



Addressing Vaccine Hesitancy

Why is vaccination good for you?

Beverly Lorraine C. Ho, MD, MPH

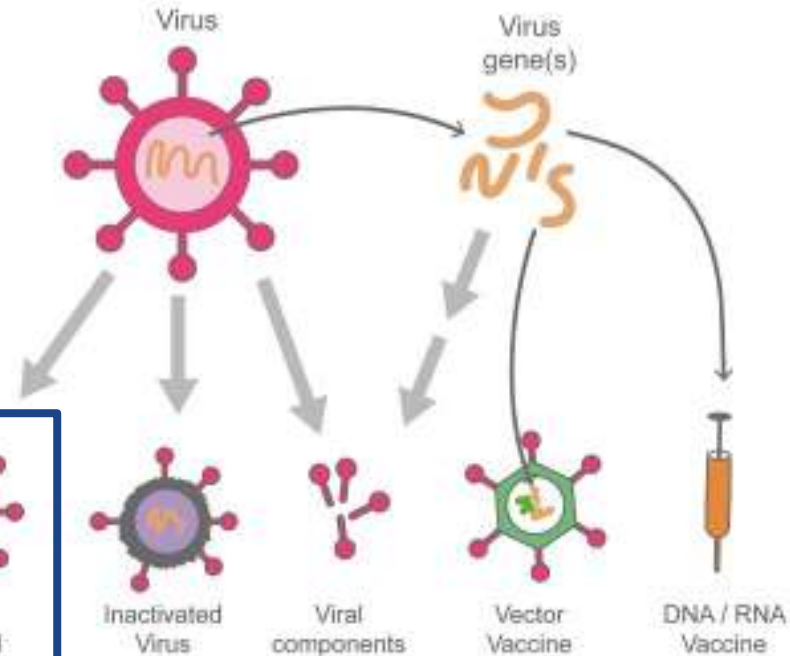
Concurrent Director IV, Health Promotion Bureau and Disease Prevention & Control Bureau
Department of Health





COVID-19 vaccines are
safe, effective, and free.

None of the vaccines can cause COVID-19

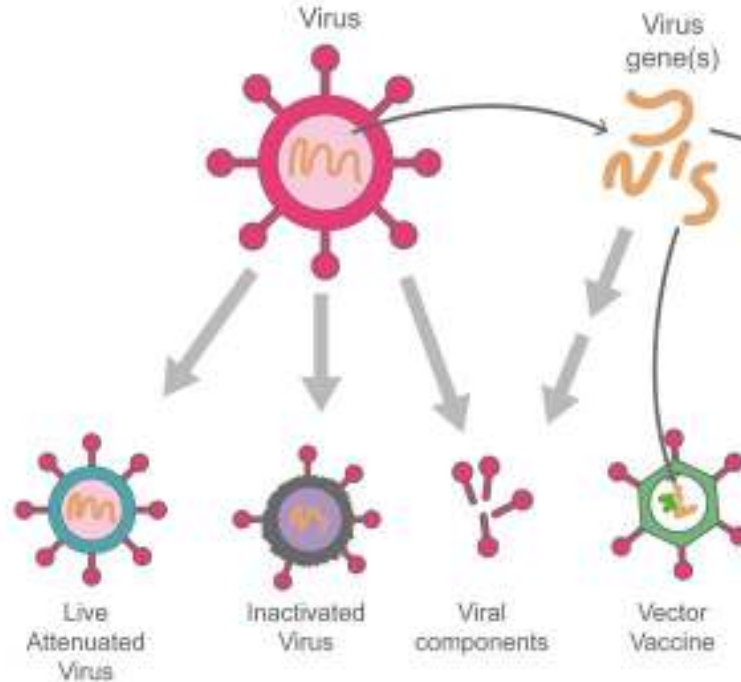
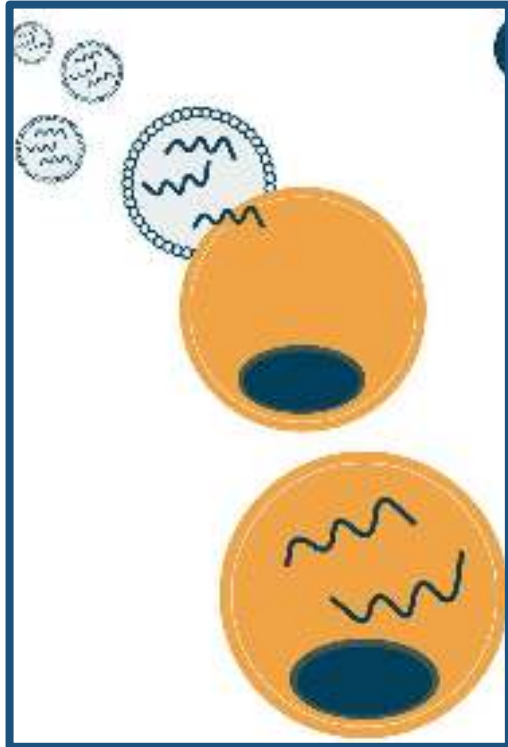



