

Updating vaccine confidence messages – Nigeria

Final Report
July 2022



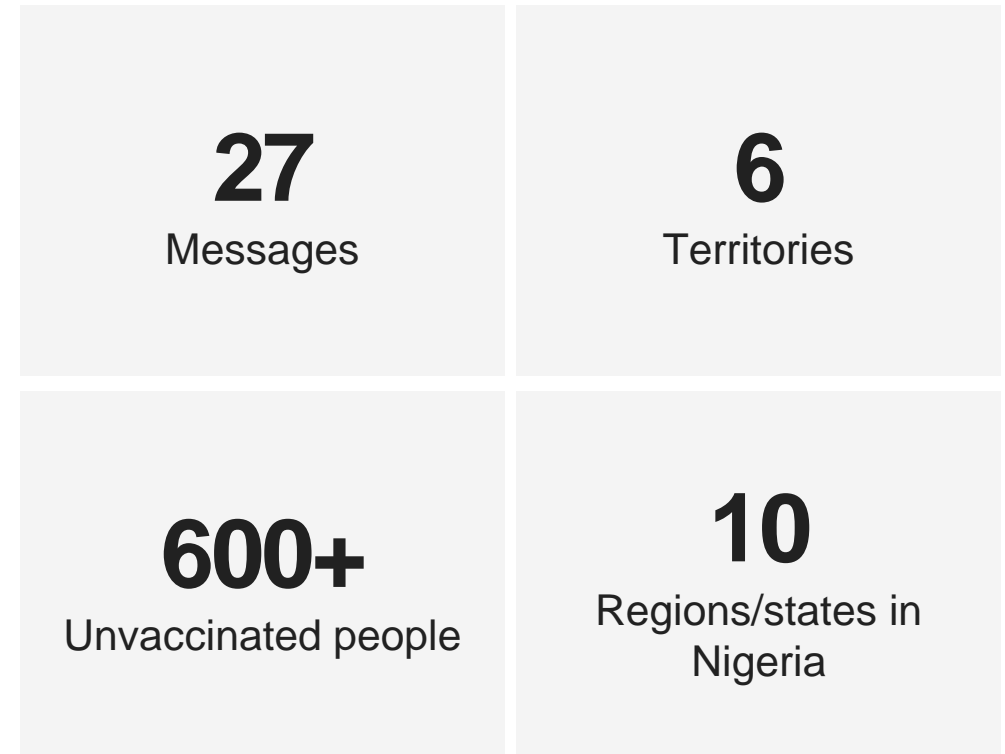
We needed to update messaging and get a pulse of changing hesitancy environment

Project objectives

Evaluate communications aimed at addressing COVID-19 vaccine hesitancy in Nigeria

- **WHAT:** 3 Cs check in – barriers to vaccinations
- **HOW:** Which messages are most likely to improve openness to having a COVID-19 vaccine among those who haven't already received one?
- **WHERE** (location) are Nigerian people most likely to get a COVID-19 vaccine?

