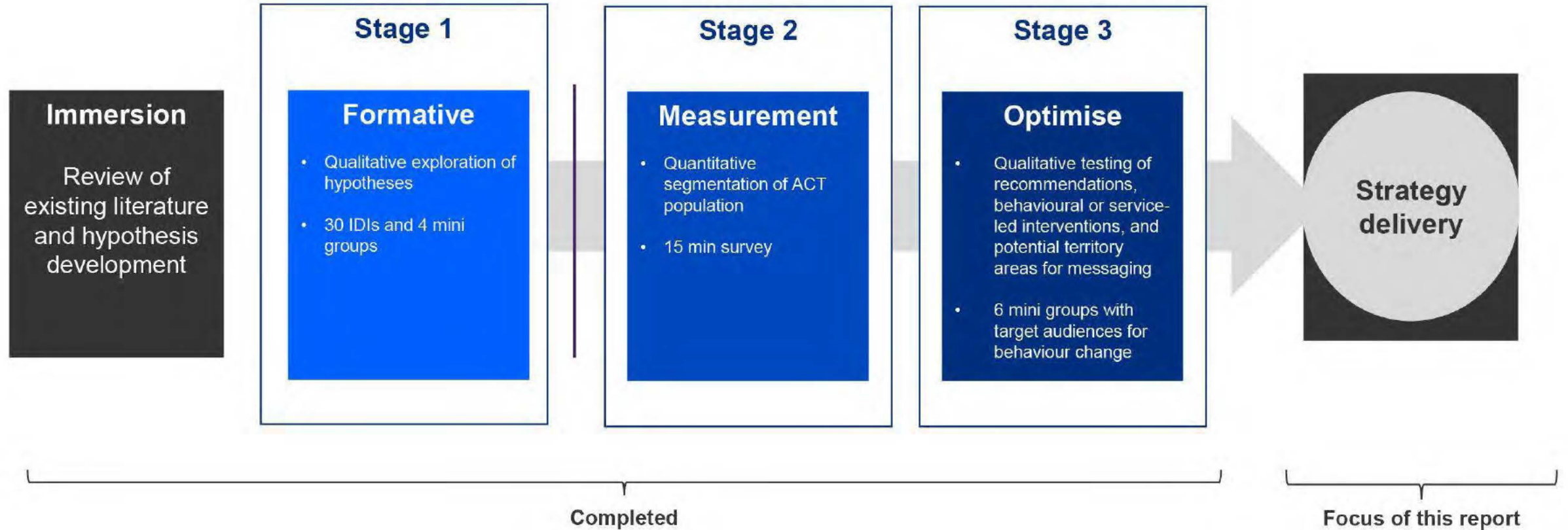


research approach



the vaccination context has changed...and this will have an impact on strategy and messaging

our unvaccinated population has declined

then...

57.5% of the population over the age of 16 had had their first dose, and

34.1% were fully vaccinated.

In total, 2 out of 5 (42.5%) were unvaccinated.

and now*...

90.1% of the population over the age of 16 have had their first dose, and

63.7% are fully vaccinated.

Currently, 1 in 10 (10%) are unvaccinated, so our target audience has substantially reduced.

*correct on 30th September 2021

and this is driven by the current outbreak...

then...

there were 93 active cases

“

I've got no concerns about the amount of work that's gone into it and making it safe and side effects keep popping up in there's new ones left, right and centre, and we see them we go. That's a shame. You know what else is a shame? Dying of Covid, so weigh it up

”

and now...

There are **246** active cases

People now feel much more at risk of getting Covid-19, and of giving it to someone else, so, they want to protect themselves and loved ones by getting vaccinated

“

It feels like the risk of getting sick is much higher now....much higher than last year...this strain is a lot more contagious.

