

# Updating vaccine confidence messages

September 2022

*Johnson & Johnson*

**ETHIOPIA**

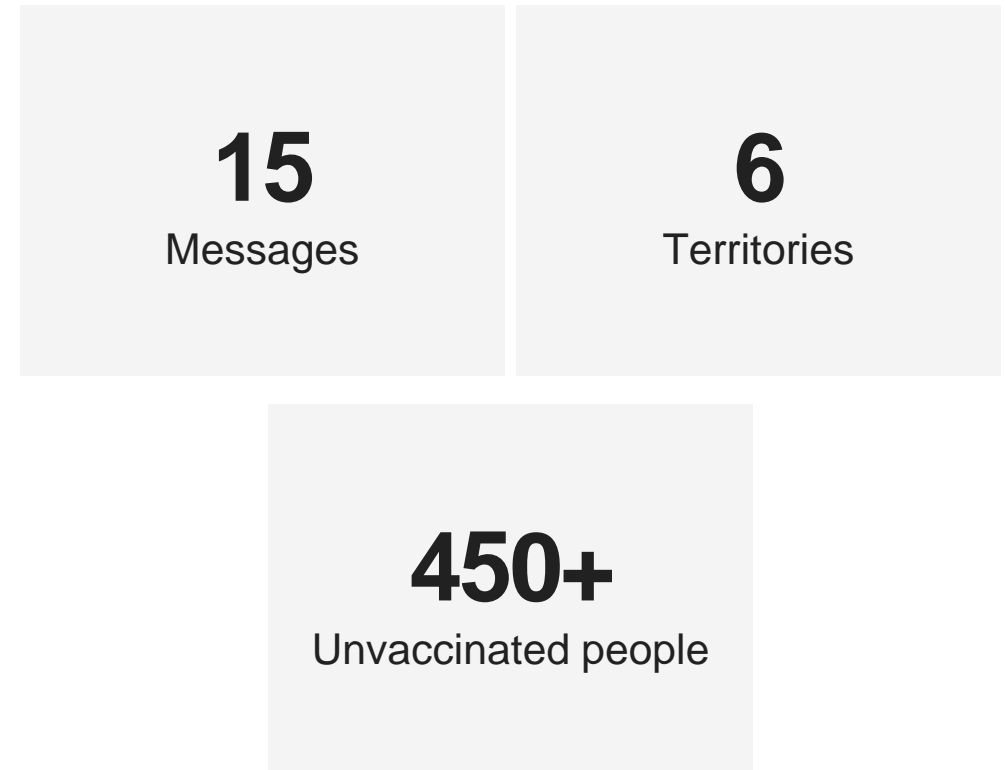
# We wanted to get a pulse of changing hesitancy environment and test new messages to address hesitancy

## Project objectives

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

- **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 unvaccinated people most likely to get a COVID-19 vaccine?

