# A close up of a logo Description automatically generated

# VacciNation report comms pack

Everything you need to support the publication of our report #VacciNation

# News story

Share the key findings of our report on your website by using our template news story.

**[Title] New research exploring vaccination confidence provides vital lessons for public health campaigns.**

[Strapline] Healthwatch England has joined forces with Traverse to explore vaccination confidence among people from African, Bangladeshi, Caribbean and Pakistani backgrounds living in the UK.

[If you are using the Healthwatch website template, insert photo here]

[Introduction] It is well documented that there’s lower vaccine confidence to COVID-19 vaccines among some ethnic minority communities living in the UK. This evidence follows a historical trend of lower vaccine uptake in areas with a higher proportion of ethnic minority groups across England.

At the root of the problem are institutional mistrust and misinformation – and that is what the healthcare sector and policymakers need to address.

Addressing mistrust and misinformation about NHS programmes could also help reduce health inequalities at a local level.

**Healthwatch England’s research**

To better understand and address vaccine hesitancy, Healthwatch England partnered with Traverse, a social research organisation.

They undertook in-depth conversations and online exercises with 95 participants from African, Bangladeshi, Caribbean and Pakistani backgrounds communities over five weeks during March and April. The people they engaged with have primarily hesitant attitudes or lack confidence in the vaccine.

**What they found**

They have produced a report which outlines a range of themes emerging from the findings. These can provide important lessons to the COVID-19 vaccine programme and anyone working on future public health campaigns.

[Insert download report button: <https://www.healthwatch.co.uk/report/2021-06-07/vaccination-exploring-vaccine-confidence>]

**Key lessons for public health sector and communications professionals**

Attitudes to the vaccine are incredibly personal and we cannot make any broad conclusions about whole communities from our findings. Healthwatch England have drawn out some key themes to support improvement in the way the NHS and other public health professionals communicate with the public.

**Allow for agency**

Give people agency to decide about the vaccine by providing them with all the information they need. Whilst it is important to stress the reasons behind the necessity for taking a vaccine, it should be framed as an offer that people can take up as soon as they feel comfortable.

**Independence of institutions**

Ensure your organisational status is clear. Whilst participants generally trusted doctors, scientists and the NHS, they did less when they saw the NHS as a branch of the government. There was general distrust of those who had any possibility of standing to gain commercially from the COVID-19 vaccination roll out.

*“At least I have a personal relationship with my GP, someone I can speak to one to one. Their aims are obviously our health – different from politicians.”*

**Focus on transparency**

Make all information about the vaccine public and accessible. Transparency helps build trust. The participants Healthwatch England engaged with felt that the more transparent a source is, the more trustworthy it is. They admitted they could not possibly synthesise all the information on vaccines, but they want to know all information is readily available for the public.

**Localise the approach**

Reach out to communities and engage locally and directly.

Setting up online events for local areas with a panel that includes local health workers, scientists and community leaders can be a very powerful way to build trust and answer questions.

The participants had higher levels of trust in people if they have tangible links to the vaccine rollout programme, such as local GPs and frontline workers. Public Health officials, distant religious leaders, celebrities and politicians did not render the same levels of trust.

Targeted messaging to communities via someone they have little tangible connection to can have the counter-effect to what was intended.

“It very much reflects the white gaze (throw a bunch of BAME people together as tough they are not from separate and heterogenous communities, appeal to racial stereotypes (eg. Indian doctor), push the desired narrative with a script of facts and debunking rather than encouraging dialog. It felt like the way the NHS tries to appeal to us, there’s no effort to actually understand and address the reasons for our reluctance, refusal and thus come across as patronising, inauthentic … speaking to us rather than as us.” – Research participant

**Address ambiguity**

Give people the information they need to make decisions they feel comfortable with.

The individuals had many unanswered questions about the need to get vaccinated, technical questions regarding the making and roll-out of the vaccine, and if there were any potential long-term impacts of the vaccine and its suitability for specific religions/ethnicities.

For example, when participants were asked to watch an official Public Health England video, they thought that it didn’t recognise ambiguities around potential long-term impacts, which they felt could raise suspicion despite the video’s intended positivity towards the vaccine.

**Top tips: tone and format**

When creating COVID-19 vaccine communications for people from ethnic minority groups who are hesitant or lack confidence, the following findings can act as top tips in relation to tone and format:

* It’s fundamental for any communications directed at Black and Asian people to recognise that they are not one homogenous group.
* Acknowledge that some ambiguity exists relating to the potential long-term impacts of the COVID-19 vaccine.
* Recognise the legitimacy in some level of scepticism based on deep-rooted mistrust in institution experienced by Black and Asian people.
* Create content that has a conversational format providing as much information as possible. Avoid overly simplistic approaches to communication.
* Ensure messages are practical and accessible.
* Ensure that tone of voice speaks to the audience as opposed to at them. Don’t share strong directional messages without providing more context.

