



# Communication Strategies and Vaccine Roll out

Dominique Brossard, Ph.D.

Professor and Chair, Department of Life Sciences Communication  
University of Wisconsin-Madison

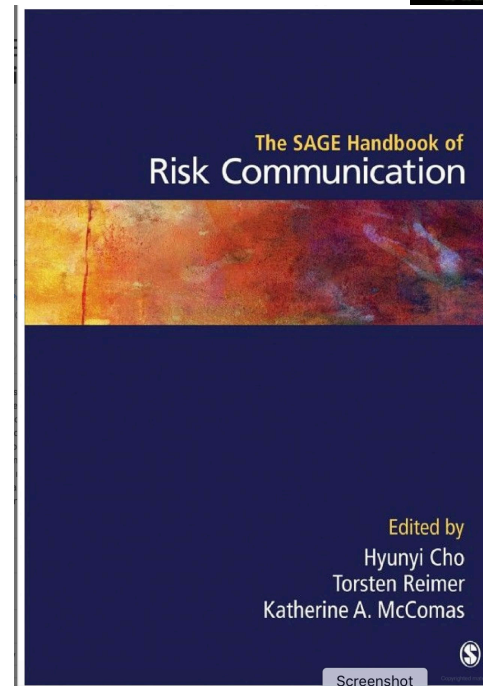
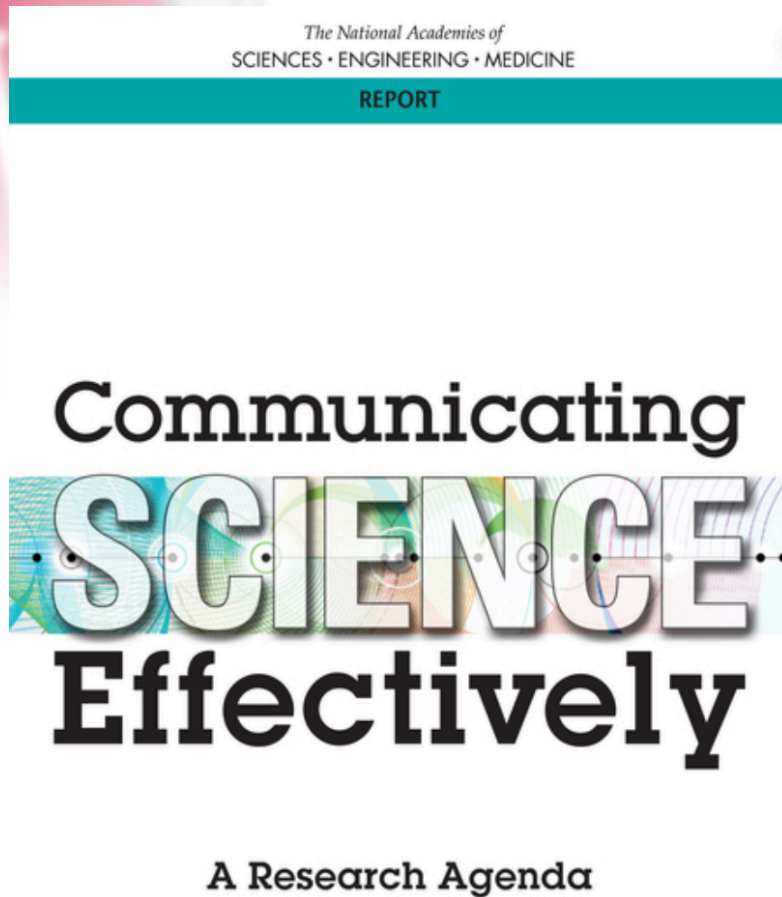
Morgridge Institute of Research

 @brossardd

The COVID-19 Vaccine: What role can museums  
play in the rollout of the new vaccine? NISE Network, Feb 2 2021



