



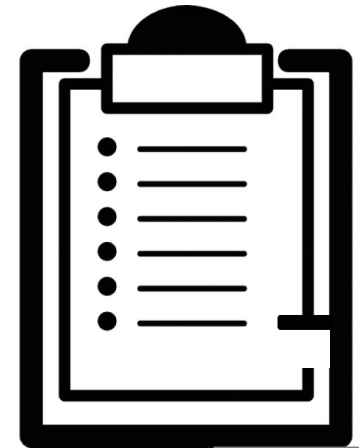
# **Vaccine Confidence: Choosing Messages and Messengers to Bolster Community Immunity**

May 25, 2021

*We will get started shortly. Your lines are muted upon entry. This event will be recorded.*

# Welcome!

- Today's event is being recorded
- All participants are muted on entry
- Ask questions using the Q&A Box
- Please fill out satisfaction survey



# About Oregon Health Forum



- Advancing health policy solutions through meaningful community dialogue
- Affiliate of The Lund Report news source
- Nonprofit supported by donations, sponsorships
- [OregonHealthForum.org/make-a-donation](https://OregonHealthForum.org/make-a-donation)

# Check out our upcoming event!



Next Chapter Series: Strategies to Support Older Adults Post COVID-19

## On the Brink: Oregon's Looming Crisis of Housing & Support for Older Adults

June 10 • 10am • Zoom Livestream • Free

# Thank you to our annual sponsors!



**The Heatherington Foundation**  
for Innovation and Education in Health Care

# Vaccine Confidence: Choosing Messages and Messengers to Bolster Community Immunity

May 25 | 12-1:30pm

## Moderator:

**Heidi Steeves, MHA**

*Executive Director, Oregon Patient Safety Commission*

## Panelists:

**Teresa Foo, MD, MPH, MBA**

*Vaccines Medical Director,  
Pfizer Vaccines U.S. Medical Affairs*

**Justin Wartell**

*Managing Principal, Monigle*

**Johanna B. Warren, MD**

*Interim Director, OHSU Center for Women's Health*

**Chime Nnadi, MD, PhD**

*Senior Medical Director, Vaccines,  
Janssen Infectious Diseases and Vaccines*



# **Heidi Steeves, MHA**

Executive Director,  
Oregon Patient Safety Commission



**Tracy Foo, MD, MPH, MBA**  
Vaccines Medical Director,  
Pfizer Vaccines U.S. Medical Affairs





# **Justin Wartell**

Managing Principal, Monigle



# WE'VE BEEN COLLECTING CONSUMER DATA ON VACCINES FOR THE LAST 9 MONTHS

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**Online Survey**  
**Panel Recruited**



**21+ years old**  
**Living in the USA**  
**Have health insurance (not Medicaid)**  
**Not work in healthcare, marketing or research**  
**Be the primary or joint health care decision maker**  
**Received health care in the last 2 years**



**10-15 Minutes**  
**Length of Interview**



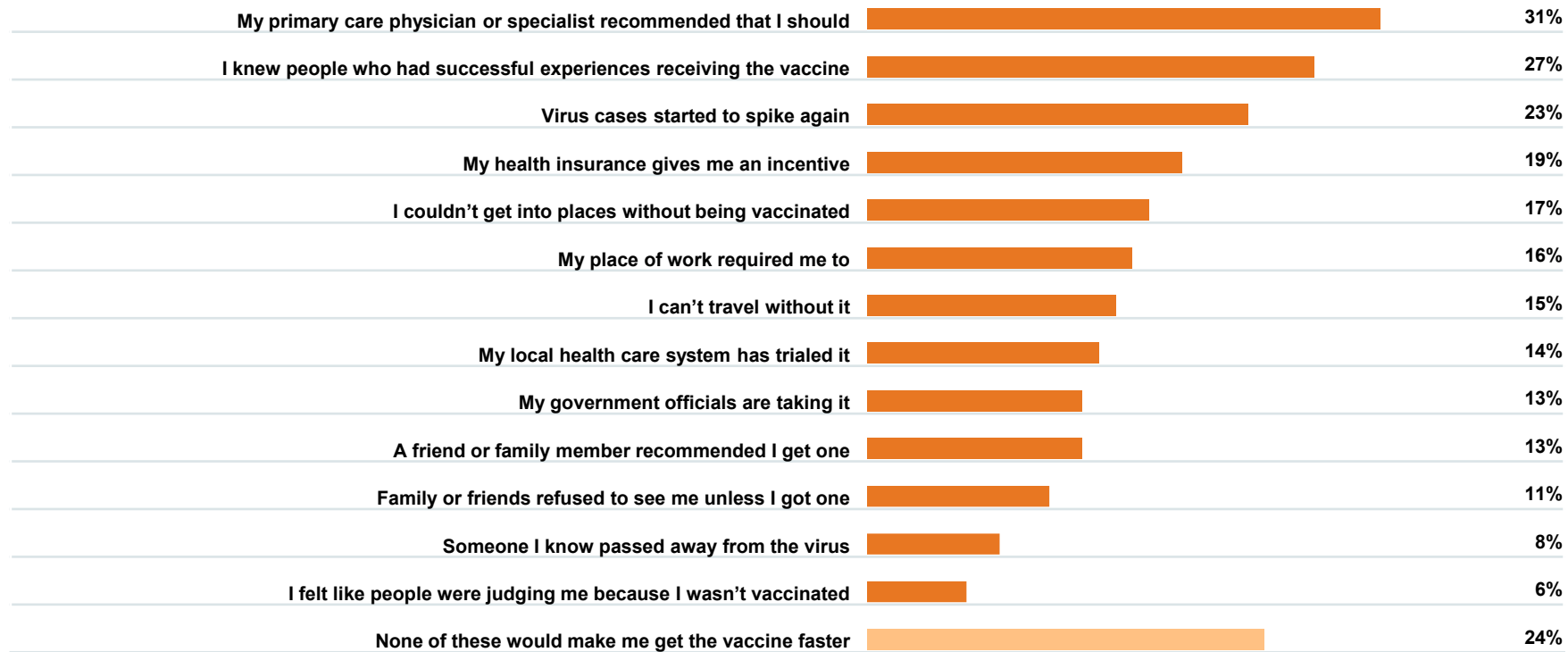
**Wave 1: December 8-9, 2020**  
**Wave 2: February 5-10 2021**  
**Fieldwork Period**



