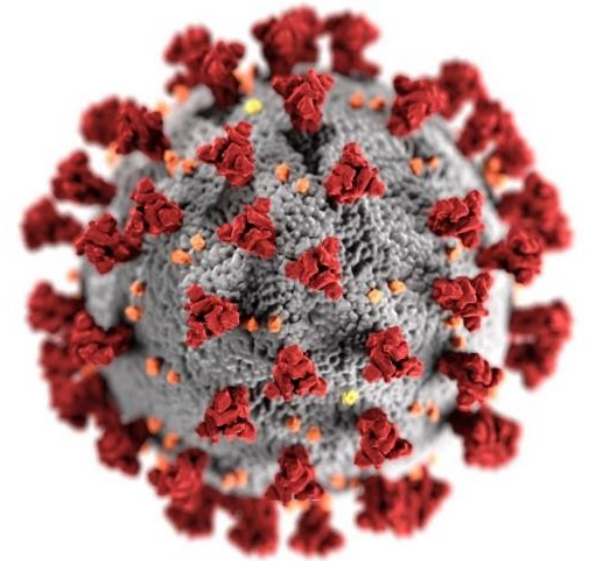


COVID-19 Vaccination: Addressing Myths and Misconceptions

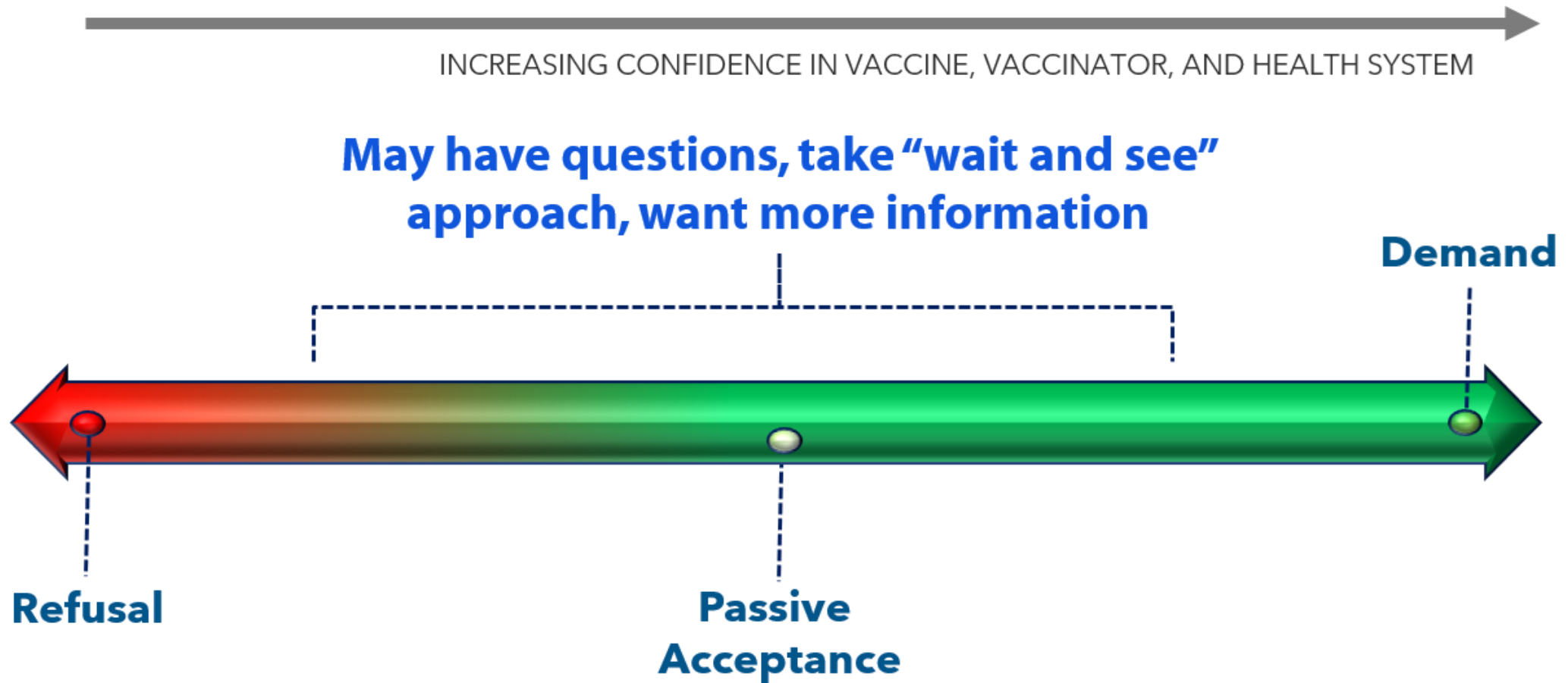
Muriel Konne, MPH

Kerton Victory, PhD, MSc

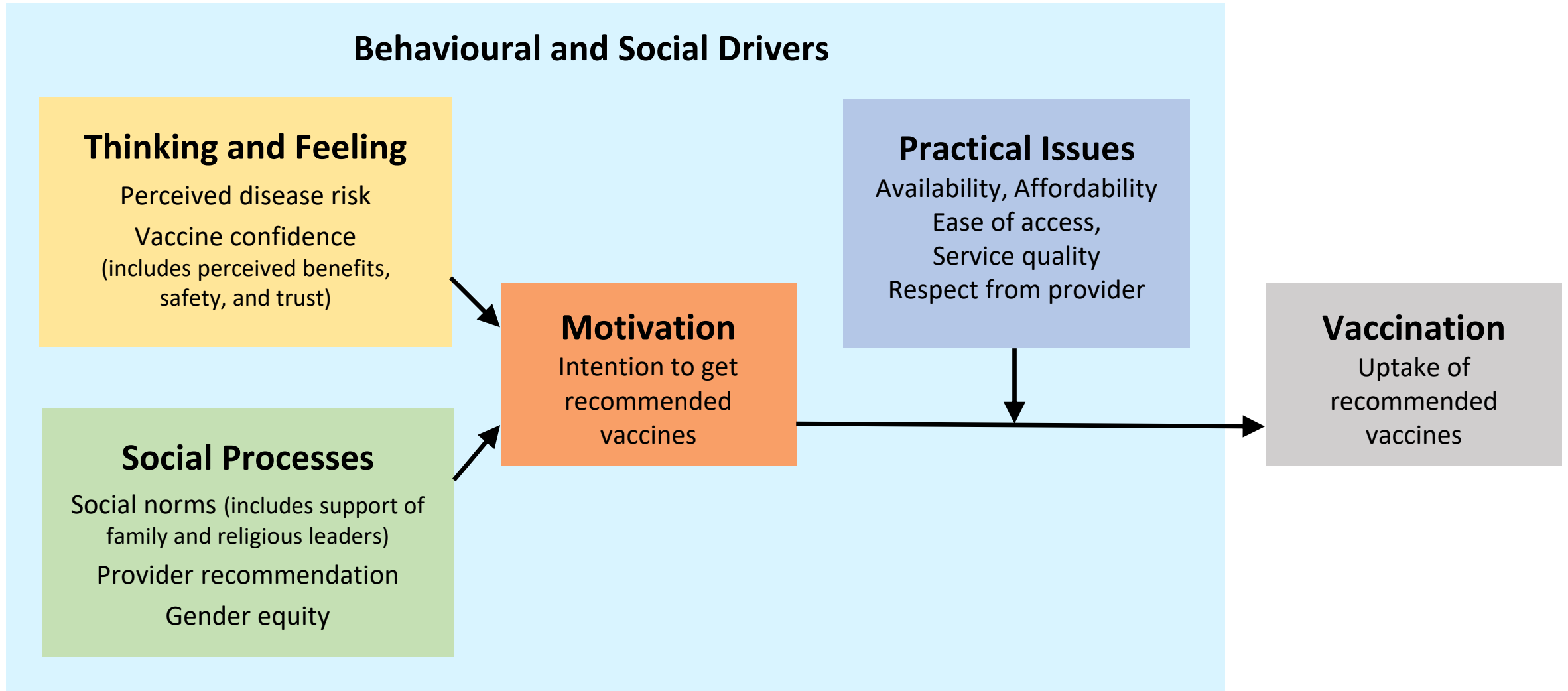


cdc.gov/coronavirus

Willingness to Accept a Vaccine Falls on a Continuum



The Behavioural and Social Drivers (BeSD) Framework



Source: The WHO BeSD working group (2021). Based on Increasing Vaccination Model (Brewer NT, Chapman GB, Rothman AJ, Leask J, and Kempe A (2017). Increasing vaccination: Putting psychological science into action. *Psychological Science for the Public Interest*. 18(3): 149-207)

