

Choose Hope

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COVID-19 Pandemic Challenges

- Terrifying and confusing pandemic
- COVID-19 behaving in unexpected ways
- Fighting “Anchoring Bias”

Healthcare workers deaths toll

HEALTHCARE PERSONNEL
CASES

388,578

HEALTHCARE PERSONNEL
DEATHS

1,328

What we've Learned From COVID-19

- COVID-19 can sicken and kill anyone
- Masks Work
- Misinformation kills

Doubts before taking the COVID -19 vaccine

- Speed by which the vaccine was developed
- Possible Long term side effects

Why should you take the vaccine

- Ethical obligation to **protect** others
- Ethical obligation to **educate** and **inspire** others

Reaction to vaccine recommendations

Provaccine

- 70-90% believe in the merit

Hesitant

- Indifferent or undecided
- Reasonable concerns

Antivaccinationist

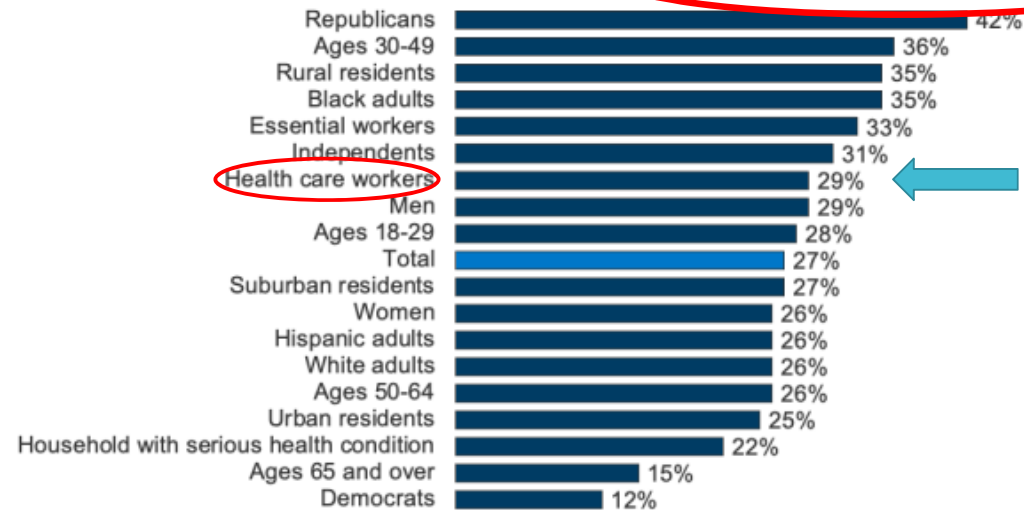
- Unlikely to change their views

Skepticism About the Vaccine

Figure 4

Which Groups Are Most Likely To Be COVID-19 Vaccine Hesitant?

Percent within each group who say, if a COVID-19 vaccine was determined to be safe by scientists and available for free to everyone who wanted it, they would **probably not get it or definitely not get it:**