”

*correct on 30th September 2021

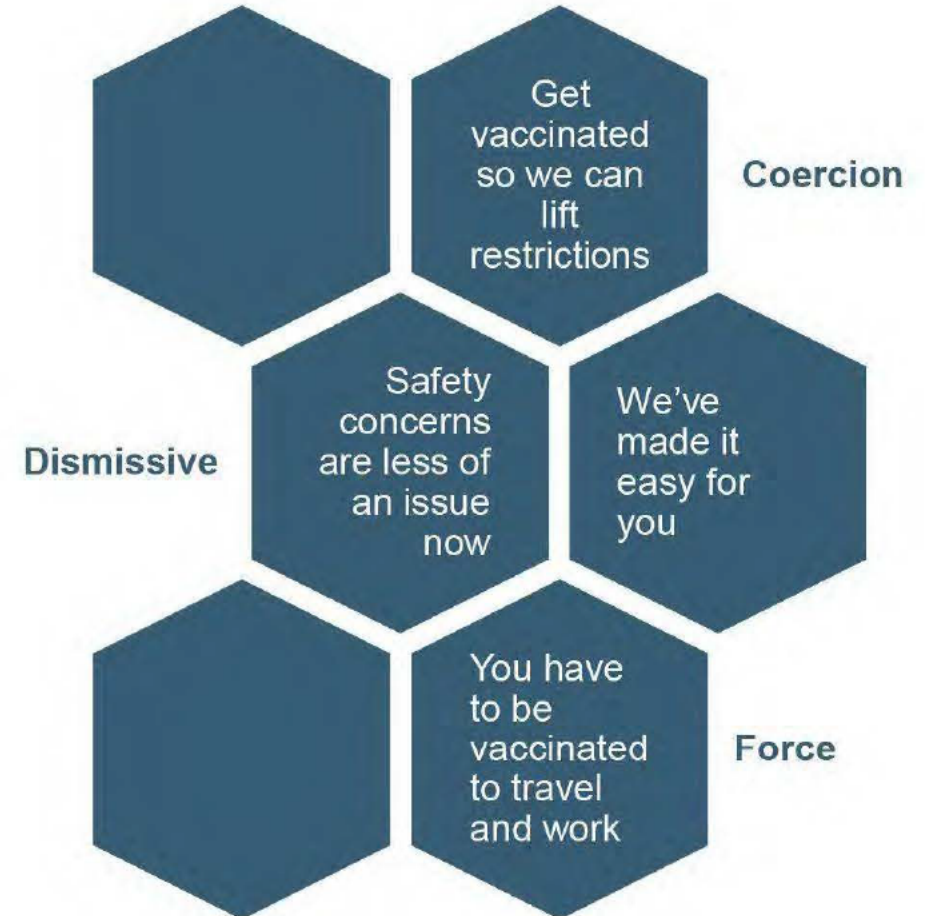
messages are being heard – and while this has driven vaccination, it's also enhancing hesitancy and resistance for some...

ACT citizens have heard four main messages

ACT citizens have been exposed – repeatedly – to **high levels of vaccine and Covid-19 noise...**

...with an increase in vaccine noise over the past six months from all angles, particularly from **outside** the ACT.

Those who are vaccine hesitant **interpret these messages negatively**, and it's contributed to their resistance to getting vaccinated.



get vaccinated so we can lift restrictions

How it was intended...

Get vaccinated so we can lift restrictions quicker

- **because**...fewer people get Covid-19 when we are all vaccinated
- **because**...you being vaccinated protects others around you
- **because**...you don't get Covid-19 as badly when you're vaccinated
- **because** it's better for everyone if you / we in society are vaccinated

Seen as coercion

- I don't care about other people, I care about me – how can you be sure it'll protect me?
- You don't seem to care if I get Covid-19 – so why should I try and protect others?
- What's the point in risking an unproved vaccine if we can all still get it?

“

It shouldn't be a bargaining thing, once a certain level of us are vaccinated, then everything should be opened up to everyone...not holding people hostage essentially.'

Fluctuator / follower, female, 40-49, first dose

”

we've made it easy for you

How it was intended...

