

November 2, 2022

# Adult Immunization Communications – Applying Lessons from COVID-19

**National Adult and Influenza Immunization Summit,  
Atlanta GA**

Jon Dewitt, Partner – Artemis Strategy Group

Tracy Zimmerman, VP, Policy and Communications – Neimand  
Collaborative



# Agenda

- » **Pre-COVID Adult Flu Vaccination Adoption and Attitudes**
- » **COVID-19 Vaccination**
- » **Factors Affecting the COVID-19 Adoption Arc**
- » **Lasting Impact on Vaccination: Focus on Flu**
- » **Communication Imperatives Going Forward**

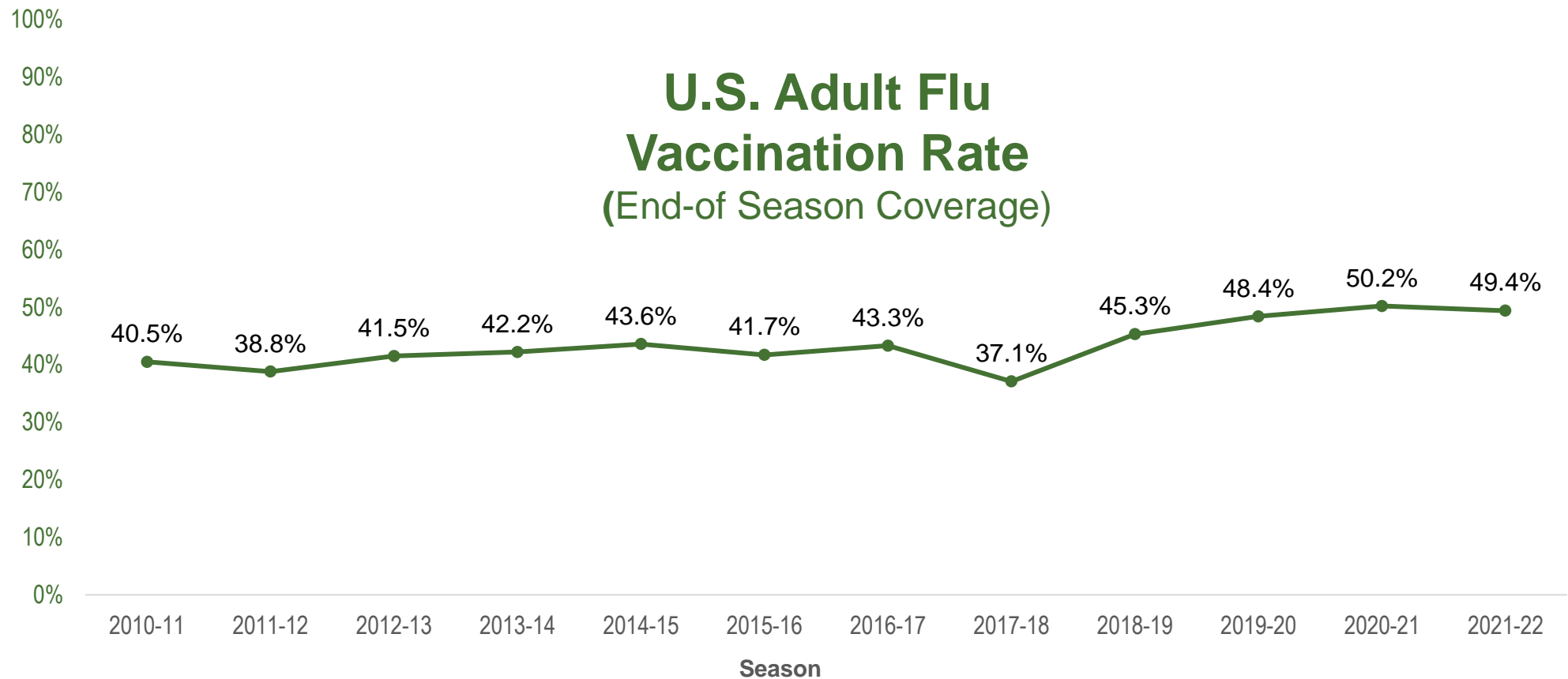
# Pre-COVID Adult Flu Vaccination Adoption and Attitudes

- Flu Vaccine Policy and Public Acceptance/Rejection
- Incentives and Barriers to Compliance

# Adult uptake for flu vaccination was just over four in 10 in the decade prior to COVID-19 other than 2017-2019 where it dipped and rebounded; uptake increased from 2020-2022 to five in 10

Source  
CDC

In the 2020-2021 flu season a record high 50% of the adult population received a flu vaccine and in 2021-2022 it was 49%.





# Belief in health conspiracy theories is linked to lower likelihood of flu vaccination

A 2013 study identified that **18% of Americans agree with 3 or more health conspiracy theories**

- *The Food and Drug Administration is deliberately preventing the public from getting natural cures for cancer and other diseases because of pressure from drug companies.*
- *Health officials know that cell phones cause cancer but are doing nothing to stop it because large corporations won't let them.*
- *The CIA deliberately infected large numbers of African Americans with HIV under the guise of a hepatitis inoculation program.*
- *The global dissemination of genetically modified foods by Monsanto Inc is part of a secret program, called Agenda 21, launched by the Rockefeller and Ford foundations to shrink the world's population.*
- *Doctors and the government still want to vaccinate children even though they know these vaccines cause autism and other psychological disorders.*
- *Public water fluoridation is really just a secret way for chemical companies to dump the dangerous byproducts of phosphate mines into the environment.*

## Conspiracist Effect:

Among those believing 3+ health conspiracy theories, self-reported flu vaccination (25%) was over a third lower than among those who did not believe any of the conspiracy theories general public (39%).

# COVID-19 Vaccination

# From the outset, there was strong intent for the COVID-19 vaccine relative to other vaccines such as flu, although opinions fluctuated along with a flood of information and misinformation about the vaccines