Ladder to Building Demand

Make vaccines:



Accessible
(easy to get)

Beneficial (health benefits outweigh risk of getting COVID-19 or perceived or real side effects from vaccination)

Convenient
(reduce out of pocket, social, and opportunity costs)

Desirable
(appealing)

Normative
(presented as a social default)

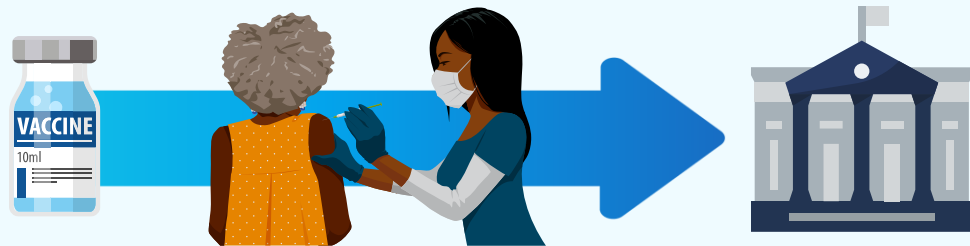
Necessary
(indispensable for accessing things they want to get back to doing)



We need to **shift gears** from building confidence to generating demand as vaccine supply increases.

Vaccine Confidence

Building trust in the vaccine, the vaccinator and system.



Demand Generation

Mobilizing individuals and communities to seek, support and advocate for vaccines.



Key Definitions

Rumor

Information, inaccurate or accurate, circulated within a network

Misinformation

Information that is inaccurate

Disinformation

Misinformation specifically designed to achieve an agenda

Infodemic

Overabundance of information accompanying an acute health event such as an outbreak



“We’re not just fighting an epidemic; we’re fighting an infodemic. Fake news spreads faster and more easily than this virus, and is just as dangerous.”

- Dr. Tedros Adhanom Ghebreyesus

Images L→R: Photos Show How the SARS Virus Impacted the World in 2003 ([businessinsider.com](https://www.businessinsider.com)), WHO Director-General Tedros Adhanom Ghebreyesus attends a news conference at the United Nations in Geneva, Switzerland on May 18, 2018. Denis Balibouse/Reuters



Rumors of measles and rubella vaccine containing monkeypox caused panic in Nigeria in **2017**

Vaccine concerns and misinformation still damage confidence in immunization programs, contributing to low immunization coverage and spurring outbreaks.



Dengvaxia vaccine controversy in Philippines in **2018**

Measles and rubella (MR) campaign derailed in India due to social media misinformation in **2017**



Image sources R-to-L CW: <https://www.vaccineconfidence.org/latest-news/philippines-dengue-fever-vaccine-causing-panic-political-strife>, <https://timesofindia.indiatimes.com/blogs/erratica/dr-whatsapp-and-vaccine-hesitancy-why-we-must-urgently-check-the-grip-of-this-new-virus/>, <https://www.premiumtimesng.com/regional/north-east/246639-updated-pandemonium-in-maiduguri-as-killer-monkeypox-vaccine-rumour-spreads.html>

Constantly changing public health guidance and mixed messages from authorities contribute to a noisy, crowded information environment.



Percentage of U.S. Adults Who Say They Feel Overwhelmed by the Amount of Information on the Coronavirus Coverage, by Age



GALLUP/KNIGHT FOUNDATION, APRIL 14-20, 2020

Sources from CW R to L: Photo by [Nathan Dumlao](#) on [Unsplash](#), April 14-20 Gallup/Knight Foundation Poll. URL: <https://news.gallup.com/poll/310409/americans-struggle-navigate-covid-infodemic.aspx>; Islam, M. S., Sarkar, T., Khan, S. H., Mostofa Kamal, A. H., Hasan, S. M. M., Kabir, A., ... & Chughtai, A. A. (2020). COVID-19-Related Infodemic and Its Impact on Public Health: A Global Social Media Analysis. *The American Journal of Tropical Medicine and Hygiene*, tpm200812; Hollowood, Ella, Mostrous, Alexis. "Fake news in the time of C-19." Tortoise Media. 23 March 2020. URL: https://members.tortoisemedia.com/2020/03/23/the-infodemic-fake-news-coronavirus/content.html?sig=kidXw_lEkCKAedQIRVlyXO1LFE3_xVcTKtUB2-bZ35A

Vocal vaccine deniers collect and amplify stories of individual tragedy.

