

CALD



22% of the vaccine hesitant

(48% first dose)



More ambivalent



71% likely to get vaccinated asap

(vs. 82% for non-CALD)



44% think it would be easy

(vs. 51% for non-CALD)



45% definitely want to be fully vaccinated ▼

(vs. 62% for non-CALD)



44% are very likely to get a booster

(vs. 59% for non-CALD)



35% will definitely get their children vaccinated

(vs. 36% for non-CALD)

58% exposed to generally positive info about the vaccine

(vs. 54% for non-CALD)

Messaging:

Have been more slightly exposed (though not statistically significantly) to messaging around natural immunity being better than the vaccination (27%), as well as the ACT being close to achieving herd immunity (26%).

“ ACT is doing well at getting vaccinated.

I would rather build natural immunity and that should be my choice. ”

Health/aged care/ disability workers



Are under-indexed in the non-fully vaccinated population.

Only 4% of the non fully vaccinated population (n=11) compared with 7% of the fully vaccinated

KANTAR PUBLIC

Base: Non-fully vaccinated CALD participants (n=62), non-fully vaccinated non-CALD participants (n=224)
Likelihood to get vaccinated as soon as possible: Top 3 Box shown, External influence: Bottom 3 Box shown, Ambivalence: Top Box shown, Likelihood to get a booster: Top Box shown, Likelihood to vaccinate children: Top Box shown

▲ ▼ Statistically significantly difference between groups at 95% confidence 30

...attitudes are different

So...we need to tailor how we speak to them



Denial

“

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.

”



Fluctuating

“

It's so new and there's no long term research on it which makes me a little more hesitant...uncertainty what's going to happen 5-10 years down the track...will need to get it for work eventually...but I don't like being forced to get it like this.

”



Followers

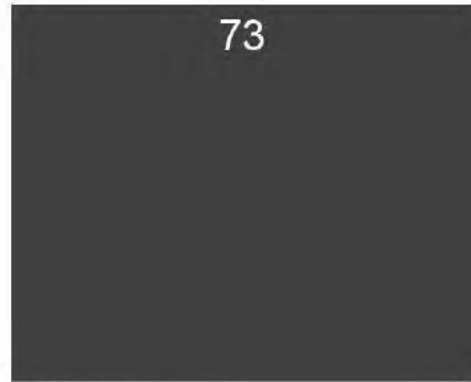
“

I haven't had the vaccine...haven't done a lot of research but have had close friends who've had terrible side effects...that's enough for me to sort of go, I'm going to sit on the fence for a while...I personally don't think is normal

”

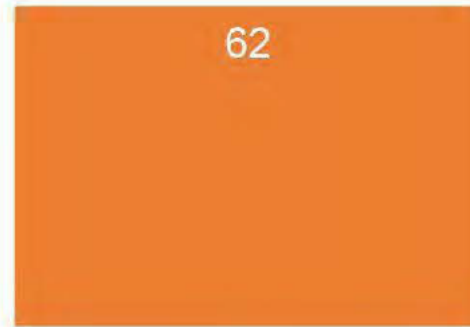
...information exposure also differs: and few are doing anything about what they're exposed to indicating there's little opportunity at the moment for the narrative to change