**Wave 1: n=500**  
**Wave 2: n = 504**  
**Nationally representative for age, gender, and geography**

# The top potential driver of faster vaccination is a recommendation from a PCP or specialist

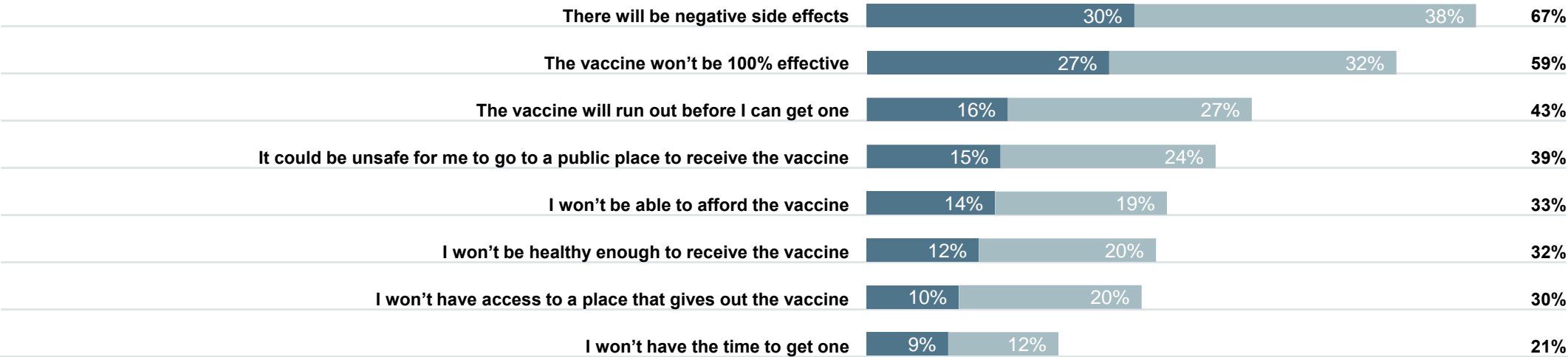
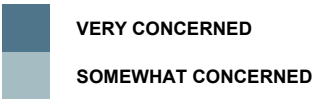
## MOTIVATORS FOR GETTING VACCINE FASTER



Base All respondents who would not get the vaccine immediately (356)  
V4 What, if anything, would make you get the vaccine faster?  
Data Selection frequency – select up to 5

