

Take the COVID-19 vaccine campaign

The
Strategy
Unit.



Overview

Reference: 21

Location: UK

Target Group: No target demographic

Initiative type:

Information

Contact

Website:

<https://takethecovid19vacine.com/>

Twitter:

@TakeCovid19Vac

Top Tip

Be honest with people and address their concerns. Address hesitancy straight on. Give people information, and be open that we may not have all the answers yet.

Why is this important to us?

The average literacy age in the borough where we are based is 13. We were concerned that it was assumed that everyone understands terms related to the pandemic and were therefore well-informed to take the COVID-19 vaccine. However, we found that many people of all ages and backgrounds had questions about the vaccine that they were having difficulty in getting answers to. Due to the number of people who have been impacted by COVID-19, we were keen to dispel people's concerns so that they can make an informed decision to take the vaccine.

What are we doing?

I started the initiative when I discovered that my mother was not planning to have the COVID-19 vaccine. She cited concerns around its production, side effects, and ingredients. I had difficulty finding information for each vaccine to allay these concerns, so I contacted Sir Steven O'Brien CBE, who was previously the Chairman of Barts Health NHS Trust. We gathered a team of researchers and volunteers, and within three weeks had set-up a website explaining what the COVID-19 vaccine is and how it works, as well as an extensive Q&A section and a glossary. The website is community and volunteer led and can be translated into 18 different languages at the click of a button. The initiative has a Twitter page, however much of the publicity has happened through word-of-mouth. We have also been contacted by several employers to host webinars, so we organised for an immunologist to speak and share tailored information to allay their employees' concerns.

Who is involved?

The campaign consists of ten advisors, one of which is a Non-Executive Director of the NHS Race and Health Observatory, and approximately thirty volunteers. It has brought together medical experts, academics, professionals, community leaders, and civic leaders.

What works for us?

The website has been a success, having received visits from people in the UK and overseas. The campaign has received extensive positive feedback about its clear explanations. The main challenge the team has faced has been the way they address concerns; whilst it is important to respond to people's fears, they were careful not to reemphasise pervasive myths. The team are able to tailor the information. For example, they were contacted by a Labour councillor who has 11,000 constituents who speak Nepalese. Within one day, the website had been translated and quality-checked; this led to the website trending in Kent, and then in Nepal. **The campaign has also been contacted by leading national and international bodies in producing culturally sensitive vaccine confidence literature and given evidence in private sessions to MPs via the All-Party Parliamentary Group on Vaccines.**

NHS England

NHS Improvement