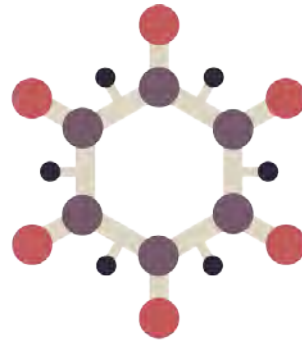


# COVID vaccines - the community response

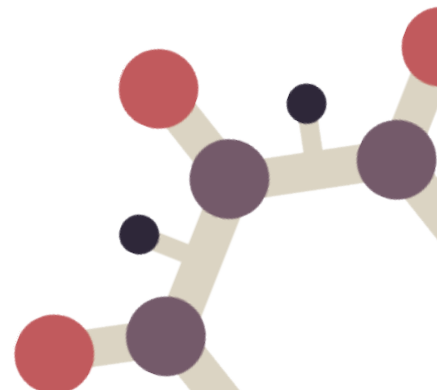
Dr Jessica Kaufman, Murdoch Children's Research Institute  
Adult Immunisation Forum, June 28<sup>th</sup> 2021



IMMUNISATION  
COALITION

# Outline

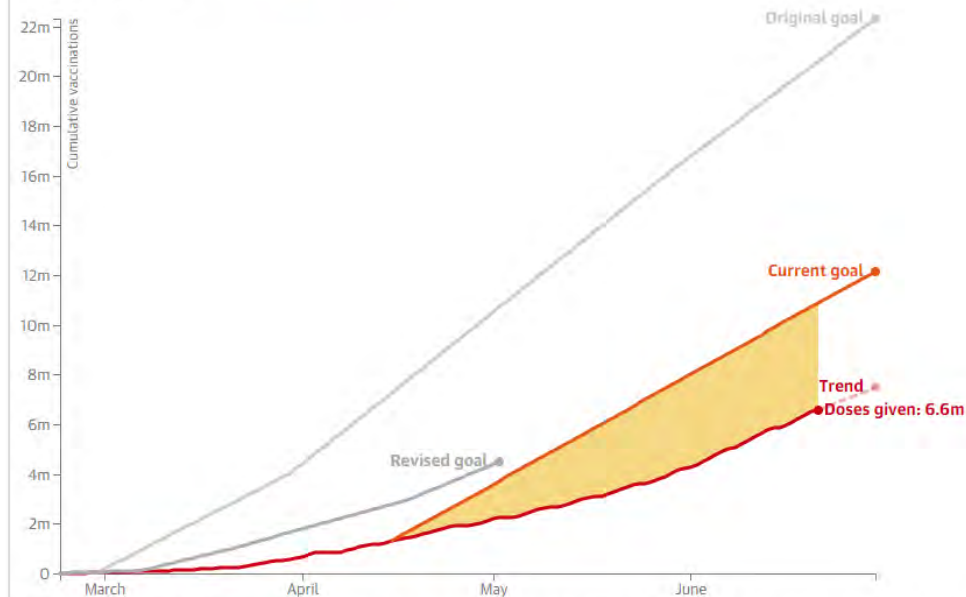
- ☼ COVID-19 vaccine acceptance
- ☼ Findings from the MCRI COVID Vaccine Preparedness Study
- ☼ Next steps and opportunities for the future



# Is it hesitancy?

## Tracking the Covid-19 vaccine rollout in Australia

Showing doses administered as well as the federal government's **original**, **revised** and **current** goals. At the 7 day rolling average of 103.0k doses, **it will take 12 more months** to administer 45m doses. The current vaccination gap is **4.3m doses**. Last updated 21/06/2021.



