



# Communication Strategies and Vaccine Roll out

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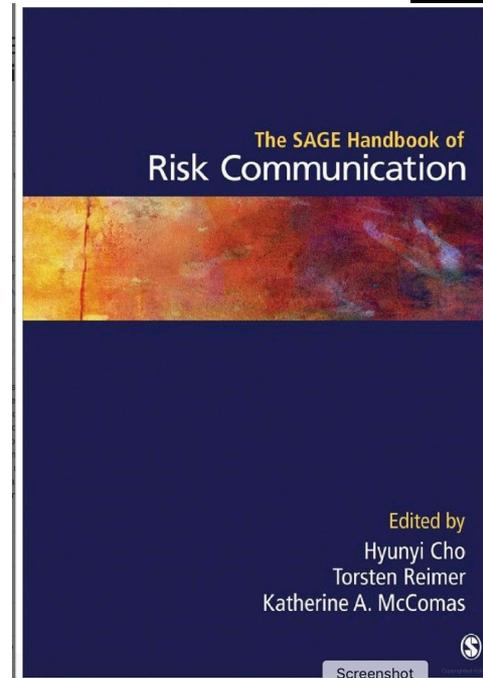
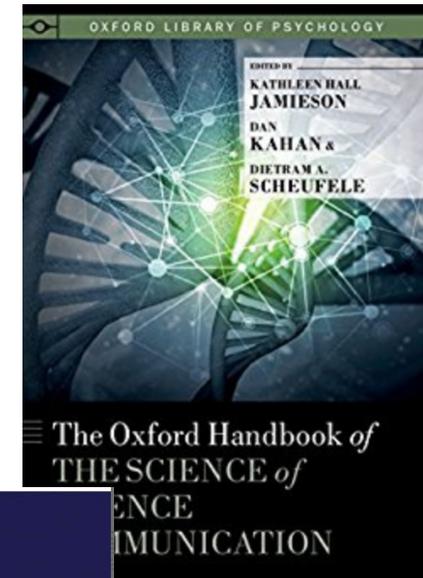
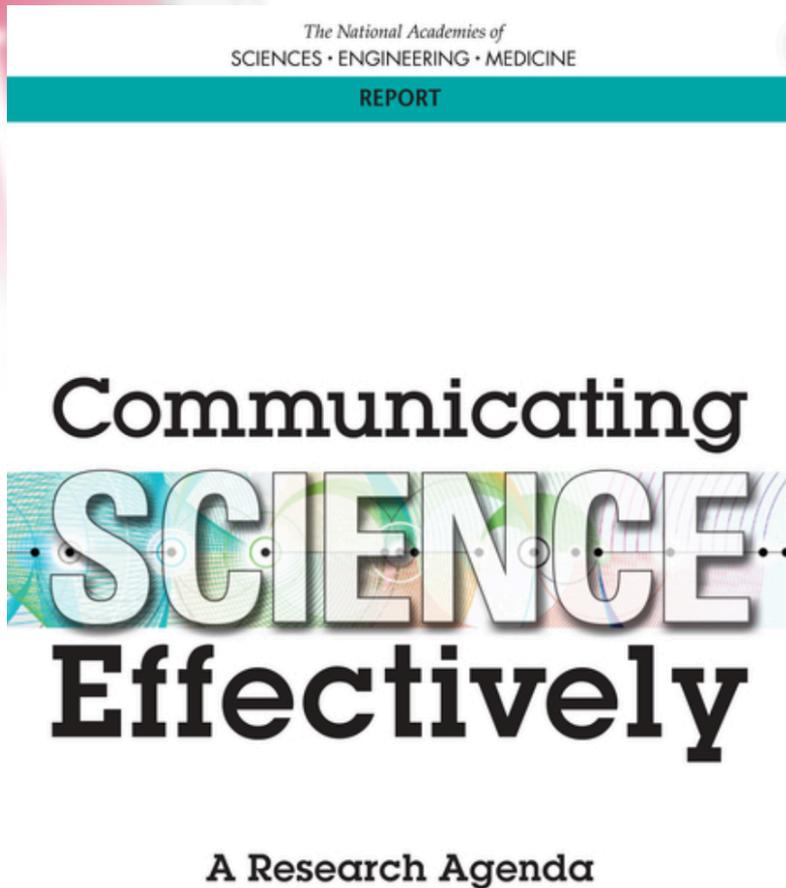
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The COVID-19 Vaccine: What role can museums  
play in the rollout of the new vaccine? NISE Network, Feb 2 2021



