



NEHI Network for Excellence
in Health Innovation

PRESENTS...

Looming Challenges of Covid-19 Immunizations: Communications and Messaging

August 27, 2020

An effective vaccine is useless if no one accepts it...

- Only 66% of US residents say they will get vaccinated
 - 52% of Black respondents said they were likely to do so
 - 62% of women said they were willing to be vaccinated, compared to 71% of men
 - Respondents with lower levels of education and lower incomes were less likely to seek a vaccine

(Report of August 4, 2020, *The COVID-19 Consortium for Understanding the Public's Policy Preferences Across States*)

In the 2018-19 flu season, only 45.3 percent of adults >18 got the vaccine; rates for those between 18-50 were lower.

The Questions We'll Explore

- What information do we need to sign up for a COVID-19 vaccine? What sources of information will we trust?
- How will we address vaccine hesitancy among different groups and individuals, especially in minority communities disproportionately affected by the pandemic?
- How can we coordinate multiple communication channels to efficiently counter misinformation and disinformation?



Agenda

Keynote: Dr. Paul Offit, The Unique Challenges of COVID-19 Vaccination

- Discussion 1: Trusted Messaging (35 minutes)
- Questions (10 minutes)
- Discussion 2: Coordination of Communication Channels (35 minutes)
- Questions (10 minutes)
- NEHI wrap up questions (10 minutes)



- This summit will be recorded and shared with you via email. It will also be available on our website next week.
- To post a question or a comment, please use the Q&A feature in Zoom.

Our Panelists



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Keynote Speaker

PAUL OFFIT, MD

Director, Vaccine Education Center

Children's Hospital of Pennsylvania;

Maurice R. Hilleman Professor of Vaccinology and Professor of Pediatrics

Perelman School of Medicine at the University of Pennsylvania

Post Panel Questions

Parting Questions

- What's the best way to filter and streamline credible vaccine information in order to create a foundation of trust necessary for further interventions to be successful?
 - Can we still look to the CDC and FDA as the primary sources for credible information?
 - Should a formal, non-governmental council or advisory board be created to serve as a trusted information hub for C-19 vaccines at the national level?
- What should states be doing now to ensure effective, coordinated communication with their populations before and after C-19 vaccine approval?
 - What resources are needed to do this work?

THANKS FOR JOINING US

*Keep an eye out for registration for our second Summit,
Looming Challenges of COVID-19 Immunizations: Preparing the
Immunization Infrastructure
Tuesday, September 22nd, 1-3pm*

For more information, please contact:

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Thank you to Pfizer, Johnson and Johnson, and STCHealth for their support of this Summit