

# Using Public Engagement Strategies to Build Vaccine Confidence

**Emily K. Brunson**

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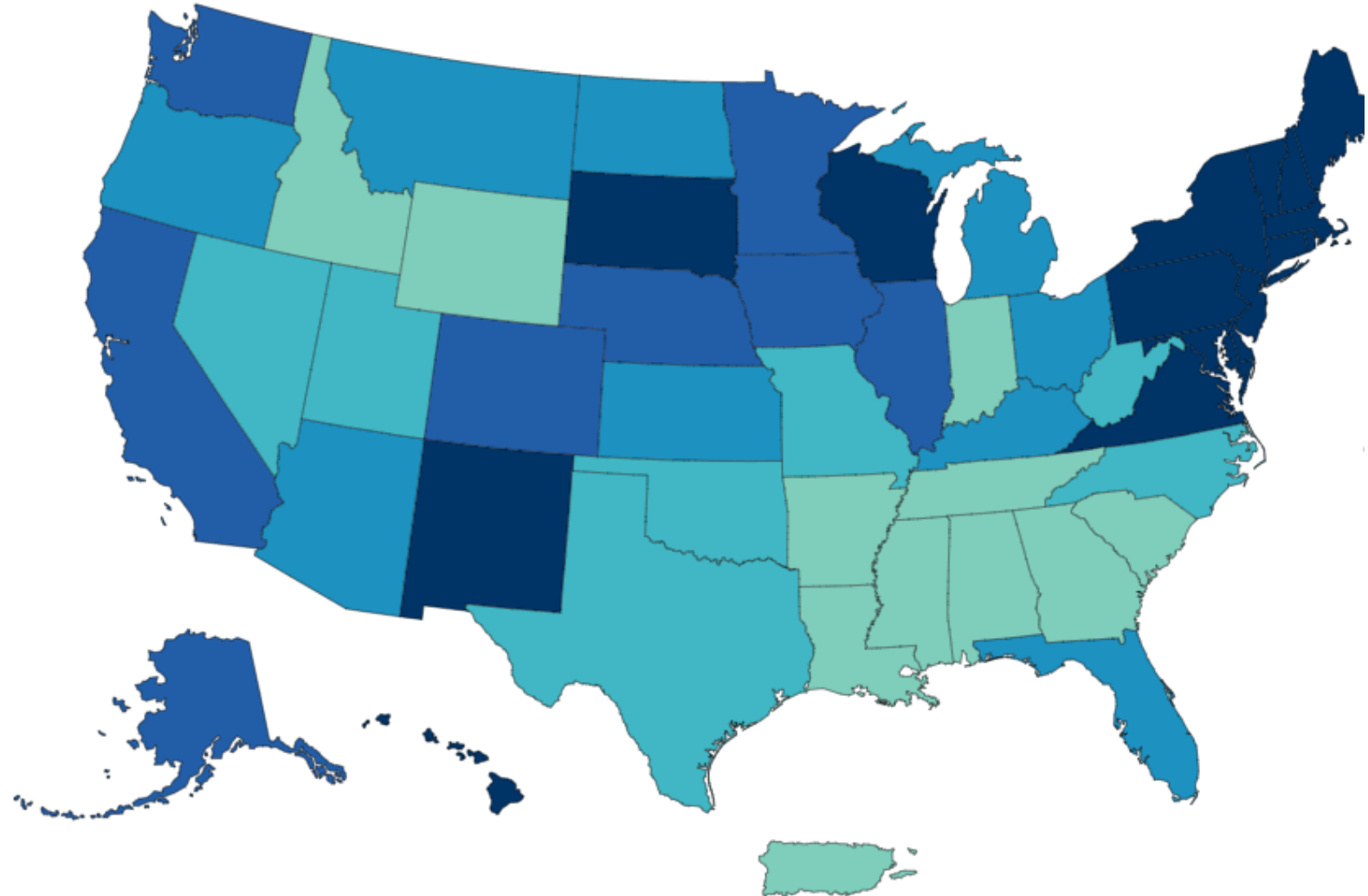
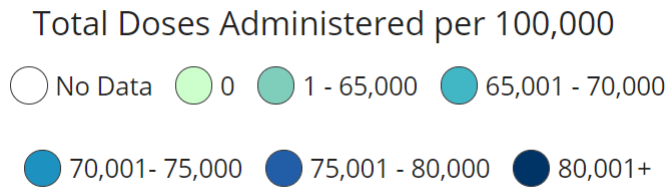


