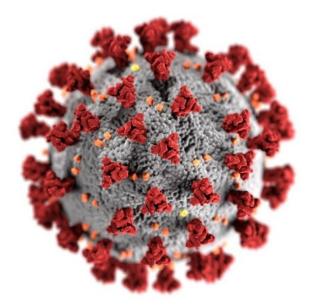
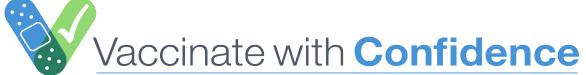
State of Vaccine Confidence Report Taking Listening to Action

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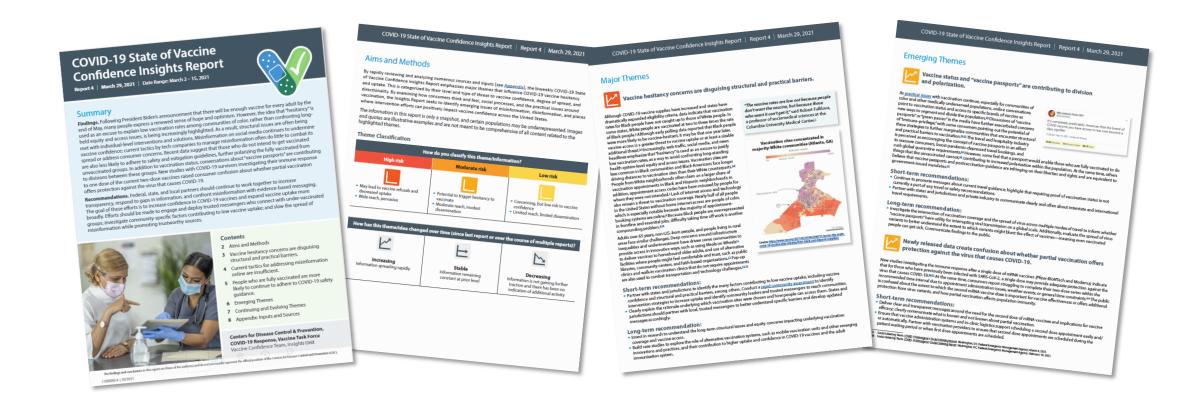