Find out more [link to report page: <https://www.healthwatch.co.uk/report/2021-06-07/vaccination-exploring-vaccine-confidence>]

# Social media

You can support our work on by using the messages below on your social media channels. We are launching the report on Monday 7 June with a webinar.

## About the webinar

We are holding a webinar on Monday 7 June at 10.30 aimed at anyone who wants to understand the factors that might be behind lower COVID-19 vaccine uptake rates among people from African, Bangladeshi, Caribbean and Pakistani backgrounds.

## Messages to promote the webinar that can be used W/C 1 June

* Coming soon: Healthwatch England’s work exploring African, Bangladeshi, Caribbean and Pakistani people’s opinions of the #COVID-19 vaccine. Keen to check out the findings? Come to the webinar on June 7 <https://www.healthwatch.co.uk/event/2021-06-07/vaccination-exploring-vaccine-confidence-people-african-bangladeshi-caribbean-and>
* Book now: Exploring vaccine confidence with people from African, Bangladeshi, Caribbean and Pakistani backgrounds living in England. Monday 7 June, 10.30am. <https://www.healthwatch.co.uk/event/2021-06-07/vaccination-exploring-vaccine-confidence-people-african-bangladeshi-caribbean-and>
* Have you booked your spot? Join @HealthwatchE next week at their webinar that looks at their upcoming report on vaccine confidence <https://www.healthwatch.co.uk/event/2021-06-07/vaccination-exploring-vaccine-confidence-people-african-bangladeshi-caribbean-and>
* @HealthwatchE latest report explores reasons for vaccine hesitancy including practical barriers, fake news and mistrust. Join the webinar to learn more about our report 7 June, 10.30am <https://www.healthwatch.co.uk/event/2021-06-07/vaccination-exploring-vaccine-confidence-people-african-bangladeshi-caribbean-and>
* @HealthwatchE worked with @traversepeople to explore vaccine confidence with people from African, Bangladeshi, Caribbean and Pakistani backgrounds. Join the webinar to hear about their findings: 7 June, 10.30am <https://www.healthwatch.co.uk/event/2021-06-07/vaccination-exploring-vaccine-confidence-people-african-bangladeshi-caribbean-and>

## Messages to promote the report to be used after the report is published W/C 7 June.

### Twitter general messages

* New report from @HealthwatchE and @traversepeople explores African, Bangladeshi, Caribbean and Pakistani people’s opinions of the #COVID-19 vaccine. Find out more [link to news story: <https://www.healthwatch.co.uk/news/2021-06-07/new-research-exploring-vaccination-confidence-provides-vital-lessons-public-health>]#VacciNationReport
* New report from @HealthwatchE and @traversepeople provides important lessons beyond the COVID-19 vaccines program and can help as we all work together to tackle health inequalities.[link to news story: <https://www.healthwatch.co.uk/news/2021-06-07/new-research-exploring-vaccination-confidence-provides-vital-lessons-public-health>] #VacciNationReport

Twitter thread on key report themes:

* #VacciNationReport from @HealthwatchE looks at African, Bangladeshi, Caribbean and Pakistani people’s opinions of the #COVID-19 vaccine and highlights five themes that future public health campaigns should consider. Find out more [link to news story: <https://www.healthwatch.co.uk/news/2021-06-07/new-research-exploring-vaccination-confidence-provides-vital-lessons-public-health>]
  + 1# Agency: Give people agency to make their own decision about the vaccine by providing them with the reasons why.
  + #2 Independence: People are more likely to trust independent organisations and people, like doctors, scientists and the NHS but when the NHS is seen to be a communication tool for the Government this trust is compromised.
  + #3 Transparency: Transparency and trust go hand-in-hand. It’s important to make all information about the vaccine public and accessible.
  + #4 Experience: Frontline healthcare workers, local doctors and everyday people sharing their experience and knowledge of the vaccine is seen as more reliable information.
  + #5 Targeted messaging can miss the mark:Black and Asian people felt singled out and forced into a decision through targeted campaigns. Reaching out to these communities and engaging locally and directly was more effective.

