

# How to build confidence in COVID-19 vaccines

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PRESENTED BY A/PROF MARGIE DANCHIN AND DR JESSICA KAUFMAN

Developed by the Collaboration on Social Science and Immunisation (COSSI)  
Supported by the Victorian government

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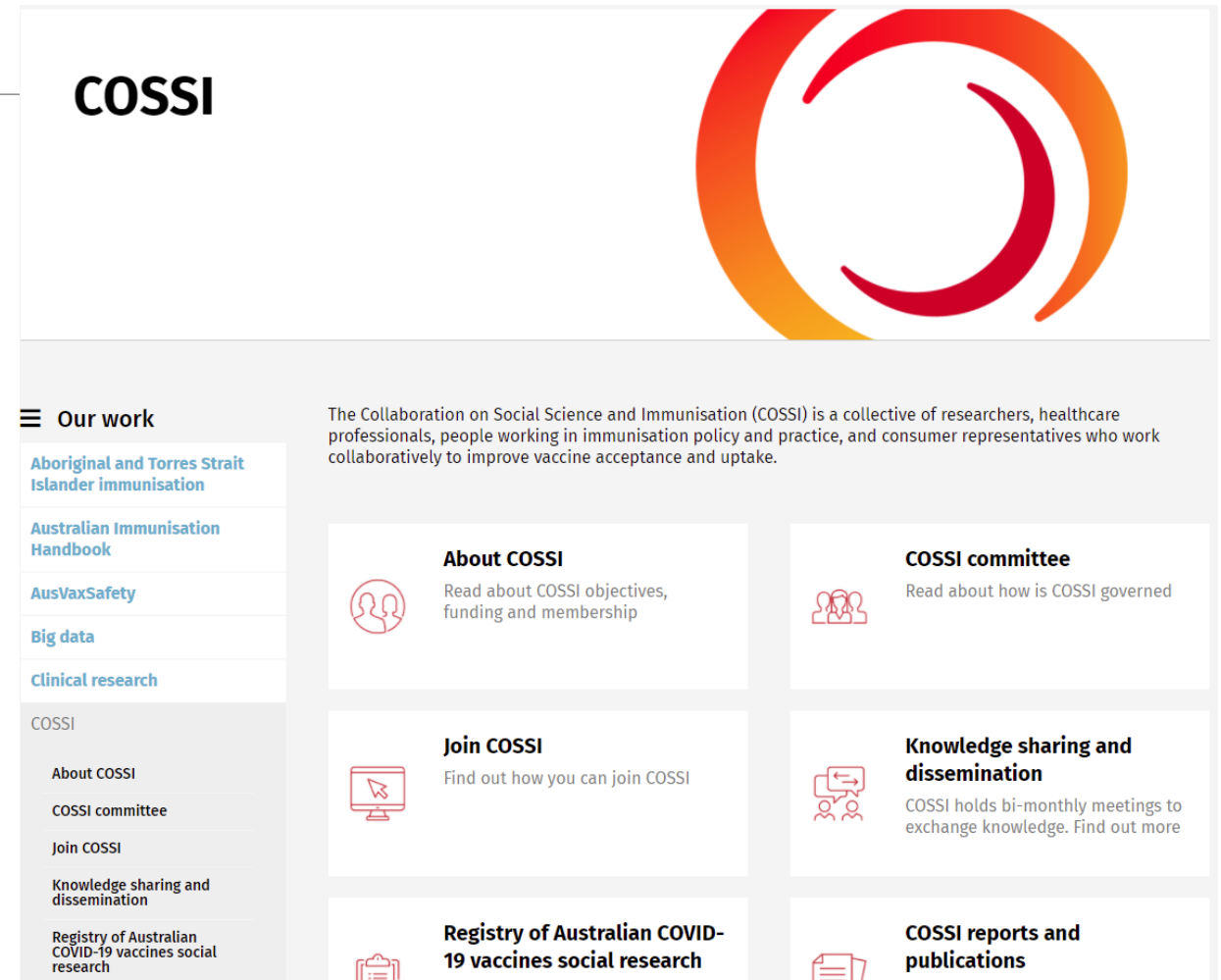


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# About COSSI

- The Collaboration on Social Science and Immunisation (COSSI) is a collective of researchers, healthcare professionals, people working in immunisation policy and practice, and consumer representatives who work collaboratively to improve vaccine acceptance and uptake.



**COSSI**

**Our work**

- Aboriginal and Torres Strait Islander immunisation
- Australian Immunisation Handbook
- AusVaxSafety
- Big data
- Clinical research

COSSI

- About COSSI
- COSSI committee
- Join COSSI
- Knowledge sharing and dissemination
- Registry of Australian COVID-19 vaccines social research

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- About COSSI**  
Read about COSSI objectives, funding and membership
- COSSI committee**  
Read about how is COSSI governed
- Join COSSI**  
Find out how you can join COSSI
- Knowledge sharing and dissemination**  
COSSI holds bi-monthly meetings to exchange knowledge. Find out more
- Registry of Australian COVID-19 vaccines social research**
- COSSI reports and publications**

<http://cossi.org.au>

# Outline

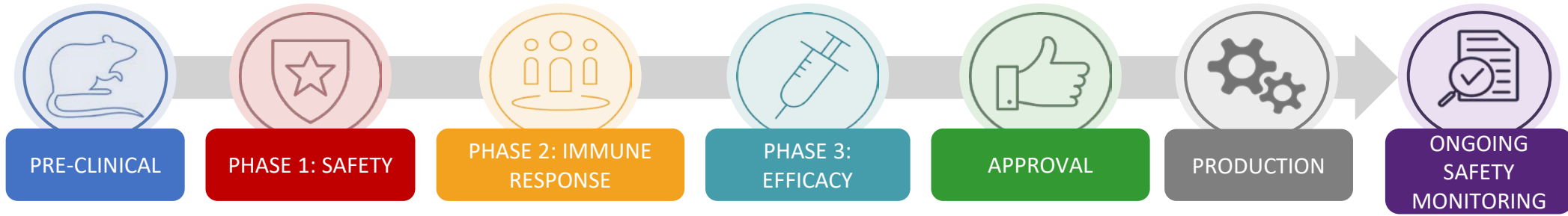
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- Overview of COVID-19 vaccines available in Australia
- Strategies to build vaccine confidence in your organisation and community
- Discussing COVID-19 vaccines with people who have questions

