



**NATIONAL INSTITUTE FOR  
COMMUNICABLE DISEASES**

*Division of the National Health Laboratory Service*

**STRATEGIES TO TACKLE COVID-19 VACCINE  
HESITANCY AND IMPROVE VACCINE  
ACCEPTANCE AMONG THE POPULATIONS OF  
SOUTH AFRICA**

**PRESENTATION BY: SINENHLANHLA JIMOH**

IANPHI Communications Discussion Group: 09 June 2021



## Strategies

- Creating consistent, insight-driven messaging for different audiences across multiple platforms.
- A dynamic, responsive & fact-based campaigns integrating the latest available data & trends.
- Reissuing the nation & reminding us of our shared responsibility to overcome the pandemic together.
- “Driving vaccine confidence” vs “fighting vaccine resistance”





## Communication channels:

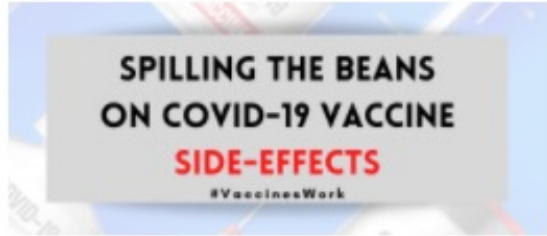
- **Website** content included a series of FAQ's namely:



**COVID-19 VACCINE FAQ**  
April 14, 2021

Vaccines save millions of lives each year. Vaccines work by training and preparing the body's

[Read More »](#)



**FREQUENTLY ASKED QUESTIONS: COVID-19 VACCINE SIDE-EFFECTS**  
May 20, 2021

The textbook definition of a vaccine is a substance used to stimulate the production of

[Read More »](#)



**COVID-19 VACCINATION: REPORTING ADVERSE EFFECTS FAQ**  
May 25, 2021

What is an 'adverse event' following vaccination? An 'adverse event following immunisation' (AEFI) is any

[Read More »](#)





## Communication channels:

- **Social Media –**

COVID-19 vaccine infographics and messaging focused on:

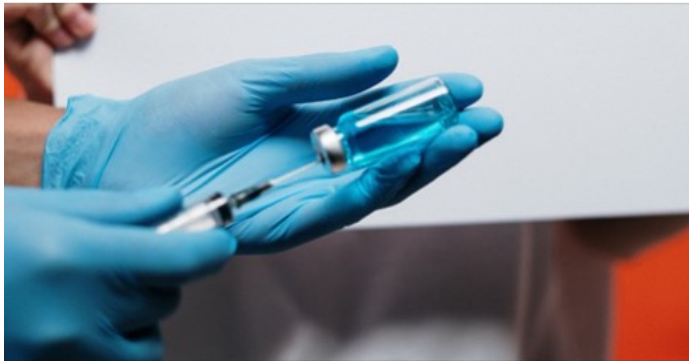
- COVID-19 vaccine general questions
- COVID-19 vaccine side-effects
- Reporting adverse effects following vaccination

# Examples of Facebook content



**National Institute for Communicable Diseases** ✓  
Published by Hootsuite · June 2 at 2:30 PM · 🌐

Knowledge is power, and doing your homework when it comes to #COVID19 vaccines will assist you in making informed decisions. To find out more, check out the latest frequently asked questions about #COVID19 vaccines here: <https://www.nicd.ac.za/covid-19-vaccine-faq/>  
#VaccinesWork #FightCOVID19




NICD.AC.ZA  
**COVID-19 VACCINE FAQ | NICD**

1,073,297 People Reached      31,299 Engagements      **Boost Post**

👍❤️ 10K      608 Comments 128 Shares

**National Institute for Communicable Diseases** ✓  
Published by Hootsuite · June 1 at 12:07 PM · 🌐

If you don't present side-effects after being vaccinated, don't fret, your body is still producing antibodies and you are protected. Every person's response is unique, and not presenting any side-effects after vaccination simply means your body didn't react with as much of an inflammatory response.  
#VaccinesWork #FightCOVID19 #VaccineSideEffects



**COVID-19 VACCINE SIDE-EFFECTS**

**WHAT DOES IT MEAN IF THERE ARE NO SIDE-EFFECTS AFTER GETTING VACCINATED?**

While the symptoms show your immune system is responding to the vaccine in a way that will protect against disease, evidence from clinical trials showed that people with few or no symptoms were also protected.