NONE of the available
COVID-19 VACCINES
uses this technology!



Live
Attenuated
Virus

mRNA vaccines cannot alter your DNA.




DNA / RNA Vaccine

mRNA vaccines stay outside of the nucleus - where your DNA is kept..

Vaccines HAVE NOT caused deaths in PHL.

CAUSE OF REPORTED DEATHS

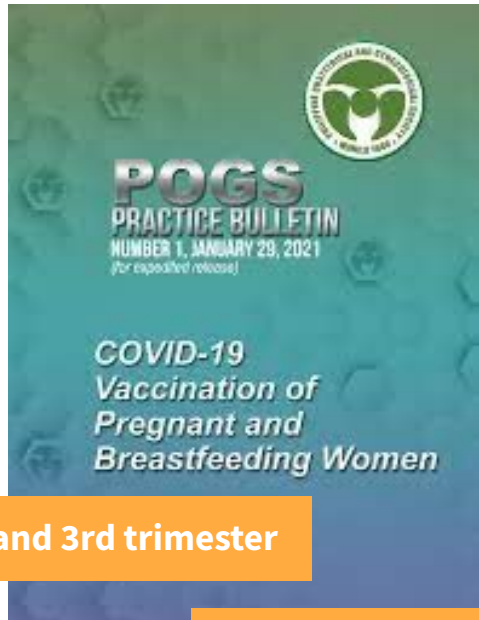
AFTER THOROUGH INVESTIGATION BY MEDICAL AND SCIENTIFIC EXPERTS, THE CAUSE OF THE 24 DEATHS (REPORTED OUT OF THE ONE MILLION VACCINATED PEOPLE) ARE THE FOLLOWING:

- COVID-19 DEATHS
- REVIEW PENDING
- CARDIOVASCULAR / CEREBROVASCULAR
- INFECTIOUS DISEASE OTHER THAN COVID 19



0 DEATHS CAUSED BY
COVID-19 VACCINE

Vaccines HAVE NOT been linked to infertility or miscarriage.



2nd and 3rd trimester

except Gamaleya



Vaccines don't contain RFID.



1.4mm

Approx. 2% of vaccinees REPORT adverse events.