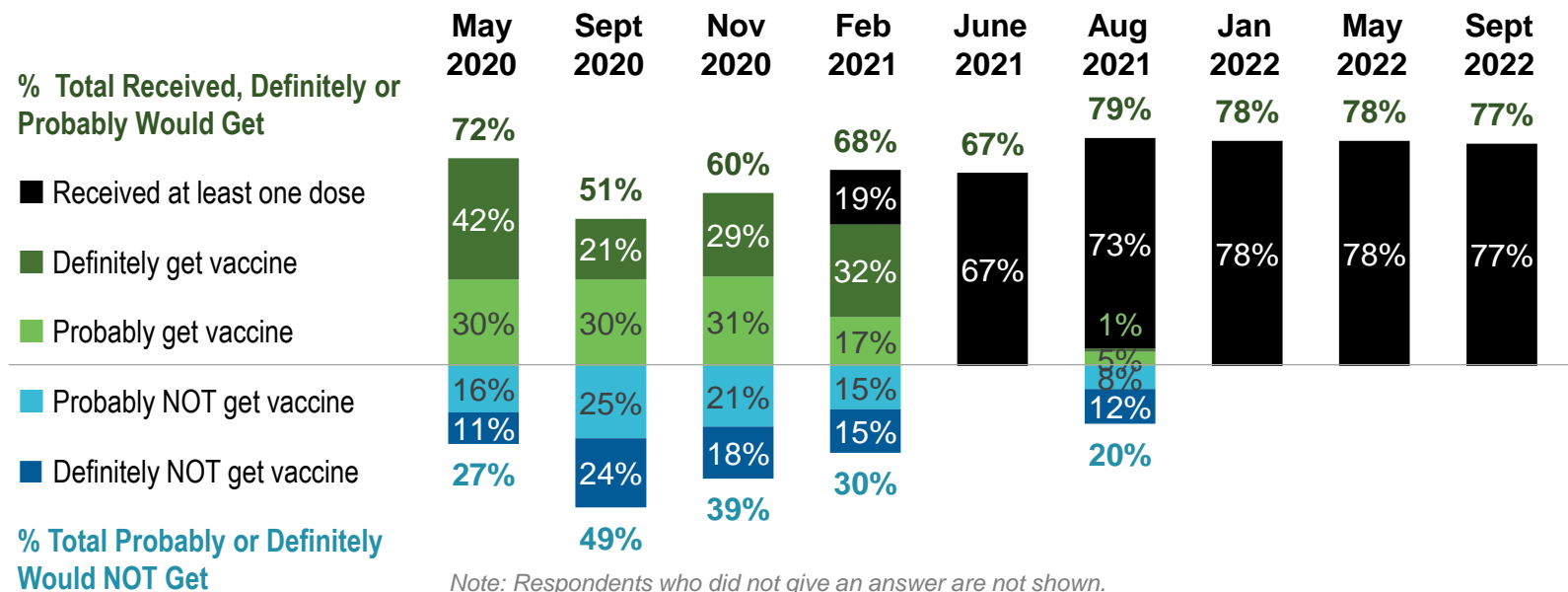
Source  
Funk, C. &  
Tyson A.

Pew  
Research  
Center

December  
2020,  
October  
2022

## National Survey Results on Intent to Vaccinate May 2020 to February 2021 and August 2021 (not asked June 2021)

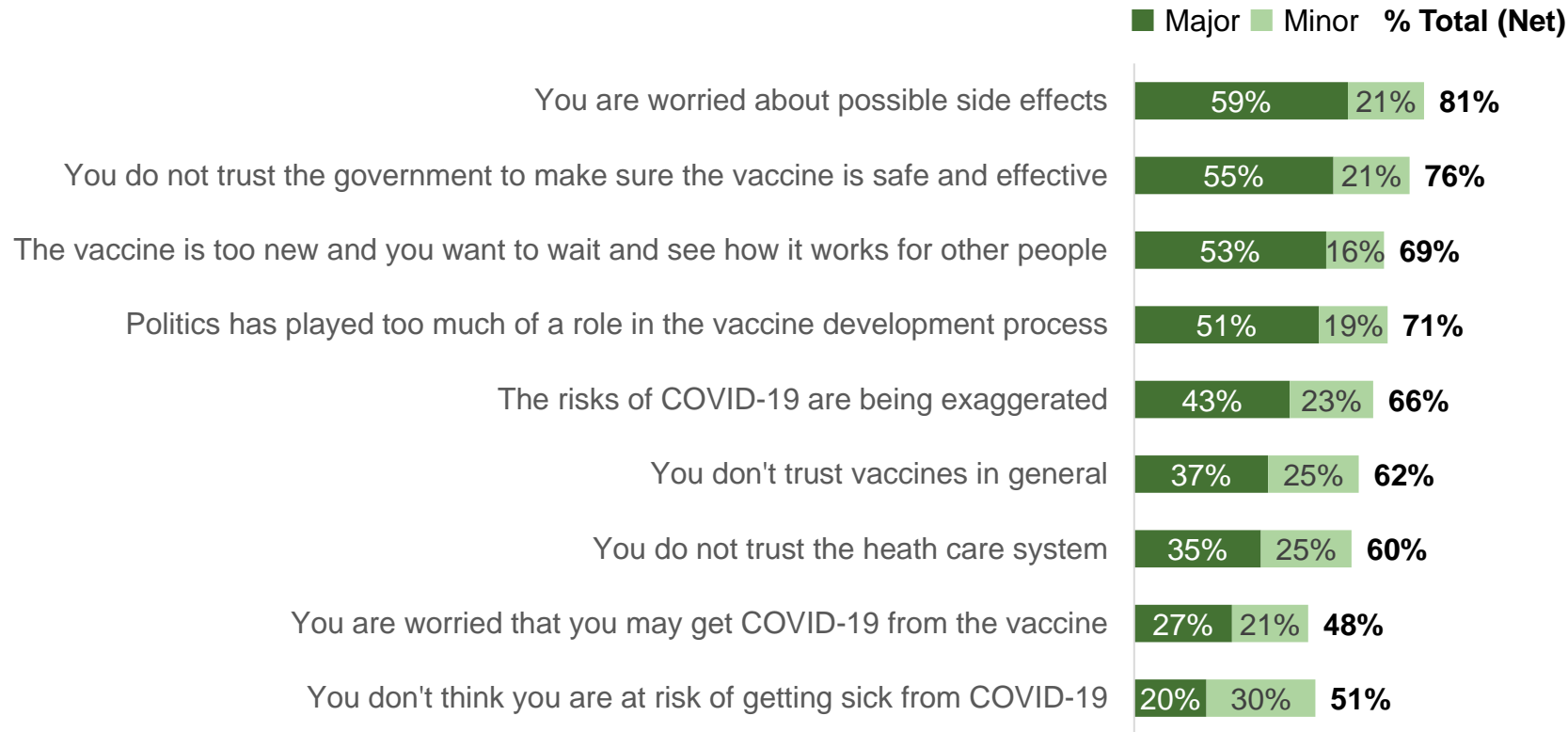
## National Survey Results on Self-Reported Vaccination Status (1+) February 2021 to September 2022



Funk, C. & Tyson A. (2020, Dec. 3) *Intent to Get a COVID-19 Vaccine Rises to 60% as Confidence in Research and Development Process Increases*. (2022, Oct. 5) *Lack of Preparedness Among Top Reactions Americans Have to Public Health Officials' COVID-19 Response*. Pew Research Center.  
Survey: American Trends Panel. May 2020-November 2020: If a vaccine to prevent COVID-19 were available today I would..., February 2021-September 2022: Have you received a vaccine to prevent COVID-19? Thinking about vaccines to prevent COVID-19, do you think you will...  
<https://www.pewresearch.org/science/2020/12/03/intent-to-get-a-covid-19-vaccine-rises-to-60-as-confidence-in-research-and-development-process-increases/>  
<https://www.pewresearch.org/science/2022/10/05/lack-of-preparedness-among-top-reactions-americans-have-to-public-health-officials-covid-19-response/>

# Top reasons for hesitancy in getting a COVID-19 vaccine before the roll-out centered on potential side effects, safety and efficacy concerns as well as trust

**Reason for not getting a COVID-19 vaccine**  
*Among those who definitely or probably would not get the vaccine*



Source  
 Kaiser  
 Family  
 Foundation  
 (KFF)  
 COVID-19  
 Vaccine  
 Monitor