Current goal is calculated as a first dose for every Australian by the end of the year. Calculation starts as of the Prime Minister's press conference on the 15th of April. Target includes a second dose for those who receive their first shot before the 1st of October. Guardian graphic | Sources: Covidlive.com.au, Department of Health 14 March 2021 COVID-19 vaccine rollout update

**Covid: Australia's vaccine hesitancy worries medical experts**

**Global: Willingness to take COVID-19 vaccine increases everywhere - except Australia**

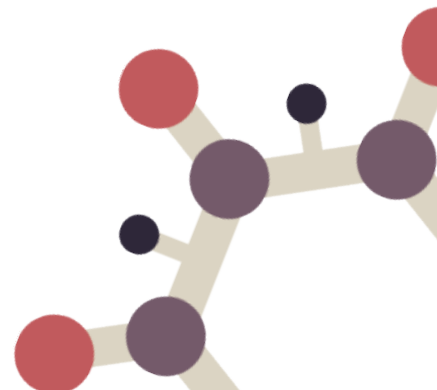
**Almost one-third of adult Australians say they're unlikely to get COVID vaccination: survey**

# Or something else?

**‘Not enough Pfizer’: Australia ‘on tenterhooks’ as COVID vaccine supply shortages bite**

Company giving aged care vaccines never contracted to immunise workers

Victoria’s hotline for booking Covid vaccines crashes after being inundated with calls



# COVID-19 vaccine acceptance

**Availability doesn't = high uptake**

Main issues:

- ✿ Vaccine safety
- ✿ Speed of development
- ✿ Low perceived risk of COVID
- ✿ No previously approved mRNA vaccines
- ✿ Lack of trust in government or medicine
- ✿ Conspiracy theories



# COVID Vaccine Preparedness Study

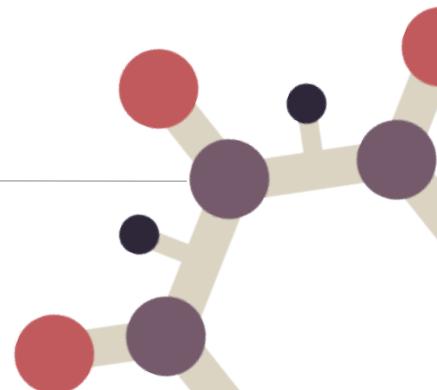
## AIMS

- ✿ To understand **vaccine intentions, concerns, information needs** and **decision-making factors** of Victorians in phases 1a and 1b
- ✿ To develop **guidance for communication strategies** to promote COVID-19 vaccines



**Vaccine rollout phase 1a and 1b:**  
Healthcare workers  
Prioritised public  
(aged  $\geq 70$  and 18-69 with health conditions)