# Most concerns are around negative side effects, or that the vaccine won't be completely effective

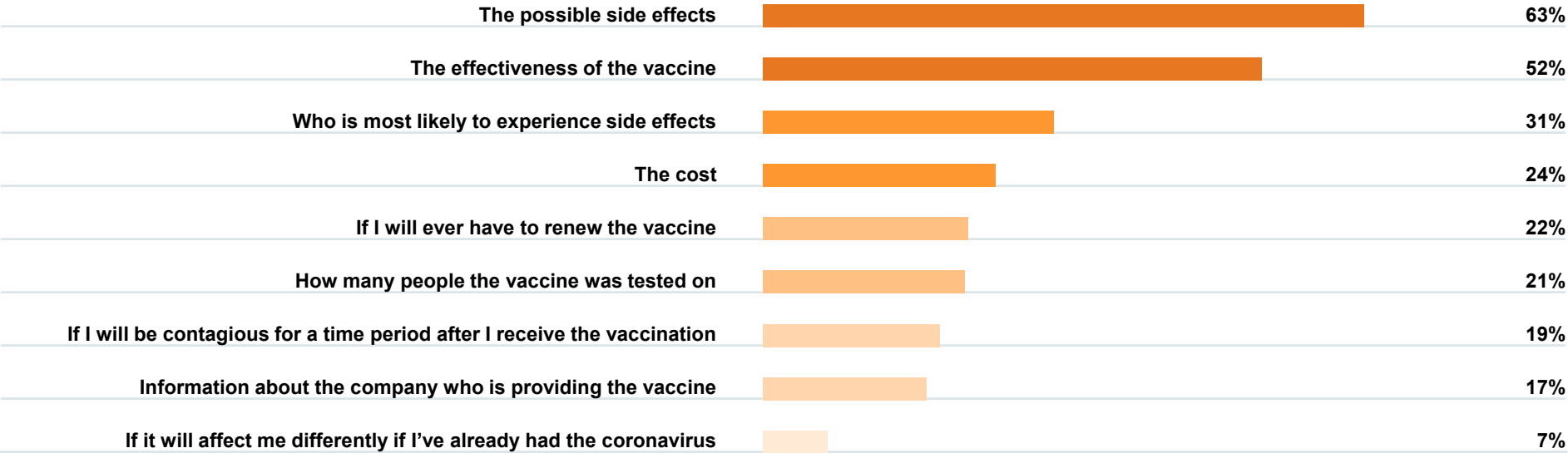
## CONCERNS ABOUT VACCINE



Base All respondents (500)  
V6 For the next few questions, imagine that you will receive the coronavirus vaccine and answer accordingly. How concerned are you about the following?  
Data Selection frequency

# People care most about knowing the possible side effects and effectiveness of the vaccine before receiving it

## INFORMATION ABOUT VACCINE



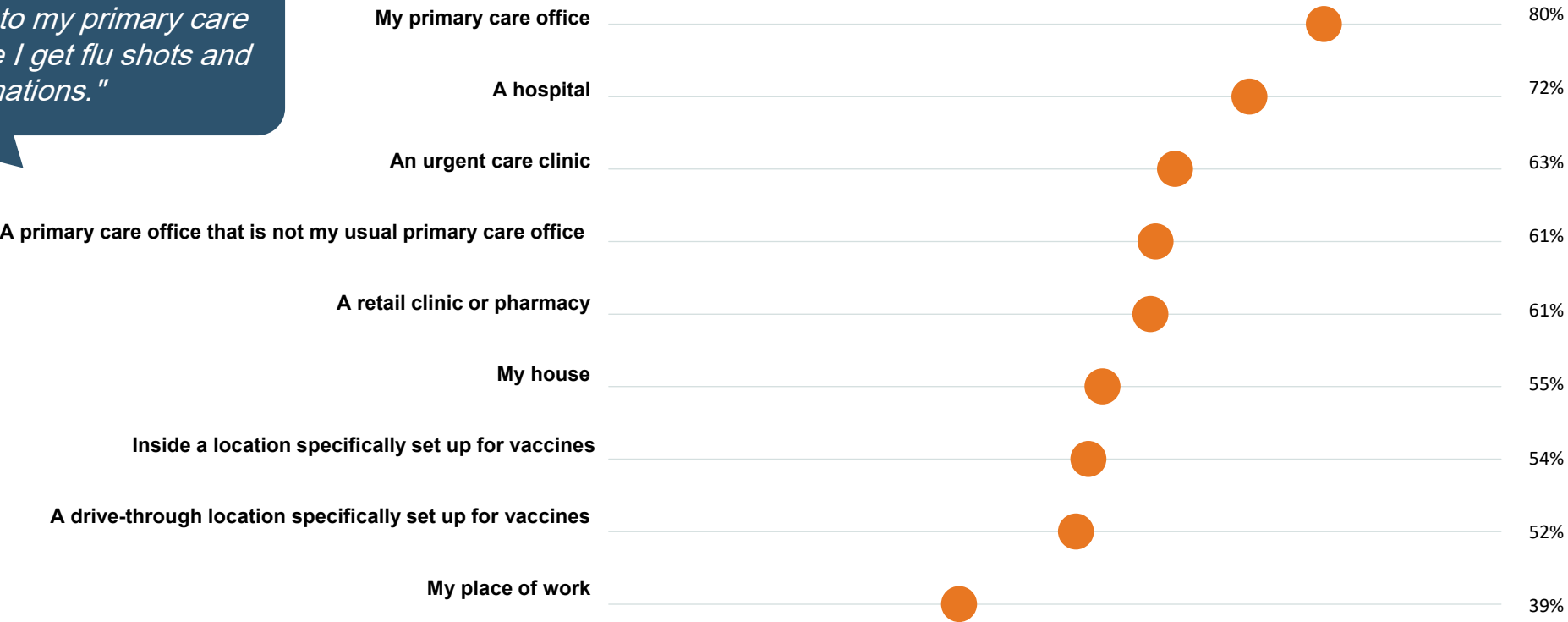
Base All respondents (500)  
V8 Before you receive the vaccine, what information would you most like to know?  
Data Selection frequency – Select up to 3