## Project statistics



# Key takeaways

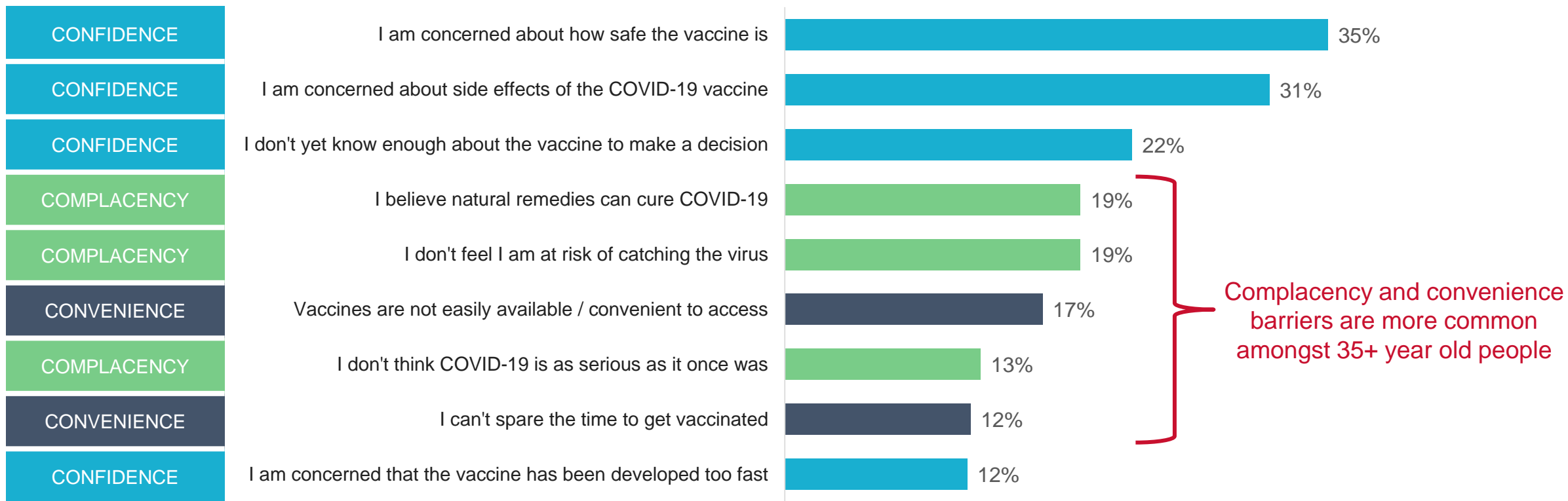
- Unvaccinated population in Ethiopia **most commonly cite ‘confidence’ factors as barriers** to getting vaccinated.
  - **‘Complacency’ and ‘convenience’ are also emerging as barriers**, especially amongst 35+ year population
- Messages that **tap into altruism to talk about impact on work & responsibilities**, variants and personal safety can sway unvaccinated
- While Ethiopian people are aware of ‘public hospitals’ and ‘local health clinics’ as locations to get vaccine, **they are also willing to get vaccinated in places of faith and private doctor’s office.**
  - There is opportunity to address ‘convenience’ as a barrier improve access and awareness beyond public hospitals and local health clinics

# Concerns around safety and complacency are the top factors causing vaccine hesitancy in Ethiopia



## Reasons for not taking a COVID-19 vaccine

% of respondents selecting each barrier (n=452)



# Messages that tap into altruism to talk about impact on work & responsibilities, variants and personal safety can sway unvaccinated

## Top territories and messages

<b>Altruism</b>
<b>Work/ Responsibilities</b>
<b>Work/ Responsibilities</b>
<b>Safety</b>
<b>New variants</b>

A doctor says: '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.'

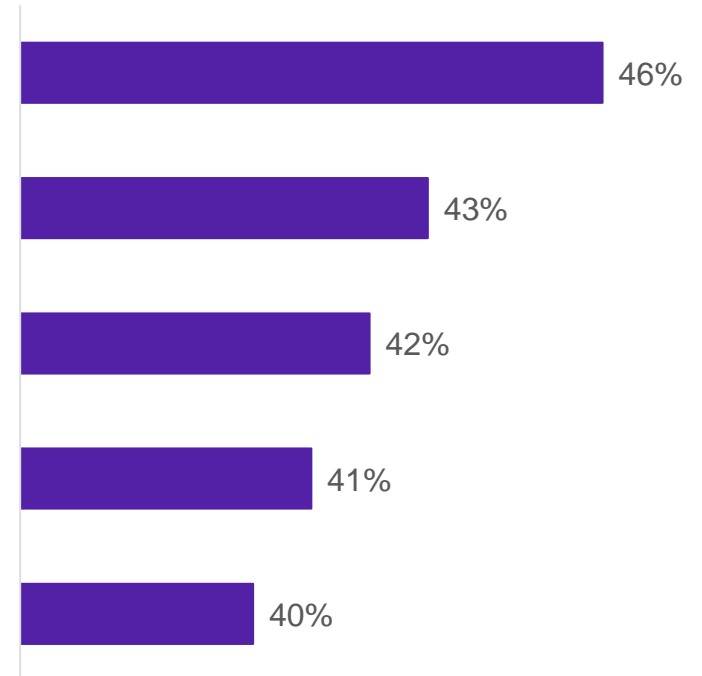
A doctor says: 'Getting COVID-19 if you're not vaccinated can make it very difficult to care for your family. Getting a vaccine can help keep you on your feet and able to care for your children.'

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.'

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.'

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.'

