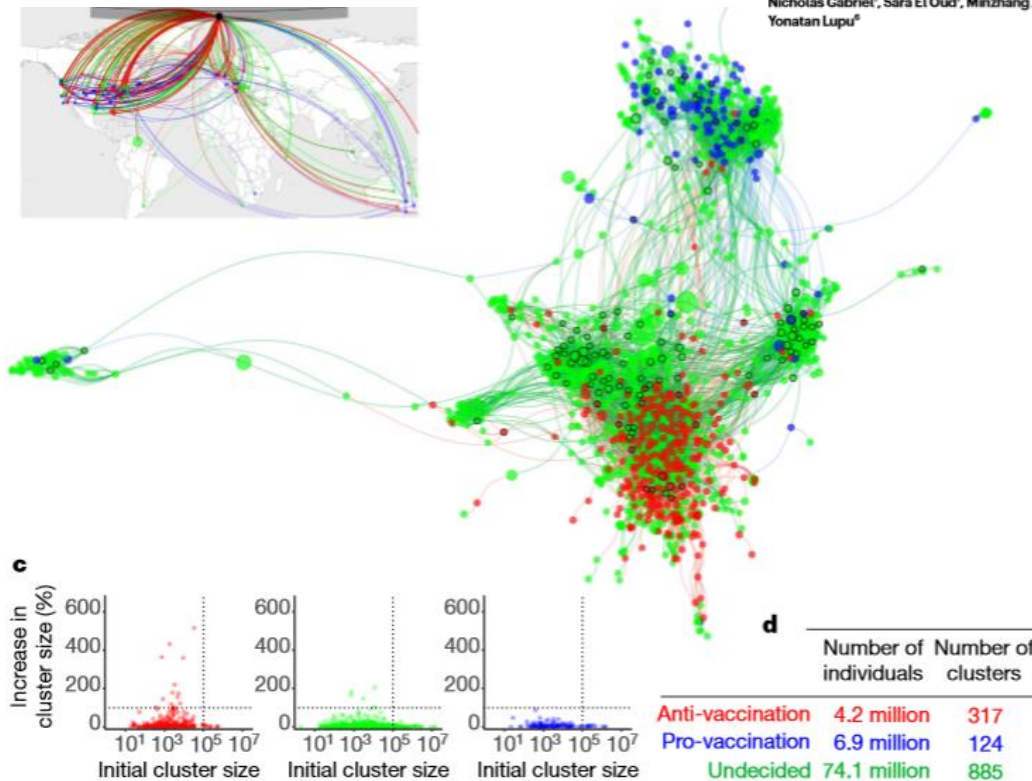


Since the beginning of the COVID-19 pandemic there has been a tsunami of misinformation and conspiracy theories that have the potential to reduce vaccine uptake.

# CLEAR AND PRESENT DANGER

## The online competition between pro- and anti-vaccination views

Neil F. Johnson<sup>1,2</sup>, Nicolas Velásquez<sup>3</sup>, Nicholas Johnson Restrepo<sup>2</sup>, Rhys Leahy<sup>2</sup>,  
Nicholas Gabriel<sup>1</sup>, Sara El Oud<sup>1</sup>, Minzhang Zheng<sup>3</sup>, Pedro Manrique<sup>4</sup>, Stefan Wuchty<sup>5</sup> &  
Yonatan Lupu<sup>6</sup>



[Read the article](#)

# NEED FOR 'BIG TECH' TO TAKE MORE RESPONSIBILITY ...

It's time the tech giants cracked down on the anti-vaxx infodemic

“Social platforms chose not to alienate an antivaxx user base that we estimate is worth up to \$1 billion a year”

[Read Imran Ahmed OpEd in the Telegraph](#)



## **The Anti-Vaxx Industry**

How Big Tech powers and profits from vaccine misinformation





Some groups display low trust in governments and official information about the pandemic and how the officials are tackling it.