# People feel most comfortable getting the vaccine at their primary care office, a hospital, or urgent care clinic

LOCATION OF VACCINE COMFORT – TOP 2 BOX

*"I would go to my primary care place where I get flu shots and other vaccinations."*

*"I would go to my doctor's office because I trust him."*



Base All respondents (504)  
V6 For the next few questions, imagine that you will receive the coronavirus vaccine and answer accordingly. How comfortable would you feel receiving the vaccine at each of the following locations?  
Data Selection frequency – T2B (Very/Somewhat Comfortable)

# Six tips for creating persuasive pro-vaccine copy

1

**DON'T MENTION THE MISPERCEPTION**

Doing so can unintentionally reinforce it.

2

**FOCUS ON ONE POINT AT A TIME**

Diluted messages aren't as effective.

3

**MAKE MESSAGES EASY TO FOLLOW**

Pictures, rhymes, & simple fonts make content easier to process.

4

**USE THE WORD "BECAUSE"**

Proven to increase compliance.

5

**USE A VARIETY OF INFLUENTIAL SOURCES**

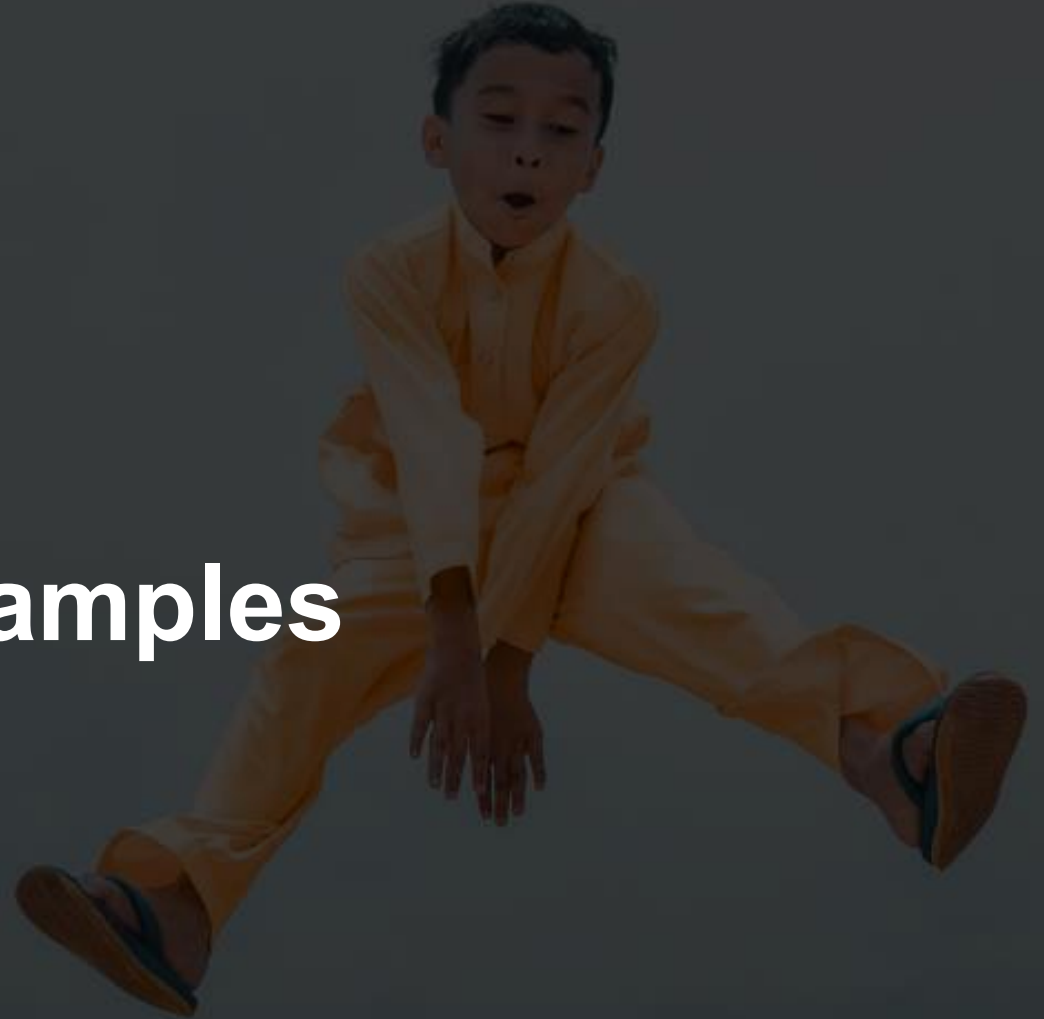
Doctors, peers, and those with elevated social status.