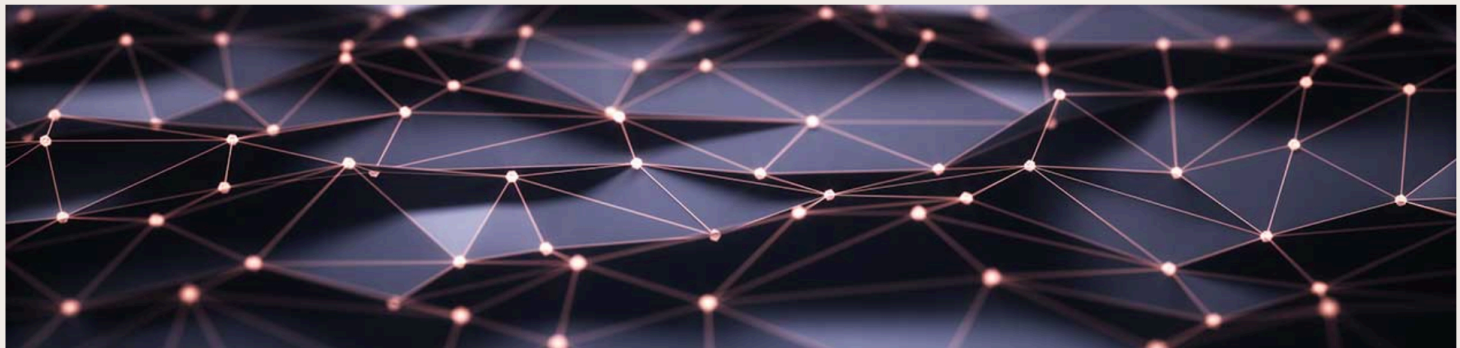
# The Science of Science Communication



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## Societal Experts Action Network (SEAN): Facilitating Rapid and Actionable Responses to Social, Behavioral, and Economic-Related COVID-19 Questions

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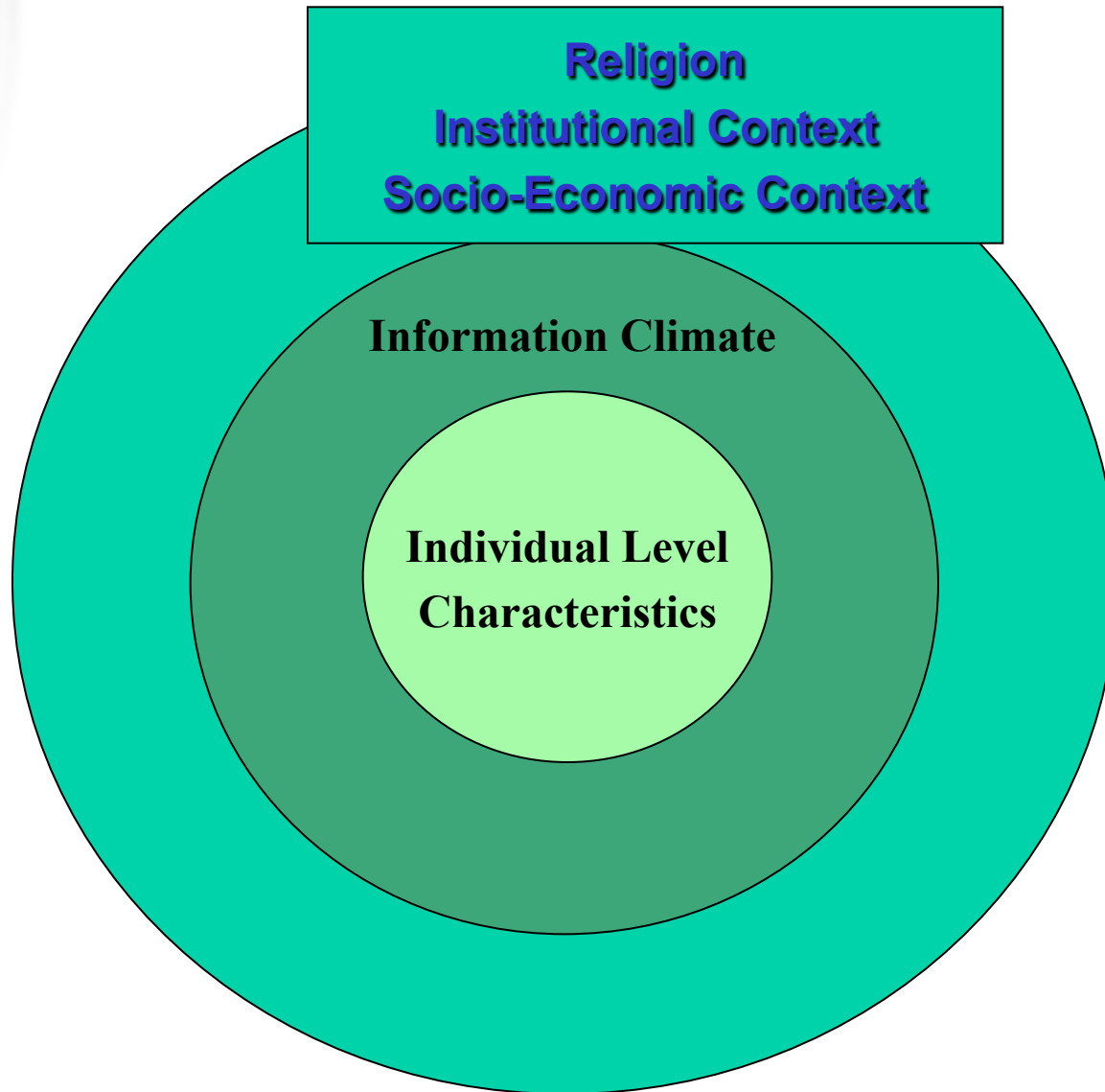
In response to the current outbreak of COVID-19, decision-makers at all levels of government have critical and complex questions that are answerable based on evidence from the social, behavioral, and economic sciences (SBE). To connect SBE research with decision-makers who need rapid answers, the National Academies, with support from the National Science Foundation and the Alfred P. Sloan Foundation, has established a network of leading individuals and institutions in SBE fields to provide actionable responses to urgent policy questions. The Societal Experts Action Network (SEAN) consists of experts available to develop evidence-based recommendations to support local, state, and national responses.