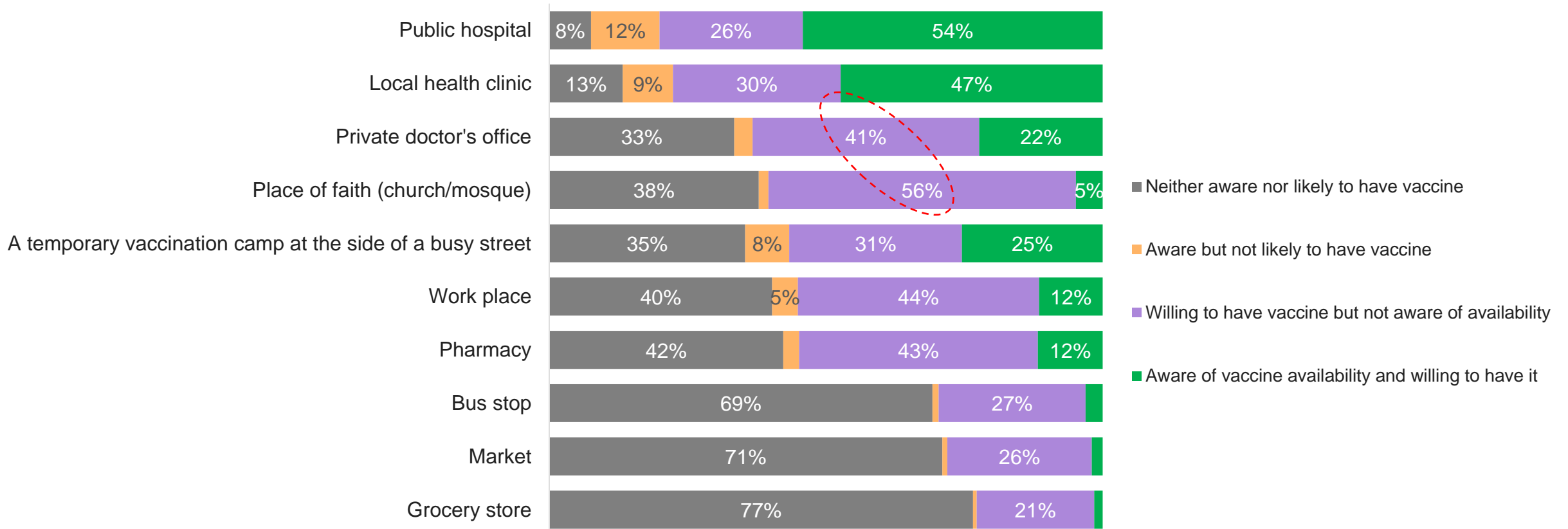
% unvaccinated saying message makes them **extremely MORE likely** to have a COVID-19 vaccine  
(rated +7 to +10 on a scale of -10 to +10) (n=452)



# Beyond public hospitals and health clinics, Ethiopian population is likely to receive vaccine at private doctor's office or places of faith

Likelihood of having a COVID-19 vaccine at different locations

(n=452)