Nurse speaks out: "Our residents are dying after they've taken this COVID-19 vaccine", "We had people who were once walking who can no longer walk, people who were once talking who can no longer talk, people who were once able to think, could no longer think properly, they are dropping like flies"



0 Comments Share Save Hide Report

90% Upvoted

Truth Seek... in Covid Vaccine Awareness Group...
Forwarded from @mgshowchannel

Dr. Fauci & Chinese Communist Caught Colluding on Mass Vaccinations, Extended Lockdowns

https://trendingpolitics.com/dr-fauci-chinese-communist-caught-colluding-on-mass-vaccinations-extended-lockdowns-knab/?utm_source=mgshow

Trending Politics



Dr. Fauci & Chinese Communist Caught Colluding on Mass Vaccinations, Extended Lockdowns

Dr. Anthony Fauci, who is looked at as the pre-eminent authority figure on the COVID-19 pandemic, recently appeared on a virtual panel [...] More

t.me/vaccineawareness/43821

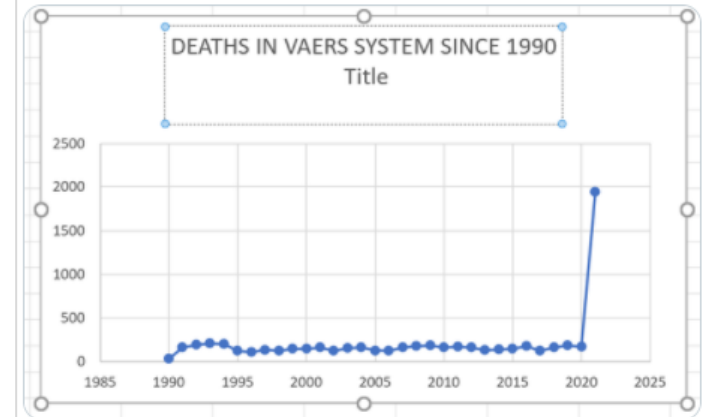
16.6K Mar 24 at 19:34



Deaths in Vaccine Adverse Event Reporting System (VAERS), since its start in 1990.

2021 is off the charts

wonder.cdc.gov/controller/dat...



2:20 AM · Apr 1, 2021 · Twitter Web App

1,094 Retweets 215 Quote Tweets 1,397 Likes

Strategies for Addressing COVID-19 vaccine misinformation in your community

Strategy 1:

Listen to and analyze misinformation in your community

Strategy 2:

Engage with and listen to your community

Strategy 3:

Share accurate, clear, and easy-to-find information

Strategy 4:

Use trusted messengers

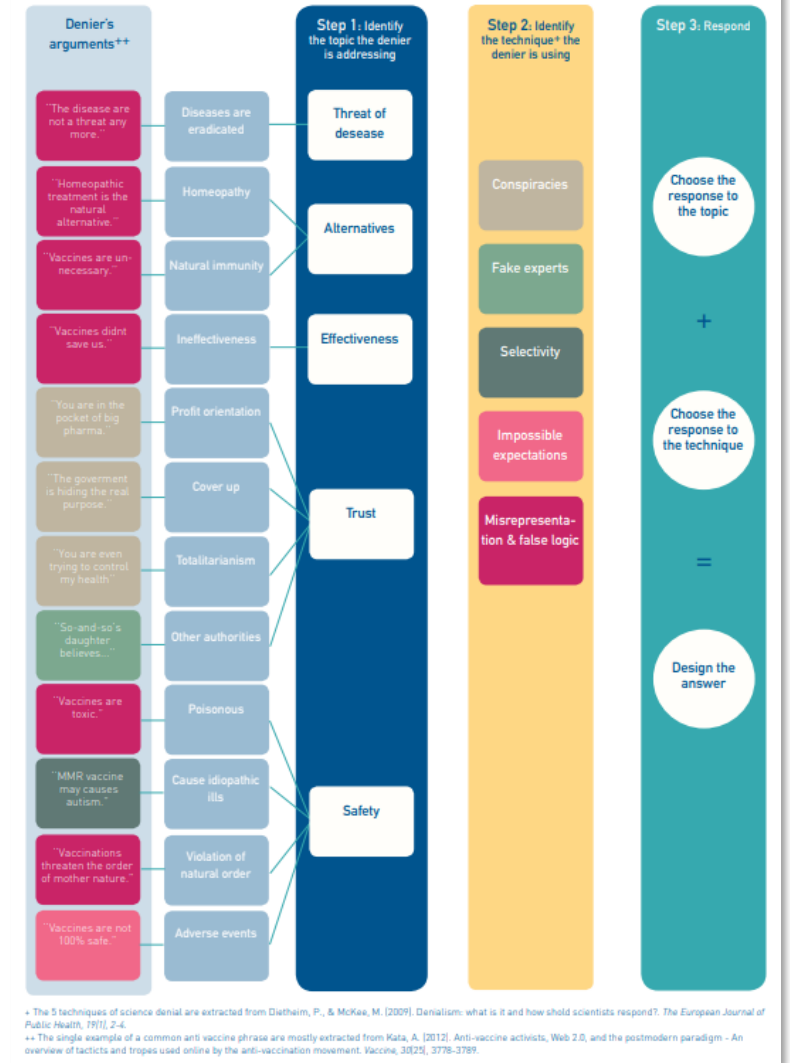
Consider options for responding.