*This study was supported by the Victorian Government*



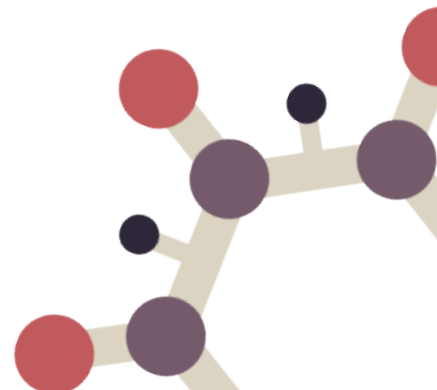
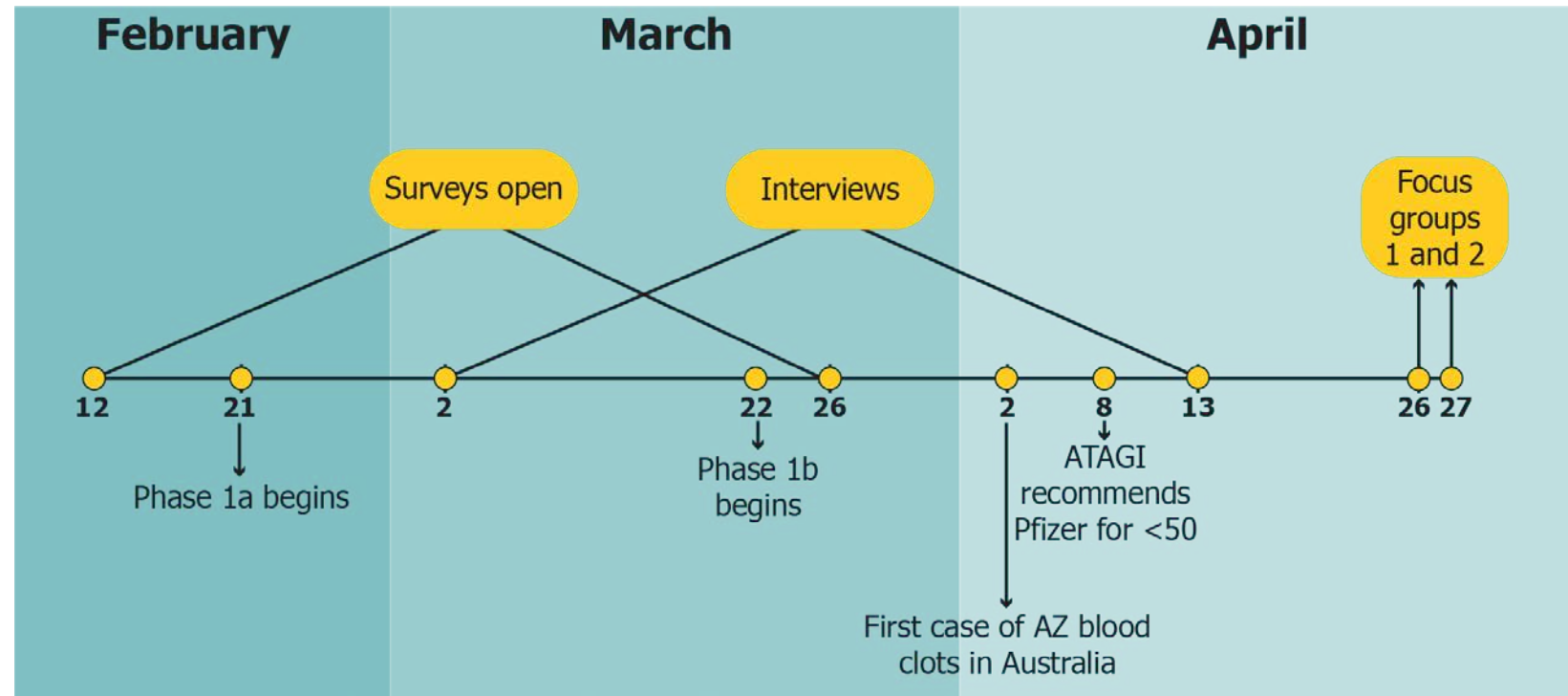
# Data collection