Initially vaccines will be in short supply – we need to build consensus about the order in which groups of the population will get access

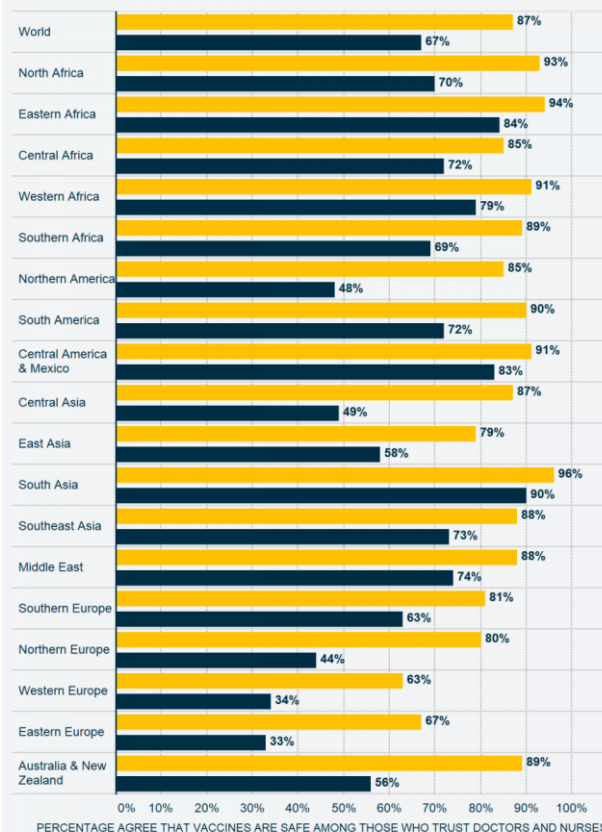
We also need to be prepared for any adverse reactions to the vaccine that may significantly impact rollout

# PERCIEVED SAFETY OF VACCINES BY LEVEL OF TRUST IN DOCTORS AND NURSES

Wellcome Global Monitor 2018

**Chart 5.9: Perceived safety of vaccines by level of trust in doctors and nurses and by region**

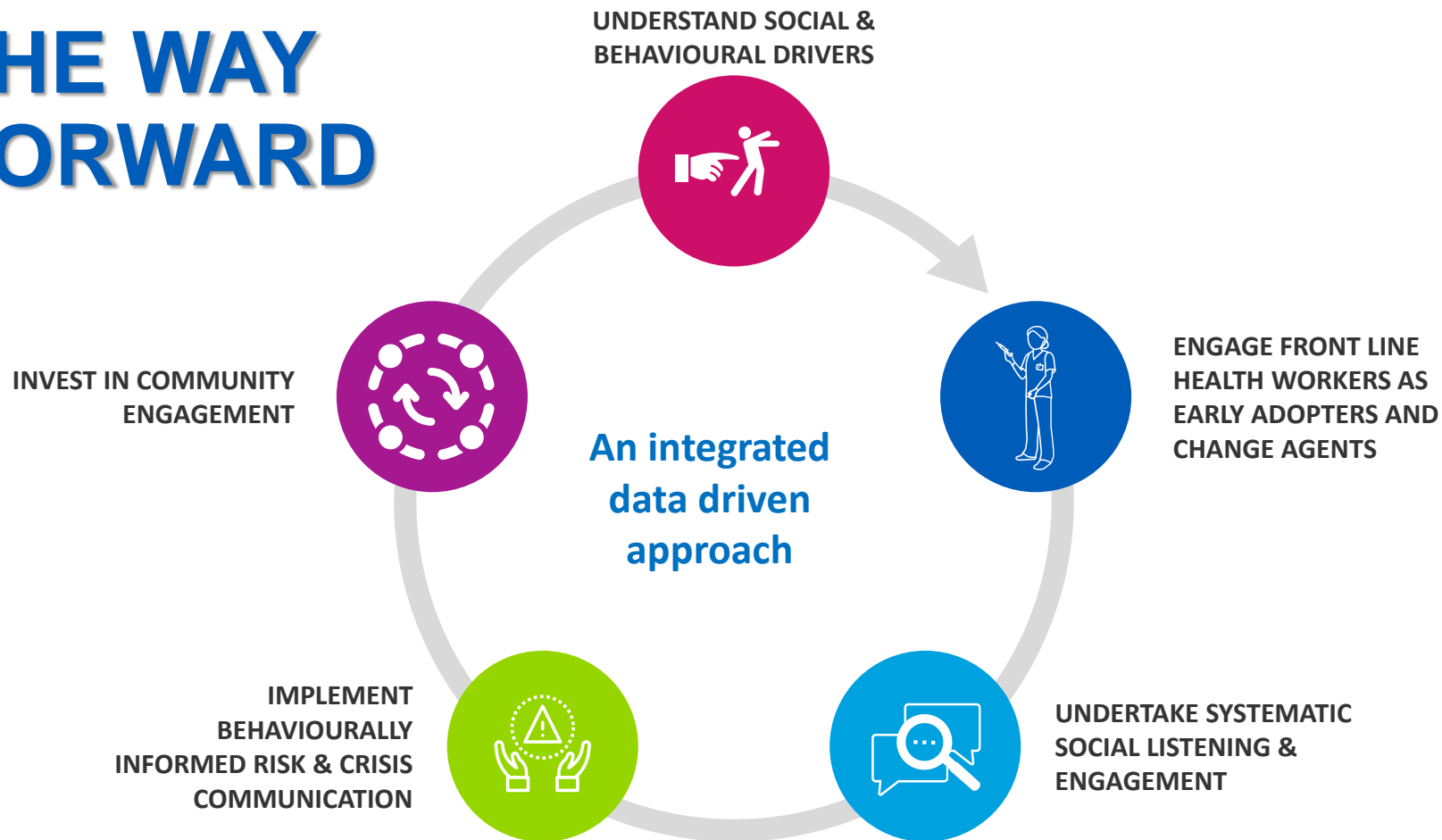
Percentage of people who answered 'strongly agree' or 'somewhat agree'  
Do you agree, disagree, or neither agree nor disagree with the following statement? Vaccines are safe