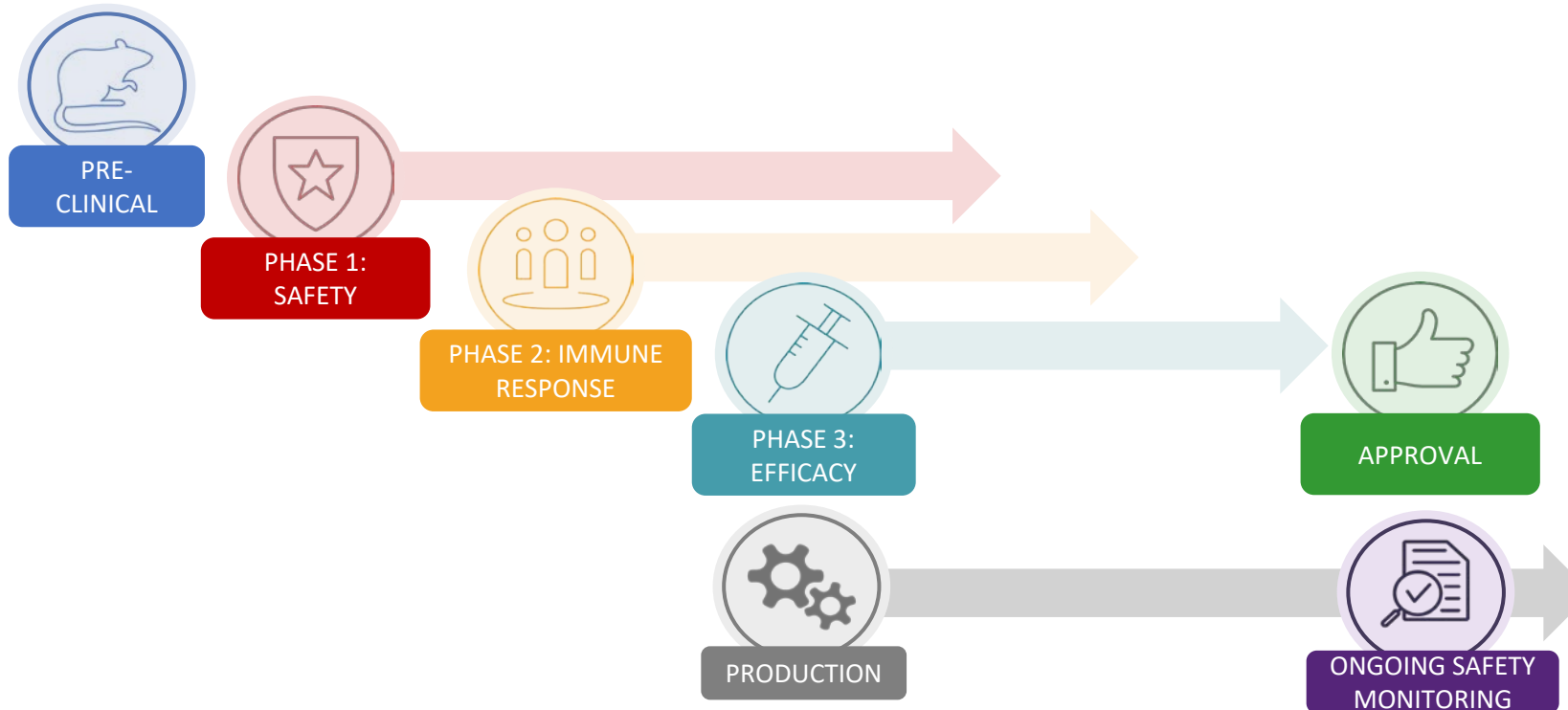
# COVID-19 vaccine overview

# Vaccine development and approval

TRADITIONAL PROCESS  
(10-15 YEARS)



PANDEMIC PROCESS  
(OVERLAPPING PHASES, 12-18 MONTHS)