### **Facebook general messages**

* New report from @HealthwatchE and Traverse, exploring vaccine confidence with people from African, Bangladeshi, Caribbean and Pakistani backgrounds shows the importance of all organisations displaying transparency and trust when making information available to the public. Find out more [link to news story: <https://www.healthwatch.co.uk/news/2021-06-07/new-research-exploring-vaccination-confidence-provides-vital-lessons-public-health>]
* @HealthwatchE have released a new report, together with Traverse, exploring vaccine confidence. Their report provides essential insight into how targeted messaging can have the opposite to the intended impact, as people can feel singled out. Read the report [link to report page [<https://www.healthwatch.co.uk/report/2021-06-07/vaccination-exploring-vaccine-confidence>]
* VacciNation – a new report from @HealthwatchE exploring vaccine confidence with people from African, Bangladeshi, Caribbean and Pakistani backgrounds shows how conscious and unconscious trust needs to be carefully considered when planning a campaign. Find out more [link to report page <https://www.healthwatch.co.uk/report/2021-06-07/vaccination-exploring-vaccine-confidence>]
* The new report from @HealthwatchE and Traverse, not only explores themes affecting vaccine confidence, but also provides practical tips on how to provide additional assurance, including localising the approach, providing answers to previously unanswered questions and carefully considering targeted messages. Find out more [link to news story: <https://www.healthwatch.co.uk/news/2021-06-07/new-research-exploring-vaccination-confidence-provides-vital-lessons-public-health>]

### **LinkedIn general messages**

* The new report from Healthwatch England and Traverse explores vaccine confidence and highlights four key themes:
  + Agency: Give people agency to make their own decision about the vaccine by providing them with all the information.
  + Independence: People are more likely to trust independent organisations and people, like doctors, scientists and the NHS when it’s seen to be acting separately from the Government.
  + Transparency and trust go hand-in-hand. It’s important to make all information about the vaccine public and accessible.
  + Frontline healthcare workers, local doctors and everyday people sharing their experience and knowledge of the vaccine is seen as more reliable information

Find out more: [link to report page <https://www.healthwatch.co.uk/report/2021-06-07/vaccination-exploring-vaccine-confidence>]

* The new report from Healthwatch England and Traverse explores vaccine confidence with people from African, Bangladeshi, Caribbean and Pakistani backgrounds. The report highlights the importance of presenting people with all the information so that they can make their own decisions, rather than simply telling them they must do something. Limiting or removing an individual's agency from their decision making may result in them looking for alternative information. Read more in full report [link to report <https://www.healthwatch.co.uk/report/2021-06-07/vaccination-exploring-vaccine-confidence>]
* Healthwatch England and Traverse have released a joint report into vaccine confidence with people from African, Bangladeshi, Caribbean and Pakistani backgrounds. In the report they highlight the need for independence of institutions and those who speak for them, noting the importance of acknowledging the wider contextual picture, informed by historic and current experiences of unfair treatment. A lack of trust in Government agencies, officials and pharmaceutical companies featured heavily, however people largely trust the NHS when it is independent of the Government. Read more about their findings [link to report page <https://www.healthwatch.co.uk/report/2021-06-07/vaccination-exploring-vaccine-confidence>]
* In their latest report, produced in conjunction with Traverse, Healthwatch England highlight the importance to carefully consider targeted messages before launching a campaign. In their study into vaccine confidence with people from African, Bangladeshi, Caribbean and Pakistani backgrounds they found that participants felt singled out and forced into a decision from targeted campaigns around Ramadan, leaving them suspicious of the campaign and therefore the vaccine. Read the full report now: [link to report page <https://www.healthwatch.co.uk/report/2021-06-07/vaccination-exploring-vaccine-confidence>]

# Email marketing

Let your supporters know we’ve published our report by using our template email copy.

[Subject line] Our new report: VacciNation

[Preview line] Find out more about vaccine confidence

Today Healthwatch England have launched a new report that explores vaccine confidence hesitancy amongst people from African, Bangladeshi, Caribbean, and Pakistani backgrounds.

The research looks at what isn't working about the current roll-out strategy for those less confident in the vaccine and how to address people’s concerns.

**Key report findings**

The report uncovered six ways to increase public confidence:

* Individual agency
* Independence
* Transparency
* Experience
* Targeted messaging can miss the mark

The Government and NHS can also apply these lessons to future public health campaigns to build trust and help tackle health inequalities more broadly.

At Healthwatch [insert local Healthwatch name] we will continue to play our part by pushing for a sharper focus on hearing the views of those the system currently overlooks and ensuring their feedback results in better health and care for everyone.

Find out more [insert button that links to report <https://www.healthwatch.co.uk/report/2021-06-07/vaccination-exploring-vaccine-confidence>]

**‘I just feel, especially the media, give out a lot of conflicting information which can confuse people. I feel sometimes you don’t know what to believe and it causes confusion.’**

**Share your experience**

Over 15,000 people have shared their views and experiences of the COVID-19 vaccine with Healthwatch across the country.  
  
Now it's your turn. Whether it's good or bad, we want to hear from you.

Tell us your views [insert link to your online feedback form or vaccine survey if you’re running one]