#VaccineSideEffects #FightCOVID19 #VaccinesWork

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[www.nicd.ac.za](http://www.nicd.ac.za)

83,303 People Reached      985 Engagements      **Boost Post**

👍❤️ 128      30 Comments 20 Shares

**National Institute for Communicable Diseases** ✓  
Published by Buffer · May 31 at 9:30 AM · 🌐

When a person gets vaccinated against #COVID19, they may experience some side-effects. The symptoms are a result of the body building immunity against the disease and can include fever, body ache and headache. However, it's recommended to contact your doctor if you are concerned or if worrisome symptoms present.  
#VaccinesWork #FightCOVID19 #VaccineSideEffects



**COVID-19 VACCINE SIDE-EFFECTS**

**WHEN TO CALL THE DOCTOR?**

In most cases, discomfort from pain or fever is a normal sign that your body is building protection. Contact your doctor or healthcare provider:

- If the redness or tenderness where you got the injection gets worse after 24 hours
- If your side-effects are worrying you or do not seem to be going away after a few days

#VaccineSideEffects #FightCOVID19 #VaccinesWork

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[www.nicd.ac.za](http://www.nicd.ac.za)

182,553 People Reached      3,454 Engagements      **Boost Post**

👍 300      111 Comments 58 Shares

# Examples of Twitter content



**NICD** @nicd\_sa · May 28

All vaccines can cause some degree of reaction & the same is true for #COVID19 vaccines. The most common side effects, for instance soreness where the vaccine was injected, are usually mild & go away quickly on their own. Read more here: [ow.ly/oLoSS50EXtOT](https://ow.ly/oLoSS50EXtOT) #VaccinesWork

**COVID-19 VACCINE SIDE-EFFECTS**

### IS IT NORMAL TO HAVE SIDE-EFFECTS FROM VACCINES?

Yes, this is normal. It's common to experience some mild-to-moderate side-effects when receiving vaccinations. This is because your immune system is instructing your body to react in certain ways.

#VaccineSideEffects #FightCOVID19 #VaccinesWork

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www.nicd.ac.za

The infographic features a green background with a white syringe and a vial labeled 'COVID-19 VACCINE' on the left. On the right, there is a stylized human silhouette with green virus-like particles around it.

3 12 13

**NICD** @nicd\_sa · May 31

When a person gets vaccinated against #COVID19, they may experience some side-effects. The symptoms are a result of the body building immunity against the disease & can include fever or headache. However, if you are concerned please contact your doctor. #VaccinesWork

**COVID-19 VACCINE SIDE-EFFECTS**

### WHEN TO CALL THE DOCTOR?

In most cases, discomfort from pain or fever is a normal sign that your body is building protection. Contact your doctor or healthcare provider:

- If the redness or tenderness where you got the injection gets worse after 24 hours
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#VaccineSideEffects #FightCOVID19 #VaccinesWork

**NATIONAL INSTITUTE FOR COMMUNICABLE DISEASES**  
www.nicd.ac.za

The infographic features a green background with a white doctor in a lab coat on the right. On the left, there is a stylized human silhouette with green virus-like particles around it.

2 21 22

**NICD** @nicd\_sa · May 29

Common side-effects from vaccines are a sign that your body is building immunity against a disease. For #COVID19 vaccines, the side-effects normally resolve within 3 days. However, if you are worried please contact your doctor. #VaccinesWork #FightCOVID19 #VaccineSideEffects

**COVID-19 VACCINE SIDE-EFFECTS**

### WHAT ARE SOME COMMON SIDE-EFFECTS OF THE COVID-19 VACCINE?

Pain, swelling, or redness where the vaccine was injected

Chills

Feeling tired

Headache

Mild fever

Muscle and joint aches

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www.nicd.ac.za

#VaccineSideEffects #FightCOVID19 #VaccinesWork

The infographic features a green background with a white syringe at the top. Below the title, there are six icons representing different side effects: a hand with a red spot, a person under a blanket, a person with a thermometer, a person holding their head, a person with a fever, and a person with a sore arm.