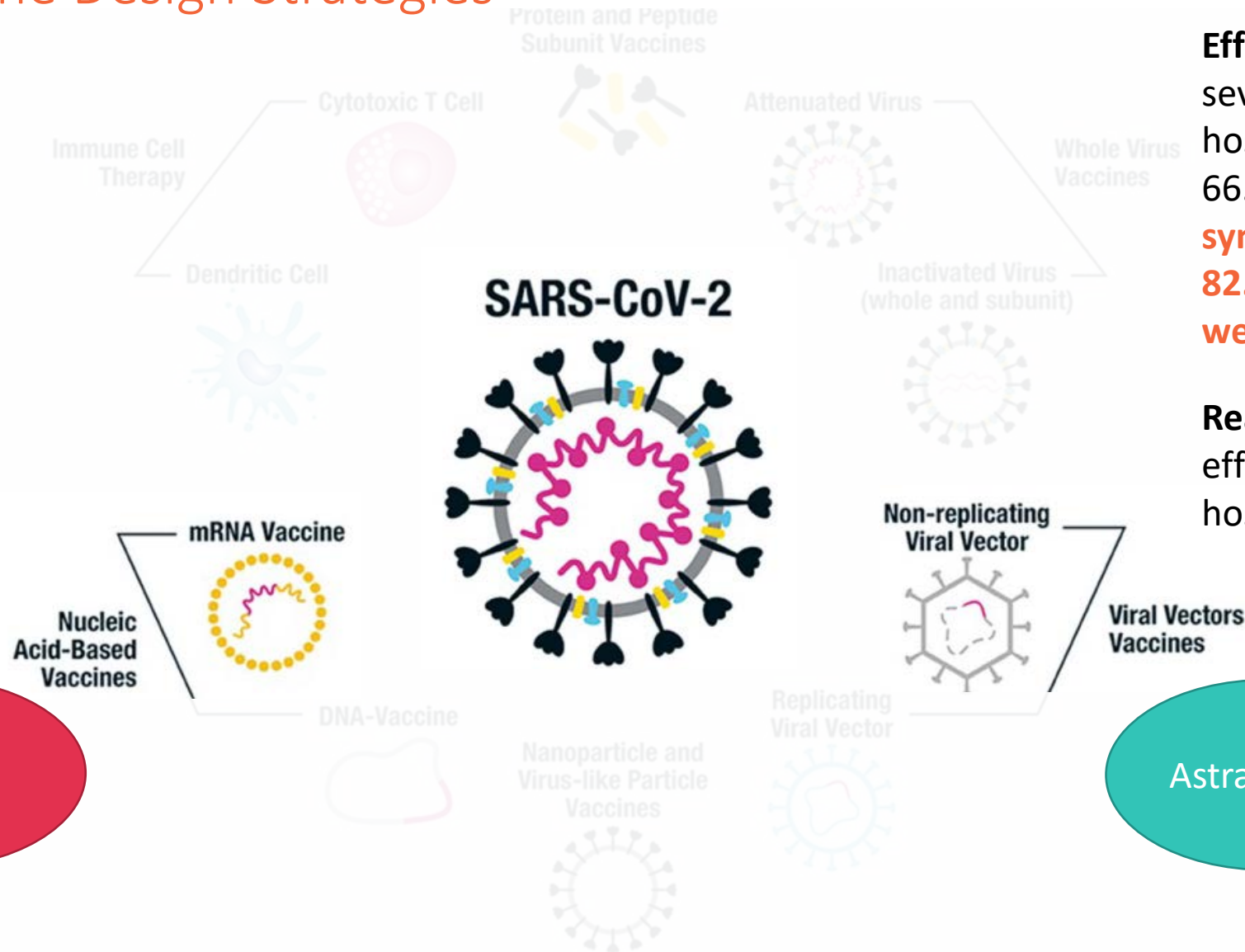


# SARS-CoV-2 Vaccine Design Strategies

**Efficacy:** 88.9% (20.1-99.7) against severe disease; **94.6% (89.9-97.3) against symptomatic infection**

**Real world data:** 86% effective against hospitalisation (UK)

Pfizer/  
BioNTech



**Efficacy:** 100% against severe disease and hospitalisation; 66.7% (57.4-74.0) against **symptomatic infection, 82.4% (2.7-91.7) at 12+ week interval**

**Real world data:** 94% effective against hospitalisation (Scotland)

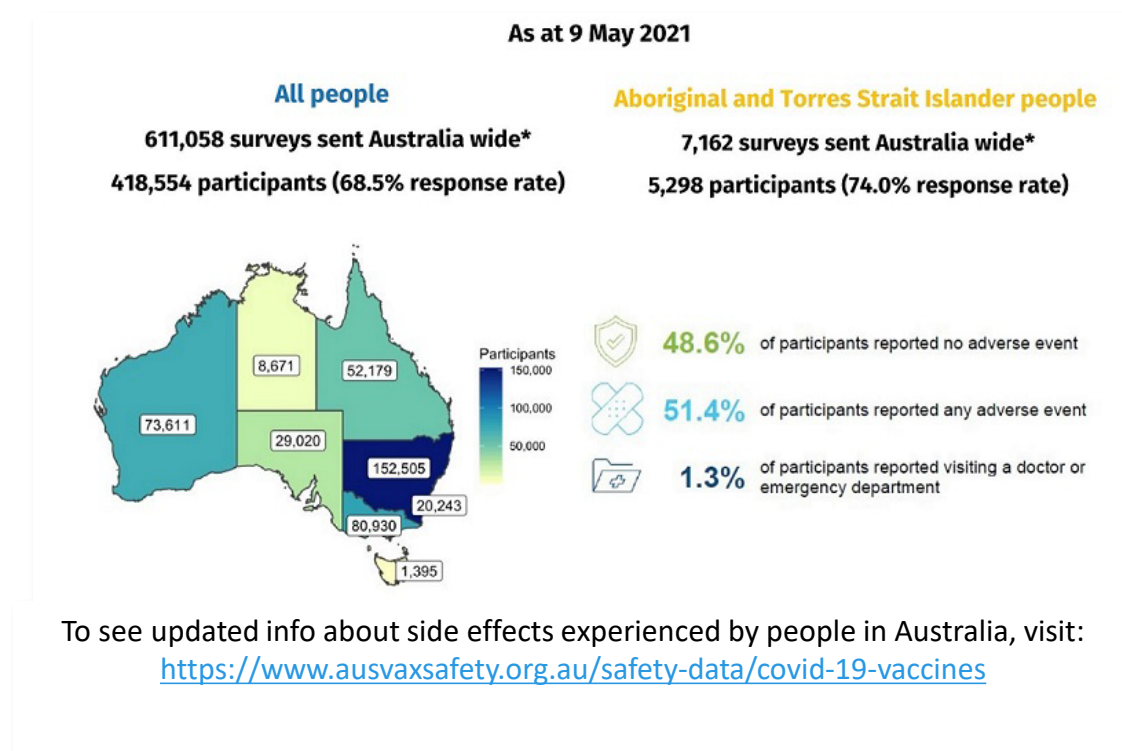
AstraZeneca

# General vaccine safety

- **Local and systemic adverse events are common**
  - Worse after dose 2 Pfizer and dose 1 AZ and in <55 year olds