**ONLINE SURVEY**  
**N=5052**  
(3224 HCW; 1828 PP)

**INTERVIEWS**  
**N=39**  
(20 HCW; 19 PP)

**FOCUS GROUPS**  
**N=12**  
(6 HCW; 6 PP)

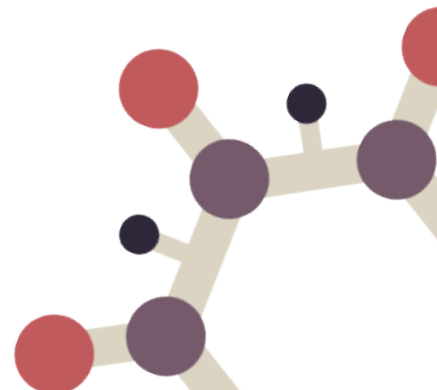
**RECOMMENDATIONS**



# Summary of findings

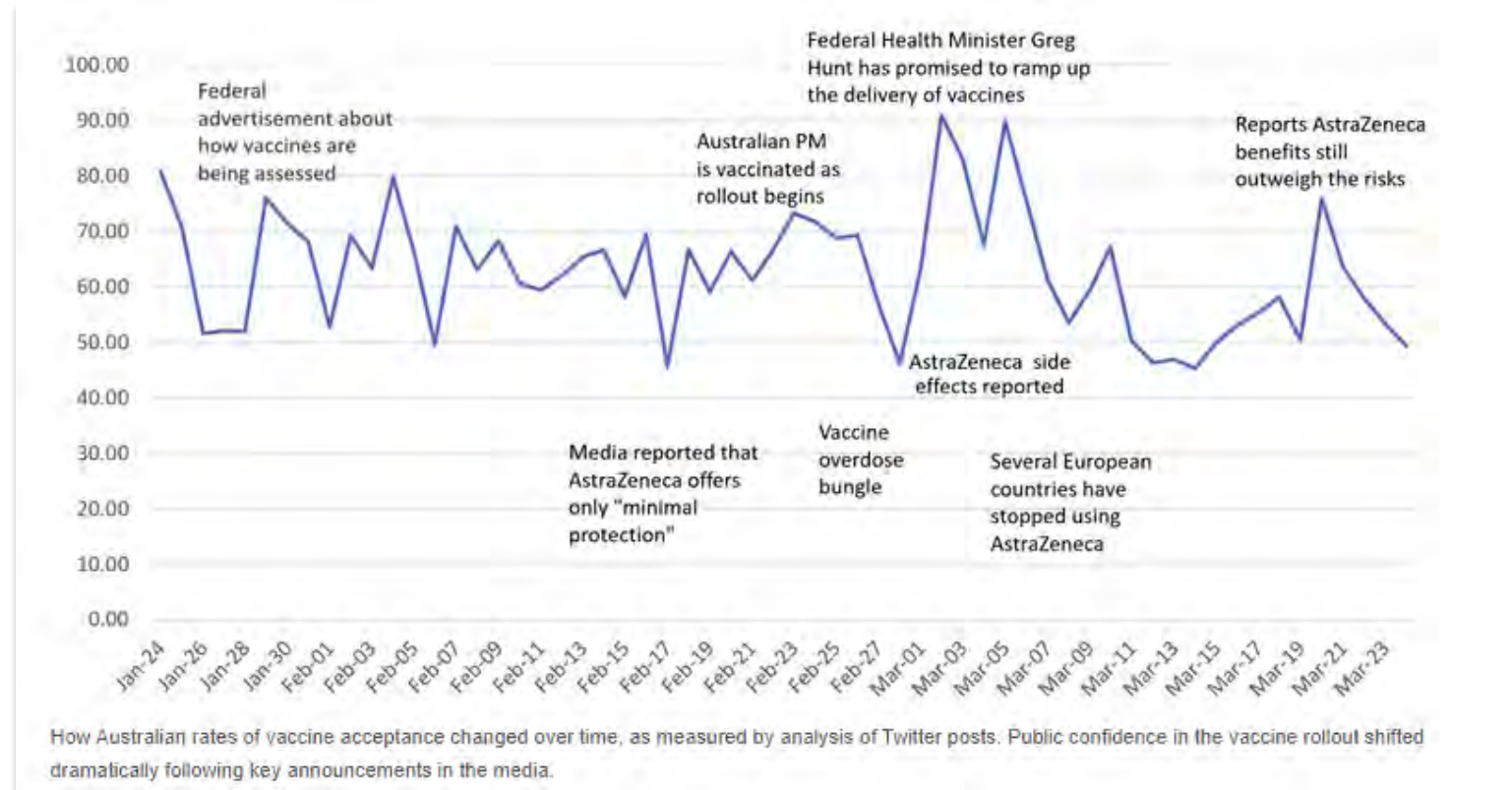
Full report not yet publicly available. Lay summary available on the MCRI Vaccine Uptake Group website:

<https://www.mcri.edu.au/research/themes/infection-and-immunity/vaccine-uptake>



**COVID-19 vaccine beliefs are constantly evolving.**

**Communication matters.**



# Next steps

Content

## Communicate about...

- Vaccine safety and effectiveness
- Expected side effects
- Benefits of vaccination
- Severity of COVID-19
- Vaccine availability

Delivery

Context



June 16, 2021

## Diverse spokespeople and humour: how the government's next ad campaign could boost COVID vaccine uptake

Jessica Kaufman, Murdoch Children's Research Institute

<https://theconversation.com/diverse-spokespeople-and-humour-how-the-governments-next-ad-campaign-could-boost-covid-vaccine-uptake-162240>

# Next steps

Content

Delivery

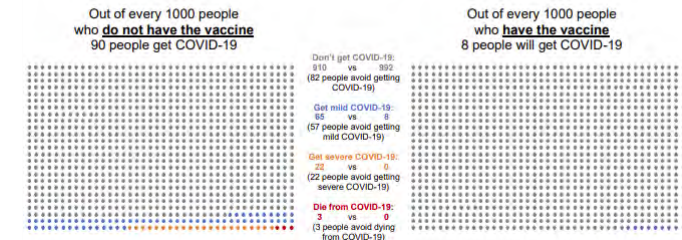
Context

## Provide...

- Personalised information about risks and benefits
- Messages from real, trusted people
- Clear, simple, shareable communication materials
- Resources to support healthcare workers

### What are the benefits of the AstraZeneca vaccine?

The benefits of vaccines depend on how much COVID-19 there is in Australia. We can never be sure about the size of future COVID-19 outbreaks. The numbers below give an idea of the benefits of the AstraZeneca vaccine when there is a large outbreak (similar to the USA in 2020).



