

Building vaccine acceptance through communication

The Danish experience from vaccination against covid-19



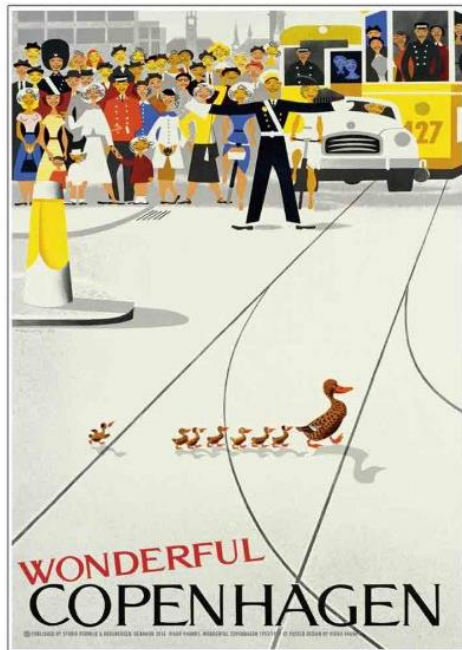
November 2022

Kirstine Moll Harboe

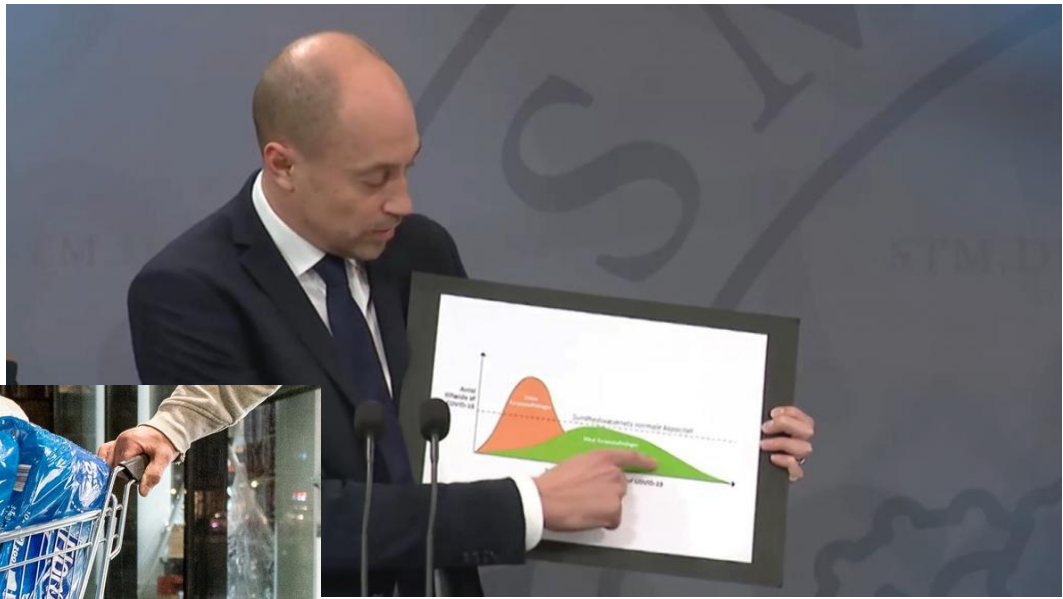
MD, PhD, Deputy Director, Danish Health Authority

The setting – Denmark

- 5,8 mio citizens
- Largely a homogeneous (and happy) population
- Low level of income inequality
- Free access to tax-funded health care system
- Schools and universities are tax-funded and free for students
- High levels of social trust, but..



CORONA COVID-19



How to handle a crisis

Good starting point: Trust is everything.

There is a high level of trust in the health authorities in Denmark.

We work very hard to maintain a high trust in authorities.

The high trust was essential to get the country through the pandemic and to ensure a high vaccine coverage.



Responsible authorities in DK in vaccine communication

Authority:

- **Danish Medicines Agency:**

Aspects:

Regulatory issues

Efficacy and safety of the vaccine

How do the vaccines work?