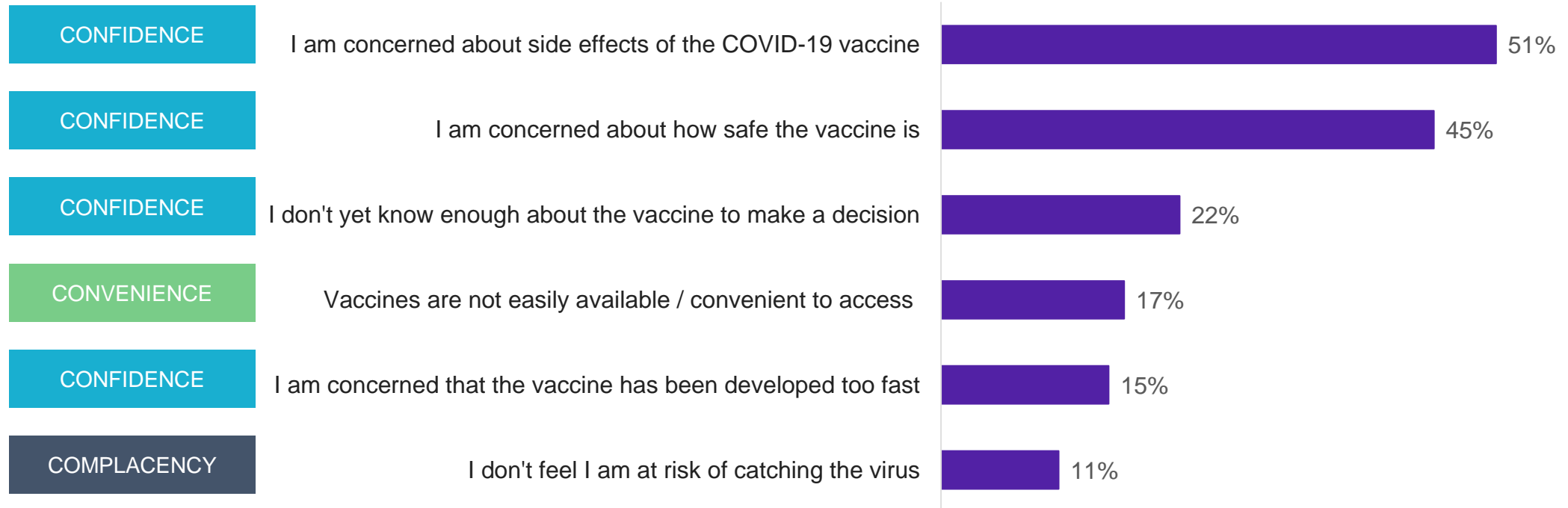
Project statistics



‘Whilst confidence’ remains the most prevalent barrier, many unvaccinated find access to vaccines still not easy



Reasons for not taking a COVID-19 vaccine

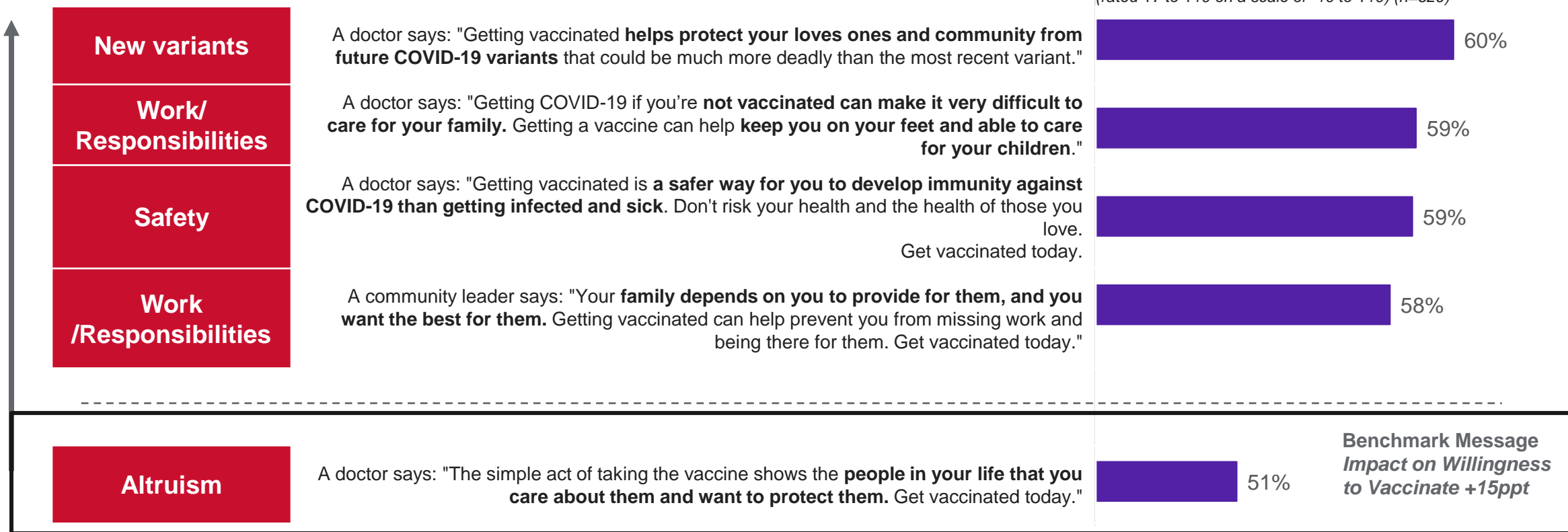


Other barriers cited were: I don't think COVID-19 is as serious as it once was (9%); I believe natural remedies can cure COVID-19 (8%); I am worried that the COVID-19 vaccine will reduce fertility (8%); COVID-19 vaccines are not effective against new variants (5%); Being told I should be vaccinated against COVID-19 is an infringement on my personal freedom (4%); I don't think COVID-19 is a real threat (3%); I can't spare the time to get vaccinated (3%); I don't think COVID-19 is a serious disease (2%); Other (1%)