REPORTS OF SUSPECTED ADVERSE EVENTS TO COVID-19 VACCINES CURRENTLY IN USE



	SYNCRIC CORONAVAC	DAVUNO ASTRAZEMECA
NUMBER VACCINATED WITH FIRST DOSE*	497,837	508,674
NUMBER VACCINATED WITH SECOND DOSE*	131,023	0
TOTAL NUMBER OF REPORTS* (CUMULATIVE)	1.41%	3.47%
REPORTS OF NON-SERIOUS EVENTS	1.38%	3.43%
SERIOUS REPORTS OTHER THAN DEATH	0.03%	0.04%
NO. OF REPORTS INVOLVING DEATH	0.002%	0.003%

2 per 100 with reported* AE

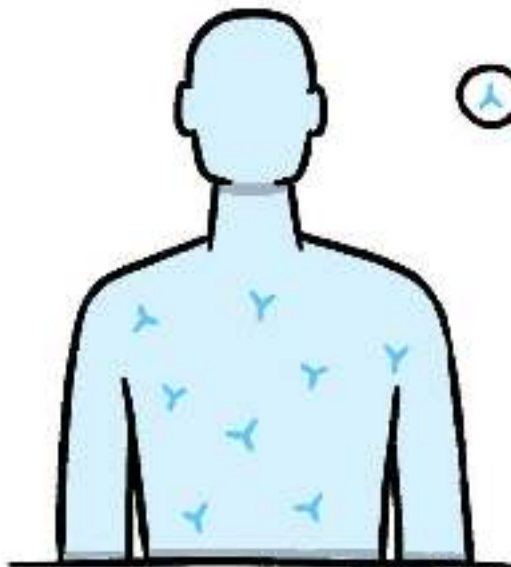
3 per 10,000 with reported* SERIOUS AE



Be a responsible vaccine recipient. Report any adverse events to your health care provider and the National Drug Regulatory Authority (NDRA) through the Vaccine Adverse Event Reporting System (VAERS) or the Vaccine Injury Compensation Program (VICP).

*This is a preliminary report and does not constitute a final conclusion. The data is preliminary and is subject to change. The data is preliminary and is subject to change. The data is preliminary and is subject to change.

People who've had COVID-19 still need vaccination.

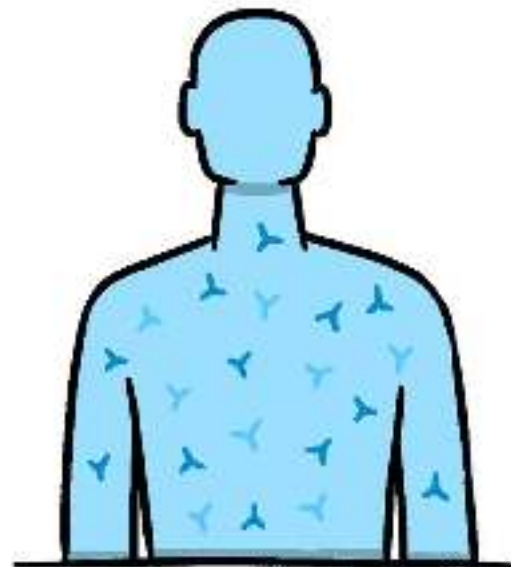


Natural Immunity



Immunity can weaken over time and be strengthened with vaccinations.

Even if a person has contracted and recovered from COVID-19, their immunity can be boosted by a vaccine.



Natural Immunity + Vaccine

Vaccines will NOT make you ZOMBIES!



What is the government doing
to address vaccine hesitancy
and generate demand for
COVID-19 vaccines?



While the country remains focused on reducing the spread of COVID-19, the **RESBAKUNA: Kasangga ng BIDA Campaign** aims to encourage Filipinos to get vaccinated for COVID-19 and assure them that the **vaccine is an important ally in the fight against the coronavirus.**