I didn't do anything as a result of seeing/hearing this information



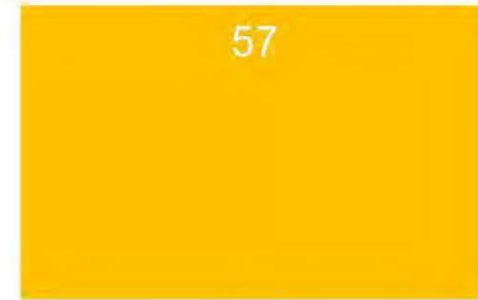
Denial

Have heard both positive and negative information about the vaccine



Fluctuating

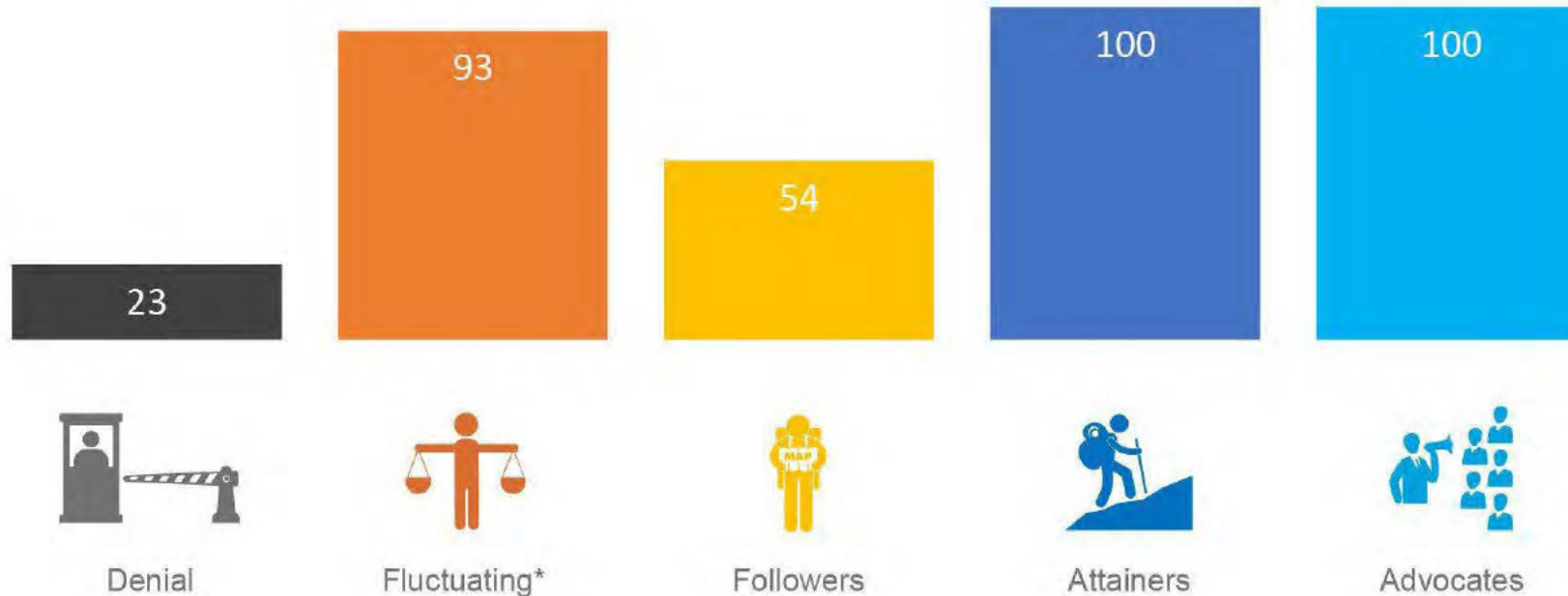
Have heard more positive information about the vaccine, but also a bit of both



Followers

Have had most exposure to negative information about the vaccine, but others, more positive, and others, a mix

Likelihood to get vaccinated soon: this guides targeting



*But, only
72% say they
definitely will

Perceived ease:

this shows the inherent difficulty

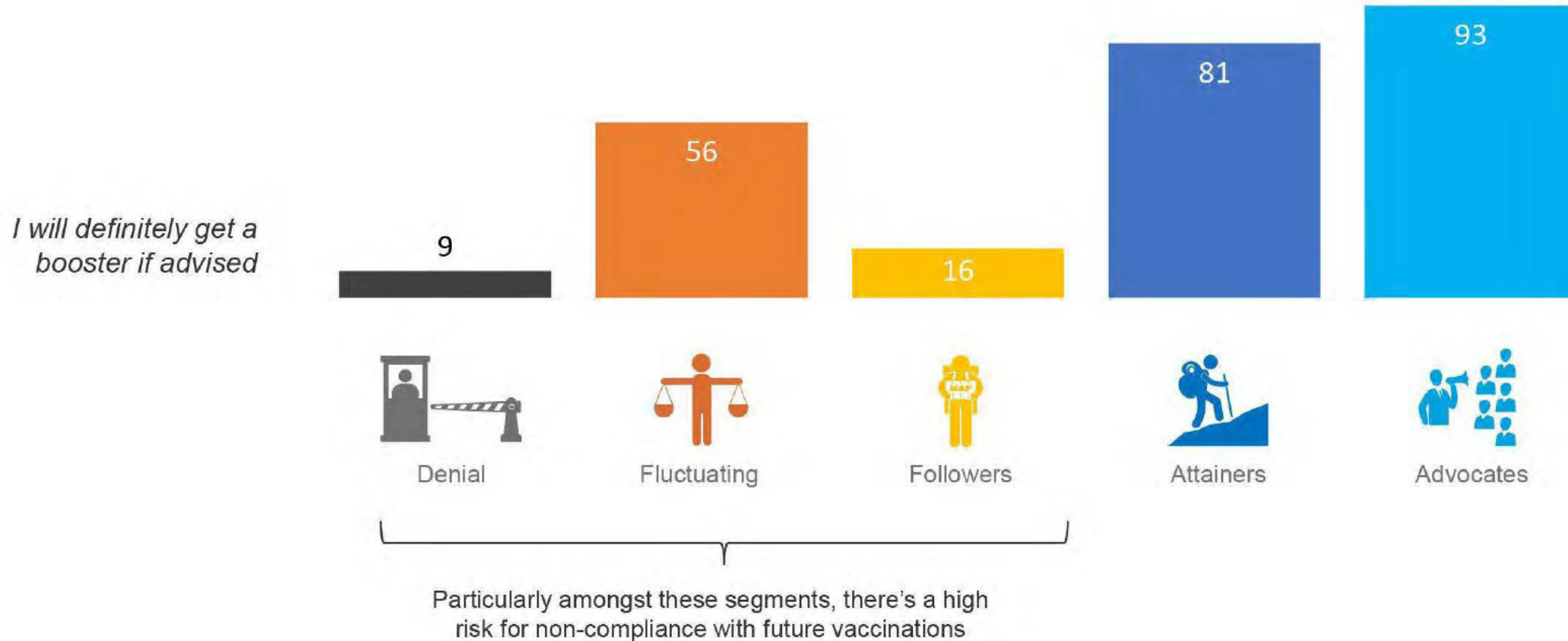
I disagree that it would be difficult for me to get vaccinated