December  
 2020

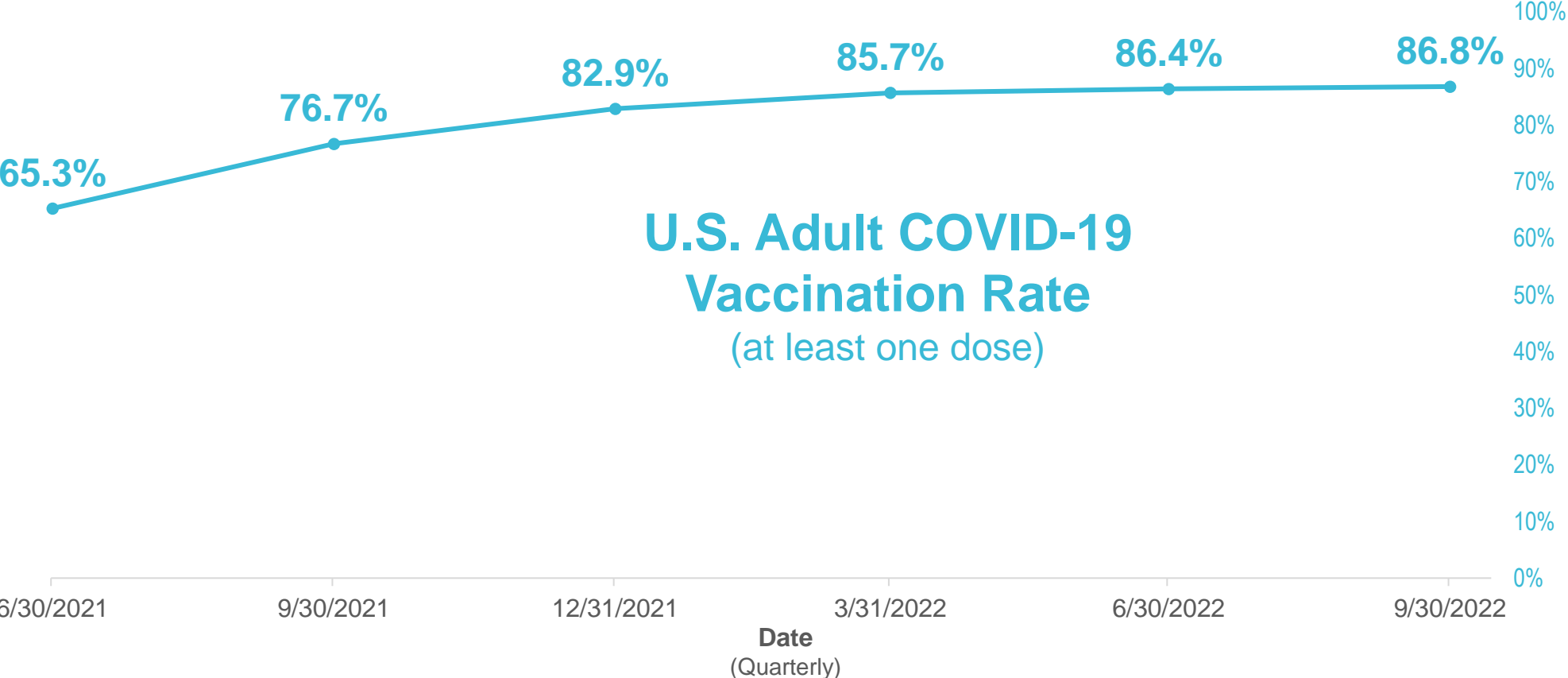


COVID-19 Vaccine Monitor: December 2020. Kaiser Family Foundation (KFF).

<https://www.kff.org/coronavirus-covid-19/report/kff-covid-19-vaccine-monitor-december-2020/>

Base: Those who definitely or probably would not get the vaccine N=427). Q. Please tell me if each of the following is a major reason, a minor reason, or not a reason why you would (LIKELIHOOD RESPONSE FROM PRIOR QUESTION) get a COVID-19 vaccine?

# The national effort to vaccinate adults against COVID-19 was effective overall; according to the CDC 87% of adults have at least one shot



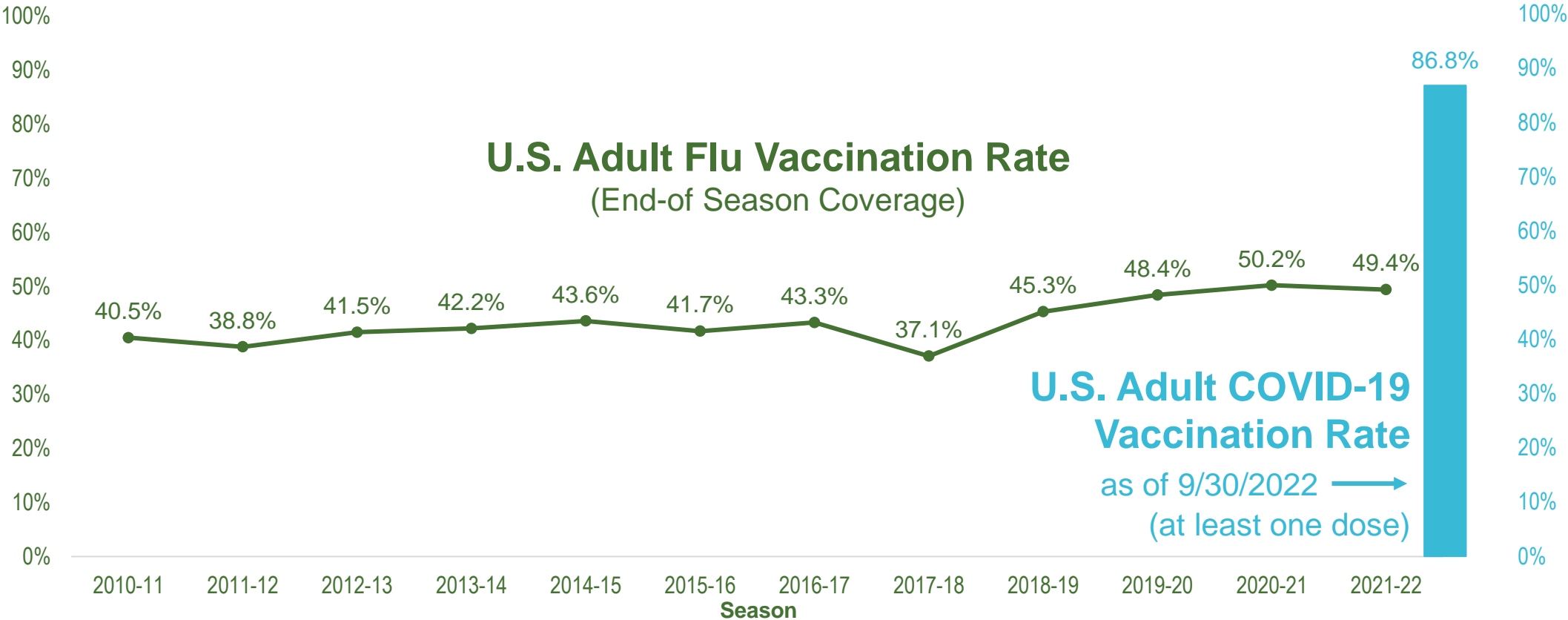
COVID-19 Vaccination Coverage and Vaccine Confidence Among Adults. Centers for Disease Control and Prevention (CDC), National Center for Immunization and Respiratory Diseases (NCIRD). Data collected using the National Immunization Survey Adult COVID Module. <https://www.cdc.gov/vaccines/imz-managers/coverage/covidvaxview/interactive/adults.html>