- **Danish Health Authority:**

Vaccination programmes - the who, why, when, hows?

Support to local authorities and health care professionals.

Recommendations and guidelines.

- **Statens Serum Institut (SSI):**

Risk assessment,

Disease surveillance,

Purchase and supply of vaccines,

Vaccination coverage.

- **Ministry of Health:**

Political decisions e.g. resources for purchasing,

Legislation.

- **Five Regions in DK:**

Administration of vaccines incl. booking system.

Hotlines with guidance and information for the public

- **98 municipalities in DK:**

contact to vulnerable groups and groups with low uptake e.g. ethnic groups

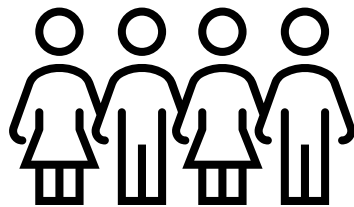


Careful coordination needed!
Unambiguity promotes trust in authorities!

**How did we
approach the covid
communication in
Denmark ?**

Communication strategy

GOAL: Be the "GO TO-Source" for valid and correct information on vaccination.



Questions????

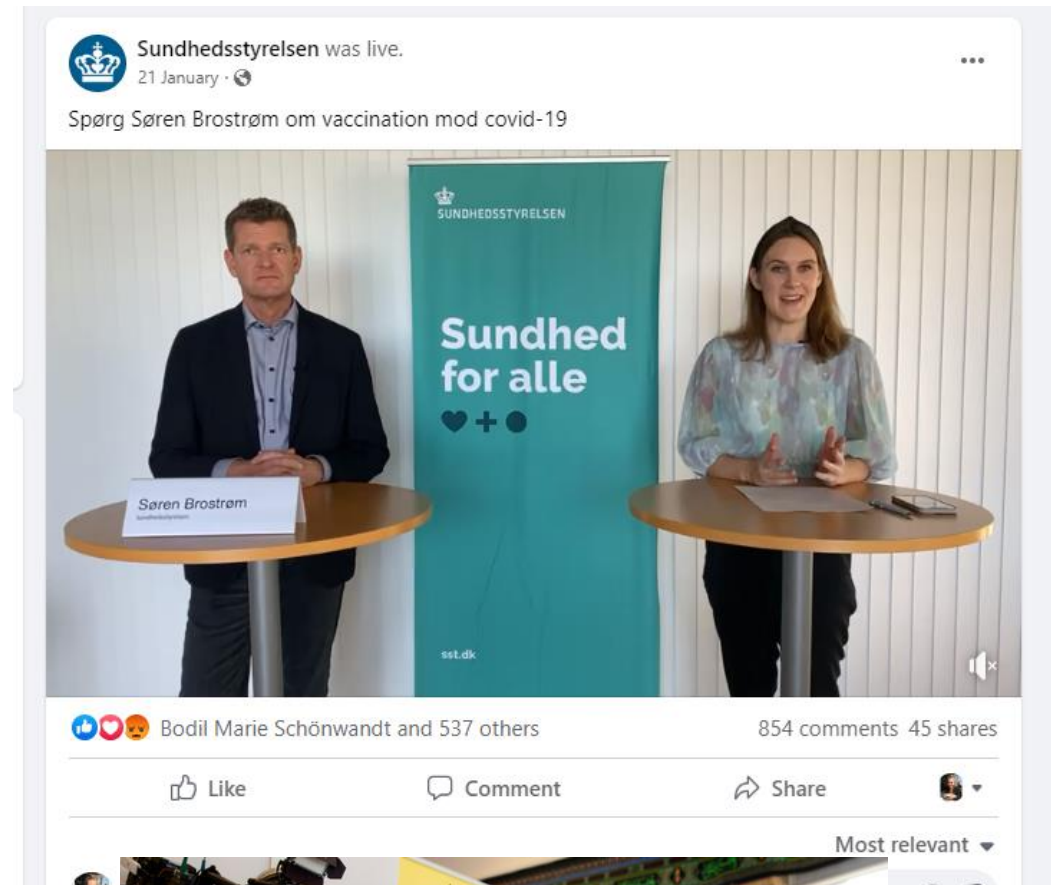


**DANISH HEALTH
AUTHORITY**

Answers!!!!