We're providing mass vaccination hubs to make it easier and quicker to get vaccinated (and lift restrictions quicker)

- **because**...it's the quickest way to get as many people as possible through in one go
- **because**...the sooner we get lots of people vaccinated quickly, the better for everyone

Seen as dismissive

- You don't care about me and my situation – just getting as many vaccinated as quickly as possible
- You're herding us like sheep with these mass centres
- The mass centres mean lots of people gathering at once – I might get Covid-19 there, how is that safe?

“

Hey come, let's do a mass vaccination clinic... come and stand with all the sheep in these great big lines where you could possibly get Covid-19 because you're all standing here together...I mean is that is not appealing at all because yes gathering of people. Does that not sound crazy?

Denial, female, 40-49, unvaccinated

”

safety concerns are less of an issue now

How it was intended...

The advice on AstraZeneca, age eligibility, and dose intervals has changed so more people can get vaccinated, quicker, which is good

- **because...**the risk of people dying from Covid-19 now outweighs the risk of people dying from the fatal side effects associated with AstraZeneca
- **because...**the risk of people getting Delta (severely) and putting a strain on the health system, is now higher in younger age groups
- **because...**we now have data to support children being safely vaccinated

Seen as dismissive

- It doesn't matter about everyone else, what about me? What if I'm the rare one who dies from it?
- But I might still get other side effects and I've heard they're really bad from others – so what about that? Are you hiding something?
- Your advice keeps changing, do you really know what you're talking about? How am I meant to trust you? What's the right advice?!

“

I do think the potential side effects are very much downplayed. The people in charge just want people to get vaccinated and to convey safety and certainty to the population. Basically the benefits are hyped up and the side effects are downplayed.

Denial, male, 20-29, unvaccinated

”

to travel or work you'll need to be vaccinated

How it was intended...

Travel is a major risk, so we need everyone to be vaccinated to reduce the amount of Covid-19 entering and moving around Australia

- **because**...international travel is how Covid-19 arrived in Australia in the first place
- **because**...it's the most likely way that new variants will be brought into Australia
- **because**...it's the best way to control Covid-19 transmission across Australia

Seen as use of force

- But I don't want to get vaccinated, and I think I should be able to not get vaccinated if I don't want to, so who gives you the right to lock me in Australia unless I do what you want?
- Why am I being treated differently? like a second-class citizen?
- Why do I have to be vaccinated to see my family in NSW – I don't even live there, so why do I have to do what Gladys Berejiklian says?

“

There's talk about needing to be vaccinated to leave Australia...I find this concerning since it isn't happening in any other developed countries... makes me more likely to get vaccinated but I really dislike the coercion...I should have right to choose which medical procedures I take.

Fluctuator / follower, male, 30-39, unvaccinated

”

to travel or work you'll need to be vaccinated

How it was intended...

We believe we are protecting workers and the public in mandating vaccination for our employees

- **because...**being vaccinated reduces transmission of the virus and our employees come into contact with a lot of people
- **because...**being vaccinated reduces transmission of the virus and our employees come into contact with a lot of people

Seen as use of force

- If you don't get vaccinated even if you don't want to then you'll lose your job, so you have to, you have no choice

“

I didn't want to get it. I was dead set against getting it. When they decided to make it mandatory for aged care workers, I started looking around for other jobs...

Fluctuator / follower, female, 40-49, first dose

”

...so many who are vaccine hesitant / resistant switch off or resist engagement

AAMI DOES
with your AAMI

AAMI - Vax Up Australia
VAX-UP

HOLD YOUR BREATH AND COUNT TO FIFTY. NOW DO IT AGAIN AND AGAIN.
Let's Do This 30'

LET'S DO THIS
Book your COVID-19 vaccination today at nsw.gov.au

ARE YOU DYING

I think that we're a little bit saturated with information... I don't know what's the truth... I don't know who to believe... I wouldn't know where is a credible source

Fluctuator / follower

It's too much... it's a constant bombardment of one side... you must get vaccinated...

Difficult

The government needs to stop dividing people. They need to stop 'you need to get it'. It's pushing the ones on the fence away.

Fluctuator / follower

YOU DON'T DIE ON LIFE SUPPORT. SOMEONE TURNS YOU OFF.