Source  
Centers for  
Disease  
Control  
and  
Prevention  
(CDC)



# The adult COVID-19 vaccination rate is nearly twice the adult flu vaccination rate.

Source  
Centers  
for  
Disease  
Control  
and  
Prevention  
(CDC)



COVID-19 Vaccination Coverage and Vaccine Confidence Among Adults. Centers for Disease Control and Prevention (CDC), National Center for Immunization and Respiratory Diseases (NCIRD). Data collected using the National Immunization Survey Adult COVID Module.  
<https://www.cdc.gov/vaccines/imz-managers/coverage/covidvaxview/interactive/adults.html>  
<https://www.cdc.gov/flu/fluview/coverage-by-season.htm>





# Factors Affecting the COVID-19 Adoption Arc

1. Fear about pandemic
2. Skepticism about efficacy
3. Anti- science campaign
4. Anti-government campaign
5. Tribal badges
6. Media attention

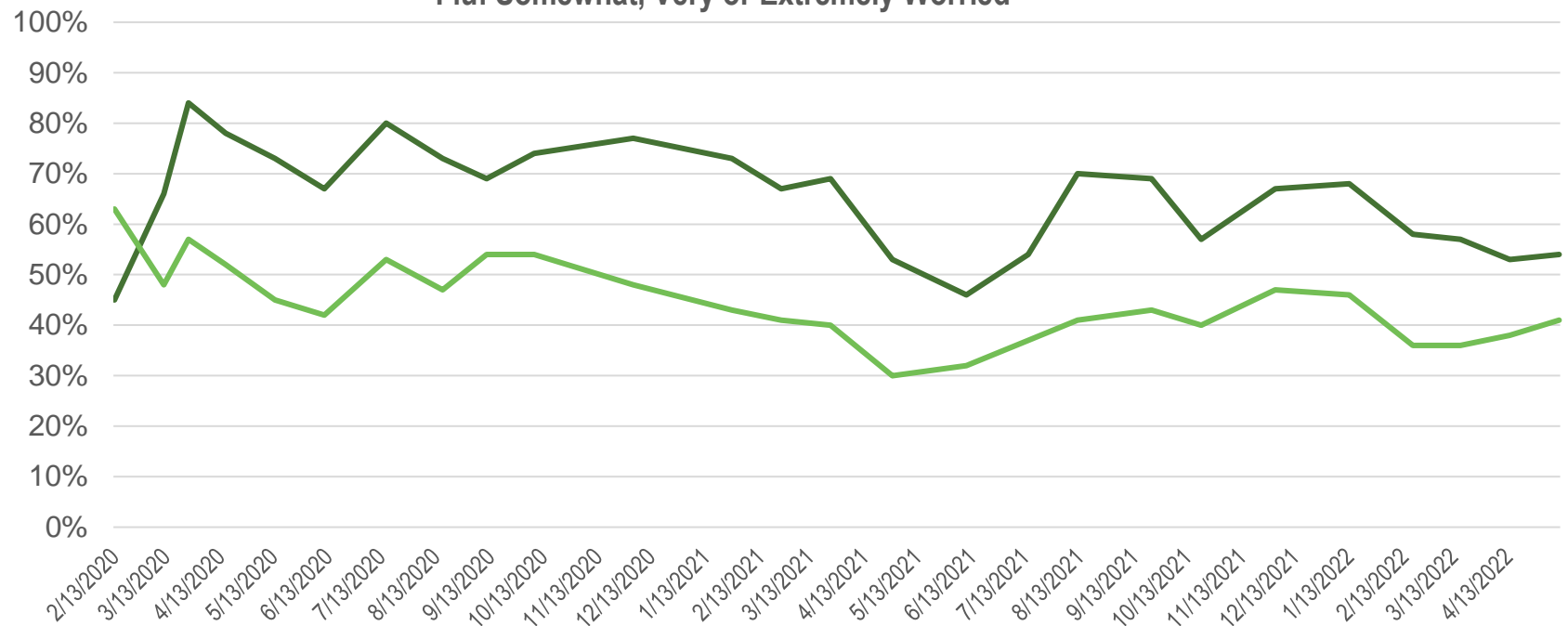
# Fear About Pandemic

A consistent majority of Americans have been worried about themselves or a family member getting coronavirus although the level of concern dropped notably in April 2021 when the vaccine became widely available and has fluctuated with subsequent variant surges.

## Portion Worried About Self or Family Member Being Infected with...



— Coronavirus: Somewhat, Very or Extremely Worried  
 — Flu: Somewhat, Very or Extremely Worried



Americans' Readiness to Emerge from the Pandemic and Changes to Daily Life. (2022, June)  
 The AP-NORC Center for Public Affairs Research. Funded by The SCAN Foundation.  
<https://apnorc.org/projects/americans-readiness-to-emerge-from-the-pandemic-and-changes-to-daily-life/>  
 Interview dates: May 12-16, 2022, Total sample: Bases vary from N=1,001 to N=1,842.  
 SCAN2. How worried are you about you or someone in your family being infected with...

# Efficacy

Measurement on COVID-19 vaccine effectiveness has changed over time with the emergence of new variants and has been focused on reducing **risk of death, hospitalization and severe illness**.

**The first COVID-19 vaccine data indicated very high efficacy rates of 90% (Pfizer) and 94.5% (Moderna) reduction in risk of infection**

**COVID-19 mRNA vaccines help protect against the most serious COVID-19 outcomes, even during Omicron\***

Adults who received 3 doses of a COVID-19 vaccine were **94% less likely** to be put on a ventilator or die from COVID-19 compared with adults who were not vaccinated

Stay up to date with COVID-19 vaccines

\* Among adults aged 18 years and older hospitalized at 21 U.S. medical centers during March 11, 2021–January 24, 2022.

bit.ly/MMWR7112e1

MMWR

The infographic features a green background with white and yellow text. On the right side, there is a medical ventilator on wheels. The CDC logo is in the bottom left corner.

## Flu Vaccine Efficacy Comparison



**Question: *How effective are flu vaccines?***



**CDC conducts studies each year to determine how well influenza (flu) vaccines protect against flu.**

- While vaccine effectiveness (VE) can vary, recent studies show that flu vaccination reduces the **risk of flu illness** by between 40% and 60% among the overall population during seasons when most circulating flu viruses are well-matched to those used to make flu vaccines.
- In general, current flu vaccines tend to work better against influenza B and influenza A(H1N1) viruses and offer lower protection against influenza A(H3N2) viruses.