	Pfizer	AstraZeneca
Pain	83%	61%
Tiredness	47%	76%
Headache	52% (dose 2)	65%
Aches (myalgia)	37%	53%
Fever	4-8% (very low)	4-8% (very low)

- **Anaphylaxis:**
  - 4.7 per million doses (Pfizer)
  - 1 per million doses (AZ)





# AstraZeneca vaccine safety and recommendations

- Rare but serious side effect of AZ: Thrombosis with Thrombocytopenia Syndrome (TTS)
- Approximately 4 to 10 cases per million adults vaccinated
- Not linked to mRNA vaccines
- Appears to be an increased risk in younger adults, more cases in women but link to sex unclear

## Recommendation:

- ATAGI recommends Pfizer preferred for adults aged under 50 years
- AZ can be used in adults <50 years where the benefits outweigh the risks and the person has made an informed decision
- Second dose can be administered to anyone who has safely received the first dose

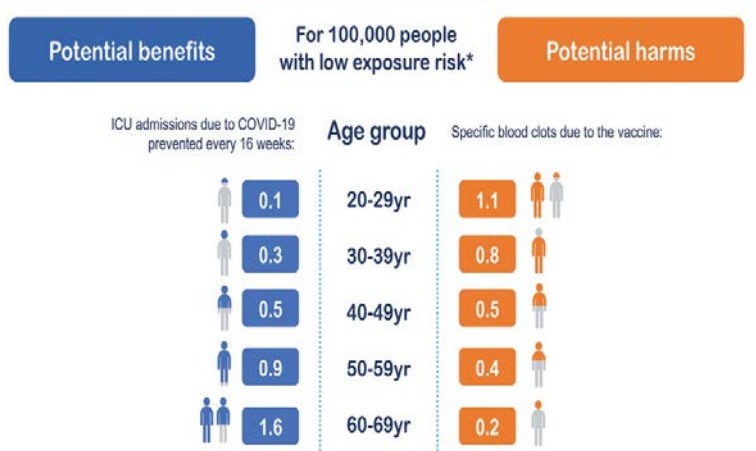


<https://theconversation.com/im-over-50-and-can-now-get-my-covid-vaccine-is-the-astrazeneca-vaccine-safe-does-it-work-what-else-do-i-need-to-know-159814>

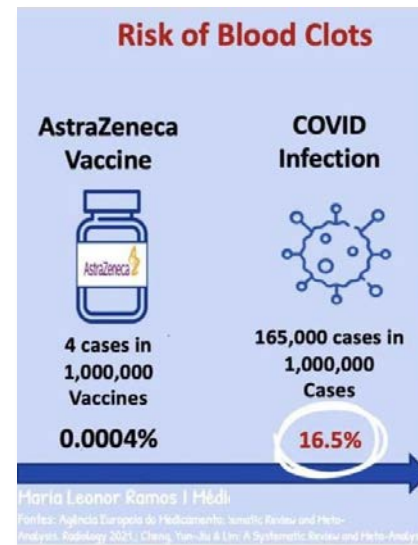
- [https://www.who.int/news/item/16-04-2021-global-advisory-committee-on-vaccine-safety-\(gacvs\)-review-of-latest-evidence-of-rare-adverse-blood-coagulation-events-with-astrazeneca-covid-19-vaccine-\(vaxzevria-and-covishield\)](https://www.who.int/news/item/16-04-2021-global-advisory-committee-on-vaccine-safety-(gacvs)-review-of-latest-evidence-of-rare-adverse-blood-coagulation-events-with-astrazeneca-covid-19-vaccine-(vaxzevria-and-covishield))
- <https://www.health.gov.au/news/atagi-statement-on-astrazeneca-vaccine-in-response-to-new-vaccine-safety-concerns>

# Some examples of risk comparisons

- Compare apples to apples where possible
- Beware of creating new concerns (e.g. birth control pill clots)
- Avoid overstating precision
- Consider benefits beyond disease reduction



Exposure risk comparable to Australian first wave



How does the risk of serious side-effects from the AstraZeneca vaccine compare with other risks?

Chance in a million of...	25-year-old	55-year-old
serious harm due to vaccine side-effects	<b>11</b> in a million	<b>4</b> in a million
dying with coronavirus	<b>23</b> in a million	<b>800</b> in a million
dying due to an accident or injury	<b>110</b> in a million	<b>180</b> in a million
dying in a road accident	<b>38</b> in a million	<b>23</b> in a million
being hit by lightning this year	<b>1</b> in a million	<b>1</b> in a million

Figures show the chance of dying with coronavirus since the start of the pandemic. Figures for accidents and car crash fatalities are for 2018

Source: Winton Centre for Risk and Evidence Communication



# Vaccine safety for women who are...

- **Planning pregnancy**

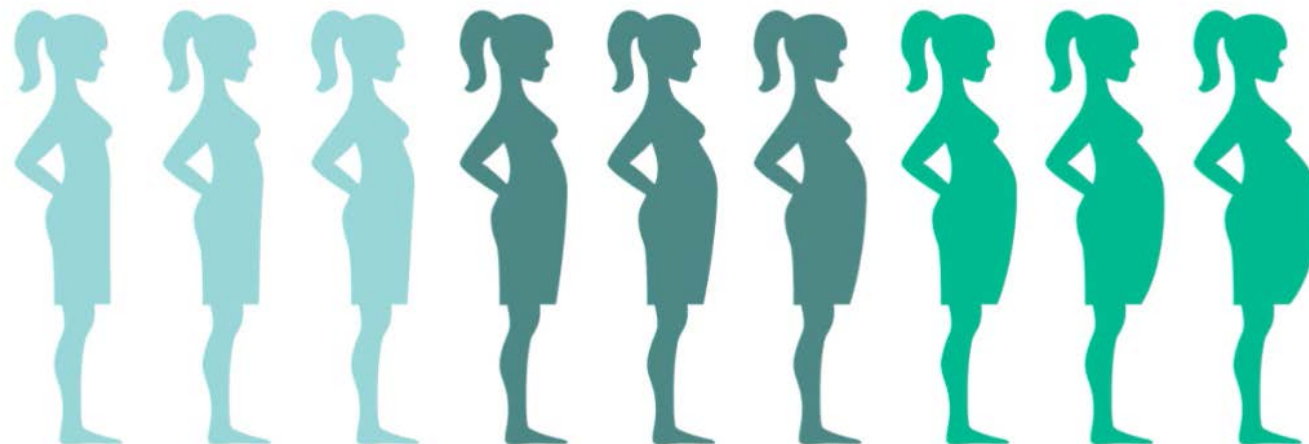
- **No evidence of increased risk of pregnancy complications** in women who become pregnant after vaccination