6

**EXPLAIN HOW TO GET VACCINATED**

With awareness established, provide details on next steps.

# Bad, better, best examples





# Concern #1: Effectiveness

## BAD:

**Myth:**  
**The COVID-19 vaccine isn't effective.**

**It's simply not true.**

## BETTER:

**The COVID-19 vaccine is extremely effective in preventing serious illness.**

## BEST:

**The Mayo Clinic has shown the COVID-19 vaccine to be over 90% effective. Schedule yours.**

*Why? It restates myth*

*Asserts the truth*

*Provides credibility & evidence*

## Concern #2: Side effects

### BAD:

Did you know only 0.6% of COVID-19 vaccine recipients have reported serious side effects?

The vaccine is safer than some people think.

*Why? It restates myth*

### BETTER:

After receiving the COVID-19 vaccine, some recipients said the side effects (if they experienced any) were very mild.

*Asserts the truth*

### BEST:

“After my shot, I just felt a little achy—which gave me a good excuse to nap.”

Out of the thousands who’ve received the COVID-19 vaccine, very few reported side effects (which were flu-like and lasted for a day or so).

*Provides anecdote & social proof*

# Concern #3: Rushed development

## BAD:

There's a lot of misinformation going around about the COVID-19 vaccine. You should know, it wasn't rushed into production—in fact, it's based on years of research.

*Why? It restates myth*

## BETTER:

The COVID-19 vaccine was built from other vaccines, which took years to develop.

*Asserts the truth*

## BEST:

Since they're both coronaviruses, COVID-19 and SARS are 70% the same. Because of that, the COVID-19 vaccine had a 17-year head start.

*Provides evidence & uses "because"*

# Concern #4: Indifference

## BAD:

It may seem like getting the COVID-19 vaccine won't make a difference.

But it will.

It really will.

*Why? It restates myth*

## BETTER:

It's important for you to get vaccinated.

Do it for yourself—and for those you love.

*Asserts the truth*

## BEST:

“I feel extreme confidence in the safety of this vaccine, and I want to encourage everyone who has the opportunity to get vaccinated.”

- Dr. Anthony Fauci

Time to get vaccinated.

*Provides credibility via a quote*

# Concern #5: Logistical hurdles

## BAD:

As inconvenient as it seems,  
it's really not difficult to get the  
COVID-19 vaccine.

Schedule yours.

## BETTER:

Just two doses.

That's all it takes to protect  
yourself from COVID-19.

Schedule your vaccination.

## BEST:

A primer.

A booster.

A reminder: You need two doses  
of the vaccine to protect yourself  
from COVID-19.

Schedule yours.

*Why? It restates myth*

*Asserts the truth*

*Boosts comprehension via rhyme & details*

**Johanna B. Warren, MD**  
Interim Director,  
OHSU Center for Women's Health





# Vaccine Confidence

## Oregon Health Forum

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DATE: May 25, 2021    PRESENTED BY: Johanna Warren, MD, OHSU Center for Women's Health

# A Year Like No Other

- Evolution of a pandemic with:
  - 24-hour news cycle
  - Inadequately funded public health infrastructure
  - Challenging political landscape
- What sources have trusted information?
- How can you be confident when information seems to change so rapidly?



# Fear → Empowerment

- Fear is often more powerful than analytical thought
- The SARS-CoV-2 virus is easily transmissible and potentially deadly
- The pandemic has exposed vulnerability and invited important conversations
- How do we ensure informed choice, especially as it relates to vaccine?