Our Objectives



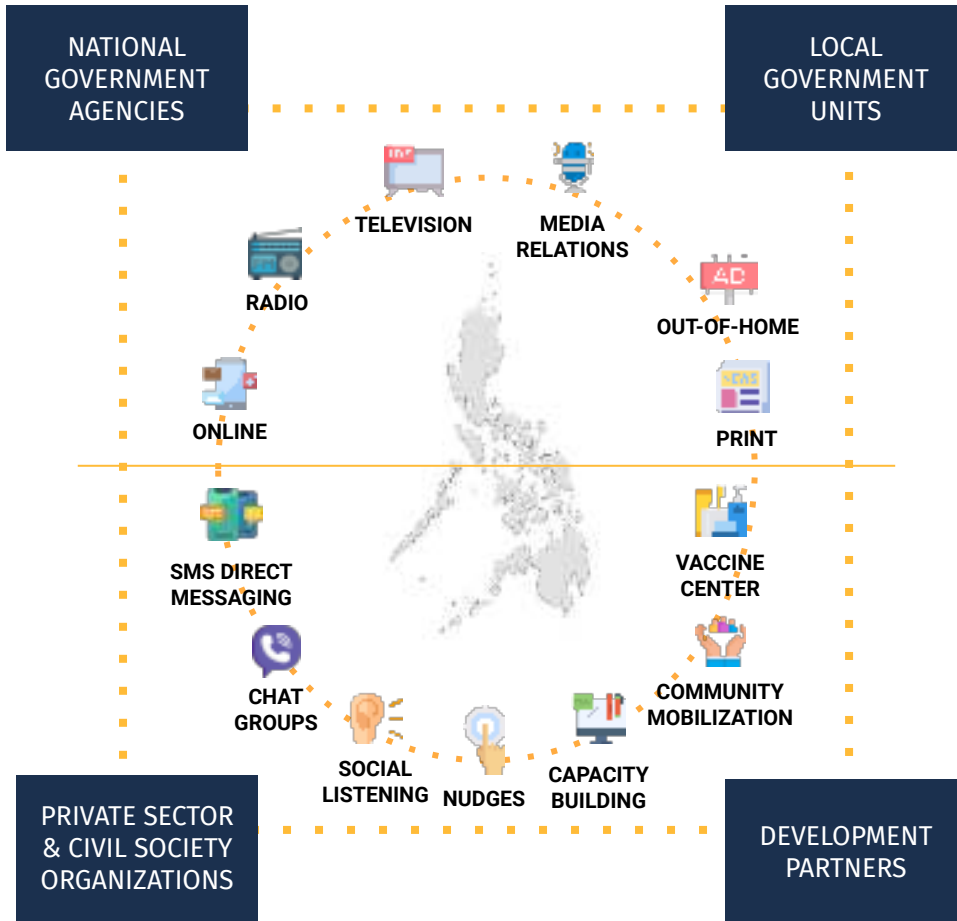
***Improve
vaccine willingness***



***Support full vaccine
coverage & uptake***



***Continued compliance
with MPHS***



RESBAKUNA strives to reach every Filipino through a series of **above-the-line communication activities** and **below-the-line community engagement** in partnership with other agencies and partners.

Intervention Ladder for Vaccine Demand Generation

Giubilini, 2019

Least Restrictive

Most Restrictive

Persuasion

- * Health education campaigns
- * Above-the-line ads, popular & mass media
- * Local influencers



Nudges

- * Opt-out policy & auto-masterlist
- * Assisted registration
- * Home visits
- * Free transport

Incentives

- * Cash lottery
- * Food coupons
- * Discounts



Disincentives

- * Restrict movement
- * Withhold benefits

Compulsion

- * Legislation



RESOLUTION NO 148-B
November 11, 2021

RESBAKUNA implemented an information campaign that seeks to educate and motivate Filipinos to get vaccinated.



Responsive digital and mass media campaign

TV commercials featuring popular Filipino influencers

Radio commercials providing informative prompts for getting vaccinated



Strategic Partnerships with Key Stakeholders

Widened distribution
and adaptation of
relevant demand
generation interventions
through partner agencies



The Asia Foundation



Strategic Partnerships with Key Stakeholders

Philippine Disaster Resilience Foundation (PDRF) assisting the DOH by making online capacity-building modules available to local government units



