

## CORONASYS INNOVATION SHEET 45

### VACCINATION COMMUNICATION HANDBOOK

#### Background

Since December 2020, vaccination campaigns are underway in many countries<sup>1</sup>. But apart from logistical and medical challenges<sup>2,3</sup> that need to be overcome, the authorities also have to convince people to get the shot. This is complicated by a large amount of misinformation, fake news and outright conspiracy theories circulating among the population. A team of scientists and volunteers from different academic disciplines<sup>4</sup> has produced a [handbook](#) to help educate people about the Covid-19 vaccine.

#### Features

The 16-page manual draws on information from the World Health Organization (WHO), UNICEF, the U.S. Food and Drug Administration (FDA), the Royal Society and other agencies and scientific organisations. It provides information on vaccination in general and Covid-19 vaccination in particular, as well as factors that promote vaccination readiness within the population. In addition, it devotes several sections to the topic of communication, providing basic information on risk communication as well as practical advice on how to deal with or prevent misinformation<sup>5,6</sup>.

#### Potentials

The Handbook might be a valuable help for everybody who deals with informing people about vaccination. Many of the sections in the manual contain links to a wiki with more in-depth information. This wiki is continuously updated by the team of authors<sup>7</sup>.

#### Points to consider

The handbook can only provide assistance in conducting informational interviews and must be adapted to the respective situation. Continuous updating is crucial to ensure that the information is up to date.

#### Conclusion

The handbook might be helpful for professionals who conduct talks on the topic of vaccination and educate the public. It can also help laypeople who want to take action against fake news and lack of vaccination hesitancy in their environment.

**State of information:** 01/15/2021

**Publication:** January 2021

**Country:** International

**Focus areas:** Prevention, Communication

**Developers:** SciBeh Research collaboration

**Beneficiaries:** Doctors, journalists, nurses, policy makers, local and national health officials, researchers, teachers, students and parents,...

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<sup>1</sup> Our World in Data. “Coronavirus (COVID-19) Vaccinations - Statistics and Research.” Our World in Data, January 15, 2021. <https://ourworldindata.org/covid-vaccinations>.

<sup>2</sup> Newcastle Systems. “The Complex Logistical Challenges of Vaccine Distribution.” Vertex Supply Chain Solutions (blog), January 7, 2021. <https://vertexsupplychain.com/the-complex-logistical-challenges-of-vaccine-distribution/>.

<sup>3</sup> Deutsche Welle. “COVID Vaccination in Germany – a Logistical Challenge | DW | 17.12.2020.” DW.COM, December 2020. <https://www.dw.com/en/covid-vaccination-in-germany-a-logistical-challenge/a-55975295>.

<sup>4</sup> SciBeh. “Authors and acknowledgements.” HackMD, 2021. <https://hackmd.io/@scibehC19vax/contributors>.

<sup>5</sup> Deutsches Ärzteblatt. “Impfmythen begegnen: Handbuch bietet Kommunikationsleitfaden.” Deutsches Ärzteblatt, January 13, 2021. <https://www.aerzteblatt.de/nachrichten/120035/Impfmythen-begegnen-Handbuch-bietet-Kommunikationsleitfaden>.

<sup>6</sup> Lewandowsky, S., Cook, J., Schmid, P., Holford, D. L., Finn, A., Leask, J., Thomson, A., Lombardi, D., Al-Rawi, A. K., Amazeen, M. A., Anderson, E. C., Armaos, K. D., Betsch, C., Bruns, H. H. B., Ecker, U. K. H., Garavuzzi, T., Hahn, U., Herzog, S., Juanchich, M., Kendeou, P., Newman, E. J., Pennycook, G., Rapp, D. N., Sah, S., Sinatra, G. M., Tapper, K., Vraga, E. K. “The COVID-19 Vaccine Communication Handbook. A Practical Guide for Improving Vaccine Communication and Fighting Misinformation.” 2021. <https://sks.to/c19vax>.