8 41 37



# More social media content



**NICD** @nicd\_sa · May 20  
Have some questions about #COVID19 vaccine side-effects?  
Then this is must-read: [nicd.ac.za/frequently-ask...](https://nicd.ac.za/frequently-ask...)  
#FightCOVID19 #VaccinesWork

**SPILLING THE BEANS  
ON COVID-19 VACCINE  
SIDE-EFFECTS**  
#VaccinesWork

FREQUENTLY ASKED QUESTIONS: COVID-19 VACCINE SIDE-EFFECTS | ...  
The textbook definition of a vaccine is a substance used to stimulate the production of antibodies that provide immunity against one or several ...  
[nicd.ac.za](https://nicd.ac.za)

5 12 13

**NICD** @nicd\_sa · May 25  
Adverse effects, or responses, following vaccination can range from mild to severe & from common to very rare. To find out more, especially what to do if adverse effects present & how to report them, read the frequently asked questions here: [nicd.ac.za/covid-19-vacci...](https://nicd.ac.za/covid-19-vacci...)  
#VaccinesWork

**COVID-19  
VACCINATION:  
MORE ON  
ADVERSE EFFECTS  
AND HOW TO  
REPORT THEM**  
#VaccinesWork

6 8

**NICD** @nicd\_sa · May 24  
All vaccines can cause some degree of reaction, and the same is true for COVID-19 vaccines. The most common side effects—like soreness where the vaccine was given—are usually mild and go away quickly on their own. Read more on vaccine side-effects here: [ow.ly/8SfM50EQxd](https://ow.ly/8SfM50EQxd)

**IS IT NORMAL TO  
HAVE SIDE-EFFECTS  
FROM VACCINES?**

COVID-19  
VACCINE

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## What Social Listening Reveals About Vaccine Hesitancy:

- Safety and efficacy concerns continue
- Voice of anti-vaxxers lingers; *“the vaccine is from the devil”, “you will die in 2 years”, “your own immunity is strong enough”, “Ivermectin is the only solution”, “keep your poison”.*
- **Lack of vaccine availability-accessibility issues**
- Electronic Vaccine Data System (EVDS) challenges – *“struggling to register”, “haven’t received voucher number”, “have to go to clinic that is 150kms away”, etc*
- ‘Quack’ doctors (actual doctors) discouraging use of vaccines
- People fear vaccine side-effects and AEFI





## Communication channels:

- **Video content -**

The objective was to produce easily understandable content in a few of the national languages, including Afrikaans, English, Sotho and Tsongeni.



# Video content



**National Institute for Communicable Diseases** ✓  
Published by Hootsuite · June 2 at 9:58 AM · 🌐

Do you have a question or two about #COVID19 vaccines? Watch the following video where Prof Adrian Puren, the NICD's Acting Executive Director, answers a few commonly asked vaccine questions. Click here: <https://www.youtube.com/watch?v=SfjHfHJCfU> #VaccinesWork #FightCOVID19



YOUTUBE.COM  
**Most common COVID-19 Vaccine questions answered by Prof Adrian Puren**

**National Institute for Communicable Diseases** ✓  
Published by Hootsuite · June 3 at 12:32 PM · 🌐

Afrikaans speaking persons, who have questions about #COVID19 vaccines, are encouraged to watch the following video where frequently asked questions are answered. [https://www.youtube.com/watch?v=FbOvUC\\_A3Uk](https://www.youtube.com/watch?v=FbOvUC_A3Uk) #VaccinesWork #FightCOVID19



YOUTUBE.COM  
**Algemene vrae oor die COVID 19 entstof**  
Vir diegene wat vrae of bekommernisse rondom die COVID-19 ent...

**National Institute for Communicable Diseases** ✓  
Published by Hootsuite · June 3 at 4:32 PM · 🌐

#COVID19 vaccines remain a topical subject & it can be tricky to tell fact from fiction when so much (mis)information is available. Get the vaccine facts right here, with one of our expert's answering commonly asked questions about #COVID19 vaccines. <https://www.youtube.com/watch?v=QATpRkP9LkE> #VaccinesWork #FightCOVID19



YOUTUBE.COM  
**COVID-19 Vaccines: Frequently Asked Questions**  
For those who would like to know more about COVID-19 vaccines, ...

**National Institute for Communicable Diseases** ✓  
Published by Hootsuite · June 5 at 2:00 PM · 🌐

Questions about the impact of COVID-19: <http://ow.ly/1yVM50F30kZ>  
⚙️ · See original · Rate this translation



YOUTUBE.COM  
**Dipotso ka ente ya COVID-19**  
Dipotso ka ente ya COVID-19

**National Institute for Communicable Diseases** ✓  
Published by Buffer · June 6 at 2:00 PM · 🌐

Swivutiso swa ntolovelwa swa ku tlaveriwa ku sivela corona (COVID-19). <https://buff.ly/3vR7TLZ>



YOUTUBE.COM  
**Swivutiso swa ntolovelwa swa ku tlaveriwa ku sivela corona (COVID-19)**



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**THANK YOU**