DON'T WAIT. VACCINATE.

this all results in a range of rational barriers...



and emotional barriers



autonomy: tensions and expressions

| I feel... | Tension expression | Behavioural impact | I am holding off because... |
|--|--|--|--|
| <p><i>I feel angry that the government are trying to force me to do this.</i></p> <p>“... when they decided to make it mandatory for aged care workers, I started looking around for other jobs“</p> <p>“The first thing that comes to mind is that I don't like being told what to do and being told to take a vaccine sets my hackles up”</p> <p>“One of my biggest concerns is that it's being forced through coercion and through removal of privileges that are basic human rights”</p> | <p>Difficult Segment:</p> <ul style="list-style-type: none"> • Feel resentful that they have been strongly asked to get vaccinated because they do not have autonomy over the decision • Feel indignant that they perceive they have little choice • Feel frustrated that they don't have the capability – in assessing information sources – for truly autonomous decision-making • Feel like they are being coerced and under pressure to do something <p>Fluctuators segment: Feel confused because they lack the capability to assess the information and make an autonomous choice.</p> | <p>Difficult Segment:</p> <ul style="list-style-type: none"> • Undermine behavioural ask by minimising the threat posed by not doing the behaviour • Focus on what is unknown to challenge the legitimacy of the ask (for the broader health of community) – in frame of response efficacy e.g. how do we know this will actually work? • Perceive those who are pro vaccination to not be allowing them to have autonomy because they are suggesting they do as they're told / everyone else is • Reject opportunities for trusted experts so that they don't have to be capable • Riled by the current campaign - reject <p>Fluctuator segment:</p> <ul style="list-style-type: none"> • Get stuck not knowing what information to pay attention to, to trust, or 'what to do' • Reject opportunities for trusted experts so that they don't have to be capable | <p><i>Getting vaccinated isn't the right thing for me at the moment - it's my choice, the government can't tell me what to do.</i></p> |

ownership: tensions and expressions

| I feel... | Tension expression | Behavioural impact | I am holding off because... |
|--|---|--|--|
| <p><i>I worried I'm not making the right decision – I want to be sure that I am and that it will have a positive impact.</i></p> <p>“how good is this vaccine if you have to get a booster every 6 months?”</p> <p>“My trust factor is zero for the government, they have lied and changed their story so many times”</p> <p>“I'm fed up trying to find this out for myself. You just talk to the doctor about it”</p> | <ul style="list-style-type: none"> • Feel unsure what the new normal is – because constant updates in messaging blurring the lines / not being clear. • Want clarity on the way forward - what the 'new normal' is to give certainty in their rationale for why they should be vaccinated. • Some issues with the legitimacy of the vaccine – as a result of confusion, there is some doubt that it will have the desired impact, and conflicting information can dominate. <p>Fluctuator segment:</p> <ul style="list-style-type: none"> • Feel apprehensive they'll make the 'wrong' choice as per some internal judgement of what it means / happens if something goes wrong – resulting in ownership of the decision and it's consequences | <p>Fluctuator segment:</p> <ul style="list-style-type: none"> • Externalise their worries as 'the messaging is confusing, goal posts are changing, can't trust anyone etc'. • Upweight costs of vaccination to offset / rationalise uncertainty in their decision-making • Use the lack of certainty to justify inaction, in frame of the risk isn't that bad for them | <p><i>I don't want to make the wrong choice, so I will only get vaccinated when it's clear that the benefits outweigh the risks.</i></p> <p><i>I am waiting until everyone else is vaccinated so I don't have to decide.</i></p> |