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# What impacts public attitudes toward vaccines?



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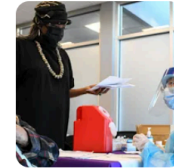
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## Even in Poorer Neighborhoods, the Wealthy Are Lining Up for Vaccines

The New York Times · 6 hours ago



## COVID-19 Vaccine: Will It Protect Against New Variants And Do You Need A 2nd Dose?

NPR · 28 minutes ago

- If your loved one is hesitant to get the Covid-19 vaccine, share this

CNN · 2 hours ago

[View Full Coverage](#)

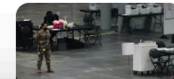


## Russia's COVID-19 Vaccine Reported To Be 92% Effective : Coronavirus Updates

NPR · 47 minutes ago



## Who's getting the Covid vaccination? Often, it's not those who might need it most.



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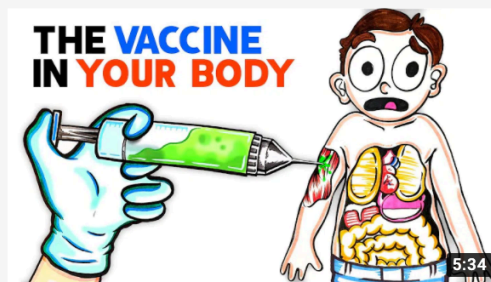
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## COVID-19

Get the latest information from the CDC about COVID-19.

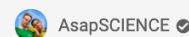
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Learn about vaccine progress from the CDC



## What The COVID Vaccine Does To Your Body

3M views • 1 month ago



Is the coronavirus vaccine safe? Now that the first COVID19 vaccine from Pfizer is being released, how do mRNA vaccines work?

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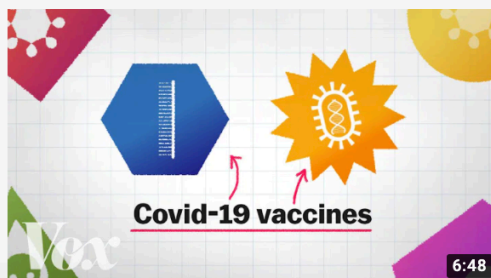
## COVID 19 Vaccine Deep Dive: Safety, Immunity, RNA Production, w Shane Crotty, PhD (Pfizer / Moderna)

1M views • 1 month ago



Professor Shane Crotty, PhD answers a series of COVID 19 vaccine questions including what are the chances of long-term side ...

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## How the newest vaccines fight Covid-19

42K views • 4 hours ago



The scientific leap behind two new kinds of vaccines. Subscribe and turn on notifications ( ) so you don't miss any videos: ...

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Through headlines,  
visuals, metaphors,  
sources cited, media  
frames provide cues to  
audiences

WISE TRADITIONS PODCAST EPISODE 292

## It's Gene Therapy, Not a Vaccine

with Dr. David Martin

JANUARY 25, 2021 BY HILDA LABRADA GORE

LEAVE A COMMENT



Dr. David Martin, founder and chairman of M-CAM Inc, challenges our presuppositions about the new mRNA Covid-19 vaccines. Quoting the pharmaceutical companies themselves, David suggests that these are not vaccines, but, in actuality, gene therapy. He explains what the vaccines may do to us, what they are promising they

can do for us, and how to distinguish the difference.