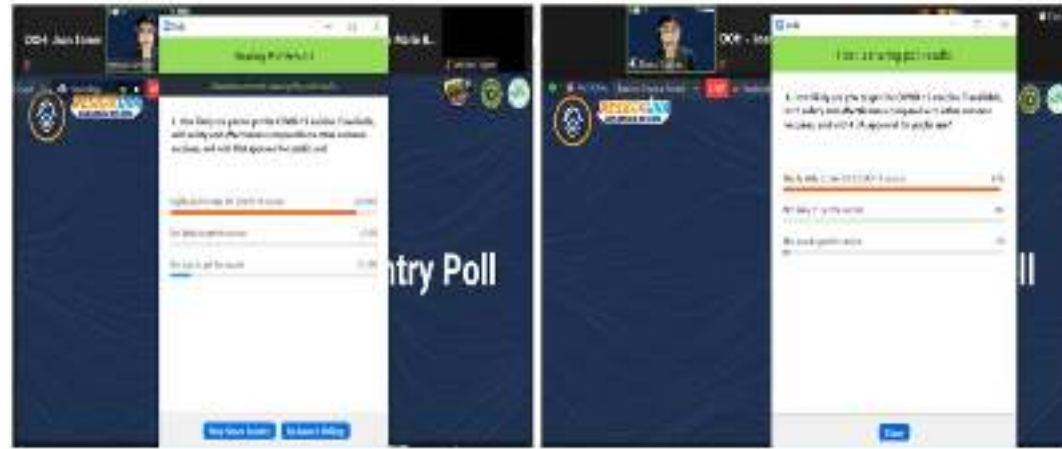
The Asia Foundation (TAF) regularly sharing information on COVID-19 vaccines; including their community development/CSO partners



Town Halls

Virtual Town Halls have helped improve vaccine confidence through **direct interaction** of audiences with vaccine experts.

Over 100+ sessions with
44000+ participants



Capacity Building Modules for Local Communicators

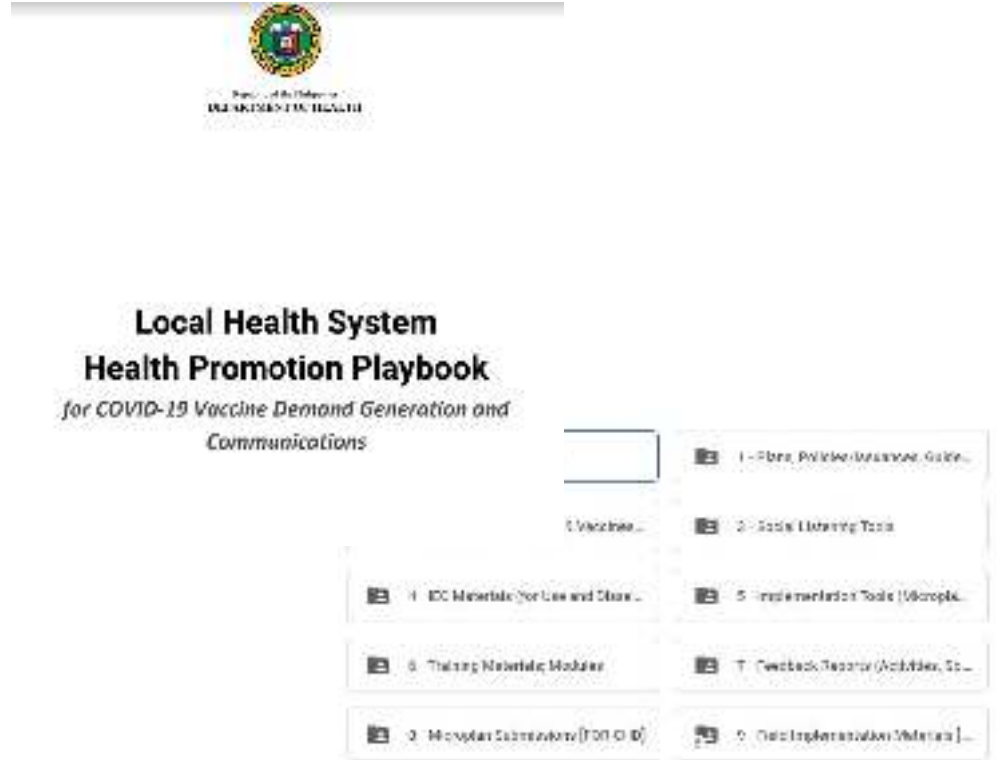
Communication Guide for Community Frontliners