Tenforde M. W., Self W. H. & Gaglani M., et al. (2021, March - 2022, January) *Effectiveness of mRNA Vaccination in Preventing COVID-19–Associated Invasive Mechanical Ventilation and Death — United States*. Centers for Disease Control and Prevention (CDC), MMWR Morb Mortal Wkly Rep 2022;71:459–465. DOI: <http://dx.doi.org/10.15585/mmwr.mm7112e1> [https://www.cdc.gov/mmwr/volumes/71/wr/mm7112e1.htm?s\\_cid=mm7112e1\\_w](https://www.cdc.gov/mmwr/volumes/71/wr/mm7112e1.htm?s_cid=mm7112e1_w)

### Source

Tenforde M. W., Self W. H., Gaglani M., et al.

Centers for Disease Control and Prevention (CDC)

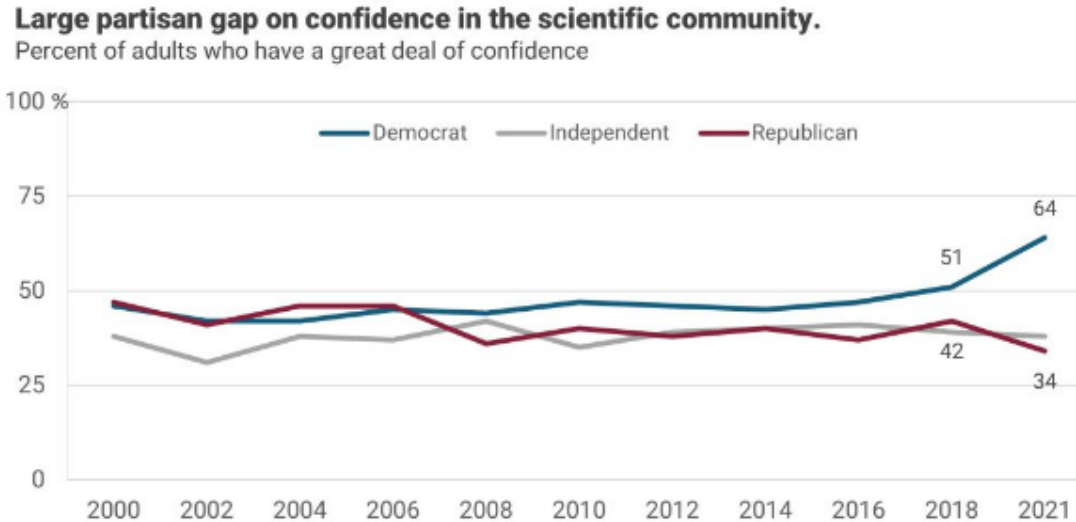
March 2021 – January 2022

# Anti-Science Campaign

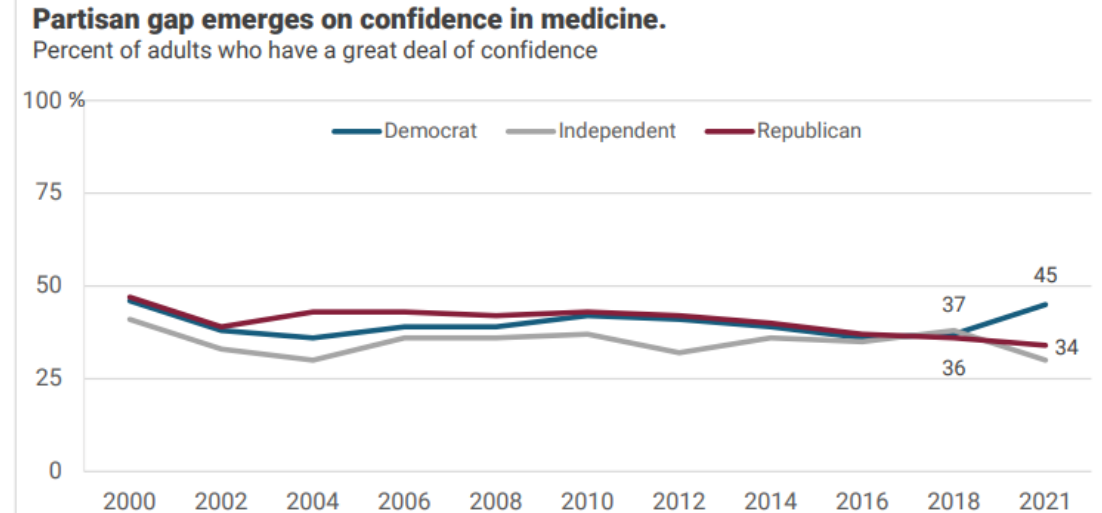
Growing partisan polarization in confidence both in science and medicine

There is growing polarization in confidence in science with Democrats (64%) more confident than Republicans (34%). This 30-point gap is up from 9 points in 2018.

In 2021, 45% of Democrats and 34% of Republicans had a great deal of confidence in medicine. There was no partisan gap in 2018 when 37% of Democrats and 36% of Republicans had a great deal of confidence.



**Question:** [Scientific community] I am going to name some institutions in this country. As far as the people running these institutions are concerned, would you say you have a great deal of confidence, only some confidence, or hardly any confidence at all in them?  
**Source:** General Social Survey, the latest conducted December 1, 2020-May 3, 2021



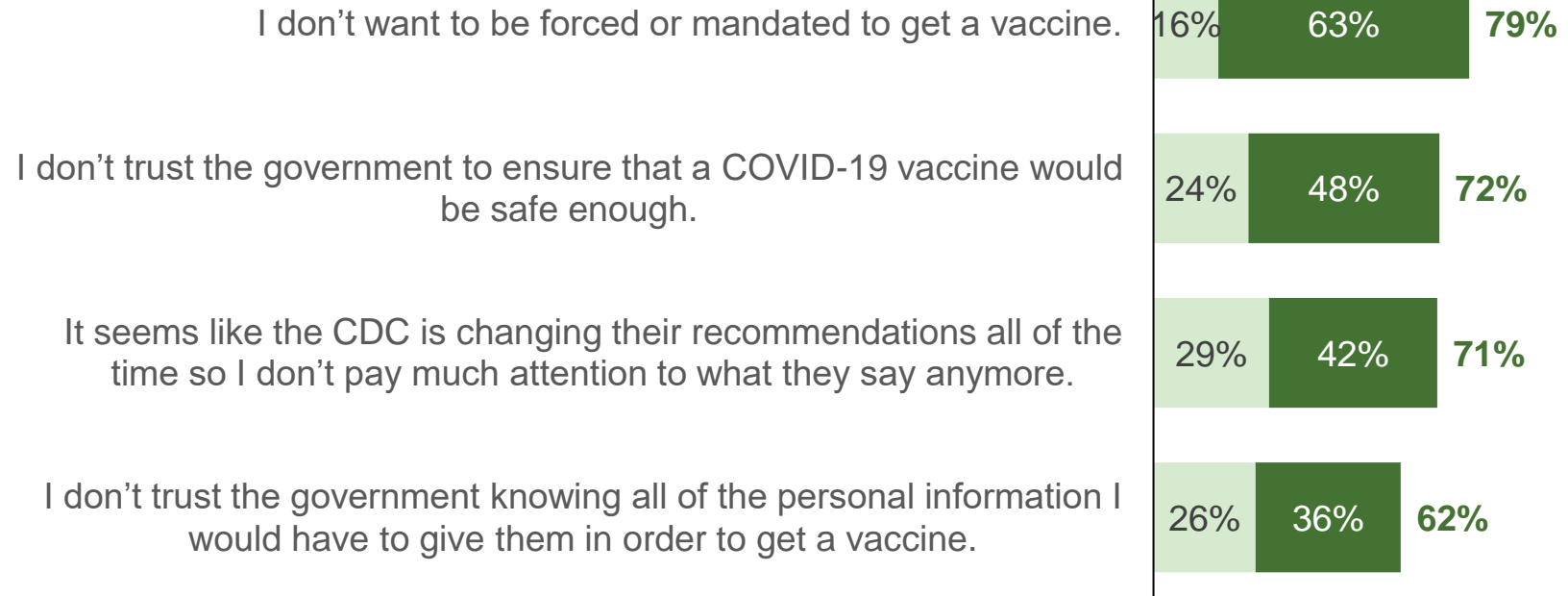
**Question:** [Medicine] I am going to name some institutions in this country. As far as the people running these institutions are concerned, would you say you have a great deal of confidence, only some confidence, or hardly any confidence at all in them?  
**Source:** General Social Survey, the latest conducted December 1, 2020-May 3, 2021

