

Covid-19 vaccines haven't been tested on females so we don't know how they affect fertility or babies in the womb.

(A scientist in the US)

Wrong – many women have become pregnant after a Covid-19 vaccination, and there is no evidence it impacts fertility or babies – in fact, evidence for safety is growing.

From: "Stafford, Neil" <Neil.Stafford@act.gov.au>
Sent: 21/09/2021 11:56 PM
To: "Morgan, Hannah (KT)" <>; "Briant, David" <David.Briant@act.gov.au>
Cc: "Donovan, Craig (KT)" <>; "Moore, Ash (KISYD)" <>
Subject: HPE CM: RE: Covid 19 vaccine hesitancy
Attachments: 263406985_Covid 19 Vaccinations_DSG (Territories)_20210920_NS.docx

OFFICIAL

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Happy to discuss if you have any questions.

Cheers,

Neil

From: Morgan, Hannah (KT) <>
Sent: Tuesday, 21 September 2021 5:22 PM
To: Briant, David <David.Briant@act.gov.au>
Cc: Stafford, Neil <Neil.Stafford@act.gov.au>; Donovan, Craig (KT) <>; Moore, Ash (KISYD) <>
Subject: Covid-19 vaccine hesitancy

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Many thanks,

Hannah

KANTAR PUBLIC

Hannah Morgan
Associate Director

Level 6, The Bond
30 Hickson Road
Millers Point
NSW 2000
Sydney, Australia

T: 2.2(a)(ii)

Today, I am working on the lands of the Gadigal and Bidjigal people of the Eora Nation. I acknowledge the traditional custodians of this land and pay respect to their Elders past, present and emerging.

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From: "Stafford, Neil" <Neil.Stafford@act.gov.au>
Sent: 22/09/2021 5:15 AM
To: "Morgan, Hannah (KT)" <>; "Briant, David" <David.Briant@act.gov.au>
Cc: "Donovan, Craig (KT)" <>; "Moore, Ash (KISYD)" <>
Subject: HPE CM: RE: Covid 19 vaccine hesitancy
Attachments: 263406985 ACT Government Project Vaccination Territories_FINAL.pptx

OFFICIAL

Hi Hannah,

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From: Morgan, Hannah (KT) <>
Sent: Wednesday, 22 September 2021 12:15 PM
To: Stafford, Neil <Neil.Stafford@act.gov.au>; Briant, David <David.Briant@act.gov.au>
Cc: Donovan, Craig (KT) <>; Moore, Ash (KISYD) <>
Subject: RE: Covid-19 vaccine hesitancy
Importance: High

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on your suggestions but would be really grateful if you could please get sign off on some of these? E.g., Slide 11 – hard to verify the first part of this myth buster in particular. I've also used a range of sources to see if this triggers them which we can show / not show.

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Sent: Wednesday, 22 September 2021 9:57 AM
To: Morgan, Hannah (KT) <>; Briant, David <David.Briant@act.gov.au>
Cc: Donovan, Craig (KT) <>; Moore, Ash (KISYD) <>
Subject: RE: Covid 19 vaccine hesitancy

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Many thanks,

Hannah

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1 Territories

The big ask

Seldom in our lives is there such a big thing that we're all being asked to do at the same time. But, the Covid-19 vaccine is one of those rare times. We know it's a big ask ...but, we wouldn't be asking if we didn't think it was important. If you've been putting off getting a vaccine, our health experts are here to help and happy to talk about any questions you may have.

It's up to you, but you don't have to do it alone

Getting the COVID-19 vaccine is a big decision for everyone, and we know that people want to take time to make sure they choose what is right for themselves, their families and their community. The final decision is yours, but you don't have to make it alone. Our health experts are here to help explain the options, so your decision also comes with peace of mind.

It's a problem we all face, but we're not all the same

While we want everyone to act together, we know that everyone is different. We all have different views, experiences, and we're all at different points in our life. We want you to make the choice that's right for you. So, now's the time to tailor your solution - book an appointment and spend some time talking to a professional about one of the biggest challenges the world, and ACT, is facing.