Co-developed by UNICEF and WHO
Physical copies to be distributed to
DILG and DSWD for their frontliners
Soft copies now available through
<https://bit.ly/UsapTayoCOVIDVax>



Local Health Systems Playbook

Guide for LGUs in setting up and adopting their own Demand Generation & Communications Microplan



Strategic Partnerships with Key Stakeholders

DOTR tapping their transportation sector partners to support RESBAKUNA



SYNGENTA championing vaccines to their farmer communities (eg. text blasts, sharing RESBAKUNA materials, etc)



Strategic Partnerships with Key Stakeholders

DSWD

- Develops and shares IEC materials on COVID-19 targeting beneficiaries
- Conducted a Training of Trainers with their regional information officers and other key stakeholders (>2,000 participants)
- Utilized the Family Development Sessions to provide information on COVID-19 vaccines to beneficiaries



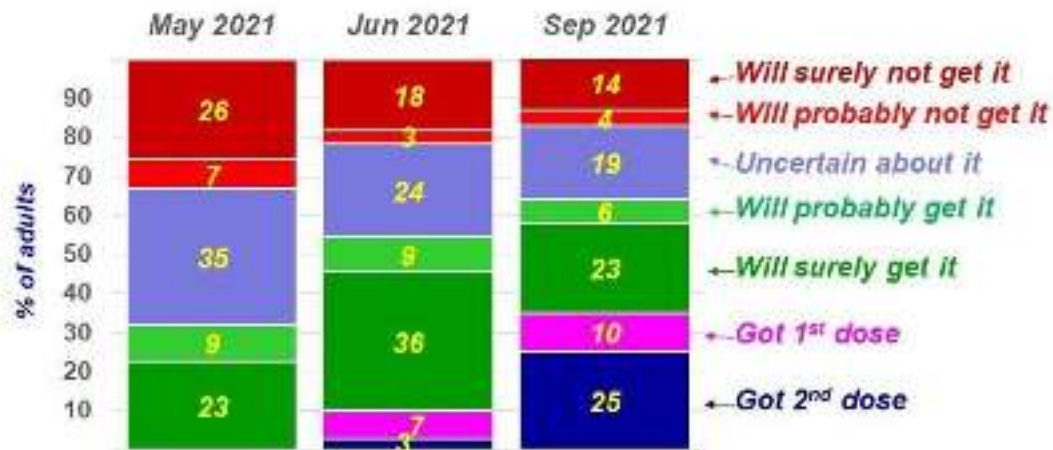
On-site Launches & Celebrity Vaccination





Where are we now?