Amidst the pandemic, confidence in the scientific community becomes increasingly polarized (2022, Jan. 26)  
The Associated Press-NORC Center for Public Affairs Research. General Social Survey conducted December 1, 2020-May 3, 2021. N=4,032  
[https://apnorc.org/wp-content/uploads/2022/01/Confidence-in-institutions-2022\\_v4.pdf](https://apnorc.org/wp-content/uploads/2022/01/Confidence-in-institutions-2022_v4.pdf)

# Anti-Government Campaign

## North Carolina - Vaccine Risk Perceptions Among Remaining Unvaccinated April 2022

Agree somewhat likely Agree strongly % NET Total Agree



North Carolina Department of Health and Human Services (DHHS) research conducted by Artemis Strategy Group. (2022, April) BASE: Unvaccinated/No appointment N=816 NEW3Q6. Below is another series of statements about COVID-19 based on recent news or events. Please indicate the extent to which you agree or disagree with each using the scale shown.

# Tribal Badges

Self-identified Republicans increasingly make up a larger share of unvaccinated Americans.

## Partisan Identification of Unvaccinated Adults

	Month in 2021 (% Unvaccinated)					
	April (43%)	May (37%)	June (33%)	July (31%)	September (25%)	October (27%)
Democrats	36%	29%	29%	23%	20%	17%
Republicans	42%	49%	48%	51%	59%	60%
Pure Independents	16%	17%	19%	20%	17%	17%

*Note: Party identification includes independents who lean towards either party.*

*The difference between percent unvaccinated in September (25%) and October (27%) is within the margin of error.*

### Source

Kirzinger, A.,  
Kearney, A.,  
Hamel, L. &  
Brodie, M.

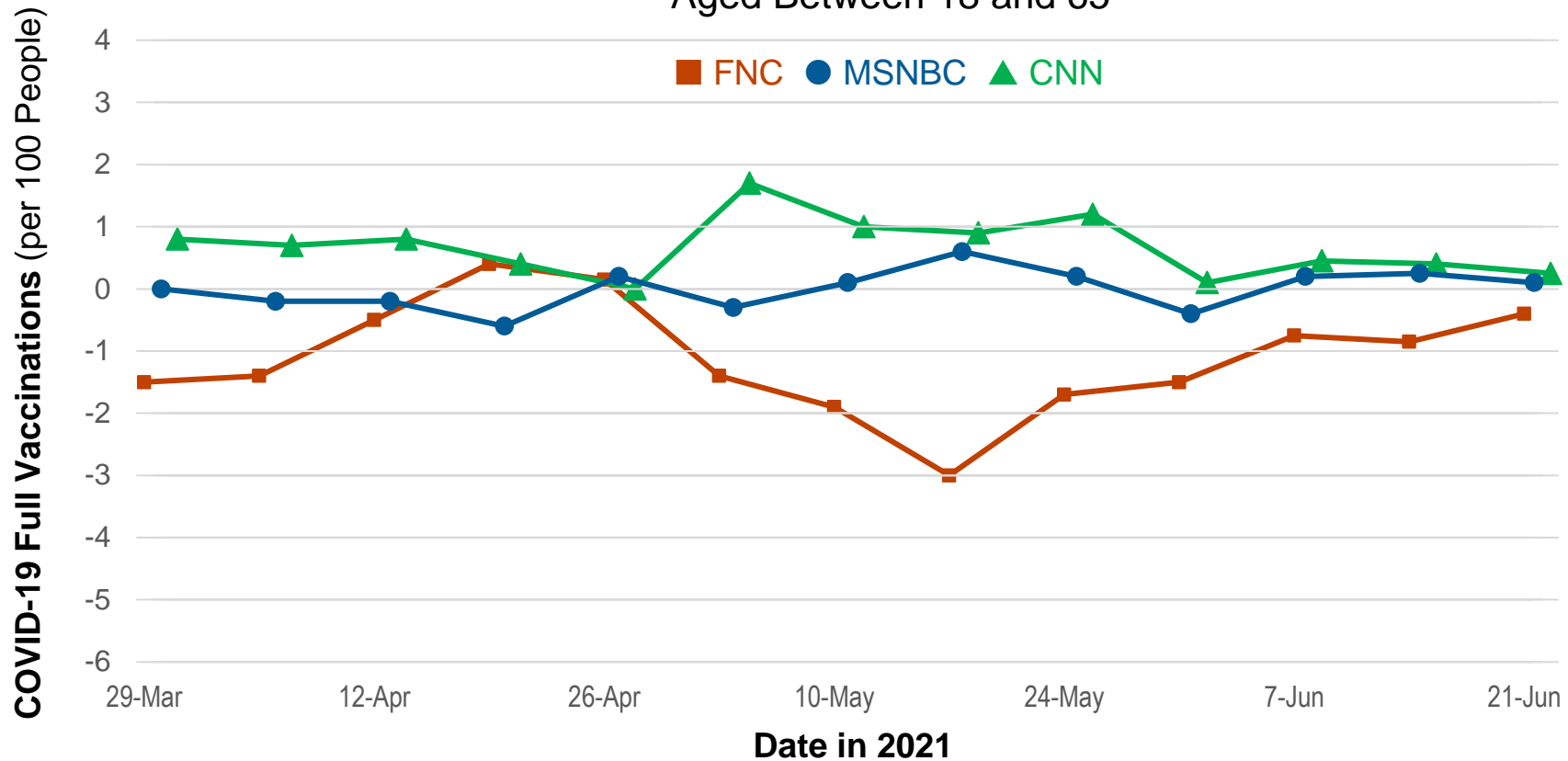
Kaiser  
Family  
Foundation  
(KFF)

November  
2021

# Media Attention

Impact depends on channels and that has played out in vaccination rates

**Effect of Network Viewership on Weekly Vaccination Rates**  
Aged Between 18 and 65



Pinna, M., Picard, L. & Goessmann C. (2022, Oct. 7) *Effect of network viewership on weekly vaccination rates by age group*. Nature: Scientific Reports - Cable news and COVID-19 vaccine uptake. Note: Coefficient plots with 95% CIs from 2SLS regressions showing the effect of one standard deviation changes in viewership on weekly vaccinations per 100 people, by age group. Viewerships are instrumented using the lineup channel positions. Regressions include demographic and cable-system controls. Standard errors are clustered by state. <https://www.nature.com/articles/s41598-022-20350-0/figures/3>

Source  
Pinna, M.,  
Picard, L. &  
Goessmann  
C.

