



Policy Objective:

Increase the number of COVID-19 vaccinations within the [TARGET AUDIENCE] in [LOCATION] to ensure 85% of the TA are fully vaccinated.

Narrative:

The end of the COVID-19 pandemic is within sight with the arrival of numerous vaccines. If too few people get vaccinated, then the vaccine's value will be limited. According to estimates, between 70-85% of the population are required to be immunized in order to achieve herd immunity. In [LOCATION], only [XX]% of the population said they are 'very likely' to get a vaccine. Research informs that [XX]% of the population in [LOCATION] have indicated they are hesitant or reluctant to receive a COVID-19 vaccine. To date, [XX]% or [NUMBER] of the population have received one dose of the vaccine and [XX]% or [NUMBER] are fully vaccinated.

Primary Target Audience: XXXX

Secondary TA: XXXX

Secondary TA: XXXX

Secondary TA: XXXX

Notes:

Communication Goals [EXAMPLE]	Communication Objectives	Behavioral Factors Addressed	Indicators [EXAMPLES]
Build awareness of the vaccination program within the [TARGET AUDIENCE] in [LOCATION]	By [DATE], generate a [XX]% increase in inquiries about the vaccination program via the [XXXX] website.	Awareness Endorsement Advocacy	Increased requests for vaccinations. Increased inquiries about vaccination locations. Increase in the number of vaccinations administered.
Increase participation of the vaccination program among members of the [TARGET AUDIENCE] in [LOCATION]	By [DATE], increase vaccination participation by the [TARGET AUDIENCE] in [LOCATION] by XX%	Awareness Acceptance Endorsement	Increase in the number of vaccinations administered.

Identifying & Addressing Local & Cultural Concerns [From Research]

Vaccine efficacy: allay concerns, address validity of research.

Vaccine side effects: allay fears, acknowledge concerns.

Two-doses required: convenience, reminders.

Undocumented migrants: allay concerns over data collection.

Identifying & Mitigating Misinformation [From Research]

Build database and catalogue issues, sources and impact.
Avoid debunking/addressing vaccine myths and reinforce positive messages

Top Line Behavioral Goals:

Decrease complacency towards COVID risk mitigation and vaccine & vaccinations.
Increase confidence in COVID vaccines, vaccination process & medical authorities.
Increase the convenience of receiving vaccines in [LOCATION].

Techniques & Tactics To Consider:

Social norms/proof: peer to peer acknowledgement; emphasizing widespread support for vaccinations; focus on supportive elements and not naysayers; highlight the popularity of the vaccine; social validation – “I’ve been vaccinated” stickers; highlight civic duty; encourage social media posting by vaccine recipients; seeing widespread uptake and adoption of the vaccine may allay fears over the vaccine...

Behavioral nudges: make the vaccine convenient to receive; respect decision autonomy; send messages & reminders to people for first & second doses...

Notes:

Channels

(including non-English)

- Local Print, TV & Radio
- Community Engagement Teams
- Social & Digital Media
- Interpersonal Communication
- Online Blogs (local, specialty)
- Local Government-Owned Platforms

Products/Content

- Broadcast & Print Content
- Community Touchpoints
- Earned Media: Op-Eds/Blogs/News
- Social Media Posts
- Websites SEO
- Paid Media: Ad Buying

Example Topline Messages

- focus on positives that lead TA to act

Side effects: “shows that the vaccine is working”

Record keeping: “we will only keep the information that’s absolutely necessary”

Health insurance: “it isn’t required for the vaccine”

Vaccinations: “this is how to get a vaccine”/ “[XX] people in your street have had it”

Positive Influencers

- Healthcare Professionals
- University Sports Teams
- Musicians, Local Personalities

Positive Influencers

- Religious Leaders
- Community Figures
- Local Media/News Outlets

Draft Timeline/Product Synchronization Matrix