acknowledgement: tensions and expressions

| I feel... | Tension expression | Behavioural impact | I am holding off because... |
|---|--|---|---|
| <p><i>I want to be heard and not judged, labelled or excluded.</i></p> <p>“The protests and anti-vaxxers vs. people who are very pro-vaccination and are becoming very judgemental against people not getting it yet”</p> <p>“If I choose not vaccinate - how is this going to impact me amongst friends / family - are they going to want to stay away? How am I going to be received for that? How am I going to be judged for that?”</p> | <p>Difficult Segment:</p> <ul style="list-style-type: none">• Feel frustrated that their perspectives aren't being considered or recognised...and by not being I'm being excluded• Difficults feel demonised as an antivaxxer (but they aren't – not their label) e.g., 'I am being demonised and labelled as an antivaxxer but I'm not'• They feel judged and labelled because they are misunderstood and this causes considerable frustration | <p>Difficult Segment:</p> <ul style="list-style-type: none">• Respond by augmenting the importance of the perceived costs (their concerns that need listening to) in the balance of decision-making• Perceive pro-vaccination sentiment to be disregarding them and designed to create discord / negativity | <p><i>I'm not getting vaccinated (yet) because I have very real and valid reasons to be concerned about it.</i></p> |

empathy: tensions and expressions

| I feel... | Tension expression | Behavioural impact | I am holding off because... |
|---|---|---|---|
| <p><i>I don't want to be made to feel ashamed for finding this difficult.</i></p> <p>“the main reason I am not vaccinated is because I cant get Pfizer”</p> <p>“I don't want to get the vaccine and put any added extra stuff in my body either. But I know that if I get COVID, I'm going to get extra sick so.. My mind is just in such a confused state”</p> | <p>Fluctuator segment:</p> <ul style="list-style-type: none">• Feel shame that their behaviour (not getting vaccinated) isn't aligning with their subconscious moral values (do what's right and get vaccinated)• Feel stressed because they feel like their concerns are not being validated – being told it will be fine / shouldn't worry about these things | <ul style="list-style-type: none">• Go around in circles because no one is resolving / minimising the conflict for them | <p><i>I'm very confused and finding this difficult, it seems safer to not do anything right now</i></p> |

individualism: tensions and expressions

| I feel... | Tension expression | Behavioural impact | I am holding off because... |
|---|---|--|---|
| <p><i>"I'm not a sheep"</i></p> <p><i>"I'm not a number"</i></p> <p><i>"I'm in a category with underlying serious conditions and I have been forced to take AstraZeneca, which I believe is an inferior vaccine."</i></p> | <p>Difficult Segment:</p> <ul style="list-style-type: none"> • Feel annoyed that they aren't being treated as an individual • Feel resentful that they may have to follow the crowd <p>Fluctuator segment:</p> <ul style="list-style-type: none"> • Feel that their personal situation is being overlooked e.g. health conditions, children at home e.g., you don't know me and my needs | <ul style="list-style-type: none"> • Have greater affinity with the minority for anti-vaccination • Talk negatively about the pro-vaccination voice and perceive all information to be 1-sided – for the community, not them • Look into everything first (because they don't follow the crowd) | <p><i>I'm not going to passively accept what I'm being told and follow the crowd – I'll look into it myself then make a call.</i></p> <p><i>I'm not getting vaccinated yet because I don't want to be the person that something bad happens to – I have my own situation to consider.</i></p> |

confusion: tensions and expressions

| I feel... | Tension expression | Behavioural impact | I am holding off because... |
|---|---|--|--|
| <p><i>I want to be reassured that this is the best decision</i></p> <p>“There’s so many mixed messages”</p> <p>“I didn’t think [the vaccines] are tested much because as soon as they came out, they were giving them to people”</p> <p>“testing has still been rigorous, but we don’t know what the long term effects will be”</p> | <p>Fluctuator segment:</p> <ul style="list-style-type: none">• Feel under pressure because they lack the capability to critique the information available to them and decide• Feel under pressure because there’s constant messaging pushing to make a decision | <p>Fluctuator segment:</p> <ul style="list-style-type: none">• Become stuck on inaction• Interpret messaging as repetitive / pushing / intense | <p><i>I’m not going to make a big decision under this much pressure because it could be the wrong one, I need time</i></p> |