Article  
published in  
**Nature:  
Scientific  
Reports**

October  
2022



# **Lasting Impact on Vaccination:**

## **Focus on Flu**

# COVID-19 vaccination has had an impact on flu vaccination rates – negative in some states and positive in others

A correlation analysis done by UCLA in a Study of State Vaccinations indicated that a state's COVID-19 vaccination rate could predict 60% of its flu vaccination rate in the 2021-22 season.

## Source

Leuchter, R. K., Jackson, N.J., Mafi, J. N. & Sarkisian, C. A.

New England Journal of Medicine

June 2022

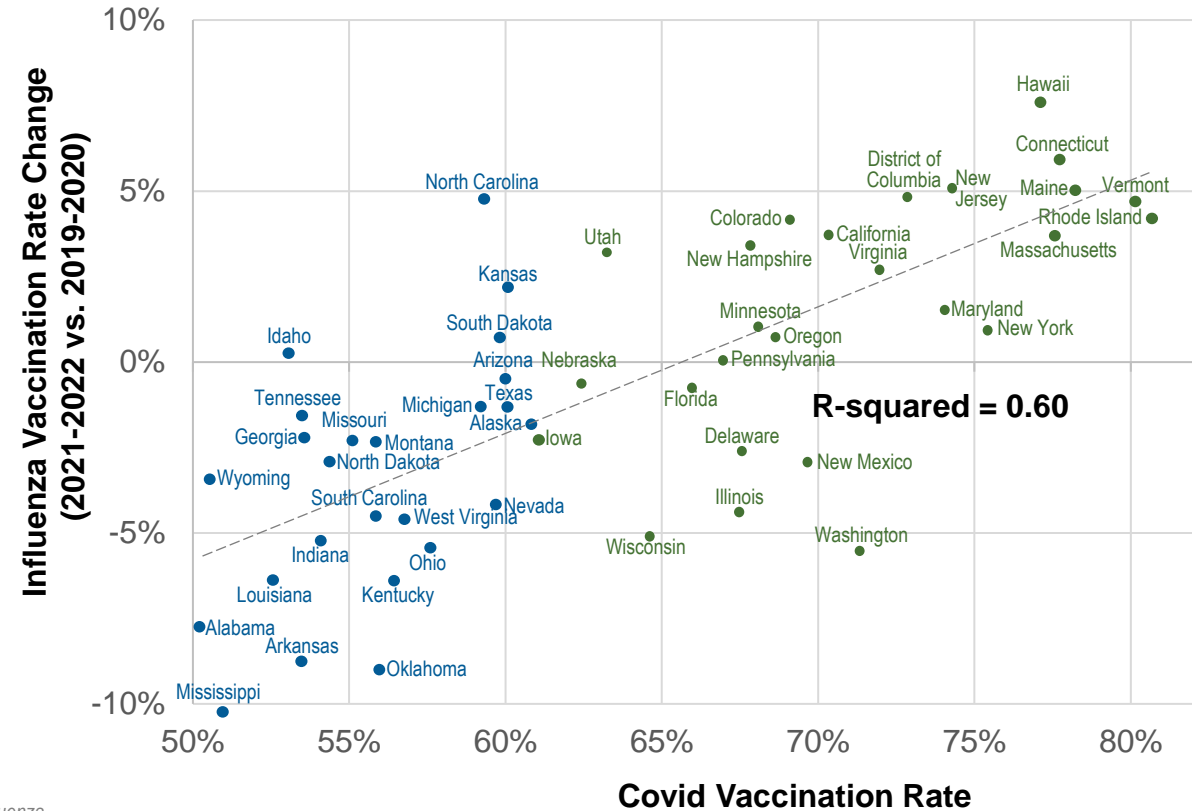


Adult flu vaccination rates tended to decline in states with below average COVID-19 vaccination rates...

...and tended to increase in states with above average COVID-19 rates.



## State-Level Association Between COVID-19 Vaccination Rates and the Change in Influenza Vaccination Rates from the 2019-2020 to the 2021-2022 Flu Season



This quasi-experimental observational ecological study used national CDC data to measure the relationship between contemporary state-level COVID-19 vaccination rates and state-level influenza vaccination rates from all flu seasons from the 2010-2011 season through January 29, 2022, of the 2021-2022 season.

Leuchter, R. K., Jackson, N.J., Mafi, J. N. & Sarkisian, C. A. (2022, June) Association between Covid-19 Vaccination and Influenza Vaccination Rates. The New England Journal of Medicine. N Engl J Med 2022; 386:2531-2532 DOI: 10.1056/NEJMc2204560 <https://www.nejm.org/doi/full/10.1056/NEJMc2204560>

# Communications Imperatives Going Forward



---

# **Factors affecting COVID-19 vaccinations**

1. Fear about pandemic
2. Skepticism about efficacy
3. Anti-science campaign
4. Anti-government campaign
5. Tribal badges
6. Media attention

## PRIMARY VACCINES

**North Carolina  
outperformed  
expectations**

### **Intent to Vaccinate**

November 2020 – 59%

February 2021 – 79%

### **Completed Primary Vaccine**

73%

# Message Messenger Method Measurement





**Richard Petty**  
NASCAR Driver, No. 43



**Rev. Dr. William J. Barber, II**  
President & Senior Lecturer, Repairers of the Breach



**Isaiah Maher**  
Student | UNC Pembroke  $\Phi\Sigma\Omega$



**Gabriela M. Maradiaga Panayotti, MD**  
Pediatrician, Duke Health



**Billy Selig**  
Produce Manager, Piggly Wiggly of Sanford



**Dr. Brian A. Shackelford, MD**  
Old North State Medical Society



**Dr. Adrian Mancheno**  
Centro de salud comunitario de Burlington

PROTEGETE A TI Y A LOS DEMÁS.  
**¡VACÚNATE!**

**Recuperemos el verano en Carolina del Norte.**

Ofrécete como voluntario para ayudar a otros en nuestra comunidad a vacunarse contra el COVID-19.

**Fecha del evento**  
**Ubicación del evento de voluntariado**  
Dirección del sitio  
Continuación de la dirección del sitio

Contacta a [nombre, teléfono, correo electrónico] para saber cómo puedes participar.

YOU HAVE A SPOT. TAKE YOUR SHOT.