- **Breastfeeding**

- Women **can continue breastfeeding** before or after vaccination
- **No evidence of increased risk of complications in breastfeeding women** vaccinated against COVID-19

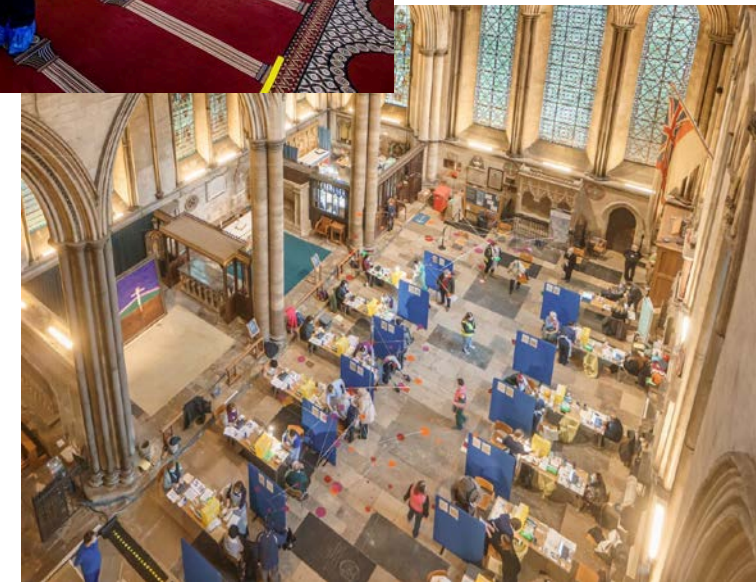
- **Currently pregnant**

- Recommended to wait until after pregnancy to be vaccinated if the woman has no risk factors for severe COVID-19 and/or not at high risk of exposure to COVID-19



# Vaccines and faith

- COVID-19 vaccines are Halal (*Australian Federation of Islamic Councils*)
- COVID-19 vaccines do not contain any cells from an aborted foetus



# Take away messages about vaccine safety

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- Over 1 billion doses of vaccines already delivered
- Vaccine safety is constantly being monitored
- Safety issues are rare
- Information and pandemic conditions may continue to change
- Media headlines can be misleading
- Talk to your GP if you have personal questions

# Empowering vaccine champions

# Availability of COVID-19 vaccines doesn't = high uptake

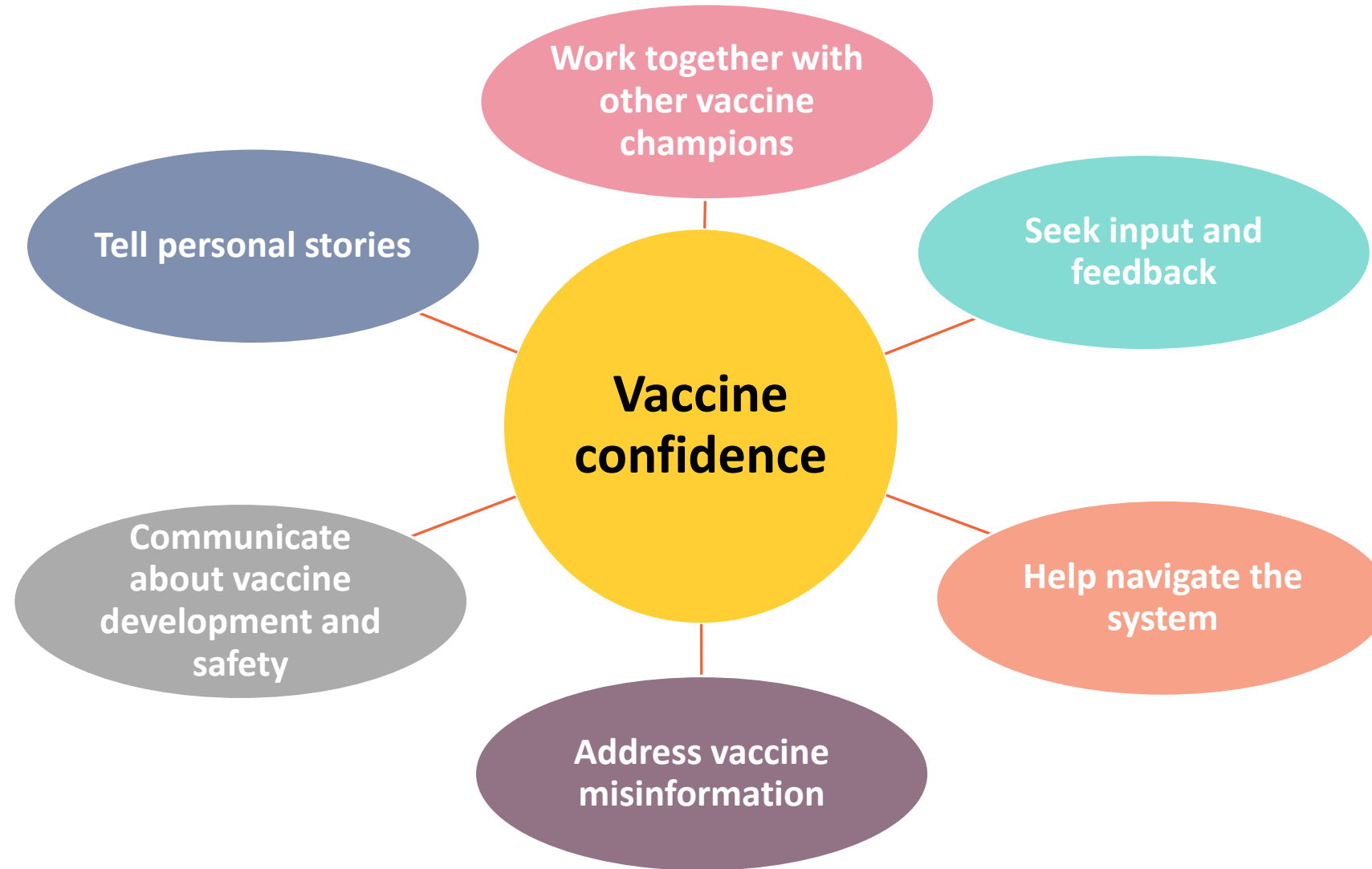
## Need 60-80% coverage for herd immunity threshold