**TANZANIA**



# Key takeaways

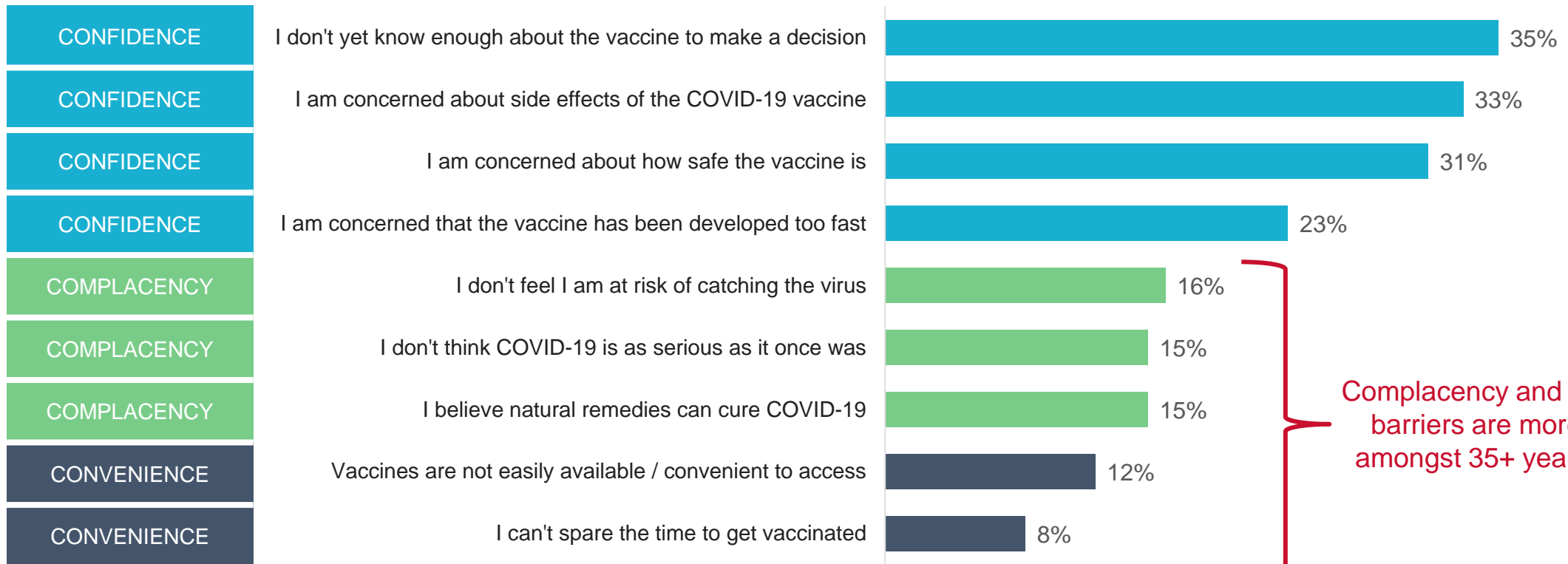
- Unvaccinated population in Tanzania **most commonly cite ‘confidence’ factors as barriers** to getting vaccinated.
  - **‘Complacency’ and ‘convenience’ are also emerging as barriers**, especially amongst 35+ year population
- Messages that **tap into altruism to talk about impact on work & responsibilities**, variants and personal safety can sway unvaccinated
- While Tanzania people are aware of ‘public hospitals’ as a location to get vaccine, **they are also willing to get vaccinated in places of faith, local health clinic and private doctor’s office.**
  - There is opportunity to address ‘convenience’ as a barrier improve access and awareness beyond public hospitals

# While 'confidence' remains a top concern, complacency and convenience factors are also causing vaccine hesitancy



## Reasons for not taking a COVID-19 vaccine

% of respondents selecting each barrier (n=253)