1. Be present and available


- **Be present** on communications channels used by the public: tv, radio, outdoor, social...
- **Be visible** in the public space (physical and digital)
- **Be active** with community management on SoMe – Facebook and Instagram.
- **Be available** Spokespersons available to the press (24/7 during crisis).





2. Keep it simple


- Provide **easily accessible** and **easy to understand** information to everyone.
- Enable people to make their own **informed choice** on vaccination.

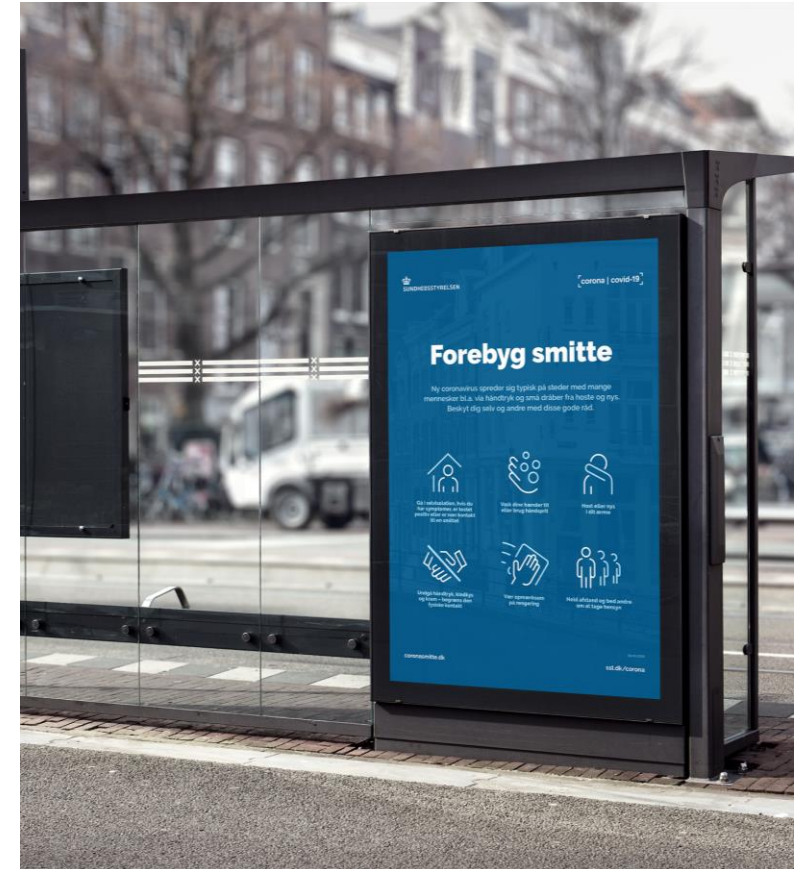
How does vaccination take place?

 Book an appointment at www.vacciner.dk or call your Region if you need help booking an appointment.

 Show up at the vaccination centre at the stated time.

 Get vaccinated in the shoulder.

 Wait 15 minutes at the vaccination centre after you have been vaccinated, so you can receive help if you have an allergic reaction.



3. Be transparent in the decision-making processes

- Aim to be **trust-WORTHY** - Communicate the process as well as the results
- Provide balanced, fair and transparent information
- The DK strategy for the vaccine recommendations are
 - Provide strong recommendations
 - Make data driven decisions (when/if data are available)
 - Be rational – meaning explainable and understandable
 - "if you can't explain it, you can't defend it"*
- Memos and assessments published once applicable

PUBLICATIONS

COVID-19 vaccination of children aged 5-11 years

Memo presenting the Danish Health Authority's assessment of the basis for a possible extension of the target group of Comirnaty® primary vaccination to include children down to the age of five years.

