

COVID-19 Vaccination Communications

Principles of Engagement

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COVID-19 Vaccination: Reducing vaccine hesitancy I

It is vaccination, not just the vaccine, that saves lives (herd immunity).

Public acceptance and uptake of vaccinations has fallen → one of the top ten international threats to global health (WHO, 2019).

Vaccine hesitancy: complacency, confidence, and convenience.

These factors influence individuals/groups to different degrees.

COVID-19 Vaccination: Reducing vaccine hesitancy II

Recommendations:

- Residents believe that there is a risk to them of getting COVID-19 and that this could have severe implications upon their health.
- Residents believe that the COVID-19 vaccine is safe & effective.
- Being vaccinated is made as easy as possible for residents.
- Information gaps are identified and filled, and misinformation is corrected.

The role of communications & engagement

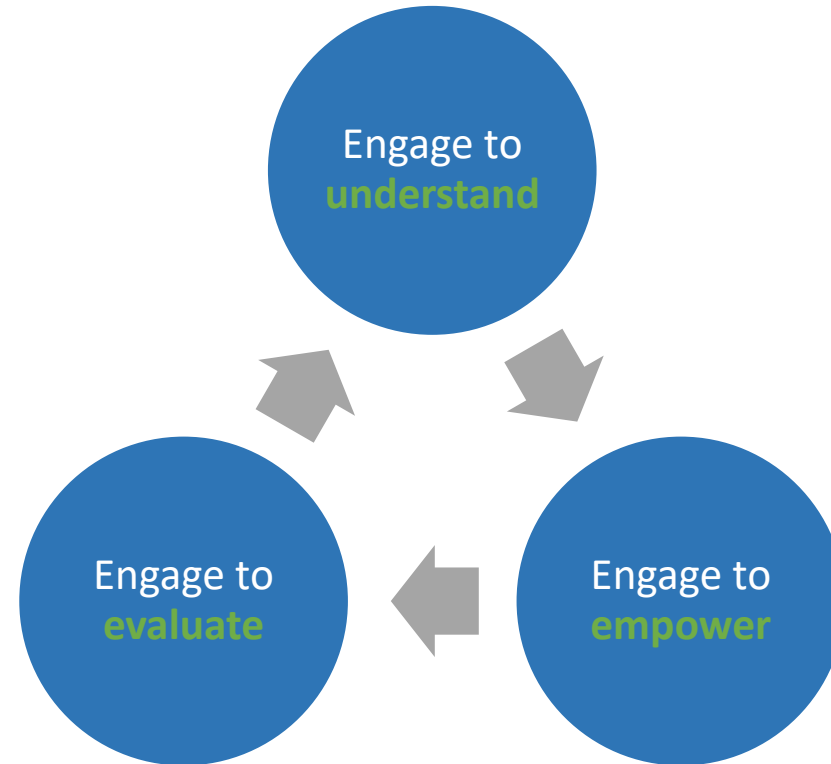
Effective comms can help achieve the recommendations.

General comms should be complemented with group specific comms – one size does **not** fit all.

Comms need to be proactive and reactive.

Group specific comms should be developed and delivered based upon **three principles of engagement**.

Three principles of engagement



COVID Information Champions (CICs)

To ensure all Hertfordshire residents receive regular information updates which are clear and consistent about COVID-19 from Hertfordshire Public Health

This project will:

- Utilise the strong local networks established with the community by the voluntary sector
- Identify and train CICs and peer educators to share key messaging with friends, families and local communities
- help embed clear information and behaviours, complementing current communication campaigns

Expected Outcomes:

- Hertfordshire residents, particularly key target groups, receive regular information updates which are clear and consistent about COVID-19 from Hertfordshire Public Health



CommunityHelp
Hertfordshire

A partnership of voluntary sector infrastructure organisations funded by Hertfordshire's public sector

Thank you