■ A lot  
■ Not much/not at all



# THE WAY FORWARD



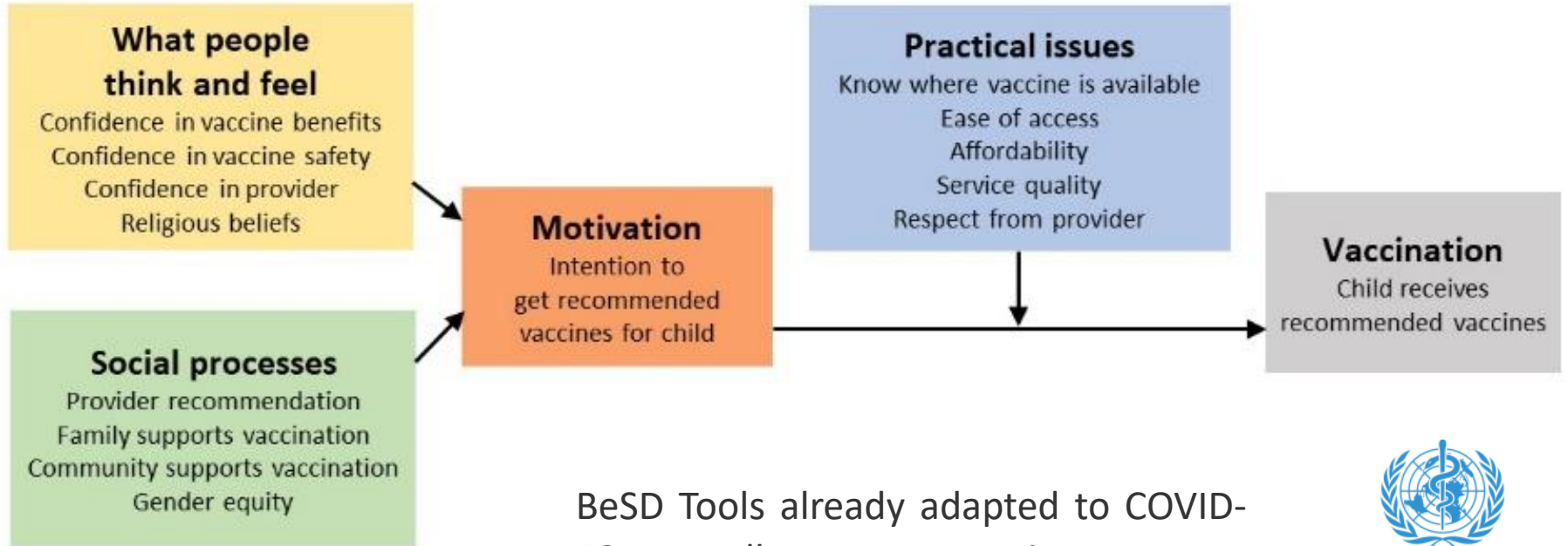
The lack of systems to collect demand side data in near to real time has been a major challenge within immunisation.