we also know that current hesitancy/ resistance,
will have downstream impacts on child vaccination
and booster engagement

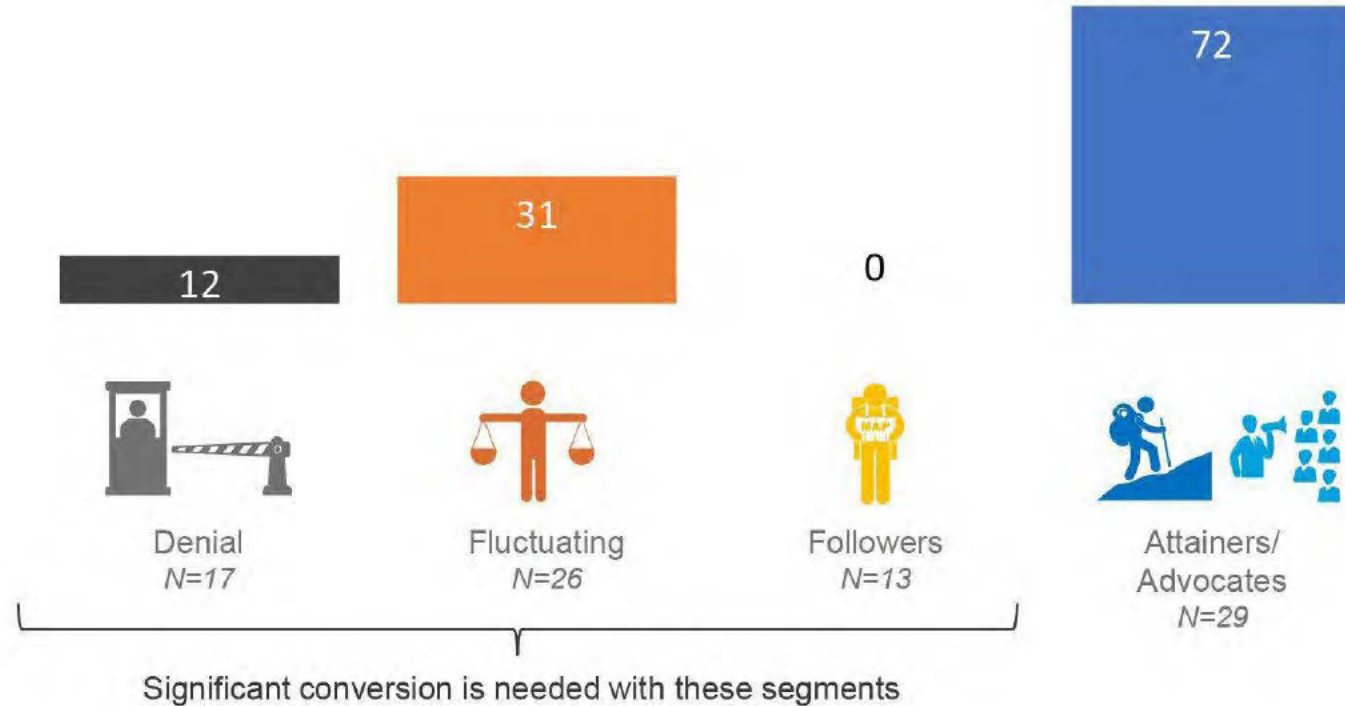
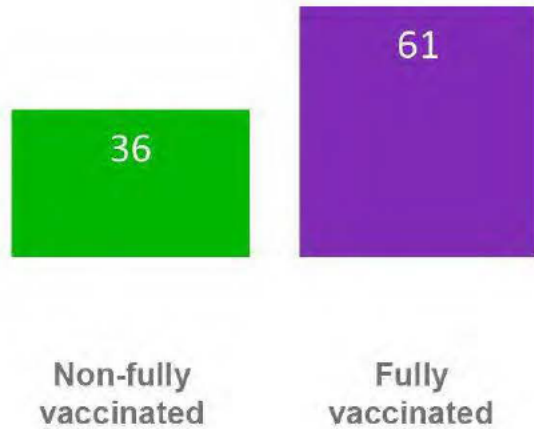
(or new variant vaccination if required)

