“VACCINES DON’T SAVE LIVES, VACCINATIONS SAVE LIVES”

Since the FDA’s approval of two highly-effective vaccines, our collective ability to beat the virus lies in people’s willingness to get vaccinated. As Daniel Salmon, Director of The Institute for Vaccine Safety, Johns Hopkins Bloomberg School of Public Health said “No matter how deeply funded, how carefully researched or how equitably allocated a new COVID-19 vaccine is, it has zero impact if people refuse to take it.”

VACCINE INTENT RISES

Yet, two-in-ten are ‘pretty certain’ they won’t get the vaccine – even when there is more information (Pew Research Center).

Growing share intend to get a COVID-19 vaccine, though fewer than half of Black adults say they would

% of U.S. adults who say they would definitely/probably get a vaccine for COVID-19 if one were available today

<table>
<thead>
<tr>
<th>GENDER</th>
<th>RACE/ETHNICITY</th>
<th>AGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men</td>
<td>White</td>
<td>18-29</td>
</tr>
<tr>
<td>Women</td>
<td>Black</td>
<td>30-49</td>
</tr>
<tr>
<td>Asian*</td>
<td>Hispanic</td>
<td>50-64</td>
</tr>
<tr>
<td></td>
<td>White</td>
<td>65+</td>
</tr>
</tbody>
</table>

Note: Respondents who gave other responses or did not give an answer are not shown.
Note: Asian adults were interviewed in English only.
Sources: Survey conducted Sept. 8-13, 2020.
Survey conducted Nov. 18-29, 2020.

PEW RESEARCH CENTER
MISINFORMATION & DISINFORMATION ARE DRIVING VACCINE HESITANCY

Communications and influencer networks are being exploited to spread mis/disinformation. Anti-VAX advocates rapidly create a tremendous volume of engaging (but erroneous) content that infiltrates individual communications networks and quickly spreads. This distorts the conversation balance.

ONLINE COMPETITION BETWEEN VACCINE VIEWS

A snapshot of how groups of vaccine-related Facebook clusters, posted on one day in 2017. The connections between anti-vaccination (red), pro-vaccination (blue) and undecided (green) stances suggest that the small anti-vaccination movement has created a swirl of pages that are ‘highly entangled’ in discussions among undecided groups.

IMPERATIVES FOR EFFECTIVE COMMUNICATIONS

1. Design messaging for specific audiences based on demographics and behavioral data to build confidence in the safety and efficacy of a COVID-19 vaccine.
2. Address safety, efficacy, affordability and accessibility clearly and directly – with the culturally and demographically relevant and influential messengers – to combat resistance in vaccine hesitant populations.
3. Employ a multi-channel, paid, owned and earned media approach to reach constituents where they are most likely to engage.
4. Tailor messaging locally and by topic and by demographics by using advanced data and analytics.

WHY US

1. Axiom can build audiences to make sure you can reach the vast majority of your citizens through the right channel.
2. Axiom has insights on your population’s behaviors, beliefs, and attitudes which will help you tailor the message to the various groups.
3. Weber Shandwick helps clients navigate at the intersection of business, public policy and social issues. We counsel clients by making sense of fast-moving shifts in media, technology, politics and culture.
4. As part of IPG, Axiom and Weber provide unmatched access to paid media in the United States, allowing our customers to maximize reach and measure the impact for the COVID-19 communications budget.
ABOUT ACXIOM

Founded in 1969, Acxiom is the customer intelligence company that provides data-driven solutions to create business growth by enabling better customer experiences for brands and for people. We have been enabling highly personalized customer experiences as a leader in custom audience creation and digital activation, identity resolution and ethical data use for more than 50 years. We serve some of the largest companies in American and count 9 of the top 10 banks as our customers. We work closely with federal and state agency clients, leveraging Acxiom’s solutions and capabilities to help them solve challenges, including citizen outreach and data analytics. We support government agencies with a range of capabilities focused on: identity, general and personalized communications, mission support, privacy, propensity information, social determinants of health, and others.

Acxiom provides custom-built audiences for healthcare.gov and the Ad Council campaigns to extend the reach and impact public service announcements for COVID-19, including vaccine adoption – to ensure the messaging is relevant to the various groups of Americans. Throughout 2020, the Ad Council campaign PSAs have been viewed over 33 billion times, generating 29 million direct clicks to the CDC coronavirus.gov website.

To learn more, please visit www.acxiom.com.

Asya Smith
Vice President
asya.smith@acxiom.com
240-505-8316

ABOUT WEBER SHANDWICK

Through our deep understanding of industry issues, expertise in global and public health and our leading data & analytics capability, we drive public health, behavior change and advocacy campaigns to help solve the most challenging health care issues facing society today.

Weber Shandwick works with clients to help them establish a lasting impression with media, healthcare providers, policymakers, frontline workers/professionals, community and civic leaders and the general public. We have deep, wide-ranging experience working with health systems and hospitals, healthcare companies, associations, vaccines, medical devices, pharmaceuticals, over-the-counter medications, biotechnology, hard-to-reach audiences and insurance and health maintenance organizations. We are passionate about creating engagement strategies that are strengthened by an excellent understanding of health, science and building emotional connections between organizations and the patients they serve.

To learn more, please visit www.webershandwick.com.

Pam Jenkins
President, Global Public Affairs
pjenkins@webershandwick.com
202-585-2802