<https://askshareknow.com.au/wp-content/uploads/2021/05/AZ-Covid-Vaccine-DAv1.0.pdf>



New Medicare patient rebates are now available to support GPs to provide counselling to build patient confidence in COVID-19 vaccines for patients aged over 50. The new MBS item is equivalent to a Level B consultation. Further details expected soon.



3:00 PM · Jun 18, 2021 · Hootsuite Inc.

# Next steps



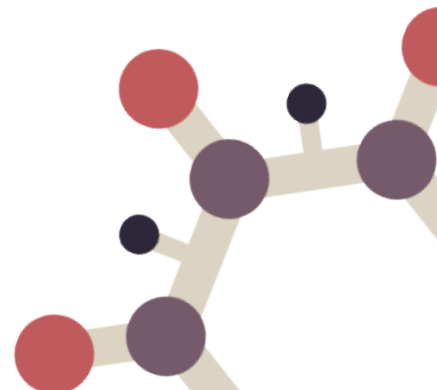
Content

Delivery

Context

## Aim to...

- Build trust through transparency
- Utilise vaccine requirements judiciously
- Overcome access issues



# Opportunities

- ✿ Better AIR record-keeping for adults
- ✿ Focus on adult vaccine programs and motivators
- ✿ Increased community engagement
- ✿ Improved vaccine-related health literacy
- ✿ Ongoing social science research



May 20, 2021

## From faith leaders to office workers: 5 ways we can all be COVID vaccine champions

Jessica Kaufman, Murdoch Children's Research Institute; Holly Seale, UNSW; Julie Leask, University of Sydney, and Margie Danchin, Murdoch Children's Research Institute

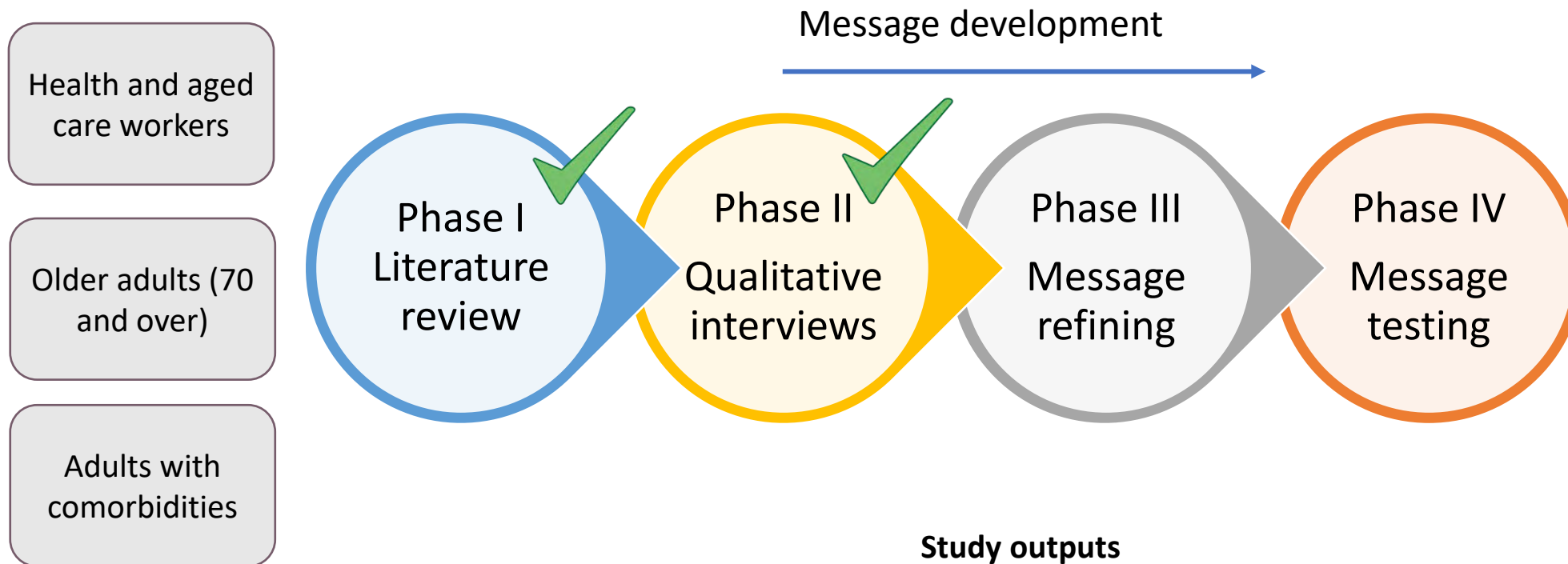
<https://theconversation.com/from-faith-leaders-to-office-workers-5-ways-we-can-all-be-covid-vaccine-champions-160454>