INDICATOR	LOW RISK	MEDIUM RISK	HIGH RISK
RISK TO VACCINE HESITANCY & DEMAND	Low risk to vaccine demand	Potential to trigger hesitancy to vaccinate	Potential to lead to vaccine refusals
REACH AND SCOPE OF MISINFORMATION	Limited potential reach or scope	Moderate potential reach or scope	Wide or cross-country reach or scope
LIKELIHOOD OF ISSUE SPREAD OR ESCALATION	Unlikely to spread in community or online	Spreading in community and/or online	Spreading rapidly in community and online
RESPONSE CAPACITY	Strong messaging and capacity in place	Limited existing messages & resources to manage crisis	Limited existing messages and capacity exceeded
GENERAL PUBLIC TRUST	Remaining trust in government, health services, vaccines	Reduced trust in government, health services, vaccines	Outward displays of mistrust government, health services, vaccines
RESPONSE	Monitor closely, consider prebunking	Debunk, raise trusted voices	Debunk, raise trusted voices

Figure 3. Example risk evaluation matrix.

	Description	Actions	Audiences	Tools
High	The disinformation has the potential to affect national security and has a high likelihood of making headlines. It requires immediate attention and escalation.	Make senior staff, SpAds / policy advisers and other parts of government aware of the issue and its priority. Share insight and analysis. Prepare quickly for a cross-Whitehall response.	- Senior staff - Wider government	- Share insight - Briefings - Prioritise short-term communications
Medium	The disinformation has the potential to negatively affect a policy area, departmental reputation or a large stakeholder group and is trending online. It requires a response.	Make senior staff and SpAds / policy advisers aware of the issue. Share insight and analysis within department. Investigate the issue and prepare press lines based on known facts.	- Senior staff - Policy advisers	- Insight - Briefings - Press lines - Prioritise short and medium-term communications
Low	The disinformation has the potential to affect the climate of debate and has limited circulation. The debate should be routinely followed but intervention is unnecessary/undesirable.	Share insight and analysis within media department. Investigate the issue and prepare press lines/narratives based on known facts. Conduct a baseline analysis of debate and track any changes.	- Comms officers	- Insight - Press lines - Baseline analysis - Prioritise medium and long-term communications

Figure 4: Algorithm of how to respond



Source L→R: United Nations Children's Fund. Vaccine Misinformation Management Field Guide. New York, 2020. <https://vaccinemisinformation.guide/>; Government Communication Service. RESIST Counter-disinformation toolkit. London, 2019. <https://gcs.civilservice.gov.uk/publications/resist-counter-disinformation-toolkit/>; Vaccine-preventable diseases and Immunization programme of the WHO Regional Office for Europe. Best practice guidance: How to respond to vocal vaccine deniers in public. Copenhagen (2017). https://www.euro.who.int/_data/assets/pdf_file/0005/315761/Vocal-vaccine-deniers-guidance-document.pdf

Equip trusted messengers and influencers with messages and tactics to pre-bunk and address misinformation in their communities.



