

Inquiring Minds Want to Know: Select HHS Fall Communication Plans



Ann Aikin, MA



Why?

Getting vaccinated is the best way to protect yourself and your family from serious illnesses during the fall and winter months. The CDC and many other experts recommend that eligible people get the COVID-19, flu, and respiratory syncytial virus (RSV) vaccines during this time.



Source: Dayle Kern, CDC
2023-2024 Flu Season

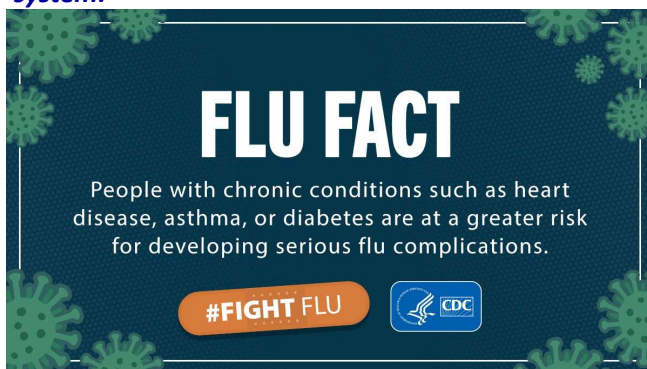


Source: @HHSgov on X
August 5 2024



Who?

Vaccination is especially important for people who are at higher risk of developing serious complications, for example people with certain medical conditions or a weakened immune system.



Who? Trusted Messengers.

With concerns around misinformation and fake news, who do people turn to for unbiased, trustworthy information? We can build awareness, help with information gathering, and urge action.



People close to you



Healthcare providers



Your area



Some trust social media influencers. This has grown, especially with younger people.



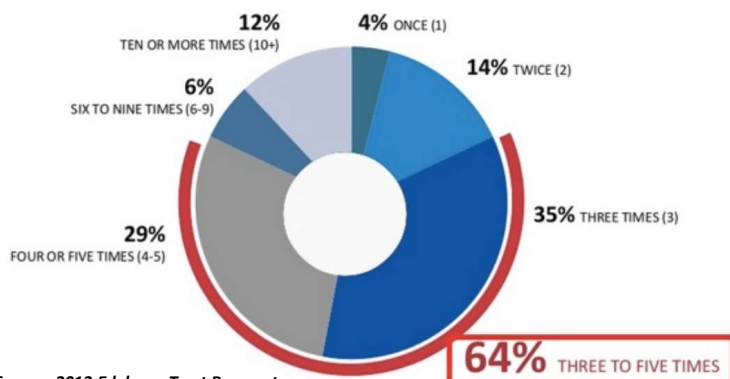
How? Using Communications Strategically.

We can strategically use communication to meet people where they are literally by going to the places they frequent, rather than expecting them to come to us. It also means presenting information in a way they can access and digest.



How? Consistent Messaging and Media Mix.

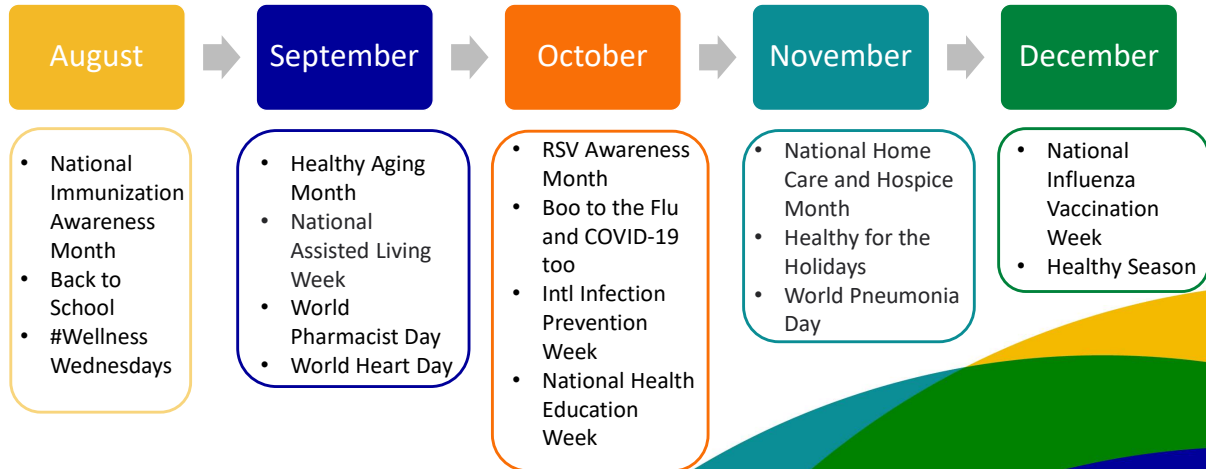
Skepticism and dispersion require message repetition. Most people need to hear your messages 3-5 times to trust them. A strong media mix can help.