NOTATER 06 JUL 2022

Content

- Background
- Framework and principles for paediatric vaccination programmes
- Regulatory documentation
- Regulation
- Recommendations made by other countries and societies
- Update on the Danish epidemic
- Disease burden



[Download](#)

AstraZeneca vaccine: Denmark stops rollout completely

14 April 2021

Coronavirus pandemic



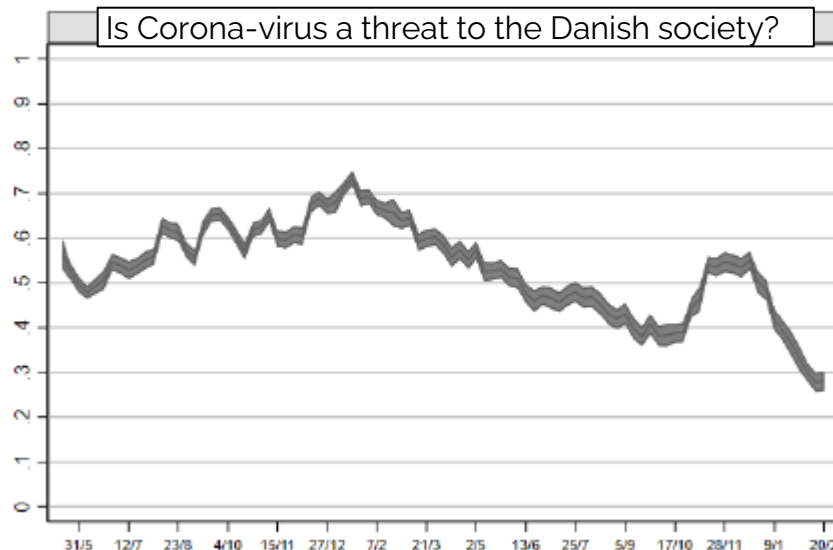
The image shows a healthcare worker in a blue uniform and face mask administering a vaccine to a man in a black t-shirt and cap. They are standing in front of AstraZeneca vaccine posters. The background shows a public health event with other people and posters.