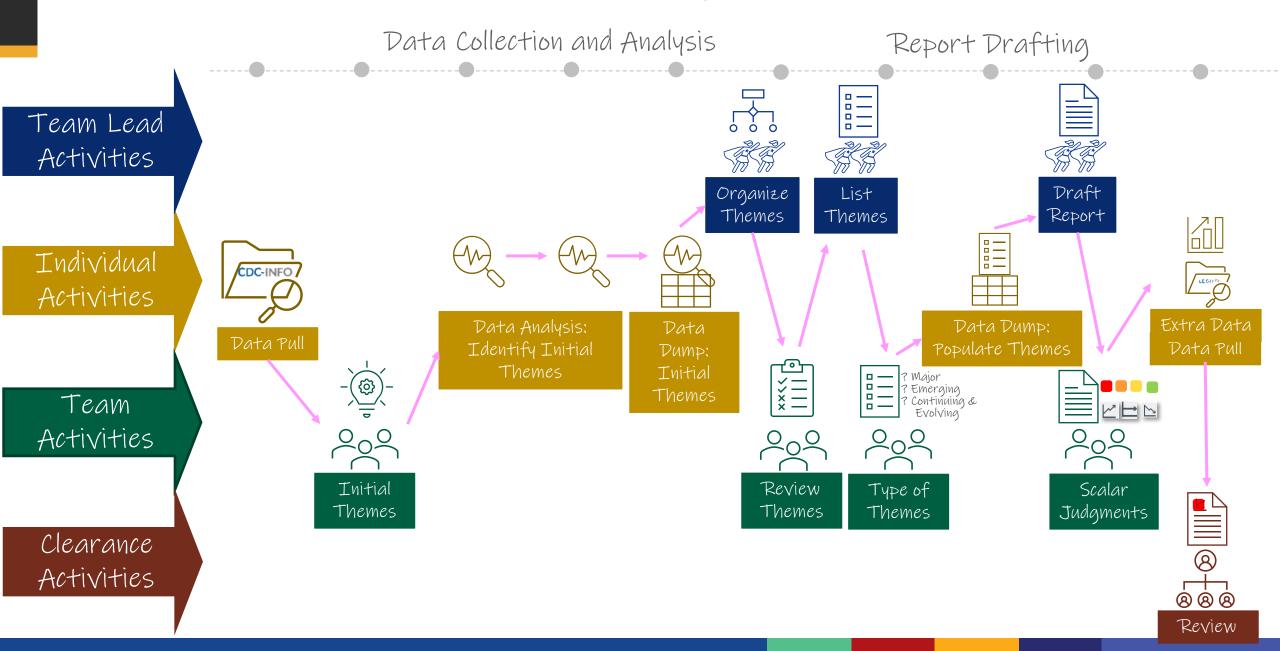


cdc.gov/coronavirus

Understanding underlying themes and developing programmatic and communications approaches that address underlying narratives is critical to better addressing the challenges of an infodemic.



State of Vaccine Confidence Report Process



Synthesizing multiple inputs and identifying themes through a consensus-building process.

Theme Classification

How do you classify this theme/information?			
High risk	Moderate risk	Low risk	Positive sentiment
May lead to vaccine refusals and decreased uptake Wide reach, pervasive	Potential to trigger hesitancy to vaccinaton Moderate reach, modest dissemination	Concerning, but low risk to vaccine confidence Limited reach, limited dissemination	Could increase vaccine confidence, intent, or motivation Variable reach and dissemination

How has this theme/idea changed over time (since last report or over the course of multiple reports)?



Increasing
Information spreading rapidly



Stable Information remaining constant at prior level



DecreasingInformation is not gaining further traction and there has been no indication of additional activity

Not your average social listening report.



Parents expressed concern, confusion, and frustration as children return to school.

With K-12 schools and institutions of higher education either already in session or about to open, the safety and well-being of students, faculty, and staff—as well as of their families and communities—once again is the subject of debate. This debate threatens to harden the views of consumers who are unvaccinated and erode vaccine confidence generally. 22.73.74 While some parents continue to favor reopening K-12 schools in person and at capacity, parental views regarding appropriate mitigation strategies and mask or vaccine mandates track with political affiliation and vaccination status. 25.76.77 Anxious parents of young children are impatient that COVID-19 vaccines are not yet authorized for children younger than 12 years old. They are also slightly more likely to favor school mask requirements than those whose children are eliqible to be vaccinated. 28.79

Vocal vaccine deniers continued to amplify misinformation on social media about supposed dangers that masking and vaccination pose for children. This is fueling conflict between COVID-19 skeptics and parents and school administrators who support masks, vaccination, and other mitigation strategies. 80.81.82.83.84.85 Clashes over masks in schools suggest that vaccination mandates, especially for younger children, will be difficult to implement, especially given that some politicians, faith leaders, and school administrators are already coaching skeptical parents on how to circumvent mask and vaccine requirements. 86.87

Ways to act:

- Develop and disseminate messages about the risk of COVID-19 for children. Highlight the increasing case numbers among children and the increasing number of children hospitalized with severe COVID-19. Remind consumers about the role that children play in spreading the virus.
- Continue to amplify messages that vaccination for children 12 years and older is the best way to protect them from illness, clarifying that the risk for severe COVID-19 or complication caused by illness is higher than the risk of an adverse event from vaccination.
- Partner with school administrators and support them to promote messages about the benefits of vaccination or connect them to other trusted messengers. Also, help them promote mitigation measures for children, parents, school staff, and the broader community. Remind them to connect unvaccinated staff and families to vaccination information and events.