It's ok to have questions

We know there are different opinions and questions about the COVID-19 vaccines ...and in something this complex, that's totally normal. If you've been holding off on getting the vaccine, because you don't feel like your questions are being answered or considered ...our health experts are here to listen and help explain what the options are.

Don't tie yourself in knots

Sometimes, even though we might think it's the right thing to do, it doesn't mean that it's easy. It's ok to still be thinking about the COVID-19 vaccine, and what's going to best for you and your family. But, don't tie yourself in knots. If you've been holding off on getting the vaccine, our health experts are here to listen and explain what the options are.

A problem shared is a problem halved

With so much information going around – about the vaccines, the targets, the pathway out – it can be hard to know what's right for you. If you've been putting off getting the vaccine because you're simply not sure what to do, we're here to help. Relieve the pressure and book an appointment and spend some time talking to a professional about the facts and how they apply to you.

2

Myth busting

Drinking bleach will kill COVID-19
(Donald Trump, 2020)

Wrong – bleach contains sodium hypochlorite which is a corrosive, it destroys human tissue and can kill you. It's listed on the poisons register.

Ivermectin has been proven to be highly effective in treating COVID-19.
(reddit feed)

Wrong – Ivermectin is designed to treat human and animal diseases caused by parasites, such as lice and worms. It has not been proven to help with the symptoms of COVID-19. It can be dangerous for humans to consume.

There are more people in hospital from getting the COVID-19 vaccine than there are COVID-19.

(my mate John on Facebook)

Wrong – hospital admissions as a result of vaccination are rare. In the ACT, there are currently 222 active cases of Covid-19, 12 are in hospital and 2 are in intensive care receiving ventilation.

You only get really sick or die from COVID-19 if you have pre-existing conditions – it's really just a common-cold and we should treat it that way.

(Something I heard from a friend)

Wrong – 14% of cases end up in hospital and 3% in intensive care – not all of these had pre-existing conditions.

Never before have we been asked to do something like this
(Something I heard from a friend)

Wrong – both polio and smallpox were all but eradicated in Australia via a nationwide vaccination programme.

The government are hiding the number of vaccine injuries / side-effects / adverse events occurring from the Covid-19 vaccine.

(Something I read somewhere)

Wrong – the Therapeutic Goods Administration (TGA) are releasing a Covid-19 weekly safety report showing all reported adverse events and deaths, by brand of vaccine.

You're more likely to die from a vaccine related blood clot than from Covid-19 itself
(Something I saw on the news)

Wrong –134 cases of Thrombosis with thrombocytopenia syndrome (TTS) have been reported in Australia. Only 39 of these were in intensive care, and 8 died. There have been 88,710 cases of Covid-19 (765 in the ACT) and 1,178 (3 in the ACT) have died.

Getting infected with Covid-19 gives you better immunity than the vaccine does...so it's better to get Covid than get vaccinated.

(That new study from Israel)

Wrong – vaccination is the safer path.

This study didn't include unvaccinated people who hadn't been infected with Covid-19 for comparison, nor did it account for the harm caused by direct infection vs. vaccination – it's not a like for like comparison. In fact, several studies have shown that people recovered from Covid-19 are at increased risk of long-term health problems when the same is not true for the vaccines.

The Covid-19 vaccine was developed too quickly so it's not safe and we don't know enough about it.

(A news site I visit)

Wrong – yes they were developed quickly but these vaccines used existing technology so were able to go straight to clinical trials. All vaccines follow the same clinical trial process:

- Phase I: a small group of people for initial efficacy and safety testing
- Phase II: a larger group of people with specific characteristics like being the same age
- Phase III: a large trial with thousands of people
- Phase IV: real-world monitoring & adverse event reporting

All Covid-19 vaccinations have undergone Phase III trials. If there is any concern about a vaccine at any stage, the vaccine does not progress - like the University of Queensland vaccine which did not progress to Phase 2/3.

Covid-19 vaccines haven't been tested on females so we don't know how they affect fertility or babies in the womb.

(A scientist in the US)

Wrong – many women have become pregnant after a Covid-19 vaccination and there is no evidence it impacts fertility, pregnancy, breastfeeding or babies. In fact, evidence for safety is growing through real world surveillance data.