EPA

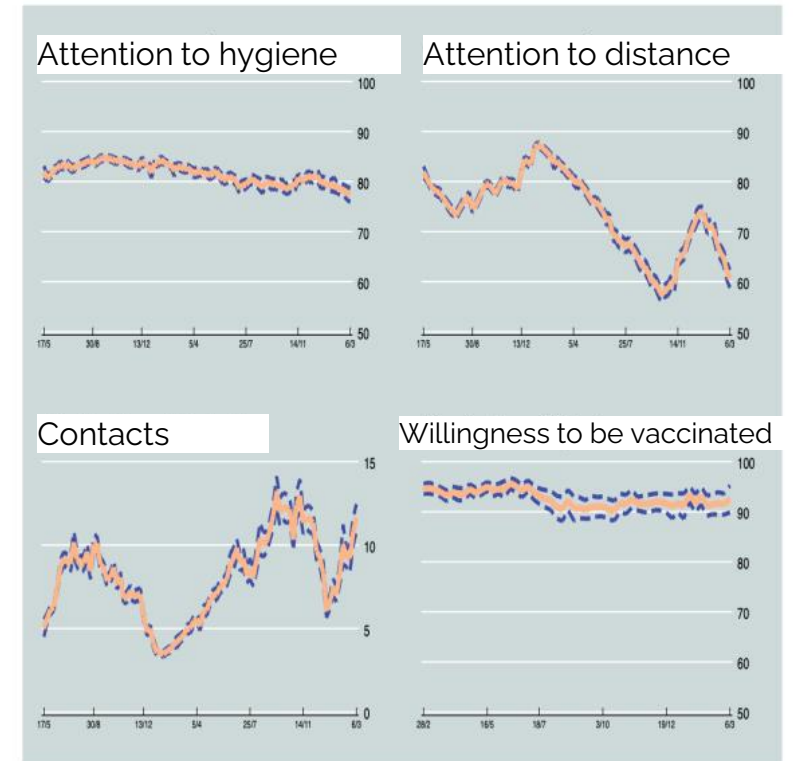


4. Be relevant to the public.

- Provide information the public need and ask for.
- Listen to worries and tendencies and address them directly .
- Base your communication on knowledge on your target group.
- Data, data, data (and more data)
 - Google data used to optimize webpage according to search behaviour on Google
 - Google ads used to be present when needed
 - Weekly HOPE data on behavior and trust

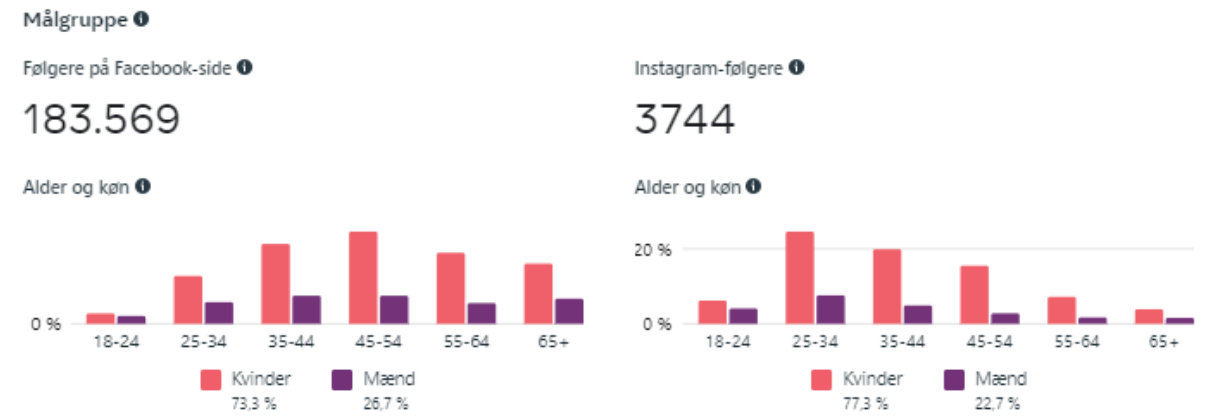


Weekly data from the HOPE project – Feb 2022



Assessment of exposure

- Number of views
- Demographic data of viewers
- What is working?
- Dynamic and adaptive communication



5. Give authority a "face"

- Use same spokes persons in the press and in information materials.

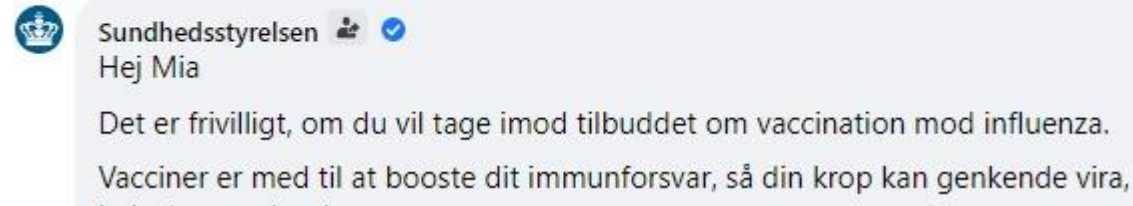


6. Respect peoples doubts and fears

Key principles in communication:

- Be respectful and acknowledge the individual's choice: **"NO" is ok**
- Avoid "vaccine-normativity" in language
- Do not participate in "anti-vaxx-shaming"
- Be open for dialogue
- Dive into the debate – also the less comfortable ones - provide the facts

[What about the natural immune system?]



[Hi Mia
The influenza vaccine is voluntary. Vaccines help to boost your immune system so your body can recognize virus..]

