

# PEOPLE ARE WILLING TO GET VACCINATED WHEN THE RIGHT MESSENGER DELIVERS THE RIGHT MESSAGE.

Across the three African countries we researched—Nigeria, Kenya, and Zambia—



**ONLY  
1 in 4**

**PEOPLE ARE WILLING TO GET VACCINATED WHEN A VACCINE IS AVAILABLE TO THEM**

The barriers are aligned to the WHO’s SAGE Vaccine Hesitancy Framework:



CONFIDENCE



COMPLACENCY



CONVENIENCE

We must appeal to five psycho-behavioural segments:



**24%**

“If there’s anything I can do to protect myself, I’ll do it!”



**19%**

“In theory I would get it, but I’m uncertain about logistics.”



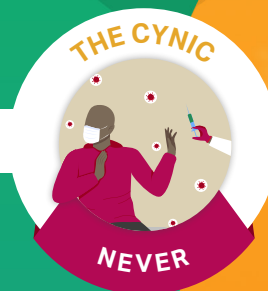
**20%**

“I’m not against it, I just don’t think I need it. I’ll wait and see.”



**25%**

“I know it’s important, but I want to wait and see if it’s safe.”



**12%**

“I don’t trust it and don’t need it. Stop telling me to get it.”

# How to Increase the Willingness to Vaccinate

## THE RIGHT MESSENGER AND MESSAGE:

### A. Message Theme: ALTRUISM

**Ideal Messengers: Nurses, International Health Officials (WHO, UNICEF)**

**Examples:**

- There are two reasons to get vaccinated: **to protect ourselves and protect those around us**. Because not everyone can be vaccinated including babies or those who have illnesses... they depend on others to be vaccinated to ensure that they are also protected.
- The **simple act of taking the vaccine protects your family, friends and community** at large. Especially those who are weak with vulnerable immune systems. Play your part and protect the people you love.

### B. Message Theme: REFRAMING VACCINES

**Ideal Messengers: Doctors, Healthcare Providers, International Officials (WHO, UNICEF)**

**Examples:**




- The vaccination is just **one of many tools** that you can use to keep you and your loved ones protected from COVID-19. It gives you **an advantage when fighting the virus** after you've been by exposed by limiting your symptoms and reducing the chances of death. It is highly effective and **puts you in the driver's seat** when navigating exposure to COVID.

### C. Message Theme: REFRAMING VACCINES

**Ideal Messengers: Community Leaders**

**Examples:**

- You deserve to chase your dreams, fall in love, start a family and see the world. You deserve to taste success and reap the fruits of your hard work. **COVID can stop your dreams from becoming a reality. Get vaccinated and protect your future.**
- All COVID-19 vaccines work with the **body's natural defenses to safely develop immunity to disease**. That means that if you get exposed to the virus after being vaccinated, **your body is ready to fight the virus and prevent you from getting sick.**

SEGMENTS	BARRIERS	MESSENGER AND MESSAGE	INCREASE IN WILLINGNESS TO VACCINATE
 <p><b>AMBIVALENTS</b></p>	<p>Complacency Convenience</p>	<p><b>A, B, C</b></p>	<p>+8% increase</p>
 <p><b>SKEPTICS</b></p>	<p>Confidence</p>	<p><b>A, B</b></p>	<p>+13% increase</p>
 <p><b>CYNICS</b></p>	<p>Complacency Confidence Convenience</p>	<p><b>A, B, C</b></p>	<p>+14% increase</p>

# Why We're Doing This

Johnson & Johnson Global Public Health has created a series of unbranded research-based tools to equip global vaccine confidence efforts. Research has been conducted across Africa and these tools will be publicly available for use, in service of Risk Communication and Community Engagement.

The first tool is a **psycho-behavioral segmentation**, which helps explain **why** people aren't getting vaccinated and the different reasons why populations may be resistant. The next tool tests specific messages to guide **what** to say and **who** should say it to increase the willingness to vaccinate.

In the set of tools there is also Community-Level Mapping of Population Segments to help implementers understand where each of the segments can be found. Finally, a set of creative content utilising the message and messenger findings presented here are also part of the tools.



Johnson & Johnson Global can provide web-based, virtual technical assistance for any non-governmental organization to learn more about these insights and tools for use in vaccine education campaigns. This information will not include any information about the J&J vaccine, nor any other vaccines from other manufacturers.

**For further information, please contact:**

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