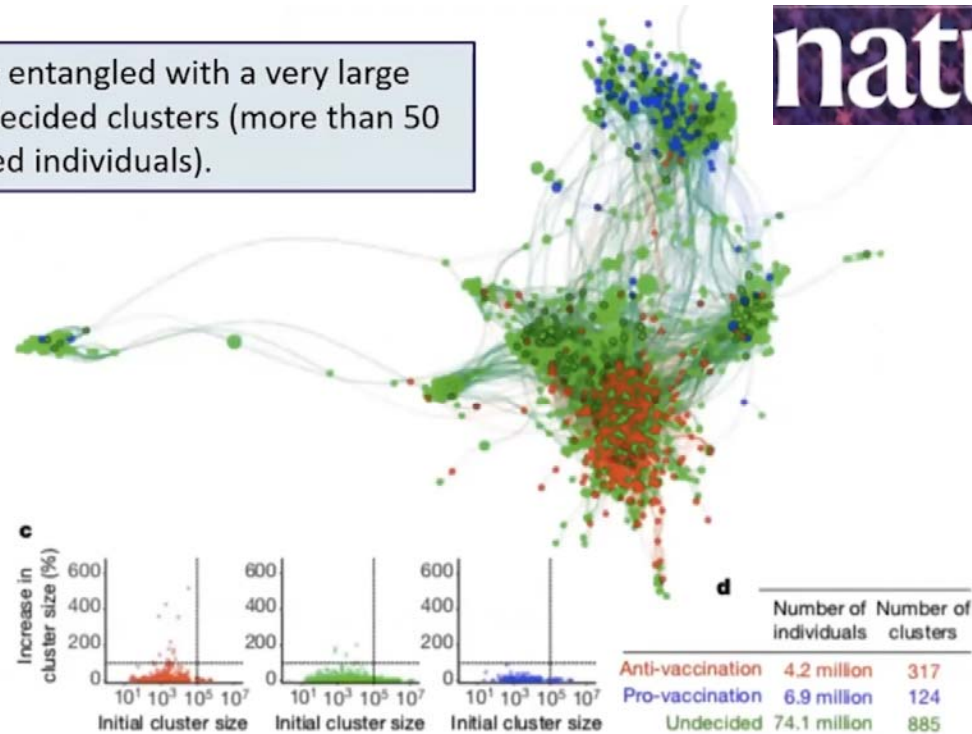


SOURCE: KFF COVID-19 Vaccine Monitor (KFF Health Tracking Poll, Nov. 30-Dec. 8, 2020). See topline for full question wording.

Skepticism About the Vaccine

They are heavily entangled with a very large presence of undecided clusters (more than 50 million undecided individuals).

nature



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Anti-vaccination clusters manage to become highly entangled with undecided clusters in the main online network, whereas pro-vaccination clusters are more peripheral

Public Health Measures

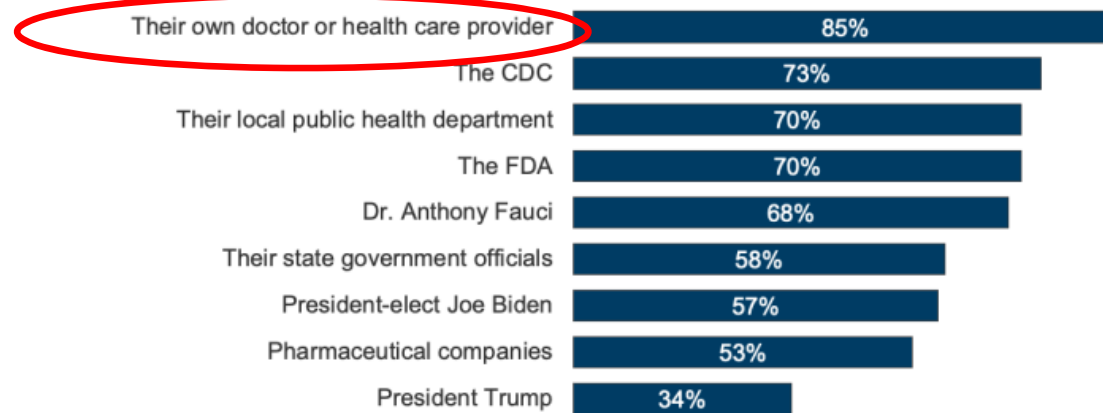
- The most important public health measure during a pandemic & during vaccination is to help experts share clear, trustworthy, accurate, actionable information based on the best evidence.
- Spreading lies has spread this disease.