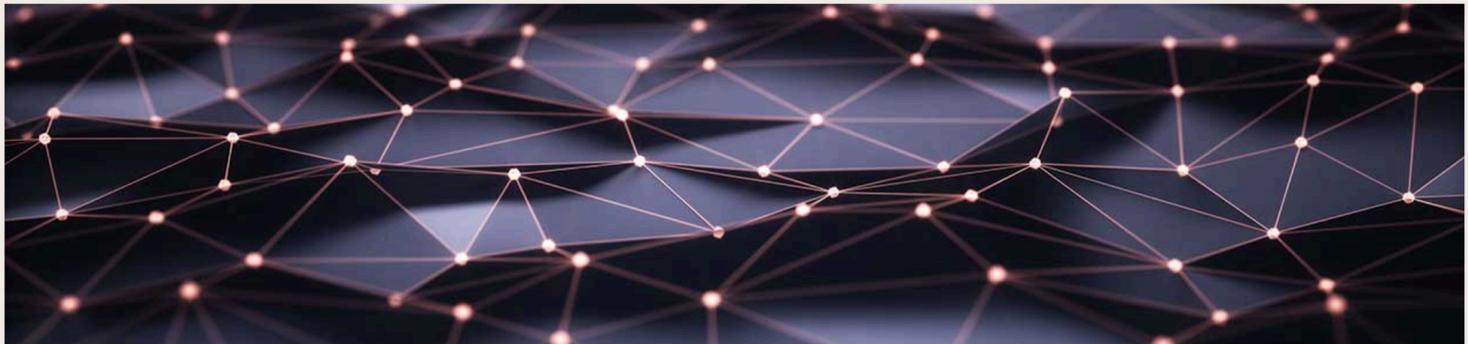
# The Science of Science Communication



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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.

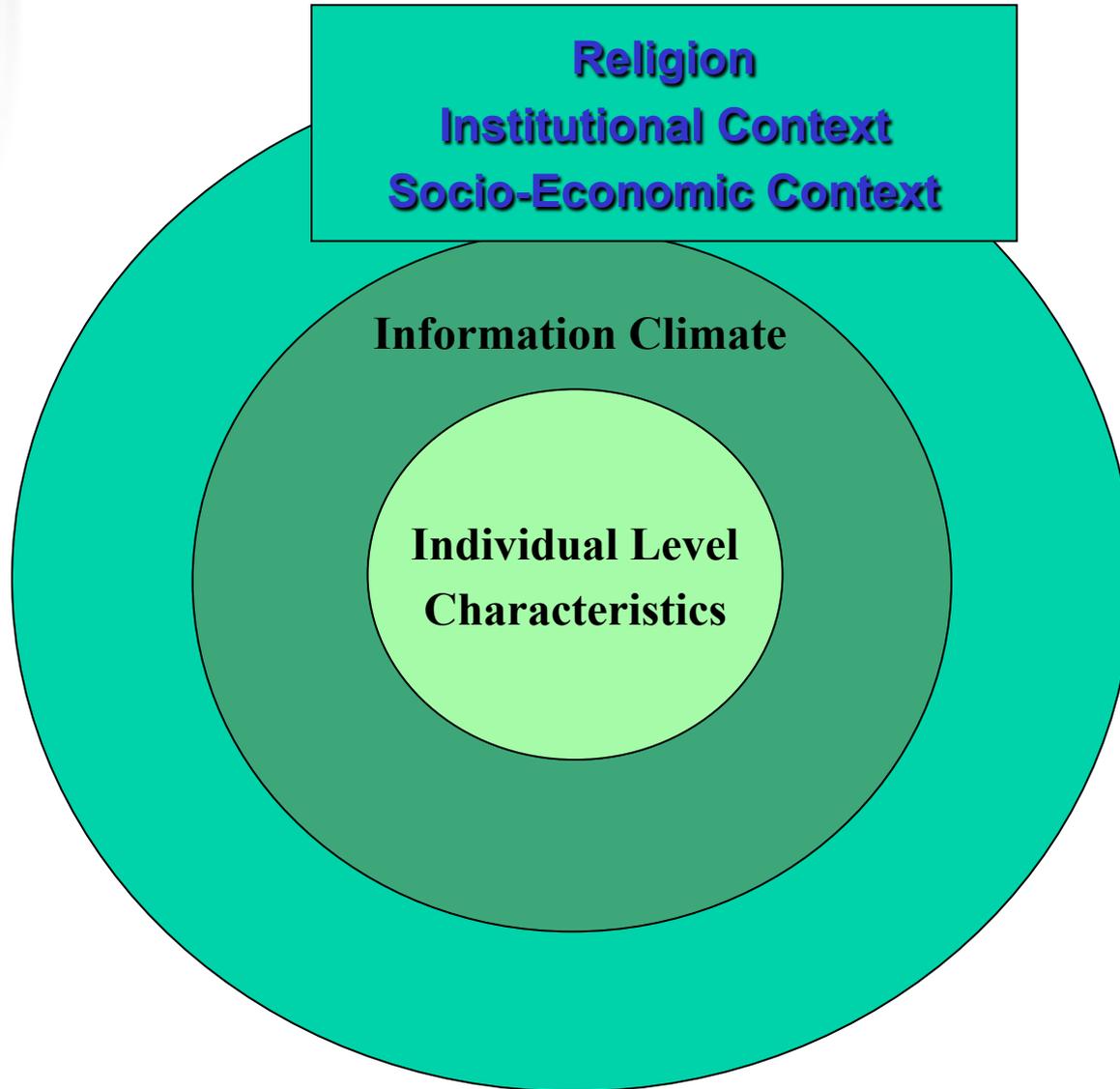
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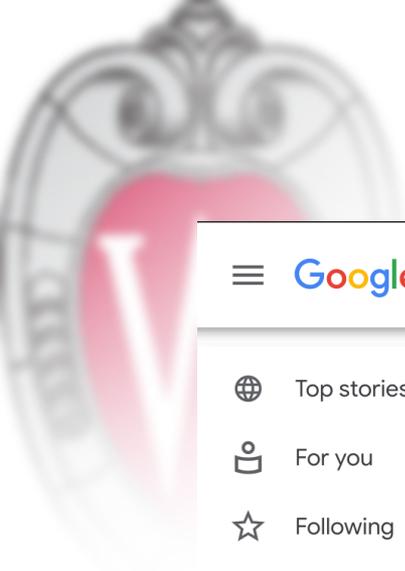
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# What impacts public attitudes toward vaccines?