<sup>7</sup> Deutsches Ärzteblatt. “Impfmythen begegnen: Handbuch bietet Kommunikationsleitfaden.” Deutsches Ärzteblatt, January 13, 2021. <https://www.aerzteblatt.de/nachrichten/120035/Impfmythen-begegnen-Handbuch-bietet-Kommunikationsleitfaden>.

### **Background on Innovation Sheet Series**

As part of a real-time evaluation of the SARS CoV 2 pandemic (with focus on epidemiological, medical, economical, societal, technical, and cultural developments in Germany and Armenia) the CoronaSys research team, under the leadership of Prof. Dr. Martin Voss, is conducting a continuous monitoring of developments and medical, technical, and social innovations concerning Covid-19.

Multiple national and international media outlets, research platforms, and scientific and organizational guidelines, briefs, and updates are screened to feed into this outlet. The rationale behind this is to support the projects' network partners in Armenia and Germany with short summaries of key developments and promising innovations that are shaping the global, German, and Armenian outbreak response and recovery.

The aim of these short briefs is to give condensed and structured information on selected innovations emerging out of the conducted horizon scanning. This could be mainstream big-ticket items or fringe subjects that are easily overlooked in the global flood of information. Some innovations will be followed through their evolution in time while others may only appear once. While subjectively selected, the briefs are descriptive in nature and leave analysis and critical interpretation to the reader. Network partners in both countries are invited to provide feedback on their interest areas and suggest particularly relevant topics for the CoronaSys Workshop series.

The CoronaSys Innovation Sheet Series is published by the [Academy of the Disaster Research Unit](#), which is, as a non-profit limited liability company, a spin-off of the [Disaster Research Unit](#) at the Free University of Berlin. The series is part of the research project "[CoronaSys](#): Addressing the corona pandemic in Armenia through systemic risk management", sponsored by the German Federal Ministry of Education and Research.

*If you have any questions, suggestions, or if you wish to be taken on (or off) the project mailing list for CoronaSys updates, innovation sheets, and workshop invitations, please send a message to Janina Schäfer ([schaefer@a-kfs.de](mailto:schaefer@a-kfs.de)). For general project inquiries, you may contact the team lead Sara Merkes ([merkes@a-kfs.de](mailto:merkes@a-kfs.de)) or the project lead Martin Voss ([voss@a-kfs.de](mailto:voss@a-kfs.de)).*

### Previous CoronaSys Innovation Sheets

- 1 "New" Antiviral Face Masks
- 2 "Dyphox" Surface Coating
- 3 MOVES SLC Portable ICU
- 4 Portable TRI- KLEEN 500UV
- 5 Convalescent Plasma Therapy
- 6 ASIC-App
- 7 BinaxNOW Antigen Test
- 8 Corona Traffic Light
- 9 Aproof at Home Antibody Test
- 10 IVAT Hygiene Tower
- 11 LY-CoV555 Antibody Treatment
- 12 4C Mortality Score
- 13 Regional Corona Prediction Model
- 14 Computer-designed Mini- Proteins
- 15 Covid-19 Simulator
- 16 Trimodulin
- 17 BNT162b2-Vaccine
- 18 SARS-COV-2 Rapidplex
- 19 European Corona- Map
- 20 FELUDA Paper Strip Test
- 21 Humanitarian Action Mapping Tool
- 22 IKKA Score
- 23 WHO Digital Implementation Investment Guide
- 24 RCCE Toolkit
- 25 Cough-Analyzing App
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- 28 Lucira™ COVID-19 All-In-One Test Kit
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- 39 Octea Test
- 40 Prognostic Urine Test
- 41 ICU Training Video
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- 43 Project Hazel
- 44 Viral Escape Modelling

All previous CoronaSys Innovation Sheets are available online:

<http://coronasys.a-kfs.de/category/innovation-stream/>

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