Messages that tap into altruism to talk about impact on work & responsibilities, variants and personal safety have the ability to sway majority of unvaccinated

Top territories and messages

Impact +++



Messages talking about work/responsibilities resonate with all segments; vaccine sceptics are more likely to be swayed by messages around ‘new variants’

% unvaccinated saying message makes them **extremely MORE likely** to have a COVID-19 vaccine (rated +7 to +10 on a scale of -10 to +10)

Top territories and messages		Confident Enthusiasts (n=67)	Enthusiastic pragmatics (n=144)	Vaccine ambivalents (n=90)	Vaccine sceptics (n=108)	COVID cynics (n=130)
New variants	A doctor says: "Getting vaccinated helps protect your loves ones and community from future COVID-19 variants that could be much more deadly than the most recent variant."	88%	83%	47%	61%	31%
Work/ Responsibilities	A doctor says: "Getting COVID-19 if you're not vaccinated can make it very difficult to care for your family . Getting a vaccine can help keep you on your feet and able to care for your children ."	90%	81%	51%	54%	32%
Safety	A doctor says: "Getting vaccinated is a safer way for you to develop immunity against COVID-19 than getting infected and sick . Don't risk your health and the health of those you love. Get vaccinated today."	88%	81%	46%	61%	27%
Work/ Responsibilities	A community leader says: "Your family depends on you to provide for them, and you want the best for them . Getting vaccinated can help prevent you from missing work and being there for them. Get vaccinated today."	88%	78%	50%	53%	28%
New variants	A doctor says: "A vaccine trains your body's immune system to create antibodies, which are then ready to fight off any future infection. But they need time to prepare your body. Getting the COVID-19 vaccine now will ensure you're ready should the next variant come."	84%	77%	43%	56%	25%
Altruism	A doctor says: "The simple act of taking the vaccine shows the people in your life that you care about them and want to protect them . Get vaccinated today."	82%	73%	48%	49%	19%

Messages highlighted indicate **top 3 messages** for that segment

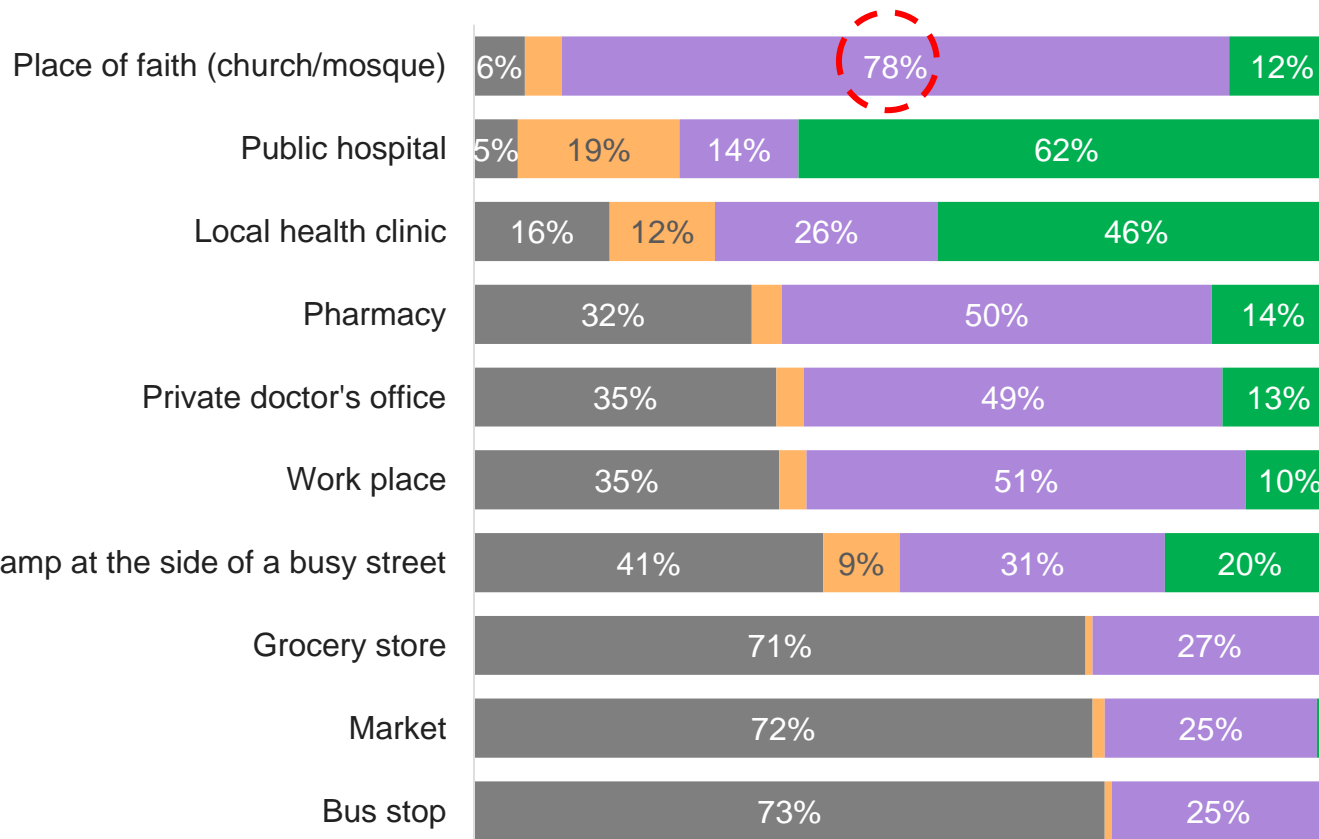
Message that works specifically well for 'vaccine sceptics' – not in top 4 across all segments