Listen to the episode here:



WISE TRADITIONS

292: It's Gene Therapy, Not a Vaccine

It's Gene Therapy,  
Not a Vaccine

30

00:00:00 / 00:33:41

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libsyn

... and “media frames” do not operate in a vacuum

- Audiences process frames and information through their own perceptual filters, including
  - religious beliefs
  - moral schema
  - Political ideology
  - deference to scientific authority
  - Trust in information sources
  - attitudes toward technology
  - ...
- As a result: **Any given frame may mean different things to different people.**







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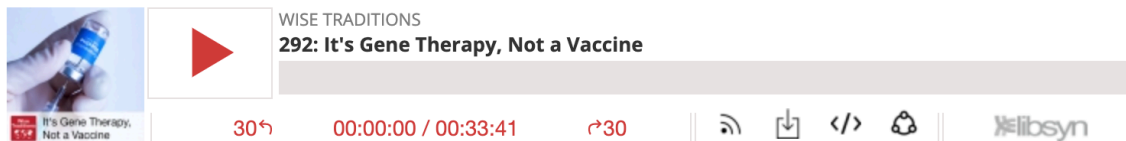
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# “Low-information publics” make sense of information through different filters

How do the  
media around  
me interpret  
and define this?

How much  
information do  
I need to  
decide?

How do those  
interpretations fit  
with my beliefs  
and other values?

It is crucial to understand the  
specific context in which we operate





## Getting back to vaccines: The psychology of risk perceptions

- The risks that kill people the most and the risks that upset people the most are often unrelated
- We get upset about risky issues based on their **potential** impact on our lives

$$\mathbf{RISK = HAZARD + OUTRAGE}$$

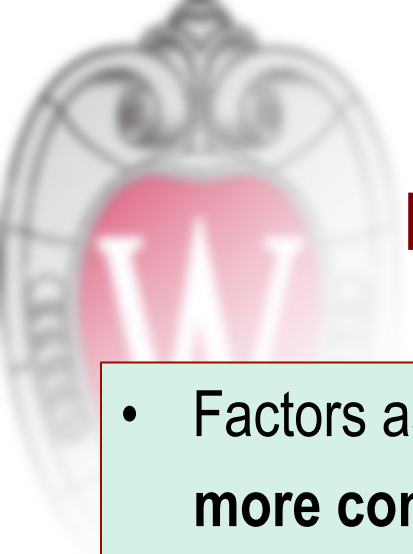
- Perceptions of benefits (or of no benefits) are equally important



## For public risk perception ...

- Magnitude of harm more important than probability of harm
- Acceptability more important than probability
- Emphasis is put on “qualitative” factors rather than “quantitative” risk assessment





## Risk Perception: Qualitative Factors

- Factors associated with **more concern**:
  - Involuntary
  - Controlled by others
  - Unclear benefits
  - Manmade
  - Unfamiliar
  - Affect some more than others (ex: children)


- Factors associated with **less concern**:
  - Voluntary
  - Under individual's control
  - Clear benefits
  - Natural
  - Familiar
  - Affects everyone equally



## Other Key Insights:

1. Acceptance of a message is often more closely related to the perceived “trustworthiness” of the messenger than to the content of the message itself
2. Communication that does not account for values and concerns can be worse than not communicating at all





So what role can museums and similar community based organizations can play in the rollout of the vaccine?

- ⇒ a place for the community to discuss their concerns
- ⇒ a place where people feel heard, not lectured
- ⇒ a place where people can have answers



## How to erode trust & credibility

- Ignoring/downplaying perceptions of risk and concerns
- Trying to persuade our audiences that experts are right, their perceptions wrong
- Concealing risk/scientific uncertainty
- Assuming “education” is the only answer



## In sum: for effective science communication

- **Frames(s)** matter ... some are likely to resonate with audiences, are relevant in a specific social context
- There are VERY few real “anti-vax” people – individuals differ in their degree of hesitancy
- **Trust** matters but fear of the unknown is critical – **do not** take it for granted
- **Know your target audience**, their values and motivations, their perceptions of deterrents and benefits, which will evolve with societal developments



Thank you

[dbrossard@wisc.edu](mailto:dbrossard@wisc.edu)

[scimep.wisc.edu](http://scimep.wisc.edu)

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