Global expert group established in 2018 by WHO for 'Measuring Behavioural and Social Drivers of Vaccination'

COVID-19 could help us fast track the route to scale



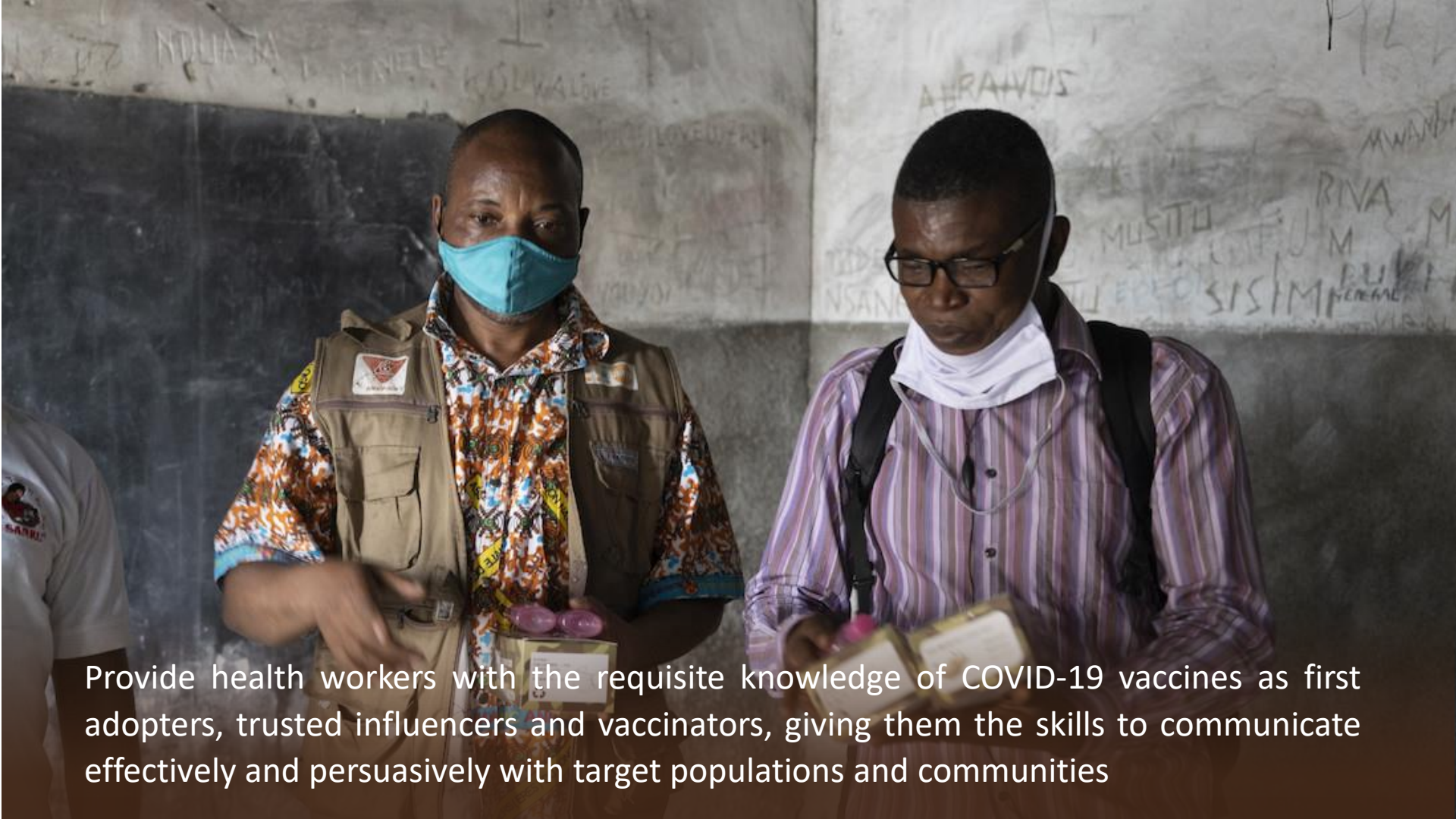
# The BeSD Model: new quant and qual tools



BeSD Tools already adapted to COVID-19 as an all age group vaccine



World Health Organization




Provide health workers with the requisite knowledge of COVID-19 vaccines as first adopters, trusted influencers and vaccinators, giving them the skills to communicate effectively and persuasively with target populations and communities



To build a supportive information environment, and addresses misinformation through social listening and assessments that inform digital engagement initiatives;





*Listen to and understanding target populations, to generate behavioural and social data on the drivers of uptake and to design highly targeted and behaviourally informed risk communication strategies to respond*



To build trust and acceptance of the vaccines through engagement of communities by civil society organizations, particularly for vulnerable target populations



The Vaccine Safety Net is a global network of websites, established by the World Health Organization, that provides reliable information on vaccine safety.

# VACCINE SAFETY NET



Find reliable information on vaccine safety. Use the search bar above to search across all VSN member websites from one place.



Ensure countries are prepared to respond to any reports of AEFI and have planning in place to mitigate any resulting crises of confidence.