Likelihood to get a booster: this shows the downstream impact of current hesitancy / resistance on future behaviour – and emphasises the need for engagement



Likelihood to vaccinate their children: even amongst advocates, there are those who are hesitant to vaccinate their children, again demonstrating the ongoing need for engagement

I will definitely get my child vaccinated as soon as possible



Opportunity values: who we should target



Size

13% of our
hesitant / resistant –
19,000 ACT residents

Likely

Around half likely to
get fully vaccinated as soon
as possible

Ease

Lowest perceived
ease

1st

Highest opportunity value - likely
conversion through minor
modifications to current
communications



Size

15% of our
hesitant / resistant –
22,000 ACT residents

Likely

Only 23% likely to
get fully vaccinated as soon
as possible

Ease

Average perceived
ease

2nd

Second priority – likely
required significant changes to
messaging to drive change



Size

31% of our
hesitant / resistant –
45,000 ACT residents

Likely

Highly likely to get
fully vaccinated as soon
as possible

Ease

Average perceived
ease

Consider

Downstream consideration –
based on hesitancy to vaccinate
children and likely alignment of
views on booster or variant
vaccine

Strategically, this means...

Current communications may be enhancing vaccine hesitancy / resistance

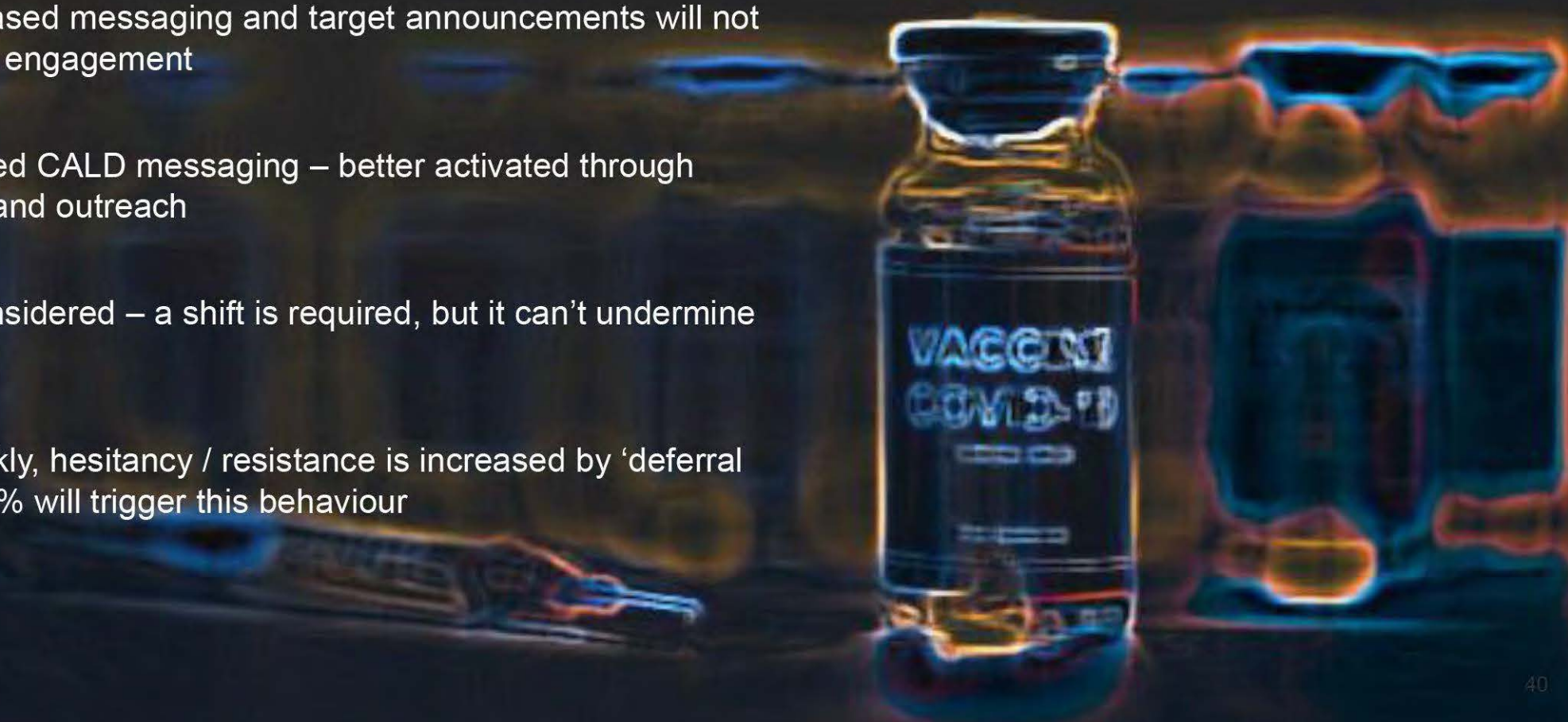
We are dealing with more than a requirement to provide information