Source: 2013 Edelman Trust Barometer



When? Select Promotions this Year.



Examples



What? Address Barriers.

Barriers to vaccine uptake can be structural, informational, or behavioral. We use communication to address gaps in knowledge, attitudes, and behaviors.



Informational barriers, such as literacy and health literacy, mis or dis information, lack of awareness or knowledge



Structural barriers, such as equity in access, costs including money and time



Behavioral barriers include mistrust, inertia, forgetting to schedule or show up for a vaccine visit.

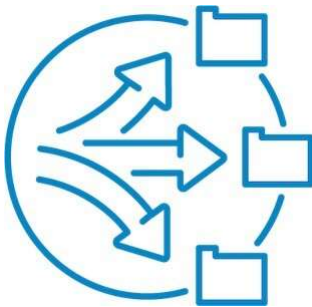


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What? Use Credible Messages.

Credible messages are accurate, clear, relevant, unbiased and balanced, and are useful in making decisions. Messages tested with their intended audiences, developed using plain language and health equity guidelines, and are culturally relevant help.



<input type="text" value="Search"/>	
Filter by Audience	COVID-19
Filter by Content Type	Filter by Language
<input type="button" value="Clear"/>	

Sources: CDC: <https://www.cdc.gov/respiratory-viruses/tools-resources/index.html>,
<https://www.cdc.gov/vaccines/communication-resources.html?Sort=Date%3A%3Adesc>, and HHS:
<https://www.hhs.gov/immunization/get-involved/spread-the-word/toolkits/index.html>



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What? Use Trusted Messengers and Ambassadors.

Vaccine ambassadors train community members to disseminate science-based information in their communities. They are most effective when they are trusted community members and share similar beliefs and characteristics with their peers.



What? Correcting Misinformation.

Incorrect information about vaccines is dangerous because it can create a barrier for vaccine uptake. Myths are hard to effectively correct, and people may remember the myth rather than the truth. Fact checking and prebunking/debunking may be effective.



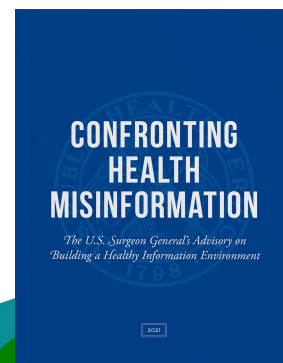
Warn upfront that misleading information will be relayed.



Listen, be empathic, and provide facts.



Be clear when correcting the myth. Repeat the correct information. Cite sources if you can.



Source: HHS:
<https://www.hhs.gov/surgeongeneral/priorities/health-misinformation/index.html>



What? Diversity, Equity, and Inclusion

Everyone needs vaccines at some point in their lives. We can use communication strategies to meet diversity, equity, and inclusion goals.

#FIGHT FLU

Find flu vaccine resources for patients, providers, and partners.

go.cms.gov/omhflu



Nationally,

Respiratory Illness

causing people to seek healthcare is

LOW



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Thank you!



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