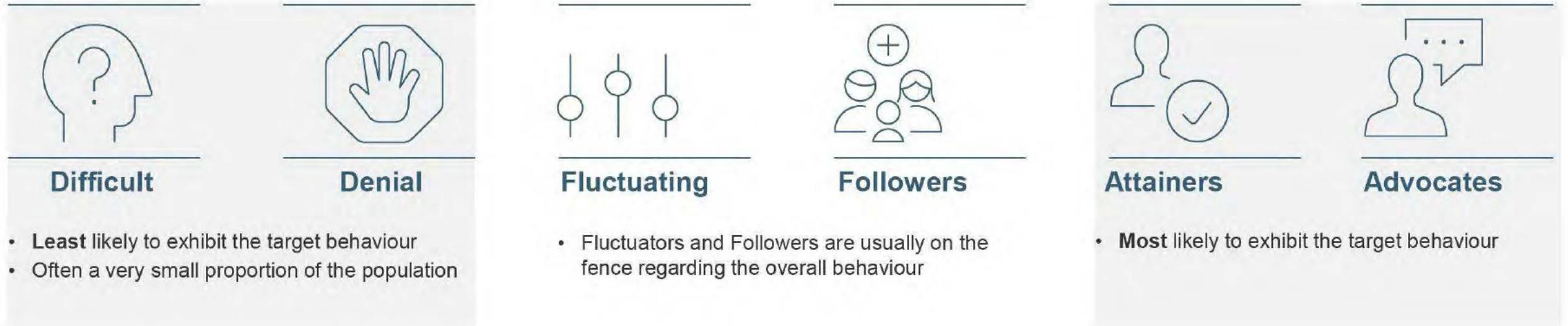
The solution isn't about vaccination targets, the community, or information provision any more...not for this group

before we understand what to do...we need to
understand who we are talking to...