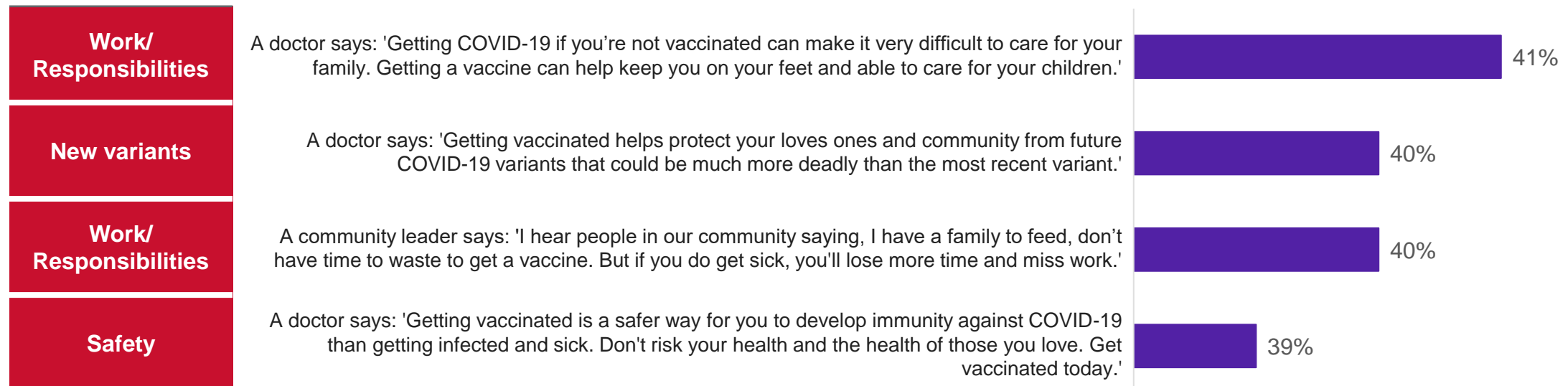


Complacency and convenience barriers are more common amongst 35+ year old people

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

## Top territories and messages

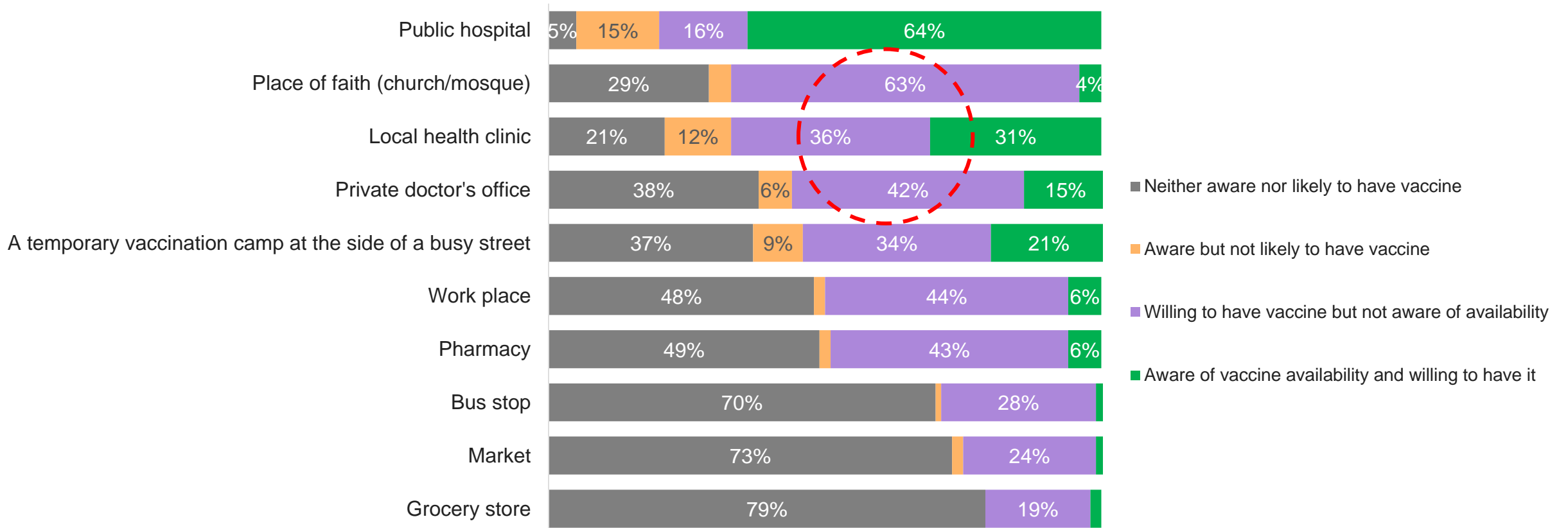
% unvaccinated saying message makes them **extremely MORE likely** to have a COVID-19 vaccine  
(rated +7 to +10 on a scale of -10 to +10) (n=253)



# Beyond public hospital, there is opportunity to improve awareness and access to vaccines at convenient locations like places of faith, local health clinic and private doctor's office

Likelihood of having a COVID-19 vaccine at different locations

(n=253)