# COVID-19 Vaccination Messaging Study



CIA: Dr Maryke Steffens, the National Centre for Immunisation Research and Surveillance  
conducted in collaboration with NCIRS study Research Team and Advisory Group



## More info

<https://www.ncirs.org.au/our-work/social-science-immunisation>

Or contact Dr Steffens at [Maryke.Steffens@health.nsw.gov.au](mailto:Maryke.Steffens@health.nsw.gov.au)

## Study outputs

- Insights into barriers and facilitators of COVID-19 vaccine acceptance (Reports and publications from each phase)
- Communications guidance [https://www.ncirs.org.au/sites/default/files/2021-03/Recommendations%20for%20developing%20COVID-19%20communication%20materials\\_final.pdf](https://www.ncirs.org.au/sites/default/files/2021-03/Recommendations%20for%20developing%20COVID-19%20communication%20materials_final.pdf)
- Evidence-based messages

# Coronavax

CIA: Dr Katie Attwell



## ☼ Community interviews in WA

- ☼ Completed 58 interviews with phase 1a / 1b
- ☼ Commencing in July:
  - ☼ CALD
  - ☼ Regional and remote WA
  - ☼ Pharmacists
  - ☼ Very vulnerable

## ☼ Social media analysis

- ☼ Analysing data collected off multiple social media platforms since August 2020

## ☼ Functional dialogues

- ☼ Sharing results with Commonwealth and WA Gov Departments (Health, DPC)
- ☼ Also analysing what they do with the findings.

## ☼ More info here:

- ☼ <https://www.uwa.edu.au/projects/vaxpol-lab/coronavax-project>

## ☼ Publications/presentations

- ☼ Attwell et al. Coronavax: Preparing Community and Government for COVID-19 Vaccination: a Research Protocol for a mixed-methods social research project. BMJ Open (in press)
- ☼ Carlson et al. Does a major change to a COVID-19 vaccine program change COVID-19 vaccine intention? A qualitative investigation. Vaccine (under review)
- ☼ Harper, T & Attwell, K. Tracing the emergence and dissemination of information regarding adverse effects of the SARS-CoV-2 vaccines across global communication networks. International Journal of Public Health (under review)
- ☼ Attwell K, Rizzi M, Carlson SJ, McKenzie L, Roberts L, Blyth CC. COVID-19 Vaccine Mandates: An Australian Attitudinal Study . Submitting June 2021
- ☼ Roberts L, McKenzie L, Carlson SJ, Blyth CC, Attwell K. COVID-19 disease and vaccination: Experiences and Beliefs of young adults in Perth. PHAA National Immunisation Conference. Session 1F 'Addressing anticipated hesitancy with COVID vaccination'

# Acknowledgements

More information here:

<https://www.mcri.edu.au/research/themes/infection-and-immunity/vaccine-uptake>



The COVID Vaccine Preparedness study was supported by the Victorian Government



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All specialist organisations that supported our recruitment efforts

All participants who gave their time and stories for our study