Communi**Vax**

<http://www.communivax.org>

People Vaccinated	At Least One Dose	Fully Vaccinated
Total	147,517,734	105,523,520
% of Total Population	44.4%	31.8%
Population ≥ 18 Years of Age	145,346,819	104,777,682
% of Population ≥ 18 Years of Age	56.3%	40.6%
Population ≥ 65 Years of Age	45,297,502	38,128,161
% of Population ≥ 65 Years of Age	82.8%	69.7%

# Total Doses Administered Reported to the CDC by State/Territory and for Select Federal Entities per 100,000 of the Total Population



# Does The Public Want To Get A COVID-19 Vaccine? When?

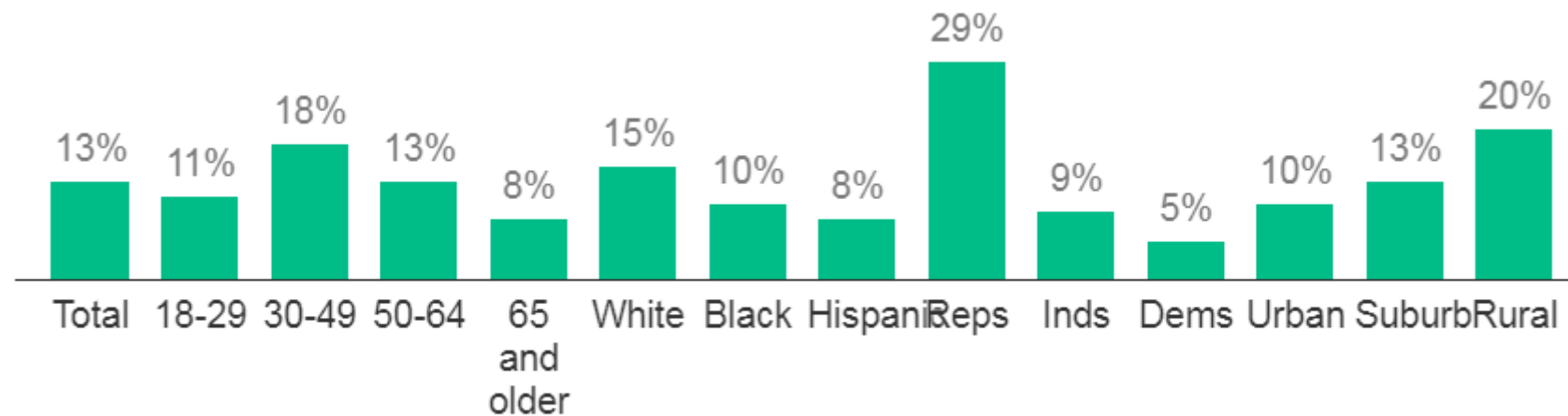
*Click on the buttons below to see the share of each demographic group by vaccination intentions:*

Already got/ASAP

Wait and see

Only if required

Definitely not



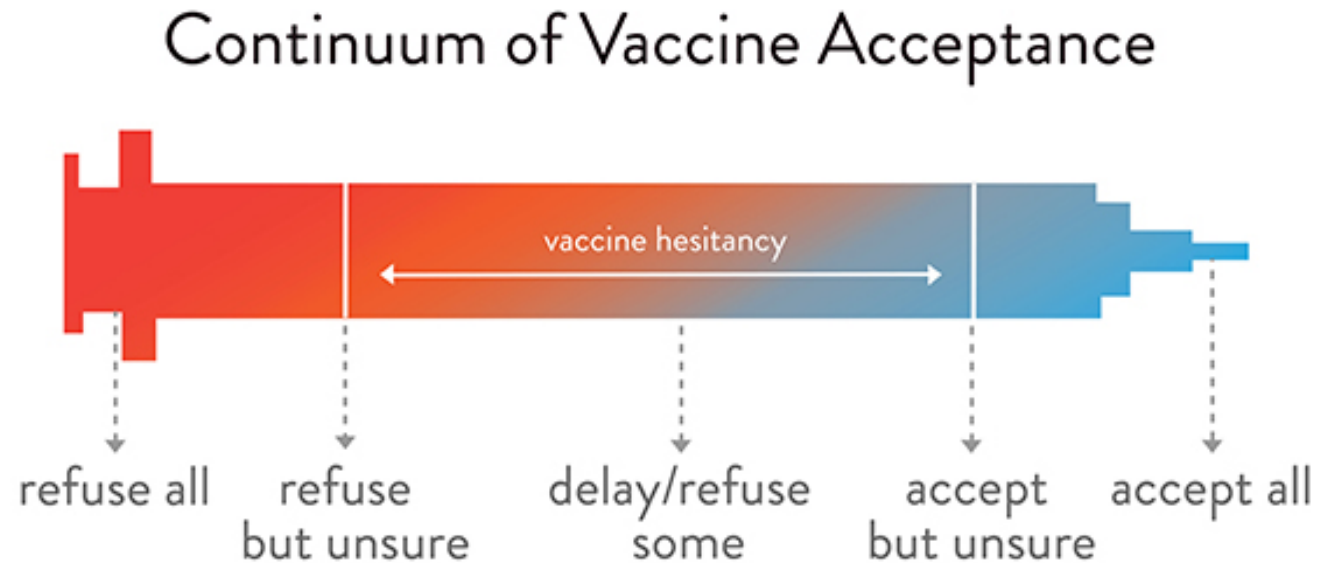
NOTE: See topline for full question wording