ADULT WILLINGNESS TO BE VACCINATED: PHILIPPINES, MAY 2021 TO SEP 2021



Unwilling declined from 33% to 21% to 18%

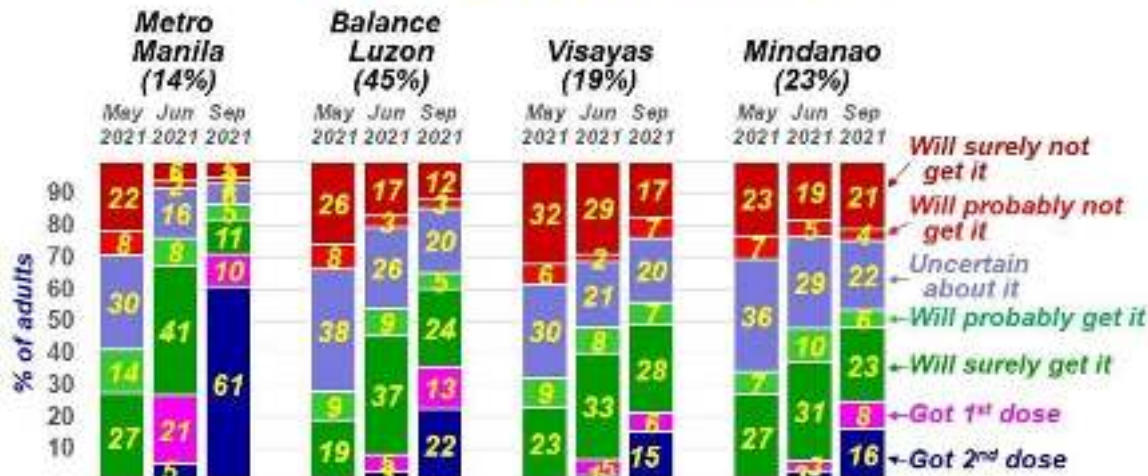
Uncertain declined from 35% to 24% to 19%

From 32% in May to 55% in June TO **64% in Sept** (includes 35% vaccinated; since May % willing is 2X

Q: Kung may pagkakatapon kayong bigyan ng libreng bakuna na makakapigil sa COVID-19 na aprubado ng Food and Drug Administration o FDA, kayo ba ay... (SHOWCARD: Siguradong magpapabakuna; Malamang na magpapabakuna; Hindi tyak kung magpapabakuna o hindi; Malamang hindi magpapabakuna; Siguradong hindi magpapabakuna)?



ADULT WILLINGNESS TO BE VACCINATED: BY AREA, MAY 2021 TO SEP 2021



Note: Figures in parentheses are national proportions for September 2021. Blank spaces are non-responses. Figures may not add up due to rounding error.

Q. Kung may pagkakataon kayong bigyan ng libreng bakuna na makakapigil sa COVID-19 na aprubado ng Food and Drug Administration o FDA, kayo ba ay... (SHOWCARD: Siguradong magpapabakuna; Malamang na magpapabakuna; Hindi tiyak kung magpapabakuna o hindi; Malamang hindi magpapabakuna; Siguradong hindi magpapabakuna)?

SOCIAL WEATHER STATIONS Founded 1985
Statisticians for Advocates

SWS September 27-30, 2021 National Survey

- Willingness increase vs June
- NCR +11% from 76 to 87%
- Luzon +11%, from 54 to 65%
- Visayas +8%, from 48 to 56%
- Mindanao +6%, from 48 to 54%

Unwilling by region

NCR – 7%

- Luzon – 15%
- Visayas – 24%
- Mindanao – 25%

Uncertain by region

NCR – 6%

- Luzon – 20%
- Visayas – 20%
- Mindanao – 22%



TOP 5 HIGHEST SINGLE-DAY JOBS WORLDWIDE

| AS OF NOVEMBER 29, 2021

1. CHINA	22 MILLION	
2. INDIA	10 MILLION	
3. USA	3.4 MILLION	
4. PHILIPPINES	2.7 MILLION	
5. BRAZIL	2.6 MILLION	

data source: www.worldofdata.org/organization





Moving Forward

BAYANIHAN BAKUNAHAN 2

Ligtas. Lakas. Buong Pinas.



**IPAGDIWANG ANG PASKO NANG LIGTAS,
MALAKAS AT PROTEKTADO**
Isang bayan nating labanan ang COVID

Muling maulan sa kasawang yugto ng National Vaccination Day
sa December 15 hanggang 17, 2021.

Para sa karagdagang impormasyon, biso o matapos magpaakunang,
makiusap sa mga Health Promoter (HP) sa (XX-XXX-XXXX).



BB2 - 15-17 December 2021

Volunteer in national and local efforts to support vaccination, and be a vaccine champion.

Vaccine willingness is steadily increasing but **disinformation continues to be rampant.**

Be agents of accurate and timely information by going to trusted sources (doh.gov.ph/vaccines).



