

Alabama Vaccine Confidence Network

A CDC-FUNDED PREVENTION RESEARCH CENTER PROJECT



What We Are Learning • July – August 2021 Edition

Stakeholder Report



CONCERNS

Alabamians currently have these concerns about the COVID-19 Vaccine:

SIDE EFFECTS
OF THE VACCINE

THE IMPACT ON
PREGNANCY & INFANTS

THE SPEED IN WHICH
THE VACCINE WAS DEVELOPED

FEARS & DISTRUST FROM
THE TUSKEGEE STUDY

BREAKTHROUGH
INFECTIONS

EFFICACY OF THE VACCINE
IF BOOSTER SHOTS ARE NEEDED

THE IMPACT ON A
WOMAN'S FERTILITY

SUFFICIENT REPRESENTATION OF
AFRICAN-AMERICANS AND DIVERSE
PARTICIPANTS IN THE VACCINE
CLINICAL TRIALS

BARRIERS

Alabamians are facing these barriers to getting the COVID-19 Vaccine:

TIME OF RECOVERY
FROM THE SIDE EFFECTS OF THE VACCINE

TRANSPORTATION ISSUES
GETTING TO AND FROM VACCINE SITES

LACK OF VACCINATION SITES
WITHIN LOCAL COMMUNITIES,
ESPECIALLY IN RURAL COUNTIES

THE FOLLOWING MISINFORMATION IS CIRCULATING THROUGHOUT THE STATE OF ALABAMA

01

People are dying from the vaccine.

02

The vaccine contains a microchip or tracking system.

03

Taking hydroxychloroquine will protect against COVID-19, making the vaccine unnecessary.

04

People are injected with the virus when they receive the vaccine.

05

Enough immunity is gained by contracting COVID-19 so the vaccine is unnecessary if you've had it.

06

The vaccine is not helping the pandemic.

07

People are getting sicker from the vaccine than from COVID-19.

08

Ivermectin can cure COVID-19.





MOTIVATION

Alabamians who are vaccinated have been motivated to get the COVID-19 vaccine because:

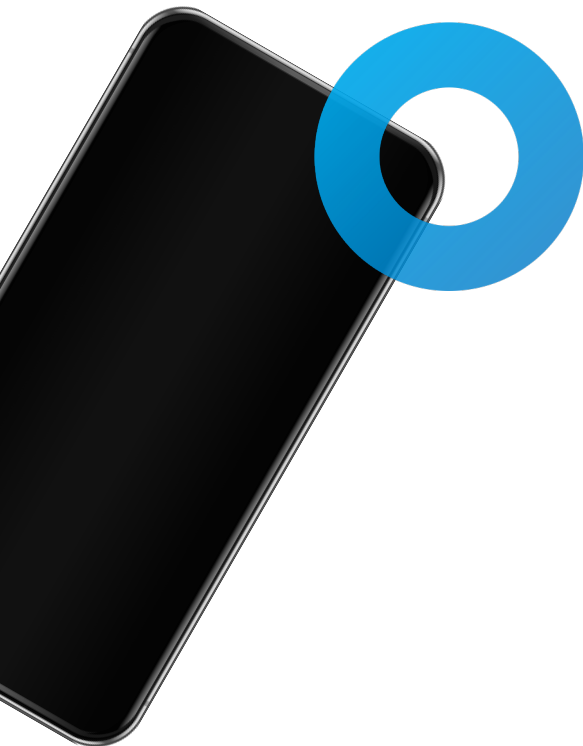
- They want to save lives; their own and the lives of others
- To avoid serious illness
- They have experienced personal losses due to COVID-19
- They work in an environment that has mandated the vaccine or they do not feel safe at work without vaccination
- To see family/friends
- Incentives
- They desire to participate in events requiring vaccination
- They want to travel again
- They want to help those who are vulnerable or who can't get vaccinated
- They have heard personal stories from people who have received the vaccine that calmed their fears of vaccination



CURRENT MESSAGING RECOMMENDATIONS FOR ALABAMA

- ☐ Hyper-local vaccination and messaging campaigns
 - ☐ Door-to-door; one-on-one communication
 - ☐ Messaging about the vaccine from trusted community members at the local level
 - ☐ Personal Physicians
 - ☐ Pastors/Faith Leaders
 - ☐ Non-profit Leaders
 - ☐ Community Agencies
- ☐ Messaging should focus more on the positive outcomes of vaccination; there is currently too much focus on the negative (side effects, breakthrough infections, etc.)
 - ☐ Messages focused on social gains through vaccination (seeing family/friends, return to social activities, etc.)
 - ☐ Messages focused on positive statistical outcomes from vaccination (less severe disease, high vaccination rates=lower infection rates, etc.)
- ☐ Engage Pastors/Faith Leaders in vaccination efforts to communicate how the vaccine and faith work together
- ☐ Avoid images of syringes and vials
- ☐ Focus on statistics and research in messaging for younger (gen z) individuals.
- ☐ Focus on compelling, compassionate messaging for older individuals (millennial +).

ADDITIONAL RECOMMENDATIONS



- Provide opportunities for vaccination in communities at local events
- Develop a Vaccine Ambassador Program that engages local community members as vaccine ambassadors to their social networks.
- Train ambassadors to be able to talk about vaccine myths and truths with their community.
- Ambassadors dedicate 1-3 hours per week to engage family, friends, and local organizations in conversations about COVID-19 vaccination.

Models:

- Atrium Health COVID-19 Community Vaccine Ambassador Program: [COVID-19 Community Vaccine Ambassador Program \(atriumhealth.org\)](https://atriumhealth.org/covid-19-community-vaccine-ambassador-program)
- Los Angeles County COVID-19 Community Ambassador Program: [COVID-19 Community Ambassador Program \(lacounty.gov\)](https://lacounty.gov/covid-19-community-ambassador-program)



For more
information about
**The Alabama
Vaccine
Confidence
Network**
and its work:

CONTACT

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Visit our website:

[Alabama Vaccine Confidence
Network | The Center for the Study
of Community Health \(uab.edu\)](http://AlabamaVaccineConfidenceNetwork.org)

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