### Main issues:

- Speed of development
- Vaccine safety
  - Anaphylaxis, blood clots, pregnancy/breastfeeding
- No previously approved mRNA vaccines
- Reluctance to trust medical and scientific establishments
- Conspiracy theories on social media platforms – “alter DNA”
- Practical issues with the vaccine rollout
  - Vaccine supply, availability/making appointments, locations and delays



# Strategies to build vaccine confidence in your community





# Work together

- Find other people in your community or organisation who can help advocate for vaccines
- Brainstorm strategies for your community (e.g. what has worked to promote flu vaccines?)
- Recognise and celebrate vaccine champions publicly



# Seek input and feedback

- Organise live Q&A sessions, community meetings
- Create a feedback process (e.g. email inbox, post box, physical question box, anonymous survey)
- Follow through and respond to queries and concerns

Seek input and feedback



# Help navigate the system

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- Help people appraise information quality
- Support understanding of individual vaccine eligibility
- Communicate where, when, and how people will be offered the vaccine (eg if at a community centre)



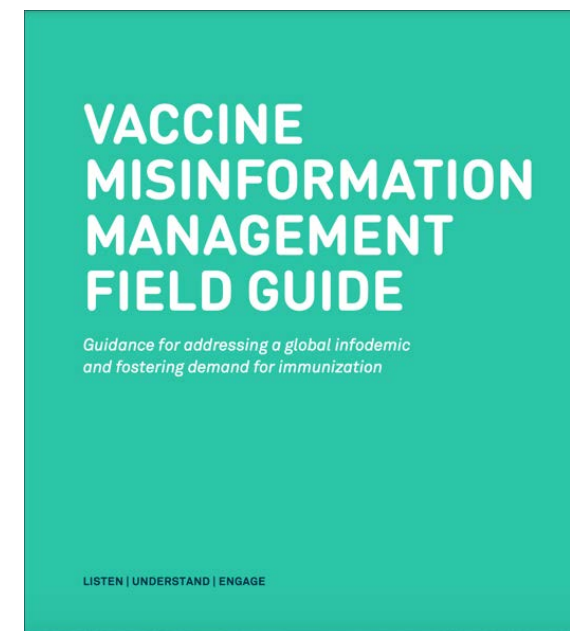
Help navigate the  
system

# Address vaccine misinformation

- Conspiracy theories spread in times of uncertainty
- Easy or familiar explanations feel true – but might not be
- Pick your battles: Is it being shared widely?
- Is it affecting behaviour?

1. Try and talk in a private setting
2. Ask questions
3. Acknowledge the emotion
4. Look for the truth together

Address vaccine misinformation



<https://vaccinemisinformation.guide/>

Unicef, First Draft, Yale Institute for Global Health, and PGP (The Public Good Projects)

Ref: [flyer\\_v18.pdf \(shapingtomorrowworld.org\)](#)

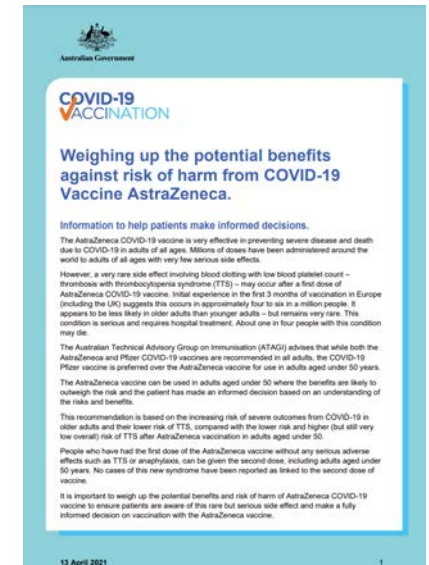
# Communicate about development and safety

- Tailor messages for your community
- Use visuals
- Keep messages short, clear, simple

Communicate  
about vaccine  
development and  
safety

- **Key resources:**

- Australian Government COVID-19 vaccine information in your language
  - <https://www.health.gov.au/initiatives-and-programs/covid-19-vaccines/covid-19-vaccine-information-in-your-language>
- SBS Coronavirus Vaccine and COVID-19 updates in your language
  - <https://www.sbs.com.au/language/coronavirus>
- Victorian Government Translated information about COVID-19 vaccines
  - <https://www.coronavirus.vic.gov.au/translated-information-about-covid-19-vaccines>
- Weighing up the potential benefits against risk of harm from COVID-19 Vaccine AstraZeneca
  - <https://www.health.gov.au/resources/publications/covid-19-vaccination-weighing-up-the-potential-benefits-against-risk-of-harm-from-covid-19-vaccine-astrazeneca>
- Australian Government COVID-19 vaccine information
  - <https://www.australia.gov.au/covid19vaccines>
- Melbourne Vaccine Education Centre (MVEC)
  - <https://mvec.mcri.edu.au/covid-19/>