# Role of Women in the Pandemic

- Profound shifts the past 15 months
  - Multi-faceted caregiving roles, centered from home
  - Impact on workforce, especially in healthcare
- Women are the healthcare decision-makers in families
- Role of social networks and influence
- Women's health is integral to the health of communities

# Vaccine Concerns Specific to Women

- Reproductive health
  - Change in menstrual cycles, fertility
  - Pregnancy
  - Breastfeeding

# OHSU & Community Outreach

- Commitment to community began this pandemic with low-barrier drive-through testing
- Community outreach accelerated when the vaccine became available
- Partner Engagement with community organizations
  - Co-learning, not just knowledge of a particular community/culture
  - Lived experience
- Evolving partnerships, not just a single endpoint of vaccination

# C4 - Covid Connected Care Center

- Comprehensive collaborative team of expert virtual nurses who provide comprehensive care (from home care to connection with emergency services), education and follow-up related to COVID-19
  - Reduction in patient/caller stress
  - Patients received assistance in managing illness at home
  - Receipt of personalized information
- Restructured for vaccine information, scheduling
- Hotline for vaccine-related side effects & concerns

# Personalized Medicine – the role of Primary Care

- Those who have not yet received the vaccine may just need a more personalized approach.
- Trust is built on conversations over time.
- Our patients trust us.
- We now need to engage and listen.



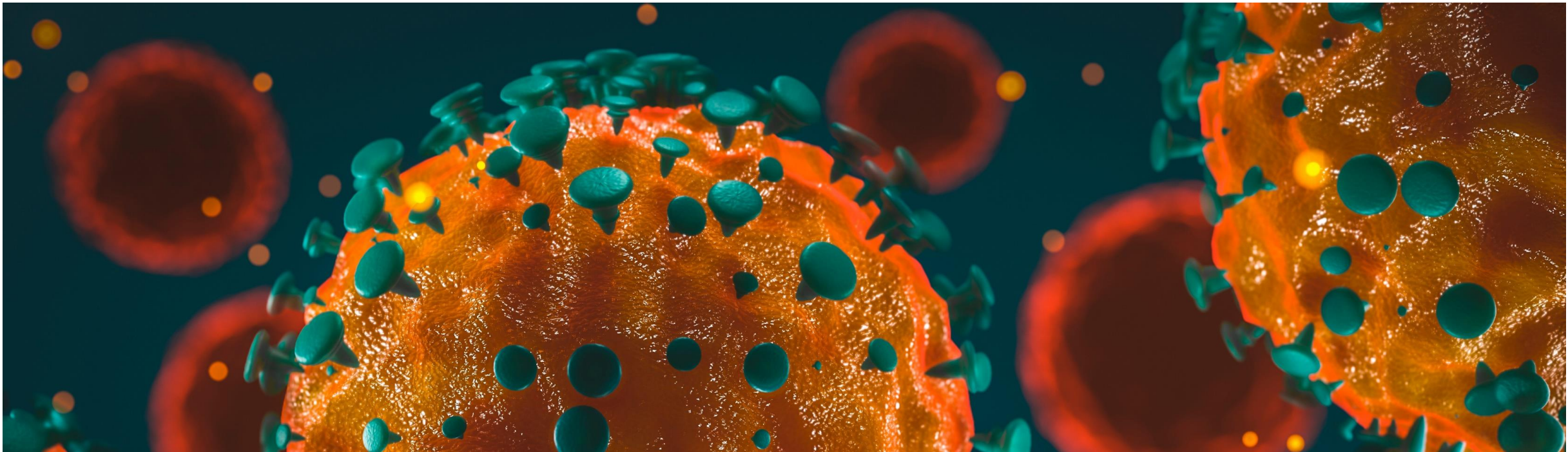
Thank You

## **Chime Nnadi, MD, PhD**

Senior Medical Director, Vaccines,  
Janssen Infectious Diseases & Vaccines







# Mobilizing to Address the COVID-19 Pandemic

**Chime Nnadi, MD, PhD**

**Senior Medical Director, Vaccines, Janssen Infectious Diseases & Vaccines**

Oregon Health Forum  
May 25, 2021

Pictured: a  
representation of a  
coronavirus

# Criteria and Scope of Emergency Use Authorization (EUA)

- The Janssen COVID-19 Vaccine has not been approved or licensed by the U.S. Food and Drug Administration (FDA), but has been authorized by FDA through an Emergency Use Authorization (EUA) for active immunization to prevent Coronavirus Disease 2019 (COVID-19) in individuals 18 years of age and older.
- The emergency use of this product is authorized only for the duration of the declaration that circumstances exist justifying the authorization of the emergency use of the medical product under Section 564(b)(1) of the Federal Food, Drug and Cosmetic Act (FD&C Act), unless the declaration is terminated or authorization revoked sooner.

**Information included in this presentation is accurate as of [5/25/21]. Please visit [www.JanssenCovid19Vaccine.com](http://www.JanssenCovid19Vaccine.com) for updated information.**

# Mobilizing to address the COVID-19 pandemic



## Providing a vaccine on a not-for-profit basis for the pandemic period

Vaccines are critical to tackling the COVID-19 pandemic. We're providing a vaccine to the public on a not-for-profit basis for emergency pandemic use.