7. Cooperations with experts with high trust in targets groups


- Use of influencers
- Legitimacy ensured
- External experts must be adequately equipped to correctly communicate information on behalf of authorities

 Sundhedsstyrelsen
Offentliggjort af Falcon.io · 15. september 2021 · 🌐

DIN FERTILITET BLIVER IKKE PÅVIRKET AF VACCINERNE MOD COVID-19

En af de mest sejlivede myter om COVID-19 vaccinerne er, at vaccinerne skulle påvirke fertiliteten. Det gør de ikke.

I videoen her, kan du høre fertilitetslæge Mubeena Aziz fra Hvidovre Hospital fortælle mere.



Mubeena Aziz
FERTILITETSLÆGE, HVIDOVRE HOSPITAL
Mit navn er Mubeena Aziz, og jeg er fertilitetslæge på Hvidovre Hospital.

SST.DK
Vaccination mod covid-19 [Læs mere](#)

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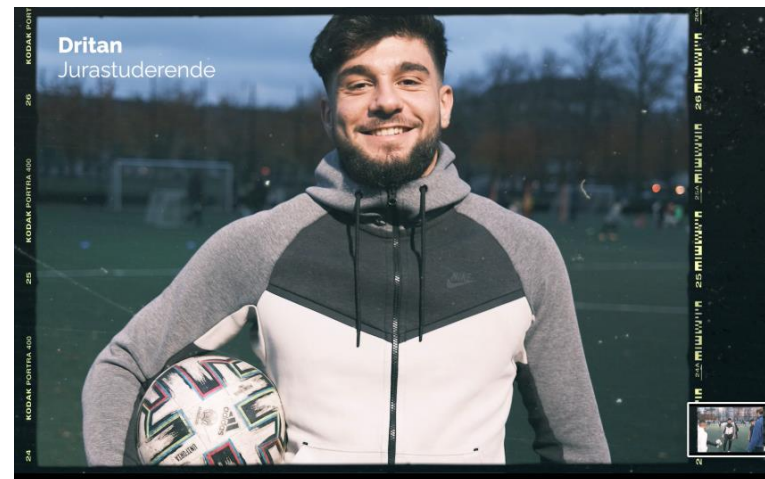
👍👎 1,4 tusind 1 tusind kommentarer 243 delinger

SUNDHEDSSTYRELSEN

... Vaccination
• COVID-19



محمد شلبي
استشاري جراحة القدم



Dritan
Jurastuderende

KODAK PORTRA 400



8. Address worries and myths.

Sundhedsstyrelsen · 15. september 2021 · Offentliggjort af Falcon.io

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Vaccination r...
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Boost opslag

Se indb...
...er 243 delinger

Sundhedsstyrelsen · 24. februar 2021 · Offentliggjort af Signe Breitenstein

GODE RÅD TIL AT SPOTTE FORKERT INFORMATION

Vi har brug for viden for at kunne bekæmpe COVID-19. Og vi får meget at vide hele tiden, ikke mindst om vaccinerne mod COVID-19. Men det er ikke alle historier, der passer, og nogle kan være direkte misvisende.

Vi giver dig her tre gode huskereglere, som kan hjælpe dig med at afgøre, om du skal tro på det, du hører – og ikke mindst, om du skal dele det med andre... Se mere

SUNDHEDSSTYRELSEN [corona | covid-19]