Additionally, messages about ‘severity’ and ‘future of community’ also performed well

Additional territories and messages that are rated equivalent to benchmark		% respondents saying message makes them extremely MORE likely to have a COVID-19 vaccine (rated +7 to +10 on a scale of -10 to +10) (n=629)
New variants	A doctor says: "A vaccine trains your body's immune system to create antibodies, which are then ready to fight off any future infection. But they need time to prepare your body. Getting the COVID-19 vaccine now will ensure you're ready should the next variant come."	56%
Severity	A doctor says: "When you're vaccinated, symptoms are milder. Why risk getting really sick? Take control of your health. Get vaccinated today."	53%
Severity	A doctor says: "As a doctor, I've been asked why get the vaccine if you can still get COVID. This vaccine protects against very serious illness by boosting your immunity. It makes your body stronger if you do happen to get COVID."	53%
Altruism	A doctor says: "The vaccine is one of the tools to boost your body's natural defenses, which makes you less likely to spread the virus to those who are more vulnerable. Play your part and protect those you love."	52%
Future	A community leader says: "As the proverb says, "sticks in a bundle are unbreakable." The more people in our community who are vaccinated against COVID-19, the less severe a future outbreak will be. We are stronger together. Play your part and get vaccinated today."	52%
Future	A community leader says: "I got vaccinated because the more people who are vaccinated, the more it prevents future severity of variants of the COVID-19 virus. Play your part and get vaccinated to protect our future."	52%
Work/ Responsibilities	A community leader says: "I hear people in our community saying, I have a family to feed, don't have time to waste to get a vaccine. But if you do get sick, you'll lose more time and miss work."	52%
Severity	A doctor says: "I will tell you what I told my friends - getting the vaccine is like an insurance, even if you end up getting COVID, it won't be as bad as it would be without a vaccine. Why risk it when you can easily get a vaccine these days. Get vaccinated, it's the smart thing to do."	52%
New variants	A doctor says: "While life may feel like it did before COVID, getting vaccinated can help us avoid going back to those restrictions if another variant comes."	52%
Work/ Responsibilities	"Some unvaccinated people have missed work for a week or more. Vaccinations help make your experience with COVID-19 much less severe, and hopefully help you avoid missing any work."	51%
Benchmark	A doctor says: "The simple act of taking the vaccine shows the people in your life that you care about them and want to protect them. Get vaccinated today."	51%

There is opportunity to improve awareness and access to vaccine at places of faith where Nigerians are likely to receive a vaccine