## Supporting frontline healthcare workers

The Johnson & Johnson Family of Companies and the Johnson & Johnson Foundation exceeded our \$50 million commitment to support frontline health workers.



## Taking action to support health equity in communities of color

We are working to advance racial and ethnic health equity in COVID-19 treatment and care through a series of targeted COVID-19 focused partnerships and programs. Our Race to Health Equity platform is committed to fighting the virus of racism and eliminating health inequities.



## Commitment to COVID-19 Education and Training

We are harnessing our deep scientific expertise, collaborations and global reach to provide essential training to frontline healthcare workers and keep the public informed as it relates to the latest scientific developments on COVID-19 and vaccines.



## Caring for our employees

We are supporting the safety, health and well-being of our employees, contractors and the communities in which we live and work.



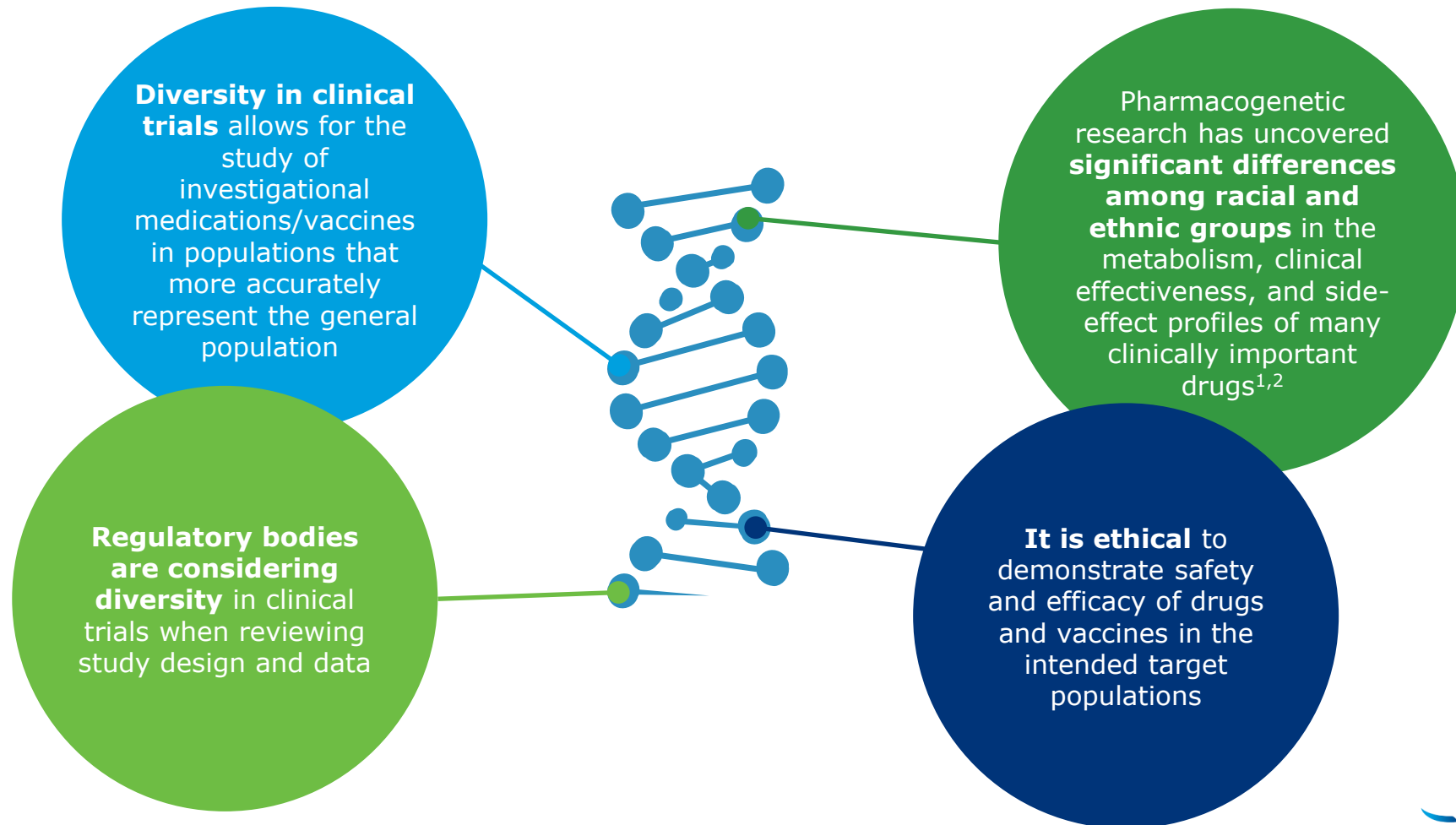
# Science Driven Research



The road to a vaccine is driven by scientific data and the need to innovate to meet a critical and immediate public health crisis