Moralistic, community based messaging and target announcements will not appeal and will not drive engagement

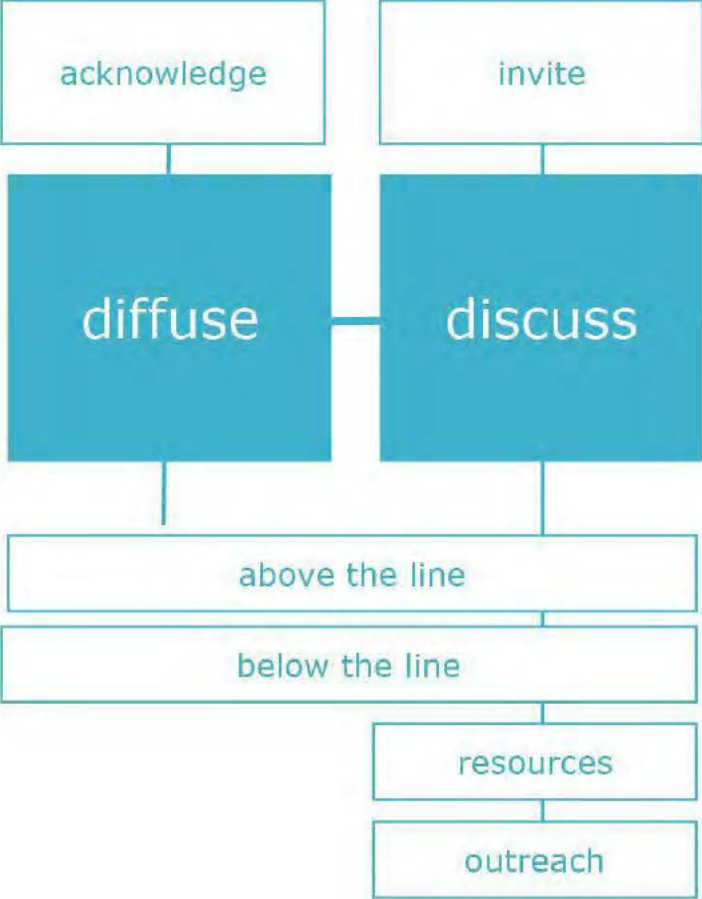
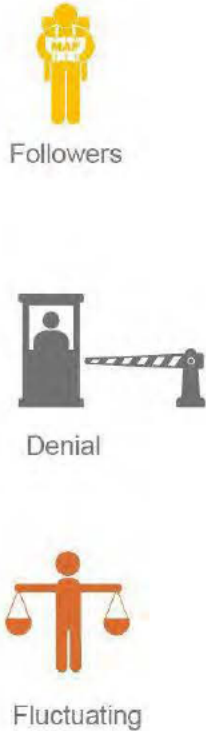
We do not need dedicated CALD messaging – better activated through programmatic targeting and outreach

Phasing needs to be considered – a shift is required, but it can't undermine the current conversation

And we have to act quickly, hesitancy / resistance is increased by 'deferral to others' – hitting 85-90% will trigger this behaviour



We need to address the **emotional barriers** – diffusing heightened negative sentiment associated with a lack of acknowledgement



Call to action needs to be considered – we suggest ‘speak to a health professional’ – noting that it was difficult to gain support for this during testing as no ‘diffuse’ activities had been undertaken. Creative testing on CTA will be essential.