Updates on COVID-19 Vaccines

Information changes as we learn more about the safety of vaccines.

RESOURCES FOR HEALTHCARE PROVIDERS

RESOURCES FOR LOCAL GOVERNMENT UNITS

Celebrate a
FUN & SAFE Pasko
with these **5 Healthy Regalo!**



Dapat maganda ang
daloy ng hangin



Bakuna for
added protection



Mask lagi



Always wash
your hands



Iwas sa
kumpulan



Vaccines prevent severe hospitalization.

We should still **continue practicing the minimum public health standards** after vaccination.

Ligtas Christmas sa Healthy Pilipinas

RESBAKUNA
KASANGGA NG BIDA



Ligtas Christmas sa Healthy Pilipinas

RESBAKUNA
KASANGGA NG BIDA





Thank you!





**COVID-19 vaccines
are effective.**

14 diseases we've controlled:

(thanks to vaccines)



Polio

Measles

Tetanus

Whooping Cough

Influenza

Pneumococcal Disease

Hepatitis B

Rotavirus

Hepatitis A

Mumps

Rubella

Chickenpox

Hib

Diphtheria

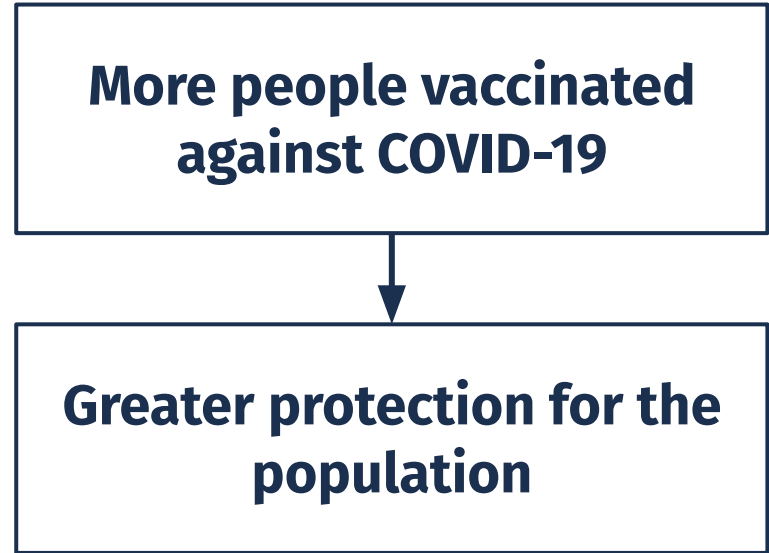
Let's add COVID-19 to the list.

Vaccines are effective, and history provides this evidence.

We have controlled many diseases through the development of vaccines.

COVID-19 vaccine benefits include

- ✓ Can prevent symptomatic infection
- ✓ Can prevent severe infection
- ✓ Can prevent transmission



Population protection means



**Return to social
normalcy**



Safe economic reopening



Ensuring COVID-19 vaccine safety

COVID-19 vaccines underwent a **stringent evaluation process** by scientific and medical experts to ensure its safety.

Who are the Expert Groups and what do they do?

Vaccine Expert Panel (VEP)

Should the government allow clinical trials?
Should we consider it?

Philippine Food and Drug Administration

Is it safe, efficacious?
Do benefits outweigh the risks?

Health Technology Assessment Council (HTAC)

Should we buy it?

National Immunization Technical Advisory Group (NITAG)

How should it be delivered to the people?

National Adverse Events Following Immunization Committee (NAEFIC)

If there are adverse events, is it caused by the vaccine?



Safety during and after vaccination is top priority.

All vaccinees are monitored for any adverse reactions or side effects after they get vaccinated.



**COVID-19 vaccines
are free.**



COVID-19 vaccines are provided for free.

Vaccines in the country are received through:



- Government procurement, or
- Through tripartite agreement between LGUs/private sector companies



**COVID-19 vaccines
are safe.**