# Diversity and Inclusion in Trials

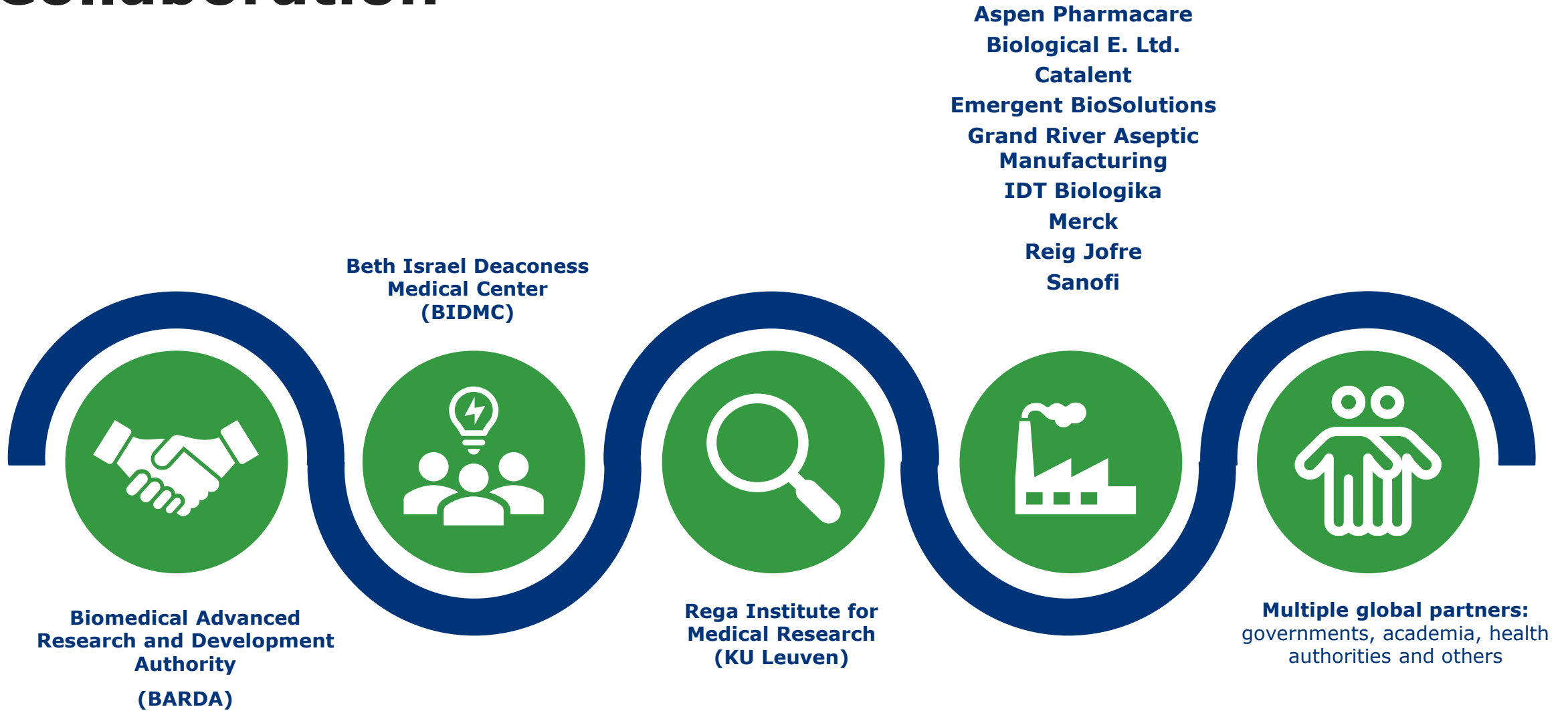
Clinical trials should mirror patient population demographics



<sup>1</sup>Source: Pharmacogenetic Testing: A Tool for Personalized Drug Therapy Optimization, Dec. 2020  
[Pharmacogenetic Testing: A Tool for Personalized Drug Therapy Optimization \(nih.gov\)](https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3933289/pdf/nihms545268.pdf)

<sup>2</sup>Source: Pharmacogenetics: Implications of Race and Ethnicity on Defining Genetic Profiles for Personalized Medicine, Jan. 2014  
<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3933289/pdf/nihms545268.pdf>

# Collaboration



”

*“Johnson & Johnson is committed to **providing global access** to Janssen’s COVID-19 vaccine.”*

- Paul Stoffels, M.D., Vice Chairman of the Executive Committee and Chief Scientific Officer, Johnson & Johnson



PHARMACEUTICAL COMPANIES OF *Johnson+Johnson*



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# Audience Q&A

**Thank you for attending!**