Consumers expressed frustration and confusion about updated guidance for fully vaccinated individuals.

re: A new mask mandate signals failure of The Biden Administration

CDC's update to the Interim Public Health Recommendations for Fully Vaccinated People generated confusion and exasperation among many consumers. 88,89,990 Initial confusion about the updated guidance—particularly around when and where indoor

masking for vaccinated individuals would be required—drove social media users to express frustration both with the updated guidance and with unvaccinated consumers. Many people saw consumers who are unvaccinated as responsible for the Delta surge and associated return of restrictions. 21.22.23

The reimposition of mitigation strategies that equally affected people who are vaccinated and unvaccinated was amplified on both news

New 'mask mandate' is about:

1. Punishing red states living their lives and economically and culturally destroying blue states

2. Extending eviction moratorium and unemployment tendies to further delay an economic collapse until midterms

3. Just because it makes us mad

MASKS. DONT. DO. ANYTHING.

media and social media. 24.95.96.97 This, in turn, spawned opinion pieces chiding the frustrated for their pettiness and warning that openly shaming people who are unvaccinated could depress vaccine acceptance by driving some in the "moveable middle" into outright vaccine refusal. 28.99.100

Renewed political and social clashes over mitigation measures could have further undermined vaccine confidence. Mask skeptics and vocal vaccine deniers seized upon the uncertainties that inform CDC's updated guidance to disparage vaccines, sow doubt about the efficacy of vaccination, and create suspicion about the motives of public and private entities advocating vaccination. 101.102.103

Nays to act:

- Disseminate messages that provide clarity around guidance for people who are fully vaccinated. Remind people that both being vaccinated and wearing masks in public places can help protect people who are too young to be vaccinated, unable to be vaccinated, or at high risk for serious illness.
- Continue to amplify messages that asymptomatic or mild breakthrough cases of COVID-19 are expected and are a normal
 occurrence with many vaccines, such as influenza vaccination. Reassure consumers that even high numbers of breakthrough
 infections align with projected vaccine effectiveness and that breakthrough cases are likely much less severe than they would
 have been had the person not been vaccinated.

Since the State of Vaccine Confidence Reports began, we have seen the conversations shift and change drastically.

COVID-19 State of Vacci Confidence Insights Rep

Report 1 | February 12, 2021 | Date Range: January 24, 21

Summary

Public trust in the U.S. to manage COVID-19 have much more work to do. Consumers are and jurisdictions' varied prioritization plans, appointments, and inequitable access to CC information about adverse events and seric and spread across digital and print media; intensifying fears and concerns of those wl less inclined to get vaccinated. Coordination increase transparency, address systemic b

necessary and essential to increase vaccin



COVID-19 State Confidence Inside

Report 2 | March 1, 2021 | Date Rang

Summary

There continue to be widesprea with COVID-19 vaccine rollout in and threatens vaccine acceptanc vaccines work and their relative ϵ underlying and acute medical col and their eligibility to receive a va to retail pharmacy settings, consu access. The Centers for Disease Co. coordinate with states and jurisdic in information, and confront misini increase vaccine confidence more !

Findings. Since the introduction of a third authorized COVID-19 vaccine in th optimistic that a return to normal life is within reach. However, people's conc Johnson & Johnson's Janssen COVID-19 Vaccine raise new threats to vaccine that the J&J/Janssen COVID-19 vaccine is an inferior product and that it will it minority groups, and people with lower incomes, underscoring the need for messages about the effectiveness of all three vaccines. The percentage of ac before getting vaccinated continues to decrease, but those who remain in t from communities of color and younger adults. They are also less likely to k vaccinated. Those who are already vaccinated and those who are consideri safety guidelines for life after vaccination. They are primarily concerned ab can spread the virus that causes COVID-19 through asymptomatic transmi states still apply, and whether vaccination offers protection from SARS-Co

COVID-19 State of Vaccine

Confidence Insights Report

Report 3 | March 15, 2021 | Date Range: February 16, 2021 – March 1, 2021

Recommendations. Federal, state, and local partners should continue to transparency, respond to gaps in information, and confront misinformati goal of these efforts is to increase confidence in COVID-19 vaccines and (Effort should be made to find trusted messengers who can connect with information gaps and voids, promote facts and dispel misinformation al and ultimately improve vaccine confidence.