**BRING SUMMER BACK TO NORTH CAROLINA.**

Get a safe, effective and free COVID-19 vaccine and help others do the same.

Remember to practice your 3 Ws: Wear, Wait, Wash.

Learn more at [covid19.ncdhhs.gov/BringSummerBack](https://covid19.ncdhhs.gov/BringSummerBack) or schedule your appointment at [MySpot.nc.gov](https://MySpot.nc.gov).

NC Department of Health and Human Services • [YourSpotYourShot.nc.gov](https://YourSpotYourShot.nc.gov)  
NCDHHS is an equal opportunity employer and provider. • 04/2021

**La Noticia** Últimas noticias Entretención Estilo de vida Coronavirus

**En español: responden dudas sobre vacunas COVID-19 en vivo**

El Departamento de Salud y Servicios Humanos tendrá un evento en español llamado "Cafecito: Vacunas contra el COVID-19".

La comunidad latina puede aprender más sobre la seguridad y eficacia de las vacunas contra COVID-19 que fueron aprobadas en un evento especial en español con líderes de salud locales el miércoles 3 de marzo.

El Departamento de Salud y Servicios Humanos de Carolina del Norte (NCDHHS) tendrá un evento en español llamado "Cafecito: Vacunas contra el COVID-19" de las 5:30 p.m. donde profundizará sobre el compromiso del estado de garantizar que todos tengan acceso a las vacunas.

Hasta el martes 2 de marzo, los latinos han recibido solo el 2.64 % de todas las primeras dosis de la vacuna contra el COVID-19 administradas en Carolina del Norte a pesar que representan casi el 10 % de la población, según la Oficina del Censo de Estados Unidos.

Además, representan el 2.44 % de las segundas dosis recibidas.

Sin embargo, los latinos representan el 21 % (117,783) de los casos de COVID-19 confirmados desde el inicio de la pandemia, según datos del NCDHHS.

**Parroquia Ntra. Sra. de Guadalupe - Charlotte**  
March 19 at 10:50 AM

Este lunes 22 de Marzo el Padre Gregorio será un invitado en una charla sobre las vacunas contra el COVID-19. Será transmitido en Facebook live a las 5:30pm.

This Monday, March 22, Father Gregory will be a guest in a talk about COVID-19 vaccines. It will be streamed on Facebook live at 5:30 pm.

**¡VACÚNATE!**

Únete en vivo por [Facebook](#) [Twitter](#) [YouTube](#)

**Cafecito: Vacunas contra el COVID-19**  
Lunes, 22 de marzo, 5:30 a 6:30 p.m. EST

Acopárate al Departamento de Salud y Servicios Humanos de Carolina del Norte (NCDHHS) a un Cafecito, donde profundizaremos sobre la seguridad y eficacia de las vacunas aprobadas contra el COVID-19, y el compromiso del estado de Carolina del Norte de garantizar que todos tengan acceso equitativo a las vacunas.

El Cafecito será transmitido en vivo, y en español, a través de las páginas de Facebook de Parroquia Ntra. Sra. de Guadalupe - Charlotte y la cuenta de Twitter de NCDHHS (@ncdhhs) y el canal de YouTube.

NC DEPARTMENT OF HEALTH AND HUMAN SERVICES

**FireSide Chat with Secretaries Cohen and Brewington-Cashwell**  
NCDHHS to host live COVID-19 vaccine FireSide Chat

DOA Sec. Pam Brewington-Cashwell  
DHHS Sec. Mandy Cohen

NC Department of Health and Human Services will host a live Spanish-language Cafecito TONIGHT from 5:30 to 6:30 p.m., featuring Secretary Cohen and Father Greg Gay, pastor of Our Lady of Guadalupe Church in Charlotte. This event will be moderated by Yamin Rico, director of Latinx and Hispanic Policy and Strategy at NCDHHS, and will stream live on NCDHHS' Facebook page, Twitter handle and YouTube channel. The Cafecito and other live series events are a part of the state's ongoing...

**¡VACÚNATE!**

**Cafecito: COVID-19 Vaccines**  
Monday, March 22, 5:30 to 6:30 p.m. ET

Join us live on [Facebook](#) [Twitter](#) [YouTube](#)

Tune in as the NC Dept. of Health & Human Services hosts a Cafecito to discuss the safety and effectiveness of approved COVID-19 vaccines and the state's commitment to ensure everyone in the state has equitable access to receive their shot.

The event will stream live in Spanish on the Our Lady of Guadalupe Parish - Charlotte and NCDHHS Facebook pages, and the NCDHHS Twitter handle and YouTube channel.

**NORTH CAROLINA HEALTH NEWS**  
News, Policy, Trends, North Carolina.

**Coronavirus Today - Feb. 2 - Calling all school districts to offer in-person instruction; Teachers push back; Fireside chat with Rev. Barber**

**Fireside chats**  
On Tuesday, Cohen and her team launched the inaugural conversation in a COVID-19 Vaccine Live Online Fireside Chat Series to get timely information out through a diversity of voices from across the state on different social media channels.

For an hour, Cohen chatted with the Rev. William J. Barber II, a former president of the state NAACP, an architect of the Moral Monday movement, a pastor in Goldsboro, president of Repairers of the Breach and co-chair of the Poor People's Campaign.

They talked about systemic barriers to health care that have an impact on people of color and the more impoverished in the state.

Cohen shared facts and figures that she often uses in briefings with reporters and responded to questions from Barber and Phyllis Coley, publisher and CEO of *Spectacular Magazine*.

Barber cautioned against summarily categorizing the Black population as being more skeptical of the vaccine, saying that he has seen studies showing skepticism among white people, too.

He said he worried that couching the skepticism in such terms could lead to a more systemic failure to get the vaccines to communities of color.

Acknowledging how limited the supplies of vaccine are in North Carolina, Barber called on pastors such as himself to begin developing plans to use their sanctuaries as vaccination sites, where people in their congregations can find sanctuary in getting a shot in a trusted spot once more doses are available.

**WRAL.com** News Coronavirus Weather Sports Business Opin

**LOCAL NEWS**  
State and local leaders aim to ease skepticism surrou

Tags: coronavirus, coronavirus vaccine

**ENCOURAGING ALL WHO CAN TO GET VACCINE**

## MEASUREMENT

**Engagement  
matters**

Effort	Dose 1 Vaccinations Per Effort
Engagements	33.18
Presentation	6569.5*
Impressions	0.0005**
Emails Sent	1.6477

---

# COVID had unprecedented resources

- Money
- Data
- Operations

## MONEY, DATA, OPERATIONS

---

We could identify which populations in which communities were being hardest hit; partner with community organizations and trusted messengers to get reliable information to people through activities like robo calls, canvassing, presentations, direct mail, social media ads, and local townhalls; and we could coordinate with operations to ensure that shots would be available in accessible places to deliver on our promise.

---

---

# Ask yourself

- Is communications fully integrated into your operations as equal partners?
  - Are you meeting people where they are or making them come to you?
  - Are you doing the ongoing work of transparency, simplicity and frequent communications 365 days per year?
-

# COMMUNICATIONS IS A PUBLIC HEALTH STRATEGY



**Thank You!**