# Tell personal stories



Tell personal stories/plans

- Share your reasons for deciding to get vaccinated
- If you've been vaccinated, talk about the experience
- Share photos (avoid needles!)
- Be transparent

**Help make vaccination the norm**

Discussing COVID-19 vaccines with people who have questions

# Role play



What communication styles do you observe? Put comments in the chat



# COVID-19 vaccine acceptance – Australia

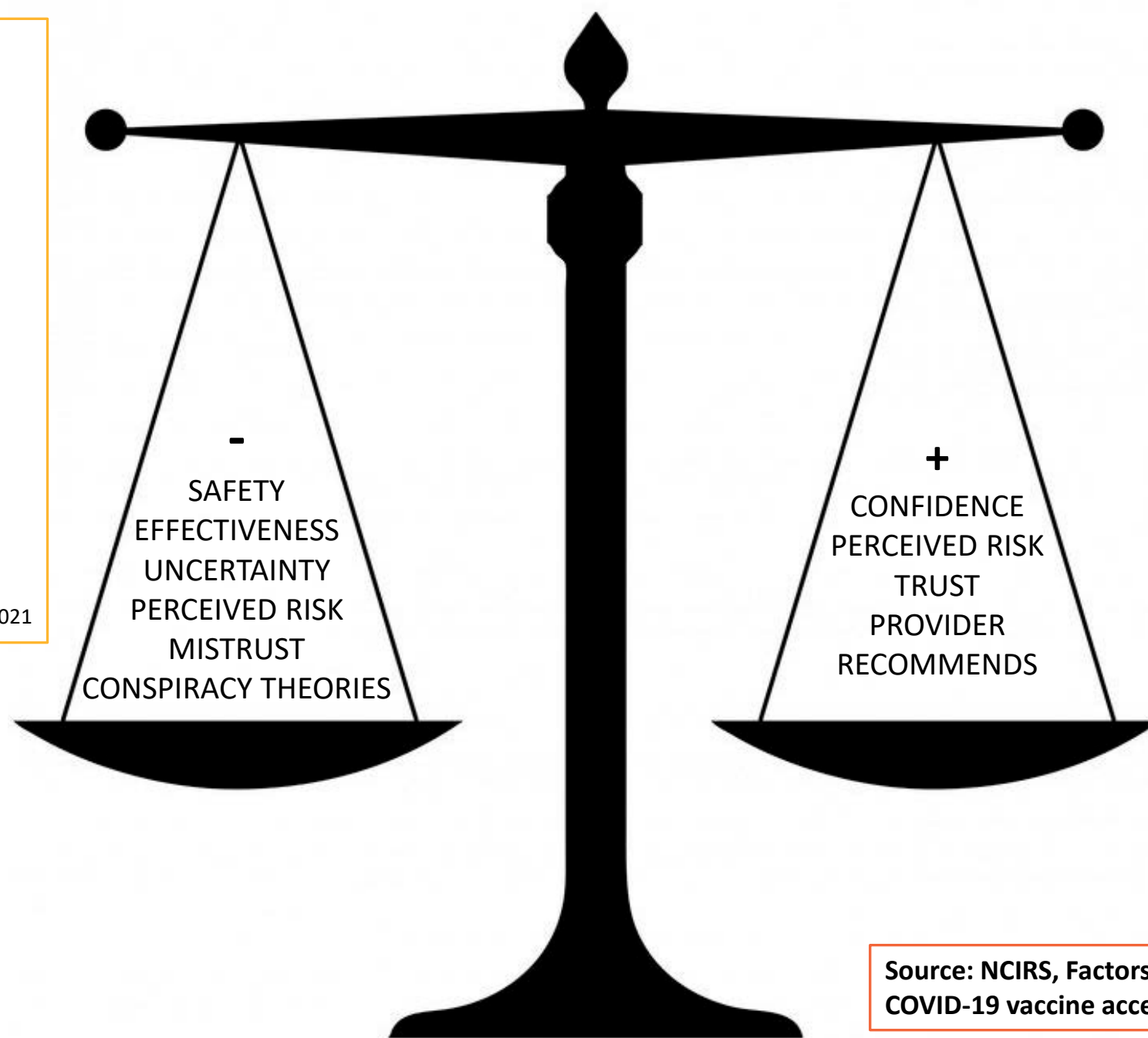
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- New vaccines tend to be trusted less
- COVID-19 vaccine acceptance and intention changing frequently
- Uncertain time but as more people vaccinated, attitudes will shift
- **Beliefs are being shaped right now**

## Less willing to receive

- Females
- Age 25-34
- Language other than English at home
- < Yr 12 education
- Outside capital city
- Financial distress