You are the
most Trusted

Figure 15

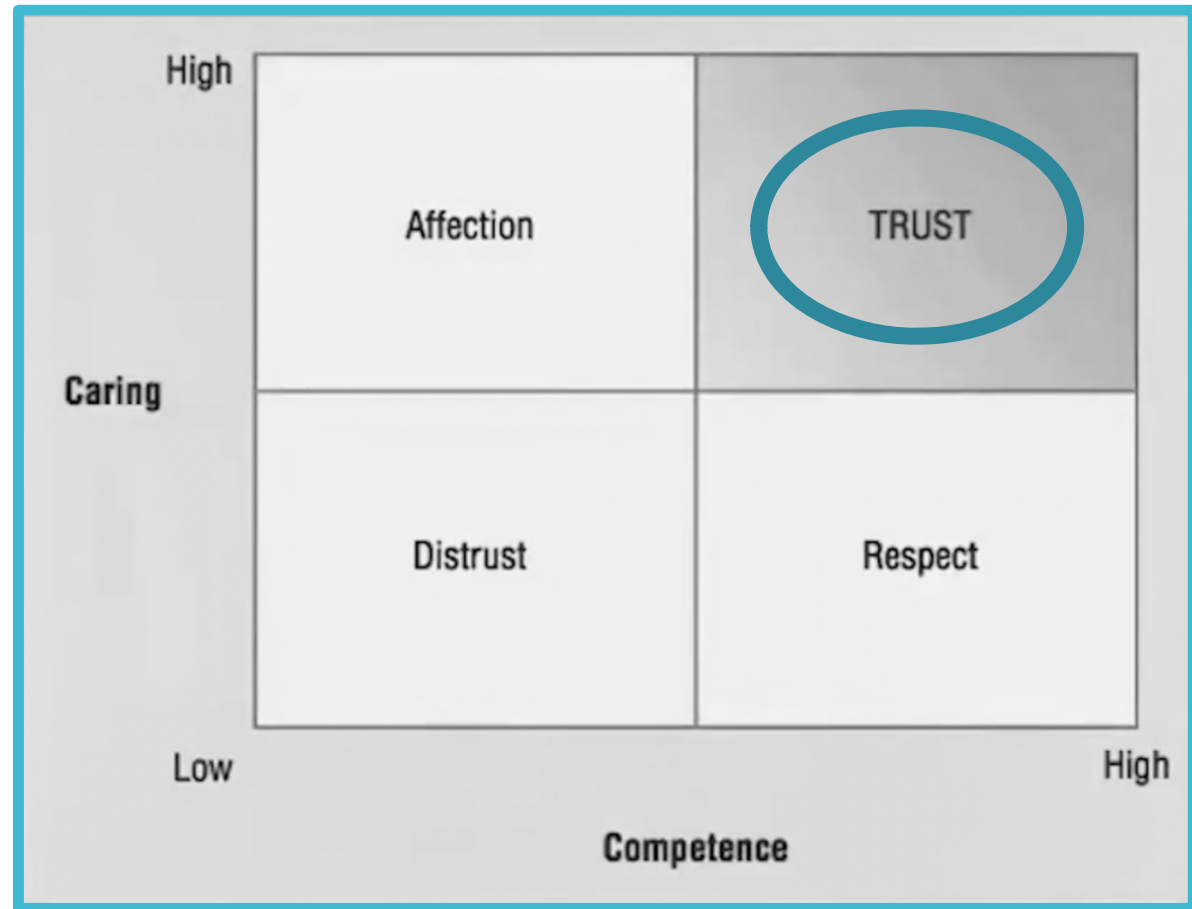
Personal Health Care Providers Are Most Trusted Source Of Information On COVID-19 Vaccine

Percent who say they have a **great deal** or a **fair amount** of trust in each of the following to provide reliable information about a COVID-19 vaccine:



SOURCE: KFF COVID-19 Vaccine Monitor (KFF Health Tracking Poll, Nov. 30-Dec. 8, 2020). See topline for full question wording.

Competence & caring in relationship to trust



Benefits of getting COVID-19 vaccine

- Healthcare personnel are at risk of exposure
- Vaccinating healthcare personnel **protects healthcare capacity**
- Vaccinating healthcare personnel helps **prevent patients from getting COVID-19**
- Benefits of vaccination **outweigh** possible risks
- The **safety of COVID-19 vaccines** and of healthcare personnel receiving the vaccines is a top priority

Is COVID-19 vaccine enough?

- First step to eradicate COVID-19
- Necessary to **wear masks**
- We will still need to be able to **test** enough people, **warn** their contacts, and **isolate** those who are infectious to keep the epidemic under control
- BE **vigilant** with hand hygiene to protect yourself and others for the foreseeable future

Message to Healthcare Workers

- Show your **care**
- Understand your **patients' perspectives**
- Tailor your **message**
- Increase your **knowledge**