



By monitoring social media online, we can better understand the reasons for hesitancy and tailor public health messaging to increase vaccine uptake.

KEY FINDINGS

“My body, my choice.”

Vaccine hesitant activists emphasize a perceived loss of agency, freedom, and consent. In response, emphasize **bodily autonomy**, **choice**, and **control** in the decision to take the vaccine.

“No vaccine passports.”

The public worries about medical **privacy** and the way their medical decisions may become subject to travel restrictions or employment mandates. Your messaging should stress traditional mechanisms of protecting medical privacy.

Low level of trust in public institutions and “big-pharma.”

Messaging should highlight **local, personal stories** from public health officials, medical professionals, and local vaccine manufacturers. For example, the Pfizer vaccine manufacturing involves plants in Chesterfield, Missouri and Portage, Michigan.

Vaccine victimhood.

Anti-vaccine groups are effective in foregrounding (by holding vigils and memorials) emotional stories of those who were thought to suffer from the vaccine. In response, allow your community to grieve by commemorating the lives of **COVID-19 victims**.

Vaccine ingredients.

Health conscious constituencies, “natural” parenting advocates, and religious groups are extremely concerned about vaccine ingredients. Feature the **transparency**, **safety**, and **sourcing** of vaccine ingredients.

Sign up for our mailing list: <http://eepurl.com/hDyx9D>

Lab: <http://xpmethod.columbia.edu/lit-mod-viz/2019-09-01-vaccine.html>

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Maine Centers for Disease Control

Ulster County Department of Health and Mental Health