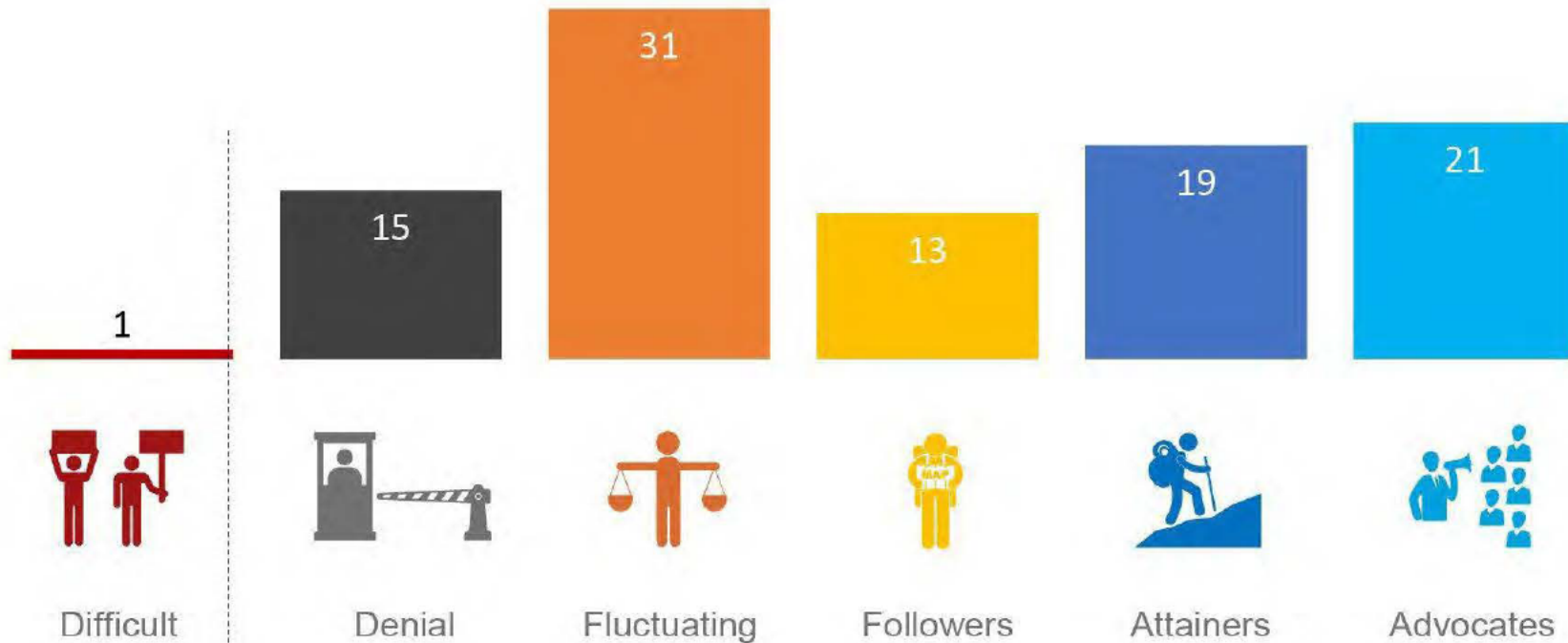
a quick reminder on commitment theory

Recent behavioural theory points to the significance of '**commitment**' to a behaviour in determining the likelihood of action. The more strongly an individual is committed to a stated action (or the more we can strengthen their commitment through communications or interventions), the more likely they will be to behave in this way.

There are 6 commitment segments:



who's who: let's think about targeting



Denial



15% of not fully vaccinated

(23% first dose)



Refusing

Refusing to acknowledge the behaviour is something that should be taken seriously. Most likely to exhibit the undesirable behaviour.

Only 5% say they would feel fantastic about being vaccinated....

Demographics

More Female



66%

Parents



41%

Living alone



30%

Lower Income



Highest CALD



30%

Highest Health/aged care/ disability



9%

Indigenous



5%

Messaging issues:

Particularly exposed to information regarding coercion from government and businesses, negative side effects, and hostility towards unvaccinated people.

“ *Been told to take it by my health specialist, who noted I should try to wait longer between the two jabs but who noted its unlikely they will let you. Berejiklian wouldn't want to be in same room as unvaccinated. That Qantas will not accept unvaccinated people. All of these things greatly concern me in terms of health advice, civil liberties and building a new brand of prejudice and discrimination.* ”

Fluctuating



31% of not fully vaccinated

(69% first dose)



Strongly conflicted

While they may not 'actively' want to exhibit 'wrong' behaviours and/or go against the 'social norm', their unconscious attitudes serve as barriers.

Only **12%** say they would feel fantastic about being vaccinated....

Most (77%) are slightly less positive (7-9/10)

Demographics

No gender difference



Living with partner



54%

Medium Income



CALD



22%

Health/aged care/ disability



3%

Indigenous



9%

Messaging issues:

Recall being exposed to information regarding uncertainty about the future, discussion about the differences between the vaccines, and the debate over vaccine passports.

“

There is just a push from media, politicians, trying to use emotional blackmail and placing restrictions the unvaccinated with regard to passports etc. I just think that there should be more information. More ability for people to have control over what they want to put into their bodies without being vilified.

”

“

Vaccinations are going up but there is still uncertainty about the future: we all need to get out and about again and treat COVID like Influenza and live with it: it will outlive us all.

”

Followers



13% of not fully vaccinated

(32% first dose)



Easily influenced

Desire to do the 'right' behaviour but strongly influenced by those around them: the 'loudest voice' and their perception of social norm.

0% say they would feel fantastic about being vaccinated....

Most feel neutral (43%) or slightly positive (51%)

Demographics

More 30-49



Medium Income



CALD



19%

Health/aged care/
disability



3%

Indigenous



3%

Messaging issues:

Followers care less about the issue and are less exposed to information about the vaccines. Some have switched off from this due to the negativity and stress it elicits. Followers are exposed to mixed sentiment, and are being influenced by anti-Covid-19 vaccination messages, reflected in greater awareness of misinformation surrounding infertility and messaging around not wanting to be the government's guinea pig/ lab rat, as well as less awareness of the benefits of vaccination.

“

I have been avoiding the news and social media and refused to talk to friends about covid because it's causing me too much anxiety.

”