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# CDC/CA VA58 Briefing

CDC's State Of Vaccine Confidence  
Report / Long Term Care Settings  
Special Report



Vaccinate with **Confidence**

# State of Vaccine Confidence Insights Report

- Quantitative/qualitative analysis of numerous data sources and media sources (ex: digital media, social media, CDC-Info)
- Themes created across data sources
- Coded - relative threat to vaccine uptake information spread
- Recommendations for action identified for each theme.



Type	Input	Cadence	Sources	Tactics for Utilization
Social Media Listening & Media Monitoring	Communication Surveillance Report	Daily on weekdays	<ul style="list-style-type: none"> <li>• Google news</li> <li>• Meltwater</li> <li>• CrowdTangle</li> <li>• Native platform searches</li> </ul>	<ul style="list-style-type: none"> <li>• Share of voice topic analysis to identify themes</li> <li>• Emerging topics</li> </ul>
	Meltwater	Daily	<ul style="list-style-type: none"> <li>• Facebook, Twitter, Instagram</li> <li>• Blogs</li> <li>• News media</li> <li>• Online forums</li> </ul>	<ul style="list-style-type: none"> <li>• Share of voice topic analysis</li> <li>• Emerging theme topics</li> <li>• Identify high reach/velocity topics</li> </ul>
	OADC Channel Comment Analysis	Daily on weekdays	<ul style="list-style-type: none"> <li>• Native platform searches</li> </ul>	<ul style="list-style-type: none"> <li>• Sentiment analysis</li> <li>• Identify message gaps/voids</li> </ul>
Direct Reports	CDC-INFO Metrics	Weekly	<ul style="list-style-type: none"> <li>• CDC-INFO inquiry line list</li> <li>• Prepared response (PR) usage report</li> </ul>	<ul style="list-style-type: none"> <li>• Cross-compare PR usage with inquiry theme analysis</li> <li>• Sentiment analysis</li> <li>• Identify information gaps/voids</li> </ul>
	VTF Media Requests	Weekly	<ul style="list-style-type: none"> <li>• Media request line list</li> </ul>	<ul style="list-style-type: none"> <li>• Leading indicator for news coverage</li> <li>• Identify information gaps/voids</li> </ul>
	Web Metrics	Weekly	<ul style="list-style-type: none"> <li>• Top pages</li> <li>• Google search queries</li> <li>• Top FAQs</li> <li>• Referring domains</li> </ul>	<ul style="list-style-type: none"> <li>• Identify information gaps/voids,</li> <li>• Identify keywords/search terms, changes in web traffic</li> </ul>
Research	Poll Review	Weekly	<ul style="list-style-type: none"> <li>• Harris Poll, PEW research, Gallup Poll, KFF</li> <li>• New data related to vaccine hesitancy</li> </ul>	<ul style="list-style-type: none"> <li>• Identify socio-behavioral indicators related to motivation and intention to vaccinate</li> </ul>
	Literature Review	Weekly	<ul style="list-style-type: none"> <li>• PubMed, LitCovid, ProQuest Central</li> <li>• New data related to vaccine hesitancy</li> </ul>	<ul style="list-style-type: none"> <li>• Identify current vaccination intention</li> <li>• Identify barriers to vaccination</li> </ul>
Third Party Reports	Tanaq Social Listening +Media Monitoring Report	Weekly	<ul style="list-style-type: none"> <li>• Meltwater</li> <li>• Sprout Social</li> <li>• First Draft</li> <li>• Native platform searches</li> </ul>	<ul style="list-style-type: none"> <li>• Trending topics</li> <li>• Demographic and geographic conversation monitoring</li> </ul>
	CrowdTangle content insights report	Biweekly	<ul style="list-style-type: none"> <li>• Facebook</li> </ul>	<ul style="list-style-type: none"> <li>• Top pages (voices), groups</li> <li>• General trends/sentiment analysis</li> <li>• News analysis through posts</li> </ul>
	First Draft News Vaccine Misinformation Insights Report	Monthly	<ul style="list-style-type: none"> <li>• Proprietary methods</li> </ul>	<ul style="list-style-type: none"> <li>• Media trends analysis</li> <li>• Emerging threats and data deficits</li> <li>• Online vaccine narratives</li> </ul>
	Project VCTR	Weekly	<ul style="list-style-type: none"> <li>• <a href="#">Proprietary methods</a></li> </ul>	<ul style="list-style-type: none"> <li>• National and regional trends in negative attitudes toward vaccination</li> <li>• Conversations around Legislation</li> </ul>

# Perceptions, concerns, and threats to vaccine confidence affecting older adults aged 65+

- Some older adults have shared that they received the COVID-19 vaccine and encourage others to receive COVID-19 vaccines as well
- Some social media users believe that there has not been an emphasis on vaccinating older populations because culture in the United States deems older adults an “expendable” population.
- Many factors influence vaccine confidence and vaccine hesitancy among older adults.
  - In particular, misinformation regarding vaccine safety and effectiveness has led to increased vaccine hesitancy among older adults



# Misinformation and Hesitancy Themes Among Older Adults Ages 65+

- Older adults may be particularly vulnerable to mis- and disinformation about COVID-19 illness and vaccination
- The effectiveness of the COVID-19 vaccines was a concern for some older adults, fearing that they would have breakthrough cases.
- Some older adults who take multiple medications may be hesitant to seek the updated COVID-19 booster doses as they are concerned that their medications would negatively impact the effectiveness of the COVID-19 vaccines.
- Misinformation about the effectiveness of the COVID-19 vaccines has generated confusion among some seniors.



# Themes about trusted sources for older adults aged 65+

- Many older adults who are hesitant to get vaccinated state that they are unsure about the accuracy of information, and unsure of which sources could be considered trustworthy
- Approximately 74% of older adults trust their doctor to give them accurate information:
  - Compared to approximately 50% of older adults who trust information provided by the government.



# Perceptions, concerns, and threats to vaccine confidence affecting long term care settings

- Sources of mis- and disinformation have fueled concerns regarding the costs, safety and effectiveness of COVID-19 vaccines among those living in long-term care settings.
- Through funded partnerships with CDC, HHS, and others, some nonprofit organizations are expanding use of vaccination clinics to increase vaccine uptake in nursing home staff and residents.
- Misperceptions about COVID-19 vaccine requirements for nursing home staff have led some to believe that nursing home residents are being mandated to receive a COVID-19 vaccine.



# Misinformation and Hesitancy Themes Affecting Long Term Care Facility

## ■ Vaccine Confusion in Long-Term Settings

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# Vaccine Fatigue, Lack of Interest, & Misinformation in Long –Term Care Settings

- Facing new waves of misinformation and ongoing vaccine fatigue, older adults in long-term care settings have expressed less interest in receiving updated COVID-19 booster doses.
- Concerns about vaccine safety and effectiveness may be exacerbated by exposure to social media or news coverage emphasizing the severity and incidence of adverse reactions from COVID-19 vaccination, which can activate cognitive biases that undermine vaccine confidence.



# Ways to Take Action

- Provide clear and concise information tailored specifically to older adults regarding the safety and effectiveness of COVID-19 vaccines, especially to reduce the risk of severe disease from COVID-19.
- Use relevant images and culturally appropriate language.
- Provide educational trainings to staff in LTC settings that contain accurate information about COVID-19 vaccines and policies in order to encourage vaccine confidence and uptake among staff, and confidence in recommending COVID-19 vaccination to residents.