Consideration needs to be applied to **phasing in shift of strategy**. Current campaign activities may be enhancing vaccine hesitancy / resistance.

Reactive messaging to address concerns of ‘return to work’ vaccination policies may be required – focusing on activating the ‘acknowledge’ pillar of the strategy...as this policy stance will serve to potentially enhance hesitancy / resistance.

In-language CALD remains a requirement – messaging aligned with mainstream.

Acknowledging the situation

Acknowledging the individual

Opening up a conversation

We want you to **acknowledge** the tension we feel because we feel forced and not convinced of the benefits of vaccination.

We want you to show us that you understand this situation has been difficult, and the **'human' concerns around 'sticking something in my body' are valid.**

We also need you to show us that you see us as **individuals, not as a numbers.**

That this is about me now – it's not just about the community any more.

Remember, we have thought about this – we're not antivax - **but we don't want to be forced into something we don't want to do, we want a conversation,** not an order.

We want you to **invite us to talk...** to listen to our concerns and our reasons, even if you don't think they're valid, and to support the **decision that is right for me and my body.**

diffuse

discuss

Appeal to the heart

Appeal to the mind



Followers

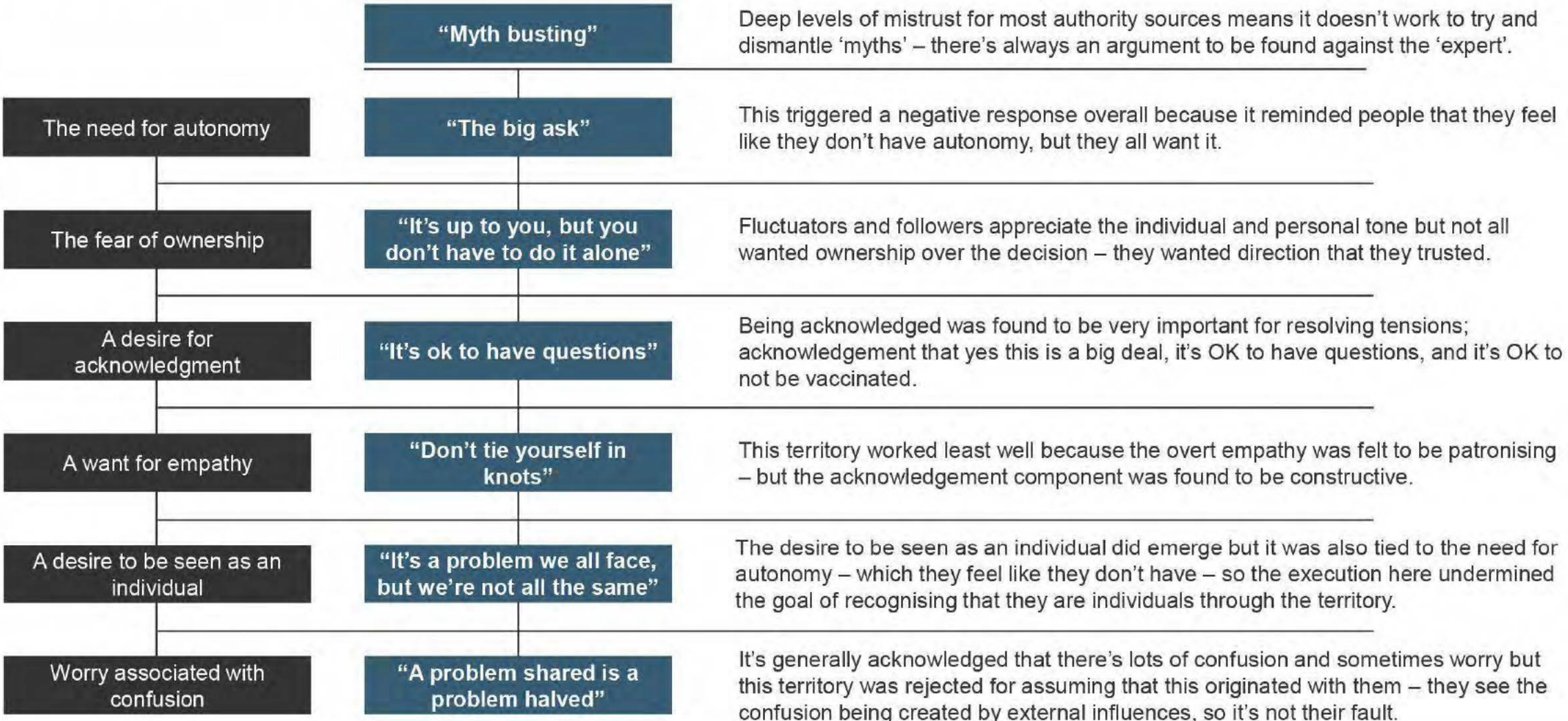


Denial

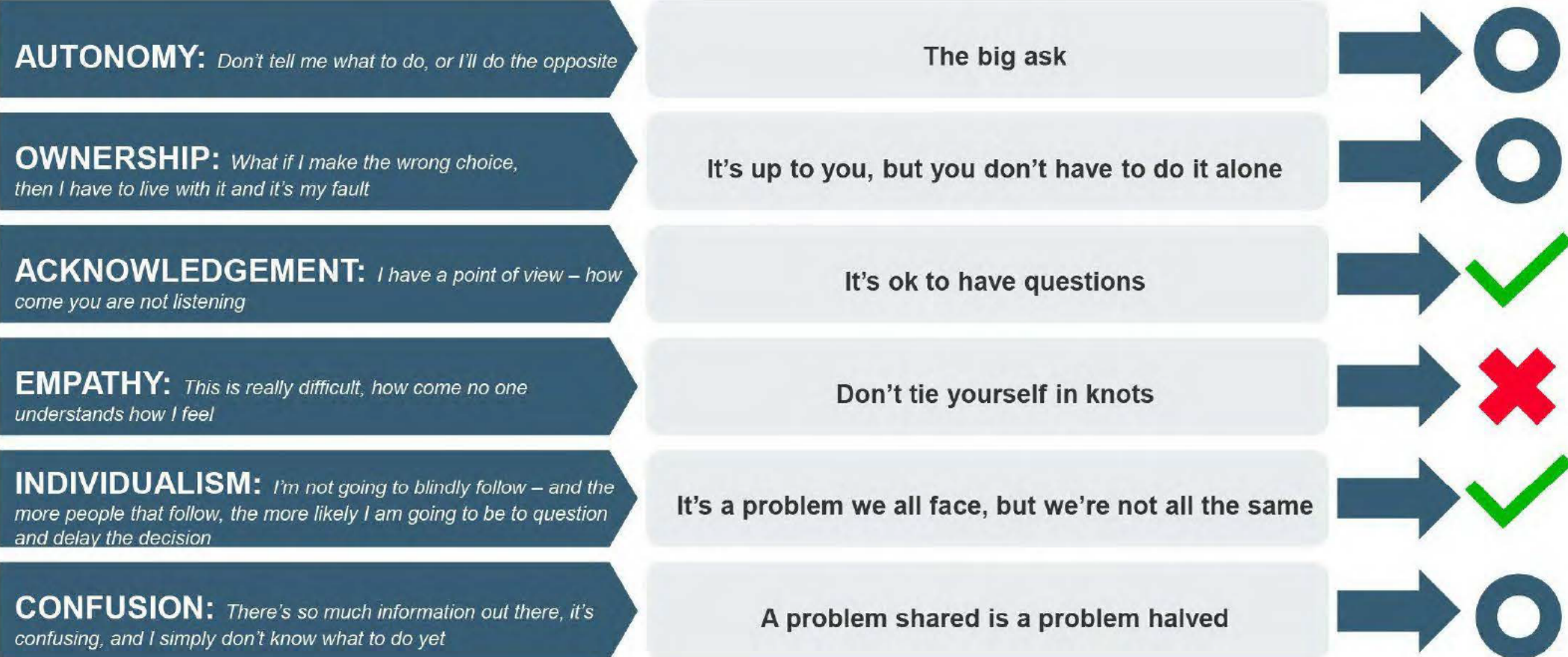


Fluctuating

testing showed no one territory worked by itself



acknowledgement and individualism showed the most promise, however



recommended creative territory

Diffuse and invite

- **[acknowledge]** Making your decision about the Covid-19 vaccine can feel complicated, pressured and even uncomfortable
- **[discuss]** It's a big ask (getting vaccinated) ...and, that's why it's good to ask your questions, if you have any.
- **[individualise]** We're all different, we all have different situations and experiences, and we can support you to decide what's right for you and your family.
- **[individualise/discuss]** It might feel like you have no choice with everything going on around us ...but in the ACT we want to support you and give you confidence to do what's right for you, regardless of everyone and everything else.
- **[discuss/CAT]** If you are unsure about anything, or just have questions, spend **some time talking to a professional*** to help you decide what's best for you.

slight skews in messaging hierarchy by segment



Followers



Fluctuating

Emphasis on...

1. Individually focused – stats will not work
2. Non-moralistic – community will not work
3. Not knowing is fine and normal
4. Lots of conversations already going on – be part of this



Denial

Emphasis on...