From: "Briant, David"
Sent: 24/09/2021 6:33 AM
To: "'Morgan, Hannah (KT)'" <>; "Stafford, Neil" <Neil.Stafford@act.gov.au>
Cc: "Donovan, Craig (KT)" <>; "Moore, Ash (KISYD)" <>
Subject: HPE CM: RE: Covid 19 vaccine hesitancy

OFFICIAL

Hi Hannah,

I just wanted to give you a heads up that I will be on leave Monday and Tuesday next week for school holidays, so if there is anything arising please contact Neil who I am sure will be able to assist you. I hope the final stages of field work went well and I look forward to catching up with you all this time next week.

Kind regards,

David Briant | Director, Research and Insights
Phone: (02) 6205 2402 | **Mobile:** +61 2.2(a)(ii) | **Email:** David.Briant@act.gov.au
Communications & Engagement | Chief Minister Treasury and Economic Development Directorate | ACT Government
Level 5, 220 London Circuit, Canberra City | GPO Box 158 Canberra City ACT 2601 | www.act.gov.au



From: Morgan, Hannah (KT) <>
Sent: Wednesday, 22 September 2021 3:56 PM
To: Stafford, Neil <Neil.Stafford@act.gov.au>; Briant, David <David.Briant@act.gov.au>
Cc: Donovan, Craig (KT) <>; Moore, Ash (KISYD) <> **Subject:** RE: Covid 19 vaccine hesitancy

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Hi Neil,

Awesome, thank you for doing that – much appreciated. I had the same thought to myself about all the google searches I was doing this morning...and also super interested to see what came up on the prompts!

We'll let you know how tonight goes – pretty interested to see what happens.

Kind regards,

Hannah Morgan
Associate Director, Australia
Kantar Public
2.2(a)(ii)

From: Stafford, Neil <Neil.Stafford@act.gov.au>
Sent: Wednesday, 22 September 2021 3:16 PM
To: Morgan, Hannah (KT) <>; Briant, David <David.Briant@act.gov.au>
Cc: Donovan, Craig (KT) <>; Moore, Ash (KISYD) <> **Subject:** RE: Covid 19 vaccine hesitancy

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Sent: Wednesday, 22 September 2021 12:15 PM
To: Stafford, Neil <Neil.Stafford@act.gov.au>; Briant, David <David.Briant@act.gov.au>
Cc: Donovan, Craig (KT) <craig.donovan@act.gov.au>; Moore, Ash (KISYD) <ash.moore@act.gov.au>
Subject: RE: Covid-19 vaccine hesitancy
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To: Briant, David <David.Briant@act.gov.au>

Cc: Stafford, Neil <Neil.Stafford@act.gov.au>; Donovan, Craig (KT) <>; Moore, Ash

(KISYD) <>

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From: "Briant, David"
Sent: 30/09/2021 5:56 AM
To: "Johnston, Trish" <Trish.Johnston@act.gov.au>; "Stafford, Neil" <Neil.Stafford@act.gov.au>; "Southwell, Hoami (Health)" <Hoami.Southwell@act.gov.au>; "Devine, Alana (Health)" <Alana.Devine@act.gov.au>; "So, Louise (Health)" <Louise.So@act.gov.au>; "Spencer, Jo (Health)" <Jo.Spencer@act.gov.au>
Cc: "Morgan, Hannah (KT)" <>; "Cooper, Natalie (Health)" <Natalie.Cooper@act.gov.au>; "Donovan, Craig (KT)" <>; "Moore, Ash (KISYD)" <>; "Jenkins, Anne (Health)" <Anne.Jenkins@act.gov.au>; "Detoya, Phil (KTBBE)" <>; "VanDijk, Joyce (KT)" <>
Subject: HPE CM: Confirmed: debrief from Kantar on both qual and quant insights

Hi All,

I realised I originally scheduled this meeting as a placeholder so I just wanted to confirm we are meeting with Kantar tomorrow for a debrief on the delivery of both quant and qual insights from their research. Look forward to seeing you all online tomorrow.

Kind regards,

David.