Gode råd til at spotte forkert information

isi

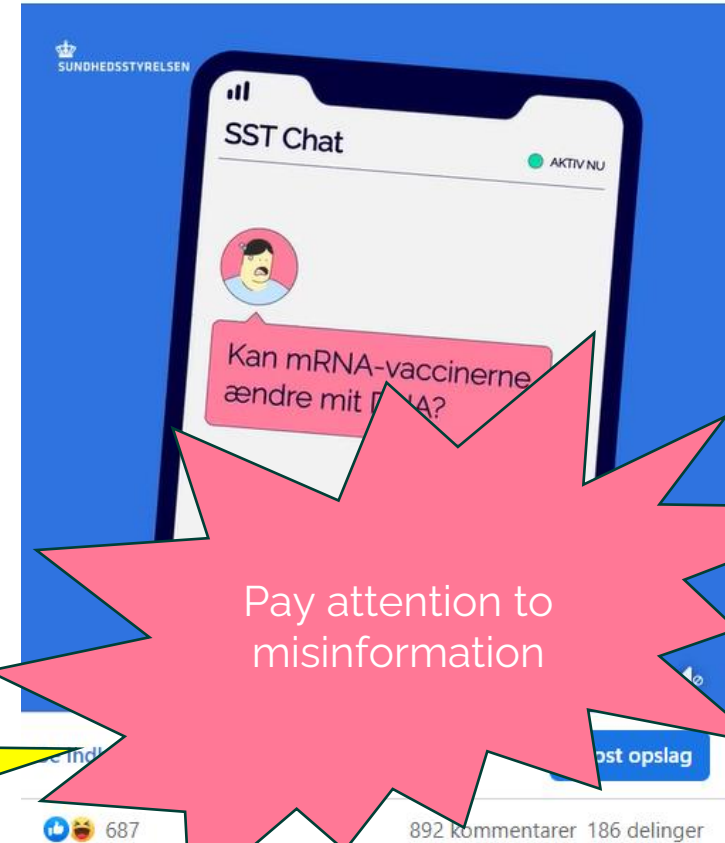
Advice on how to spot misinformation

Sundhedsstyrelsen · 16. juli 2021 · Offentliggjort af Sarah Van Hagen Lind Sejr

VÆR OPMÆRKSOM PÅ MISINFORMATION

Der flourer for tiden en del myter, teorier og misinformationer om vaccinerne mod COVID-19 på de sociale medier. De myter vil vi være med til at afkræfte.

I filmen her kan du eksempelvis læse, at vaccinerne ikke ændrer dit DNA. ... Se mere



SUNDHEDSSTYRELSEN

SST Chat AKTIV NU

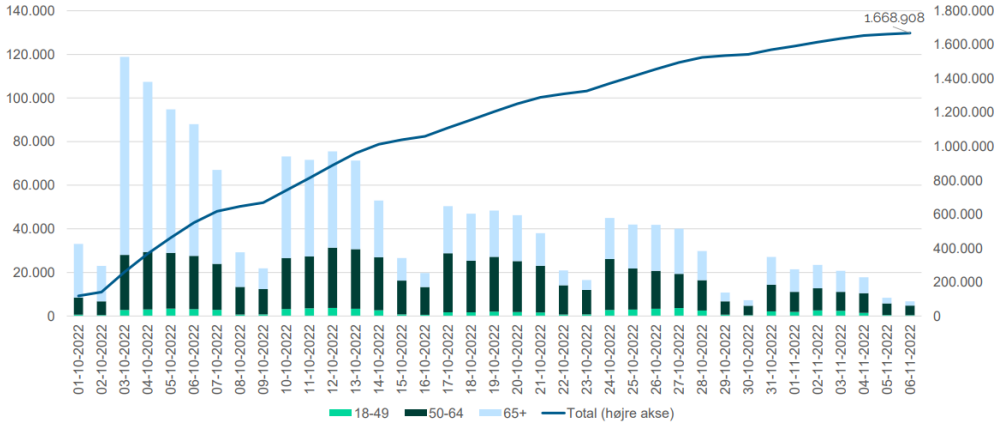
Kan mRNA-vaccinerne ændre mit DNA?

Pay attention to misinformation

687 892 kommentarer 186 delinger

Summary of DK's experience with vaccine communication

- Vaccine acceptance is build on trust in authorities – (or relevant stand-ins)
- Be worthy of the trust – provide strong recommendations that can be explained and understood
- Don't leave anyone alone on the platform – ensure coordination between authorities
- Acknowledge that it is a delicate task to provide effective, targeted public health information without violating the individual's right to a free choice
- Data data data – essential for dynamic and adaptive communication



We probably have a vaccine for you
- If you looked like this in school