Addressing Myths and Misconception: Zambia Example



Zambia COVID-19 Vaccination Relaunch



- ❑ **October 7, 2021**
- ❑ **Led by newly elected President and Minister of Health**
- ❑ **Focused on expanding vaccines to rural communities and combating myths and misconceptions on COVID-19 vaccines**

Caption: Zambia Minister of Health being vaccinated on October 7, 2021.

Sources of Myths and Misconceptions

- ❑ WhatsApp and other messenger applications
- ❑ Social Media
- ❑ Communities



Different Myths and Misconceptions on COVID-19 vaccines in Zambia

1

Can receiving a COVID-19 vaccine cause you to be magnetic?



Different Myths and Misconceptions on COVID-19 vaccines in Zambia

2

Do any of the COVID-19 vaccines authorized for use in Zambia shed or release any of their components?



3

Different Myths and Misconceptions on COVID-19 vaccines in Zambia

Is it safe for me to get a COVID-19 vaccine if I would like to get pregnant?



Different Myths and Misconceptions on COVID-19 vaccines in Zambia

4

Will a COVID-19 vaccine alter my DNA?



Different Myths and Misconceptions on COVID-19 vaccines in Zambia

5

Will getting a COVID-19 vaccine cause me to test positive for COVID-19 on a viral test?



COVID-19
TEST RESULTS:

- Positive
- Negative



Different Myths and Misconceptions on COVID-19 vaccines in Zambia

6

Can a COVID-19 vaccine make me sick with COVID-19?



Target Populations for Interventions

- ❑ Healthcare workers
 - ❑ Antiretroviral therapy (ART) clinics
- ❑ Religious leaders, communities, and workers such as police, teachers etc.
- ❑ People Living with HIV

Republic of Zambia
Ministry of Health

GET THE COVID-19 VACCINE TODAY

I am living positively with HIV and I got vaccinated against COVID-19.

Roll up your sleeve, Fight COVID-19, Get vaccinated.
For more information go to the nearest health facility.

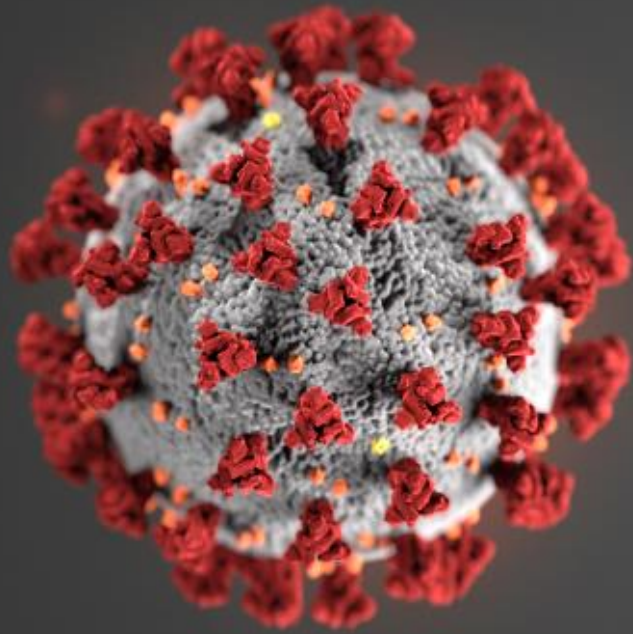
PEPFAR USAID CDC CIDRZ CRS JSI ciheb

Key Takeaways

- There is no silver bullet: Limited tools exist to address mis- and disinformation and while many current tactics, like requesting post/message takedowns, do help limit misinformation exposure, **debunking misinformation alone ignores real, larger social and cultural forces** that caused misinformation to emerge and gain traction
- To address the current infodemic and future health infodemics, we must adopt an evidence-based approach while leveraging trusted messengers and influencers in overall strategy
- Enhance communication and social mobilization to address myths and misconceptions in Zambia

Resources

- [Myths and Facts about COVID-19 Vaccines | CDC](#)
- [How to Address COVID-19 Vaccine Misinformation | CDC](#)
- [How to talk about COVID-19 vaccines with friends and family | CDC](#)
- [Safety of COVID-19 Vaccines | CDC](#)
- [Key Things to Know About COVID-19 Vaccines \(cdc.gov\)](#)
- [Vaccine Misinformation Management Field Guide | UNICEF](#)



For more information, contact CDC
1-800-CDC-INFO (232-4636)
TTY: 1-888-232-6348 www.cdc.gov

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