**ZAMBIA**

# Key takeaways

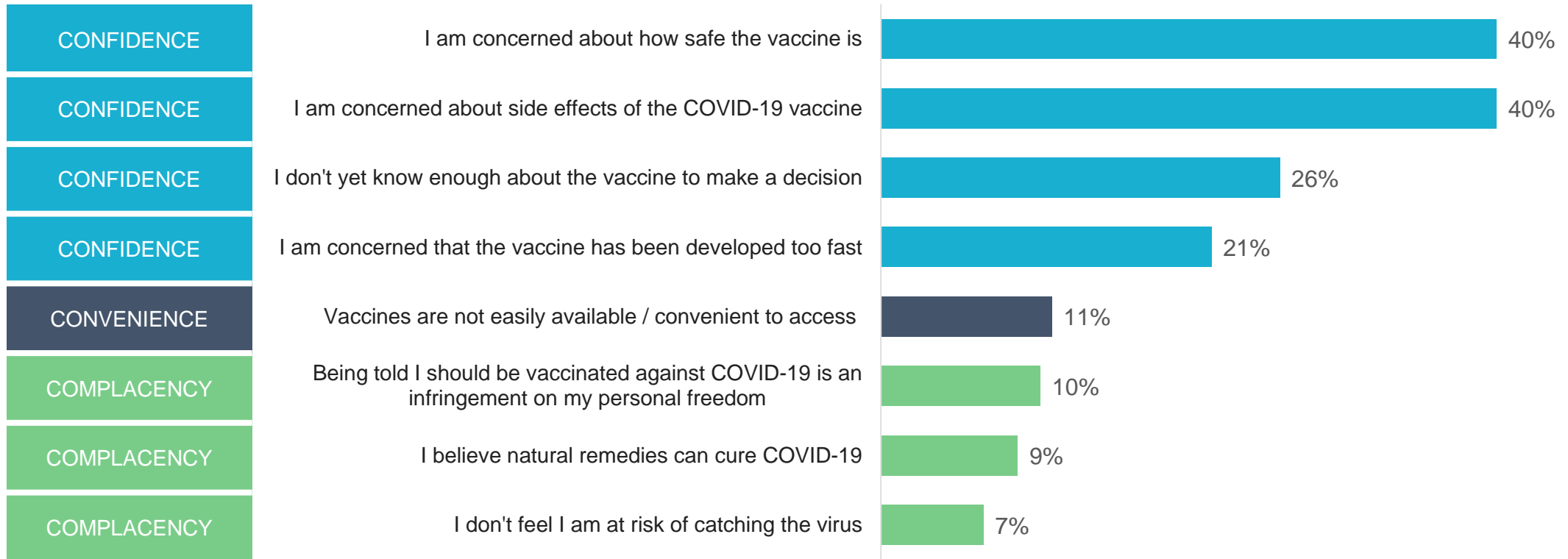
- Unvaccinated population in Zambia **most commonly cite ‘confidence’ factors as barriers** to getting vaccinated. **‘Complacency’ and ‘convenience’ are also emerging as barriers**
- Messages that **tap into altruism to talk about impact on work & responsibilities** and variants can sway unvaccinated
- While Zambia people are aware of ‘public hospitals’ and ‘local health clinic’ as locations to get vaccine, **they are also willing to get vaccinated in places of faith, pharmacy and private doctor’s office.**
  - There is opportunity to address ‘convenience’ as a barrier improve access and awareness beyond public hospitals and local health clinics

# While 'confidence' remains a top concern, complacency and convenience factors are also causing vaccine hesitancy



## Reasons for not taking a COVID-19 vaccine

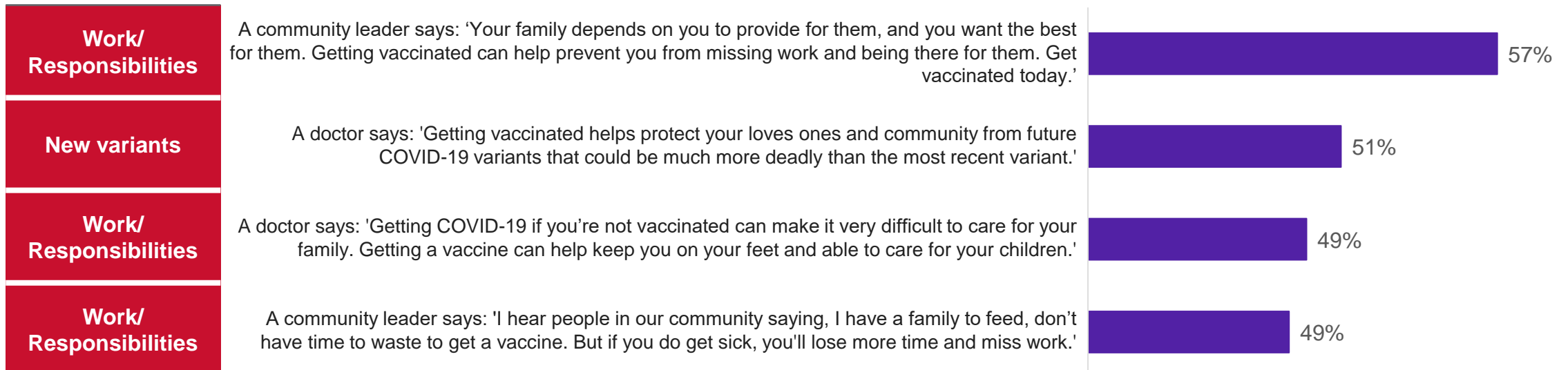
% of respondents selecting each barrier (n=136)



# Messages that tap into altruism to talk about impact on work & responsibilities have the ability to sway unvaccinated

## Top territories and messages

% 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) (n=136)





# Beyond public hospital and local health clinics, there is opportunity to improve awareness and access to vaccines at convenient locations like places of faith, pharmacy and private doctor's office

Likelihood of having a COVID-19 vaccine at different locations

(n=136)