Microsoft Teams meeting

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From: "Briant, David"
Sent: 01/10/2021 7:07 AM
To: "Morgan, Hannah (KT)" <>
Cc: "Stafford, Neil" <Neil.Stafford@act.gov.au>; "Donovan, Craig (KT)" <>; "Moore, Ash (KISYD)" <>
Subject: HPE CM: RE: Covid-19 vaccine research final presentation and quantitative research report

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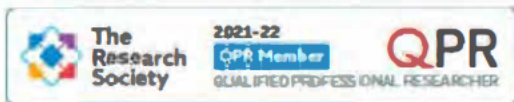
Thanks, Hannah. Appreciate everyone's effort to deliver the project within the timeframe. I will read through both doc over the weekend and will likely touch base with you on Tuesday with any follow up questions. Have a nice long weekend!

Kind regards,

David Briant | Director, Research and Insights

Phone: (02) 6205 2402 | Mobile: +61 2.2(a)(ii) | Email: David.Briant@act.gov.au

Communications & Engagement | Chief Minister Treasury and Economic Development Directorate | ACT Government
Level 5, 220 London Circuit, Canberra City | GPO Box 158 Canberra City ACT 2601 | www.act.gov.au



From: Morgan, Hannah (KT) <>
Sent: Friday, 1 October 2021 4:46 PM
To: Briant, David <David.Briant@act.gov.au>
Cc: Stafford, Neil <Neil.Stafford@act.gov.au>; Donovan, Craig (KT) <>; Moore, Ash (KISYD) <>
Subject: Covid-19 vaccine research - final presentation and quantitative research report

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Hi David,

Thank you again to you and the team for your time this afternoon - felt like we had a good conversation about the strategy, and hopefully answered more questions that it raised...the first of many conversations about how to navigate going forward, I'm sure.

Attached is the quantitative research report for you to mull over together with what we presented today. As discussed, please reach out once you've had time to digest with any further questions, queries, next steps - and please do let us know how things progress from here - we love to hear about what happens with the work / see it in our worlds!

Have a great long weekend.

Kind regards,

Hannah

KANTAR PUBLIC

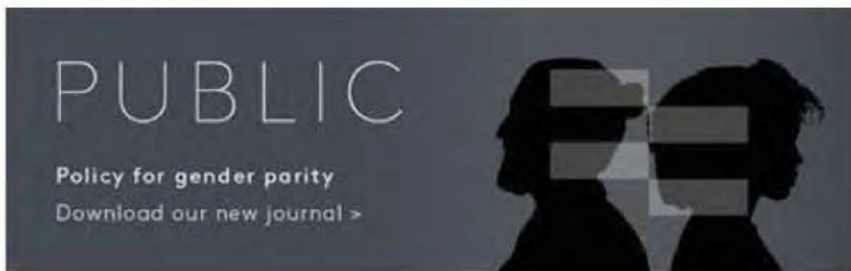
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Project Vaccination: Covid-19 vaccine hesitancy in the ACT

Quantitative Research Report

Prepared for the ACT Government

1st October 2021



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1. Background, objectives and approach



research background

The Covid-19 pandemic has had a dramatic impact globally, with the current DELTA outbreak in Australia accelerating the need for vaccination. As a result, the aim of this research has been to address vaccine hesitancy in the ACT by exploring three key issues:



1. Onboard v Maintain

What changed between onboarding (initial vaccination uptake) and now, the maintenance phase?

1. How do attitudes differ now when compared to early onboarding vaccination efforts?
2. How do the community want to be engaged now, given the rapidly changing context of the DELTA variant and 'noise' from other jurisdictions?



2. Intention/Action Gap

People may 'say' they intend to get vaccinated, however we know that there is a gap between intention and action... people don't always say what they mean.

We sought to understand:

1. How **big this gap is**
2. What the **drivers** are for this gap
3. What **messaging is needed** to address this gap and drive engagement
4. What **platforms we need** to utilise to reduce this gap



3. The Segments

What segments exist regarding vaccination behaviour?

Specifically, we explored:

1. The **distinguishing underlying drivers between segments...**
2. How to **target segments in the ACT** – how to talk to them in a way that resonates and drives positive change
3. Which **segments present the biggest Opportunity Value for change** – where can efforts be focused to make a difference?