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



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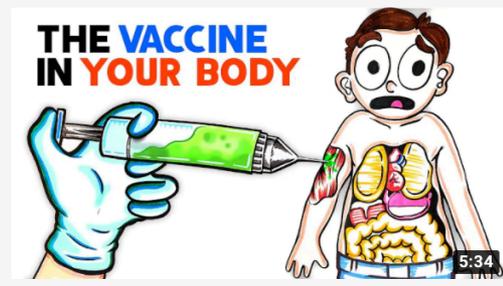
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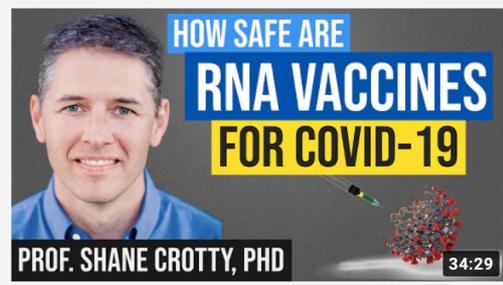


**What The COVID Vaccine Does To Your Body**  
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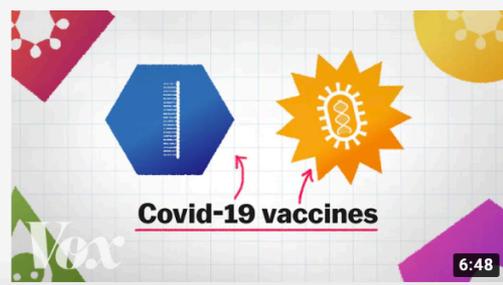


**COVID 19 Vaccine Deep Dive: Safety, Immunity, RNA Production, w Shane Crotty, PhD (Pfizer / Moderna)**  
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Through headlines, visuals, metaphors, sources cited, media frames provide cues to audiences

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

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... 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.**





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

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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

**RISK = HAZARD + OUTRAGE**

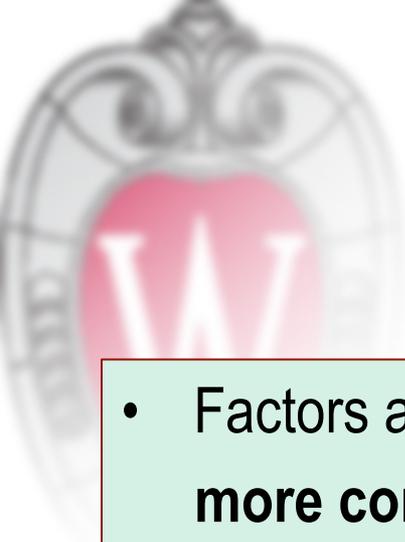
- Perceptions of benefits (or of no benefits) are equally important



## 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

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