1. Acknowledgment of discomfort caused by feelings of coercion
2. Conversation – non-coercive, non-directive
3. Not about pressure, about what is right for you
4. Individually focused – stats will not work

some variation in channel focus by segment



Followers

Engaging with...

- 1. ACT Government / ACT Health social media channels
- 2. TV, radio, or print news
- 3. ACT Government website



Fluctuating

Engaging with...

- 1. The daily press conference
- 2. Dedicated news websites
- 3. ACT Government / ACT Health social media channels
- 4. Informal sources – Facebook etc



Denial

Engaging with...

- 1. TV, radio, or print news
- 2. Informal sources – Facebook etc
- 3. Dedicated news websites
- 4. The daily press conference

Has **strategic implications for government assets**, including daily briefing...these are included in the information set for our vaccine hesitant / resistant target audiences

Partnership leverage possible – aligned messaging across platforms/non-government assets

recommended elements to progress

elements that resonated

- Acknowledging that decisions about Covid-19 vaccines are made based on their individual circumstances
- Recognising that it can be a difficult decision for some
- Acknowledging that asking people to get vaccinated is a big ask
- Recognising that the information has changed – and can be confusing
- An honest and direct tone

elements that missed the mark

- Framing the message as though there is a choice to remain unvaccinated, and implying they have options – **they feel like there isn't a choice, and the only options that'll be discussed are around which brand**
- Contradicting the implication that they have a choice by including a call to action to discuss with a health professional – **they believe the health professional will just try to persuade them**
- Framing the message as though people are simply undecided at this point – **they feel like they've decided to wait**
- Ignoring or dismissing concerns around vaccine safety, side effects – **these are real and hard to shift**
- **Any nod to social norms or societal pressure**

AUTONOMY: the big ask

Recognises autonomy but reminds many that they do not have a choice

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.

Recognises everyone's right to, and desire for, autonomy



Reminds many that they feel like they don't have a choice over the outcome



At least in this one they're not hiding their agenda, so it is being a bit more honest at least.

Fluctuator/follower,
male, 30-39

I think the big blue bit at the top is sums it up perfectly like it is a pretty big ask.

Fluctuator/follower,
male, 20-29

And it's not treating people like individuals, it's just a very broad statement. It's not, yeah. Like it's not talking about you as an individual.

Fluctuator/follower,
female, 40-49



WHAT WORKED WELL
WHAT DIDN'T WORK WELL

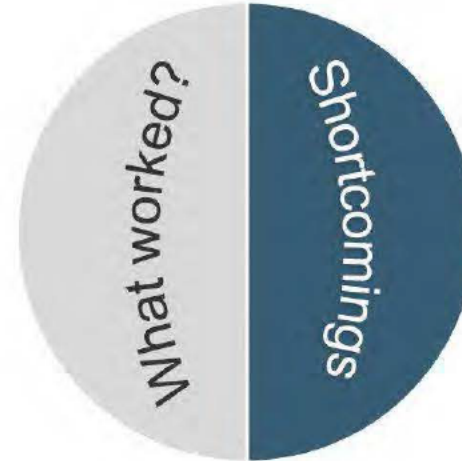
OWNERSHIP: it's up to you, you don't have to do it alone

Individuals already felt ownership of their decision to remain unvaccinated

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**.

WHAT WORKED WELL
WHAT DIDN'T WORK WELL

Recognises the desire for individuals to make a decision for themselves rather than others



Re-affirms the social pressure to comply with vaccination and jars with those who want direction not ownership

“

The final decision is yours...BUT...as soon as you add in that word, it negates anything you've said.

Fluctuator/follower,
female, 40-49

You know with...the possibility of these vaccine passports and mandatory choosing between their career and getting vaccinated. I, in a way I kind of feel patronised by it...like it's not really a choice.

Fluctuator/follower,
female, 30-39

”

INDIVIDUALISM: it's a problem we all face, but we're not all the same

Met the need to be recognised as individuals but didn't empower

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.**

Acknowledging individuals have their own circumstances and views



The call to action at a societal level contradicts respecting individual choice to remain unvaccinated



I still kind of get vibes of...and then it's time to tailor your solution like... if you come in here, we're going to push you anyway, like I kind of already - by looking at that, I think I already know it what my tailored solution is going to be.

Fluctuator/follower,
female, 30-39

I think it's positive what they're trying to do...not be too forceful. Create a sense of unity, as in we're all in this together, we all have to look out for each other and what's best for the community...but I guess in the end you're trying to force everyone to follow the same approach.

Denial, male, 20-29



WHAT DIDN'T WORK WELL