SOURCE: [KFF COVID-19 Vaccine Monitor](#) • [Download PNG](#)

[KFF COVID-19  
Vaccine Monitor](#)

# Vaccine hesitancy

- General reasons for hesitancy:
  - concern about vaccines
  - lack of concern about VPDs
  - lack of trust
  - lack of access
- Specifics vary from person to person (local clustering)
- Hesitancy can change over time

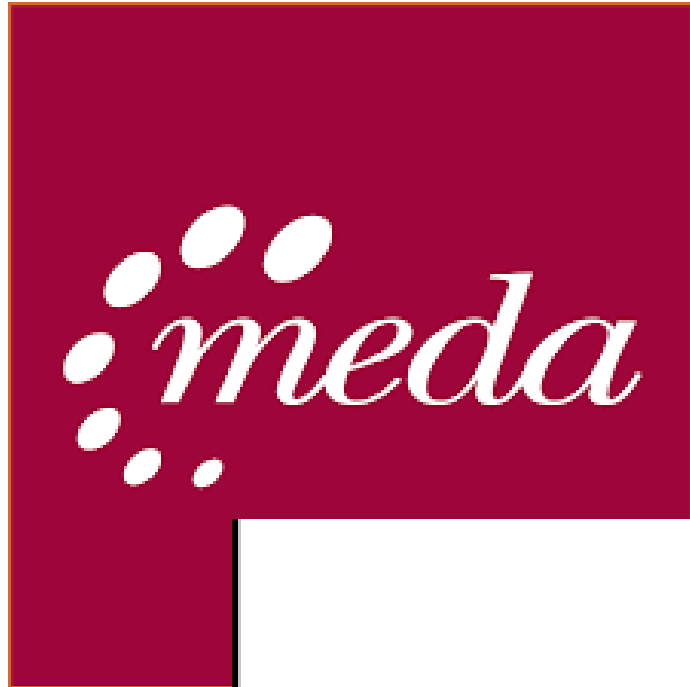


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## STRATEGIES FOR BUILDING CONFIDENCE IN THE COVID-19 VACCINES

Authors: Emily K. Brunson\*  
Alison Bутtenheim\*\*  
Saad Omer\*\*\*  
Sandra Crouse Quinn\*\*\*\*

# 1. Form partnerships with community organizations



The ¡VIVA MEDA! live stream is starting soon ...

La transmisión en vivo de ¡VIVA MEDA! comenzará pronto ...

- Have existing relationships with community members
- Know how to tailor information to be meaningful
- Include trusted leaders who can be effective spokespersons

## 2. Engage with trusted messengers

- Dialogue-based interventions are increasing in importance
- People are more likely to listen to those they know and trust
- Trusted messengers can also help understand community members' concerns so that these can be addressed





### 3. Engage across multiple, accessible channels



In Texas, radio is a significant method to reach Hispanic persons, especially recent immigrants.

- Determining the most appropriate communication channels is essential
- Can messages reach people in your community who:
  - Do not have internet?
  - Work during the day?
  - Live remotely?
  - Are incarcerated?
  - Are undocumented?
  - Who cannot read?
  - Who cannot speak English?

## 4. Begin or continue working toward racial equity

- Talking about vaccines in isolation risks deepening distrust in some communities

“They (white people in charge) did not care about my diabetes... why do they now care about COVID?”
- Acknowledge broader shortcomings
- Use COVID-19 vaccination as a way to begin advancing equity