ANU Centre for Social Research and Methods, Feb, 2021

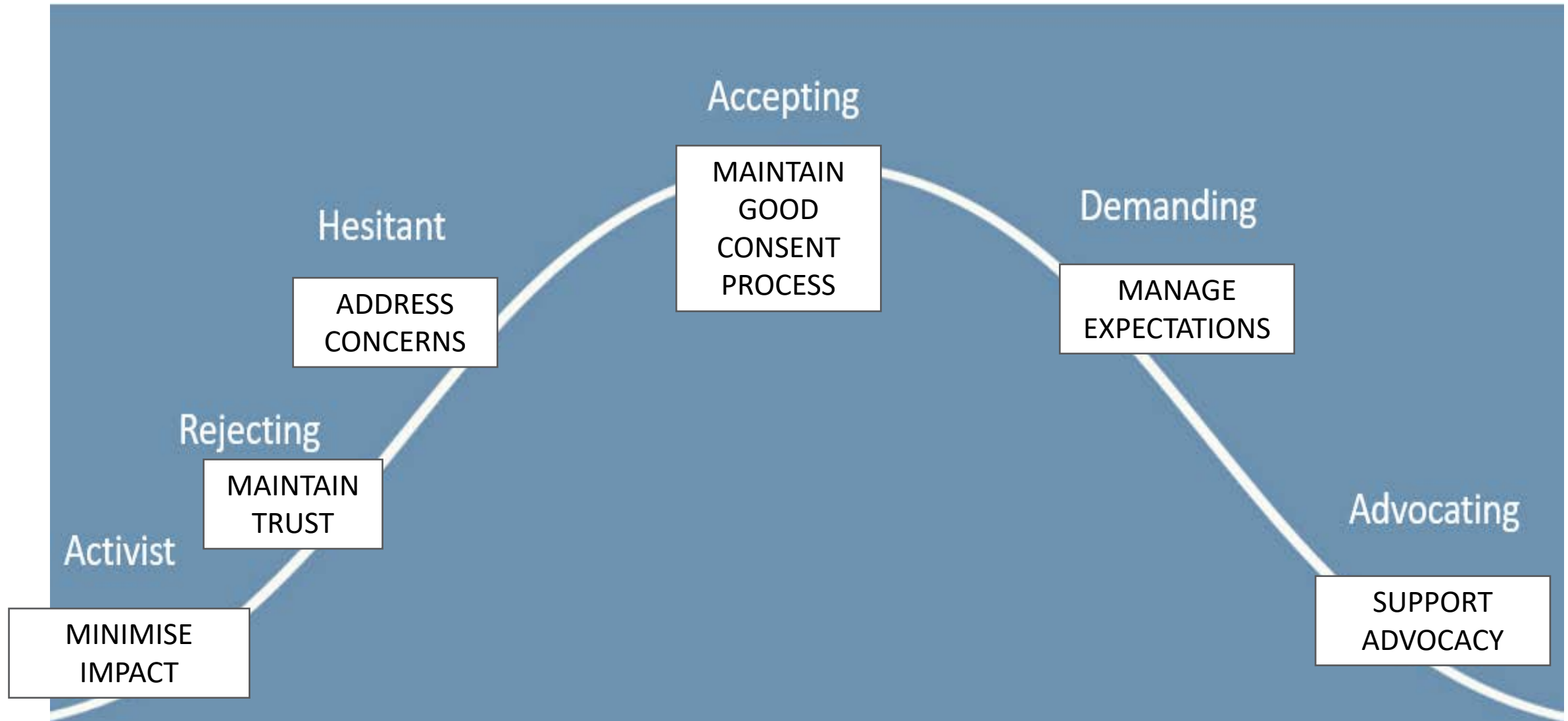


Source: NCIRS, Factors influencing COVID-19 vaccine acceptance

# Range of vaccination positions

Source: Covid-19 vaccines: safety surveillance manual communication module

<https://www.who.int/publications/i/item/10665338400>



# Recommended communication practices

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- **Find out their questions and concerns**
  - Use open-ended questions: *“What questions do you have?”*
  - Resist the righting reflex
- **Acknowledge concerns and share knowledge**
  - *“Having questions is very normal.”*
  - Share facts on vaccine safety and effectiveness
  - Reinforce motivation
- **Discuss disease severity**
  - Centre discussion on disease, not vaccines
- **Recommend vaccination**
  - And explain where to go
- **Continue the conversation**
  - Keep communication open

# Recommended communication practices



- Elicit questions and concerns
- Resist the righting reflex
- Acknowledge concerns
- Share knowledge
- Elicit and reinforce motivation
- Discuss disease severity
- Recommend vaccination
- Continue the conversation

# Communication with friends or family

## What should I say to someone who is hesitant about the potential COVID-19 vaccine?

ABC Health & Wellbeing / By health reporter Olivia Willis  
 Posted Sun 20 Sep 2020 at 7:01am, updated Sun 20 Sep 2020 at 11:54am



Despite Australia's high immunisation  
 (Images: Tara Moore)

So what's the best way to approach these tricky conversations?

We asked three experts.



DR KATIE ATWELL



DR JESSICA KAUFMAN



PROF JULIE LEASK

<https://www.abc.net.au/news/health/2020-09-20/coronavirus-vaccine-hesitancy-talking-to-friends-and-family/12677774>



By Jessica Kaufman & Margie Danchin  
<https://theconversation.com/everyone-can-be-an-effective-advocate-for-vaccination-heres-how-111828>

1. Pick your battles
2. Listen, acknowledge people's concerns
3. Address misinformation
4. Act as a role model
5. Keep the conversation going

# Communication online

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- Have a clear moderation policy and use it
- Speak to the silent audience
- Try to respond quickly, simply and once

Counter  
misinformation

Share clear,  
evidence-based  
resources

Use storytelling

Partner with  
the pro-vaccine  
community

**How organisations promoting vaccination respond to misinformation on social media: a qualitative investigation**

[Maryke S. Steffens](#)  [Adam G. Dunn](#), [Kerrie E. Wiley](#) & [Julie Leask](#)

*BMC Public Health* **19**, Article number: 1348 (2019) | [Cite this article](#)

# Examples of good communication



<https://www.youtube.com/watch?v=TciQATtAkSO>



**Singapore Government** @govsingapore · May 10  
Why wait and see? Better get your shot, Steady Pom Pi Pi! Visit [igotmyshot.gov.sg](http://igotmyshot.gov.sg)



<https://www.youtube.com/watch?v=sZzjMw5V9WU&t=100s>



**Kimberley Coronavirus Animation**

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 Kimberley Corona...  
Bernadette Trench-Thiedeman

<https://vimeo.com/407920895>



# Acknowledgements

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- Developed in consultation with A/Prof Holly Seale, School of Public Health and Community Medicine, University of New South Wales and COSSI and Prof Julie Leask, Susan Wakil School of Nursing and Midwifery, University of Sydney and COSSI
- Vaccine communication training and Vaccine Preparedness research for key priority groups supported by the Victorian Government Department of Health, with thanks