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

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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

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

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

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
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/oLo55OeXcOT
#VaccinesWork

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

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

WHAT ARE SOME COMMON SIDE-EFFECTS OF THE COVID-19 VACCINE?
- Pain, swelling, or redness at the site where the vaccine was injected
- Fever
- Muscle aches and joint pain
- Chills
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...
#FightCOVID19 #VaccinesWork

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...
#VaccinesWork

NICD @nicd_sa · May 25
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/85fM50ETQxd

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
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

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=Sj4Flh5ICjU
#VaccinesWork #FightCOVID19

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=8gvYUCA3Luk
#VaccinesWork #FightCOVID19

COVID19 vaccines remain a topical subject & it can be tricky to tell fact from fiction when so much misinformation 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=QATpRmP9ALk
#VaccinesWork #FightCOVID19

Most common COVID-19 Vaccine questions answered by Prof Adrian Puren

Algemene vrae oor die COVID 19 entstof
Vir diegene wat vrae van bekommernisse rondom die COVID-19 ent...

Questions about the impact of COVID-19:
http://ow.ly/tyVM50F30k2
- See original - Rate this translation

Dipotsa ka ente ya COVID-19
Dipotsa ka ente ya COVID-19

Sivutso sa ntolovelw sa ku tlaveriwa ku sivela corona (COVID-19).
https://buff.ly/3vRTtLZ

Sivutso sa ntolovelw sa ku tlaveriwa ku sivela corona (COVID-19)
THANK YOU