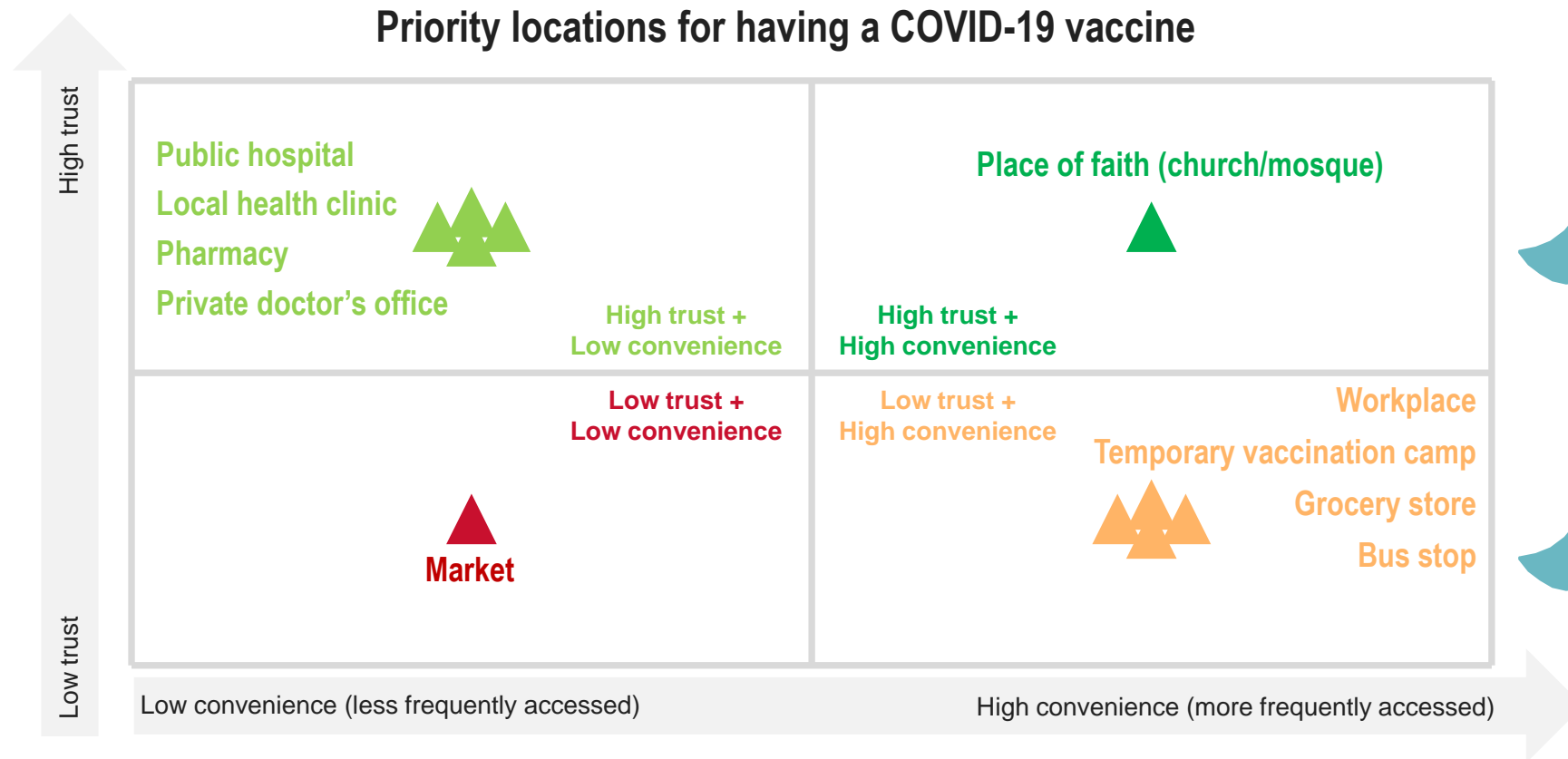
Likelihood of having a COVID-19 vaccine at different locations vs. awareness



The biggest motivation would be to see others who have taken the vaccine over the last 6 months, a personal interaction with them would convince me there are no side effects. Again, having it at my doorstep or at church would help a lot.

- Neither aware nor likely to have vaccine
- Aware but not likely to have vaccine
- Willing to have vaccine but not aware of availability
- Aware of vaccine availability and willing to have it

Addressing convenience and access needs to account for confidence concerns, and combine highly trusted & convenient locations



“Providing the vaccine close to where people can easily access it, like churches, local clinic and so on, they should also make it free of charge for everyone.”

“If it is made very available at my favorites place like the church and workplace, it will no longer be a burden for me, because I won't be thinking of making out time”

Trust in each location is based on % of people that are likely to get a COVID-19 vaccine at that location
 Convenience is based on hypothesized frequency to that location

In Summary

- Whilst confidence towards vaccines remains top barrier in Nigeria, access to vaccines still perceived to be difficult
 - Recommend prioritizing easy access to vaccines in highly trusted locations to enable confidence & convenience i.e. pharmacies and places of faith in addition to standard health locations
- New messages tapping into their sense of responsibility (work and family), risk of new variants as well as safety are the most persuasive currently
 - HCP remain the most influential but, community leaders also can play an important role in driving vaccinations

Johnson & Johnson