COVID-19 State of V **Confidence Insights**

Report 4 | March 29, 2021 | Date Range: March 2

Findings. Following President Biden's announcement t end of May, many people express a renewed sense of h used as an excuse to explain low vaccination rates amor held equity and access issues, is being increasingly high met with individual-level interventions and solutions. Mi vaccine confidence; current tactics by tech companies to spread or address consumer concerns. Recent data sugge are also less likely to adhere to safety and mitigation guide unvaccinated groups. In addition to vaccination status, col to divisions between these groups. New studies with COVI to one dose of the current two-dose vaccines raised consul offers protection against the virus that causes COVID-19.

Recommendations. Federal, state, and local partners should transparency, respond to gaps in information, and confront i The goal of these efforts is to increase confidence in COVID-1 broadly. Efforts should be made to engage and deploy truste groups; investigate community-specific factors contributing t misinformation while promoting trustworthy sources.

Summary

Findings. Vaccine supply is increasing nationally, and ma have expanded, or plan to expand, vaccine eligibility to a Consumers are optimistic that a return to normalcy is wi optimism is undermined by growing online narratives th mandates and proof-of-vaccination systems. Many cons of both requiring COVID-19 vaccination and tracking w express confusion around guidance for those who are f but unvaccinated children are seeking clarity about wh until their children can be fully vaccinated. Many parer able to be vaccinated in the coming months after the Vaccine in children. However, experts are divided abo bring the pandemic to an end.

COVID-19 State of Vacci

Confidence Insights Re

Report 5 | April 12, 2021 | Date Range: March 15–29, 20

Ways to take action. Federal, state, and local partne transparency, respond to gaps in information, and co The goal of these efforts is to increase confidence in broadly. Efforts should be made to continue to amp COVID-19 vaccines. Additionally, research should b mandates, proof-of-vaccination systems, and incer

COVID-19 State of Vaccine **Confidence Insights Report** Report 6 | April 28, 2021 | Date Range: April 12–26, 2021



Findings. There continues to be strong backlash against the idea of digital vaccine passports and potential vaccine mandates. A growing number of businesses, including colleges and universities, airlines, cruise lines, and sports venues, say that they will require proof of vaccination for entry or services. However, about half of the U.S. population strongly opposes any type of vaccine verification system, with consumers largely divided along party lines. Additionally, coverage of vaccine hesitancy is increasing as the media reports that vaccine supply exceeds demand in some communities and recent data suggests that vaccine demand and coverage may plateau as soon as late April. News and social media coverage of hesitancy, vaccine surplus, and the looming threat of not reaching population immunity may undermine intentions to vaccinate by fostering the perception

Ways to take action. Federal, state, and local partners should continue to work together to increase transparency, respond to gaps in information, and confront misinformation with evidence-based messaging. The goal of these efforts is to increase confidence in COVID-19 vaccines and expand vaccine uptake more broadly. Efforts should be made to continue to amplify information about the safety and effectiveness of

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Centers for Disease Control & Prevention, COVID-19 Response, Vaccine Task Force ccine Confidence Team, Insights Unit

the findings and conclusions in this report are those of the author(s) and

How our readers are using the State of Vaccine Confidence Reports:



Inform communication strategies (e.g., including vaccine messaging, tailoring vaccine information)



Improve personal understanding of vaccine confidence issues



Inform partnerships with other groups/organizations



Improve understanding of vaccine hesitancy and access issues across special populations



Inform prioritization of vaccine confidence issues based on themes in the State of Vaccine Confidence Report

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.
- Traditional risk communication and social media outreach approaches are not sufficient:
 Understanding underlying themes to misinformation as it spreads and developing programmatic and communications approaches to address it is critical to managing health infodemics.
- To address the current infodemic and future health infodemics, we must use an evidence-based approach, leverage socio-behavioral and epidemiological insights, and execute a plan transparently to reduce the spread and harm of misinformation and promote accurate, credible information.

Thank you!

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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.

