

August 2<sup>nd</sup>, 2023



# CDC-WHO Monkeypox Special Report

State Of Vaccine Confidence  
Insight 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>



# Theme 1: Consumers and social media users of the LGBTQ+ community are taking proper precautions to prevent mpox.

## Perceptions, concerns, and threats to vaccine confidence

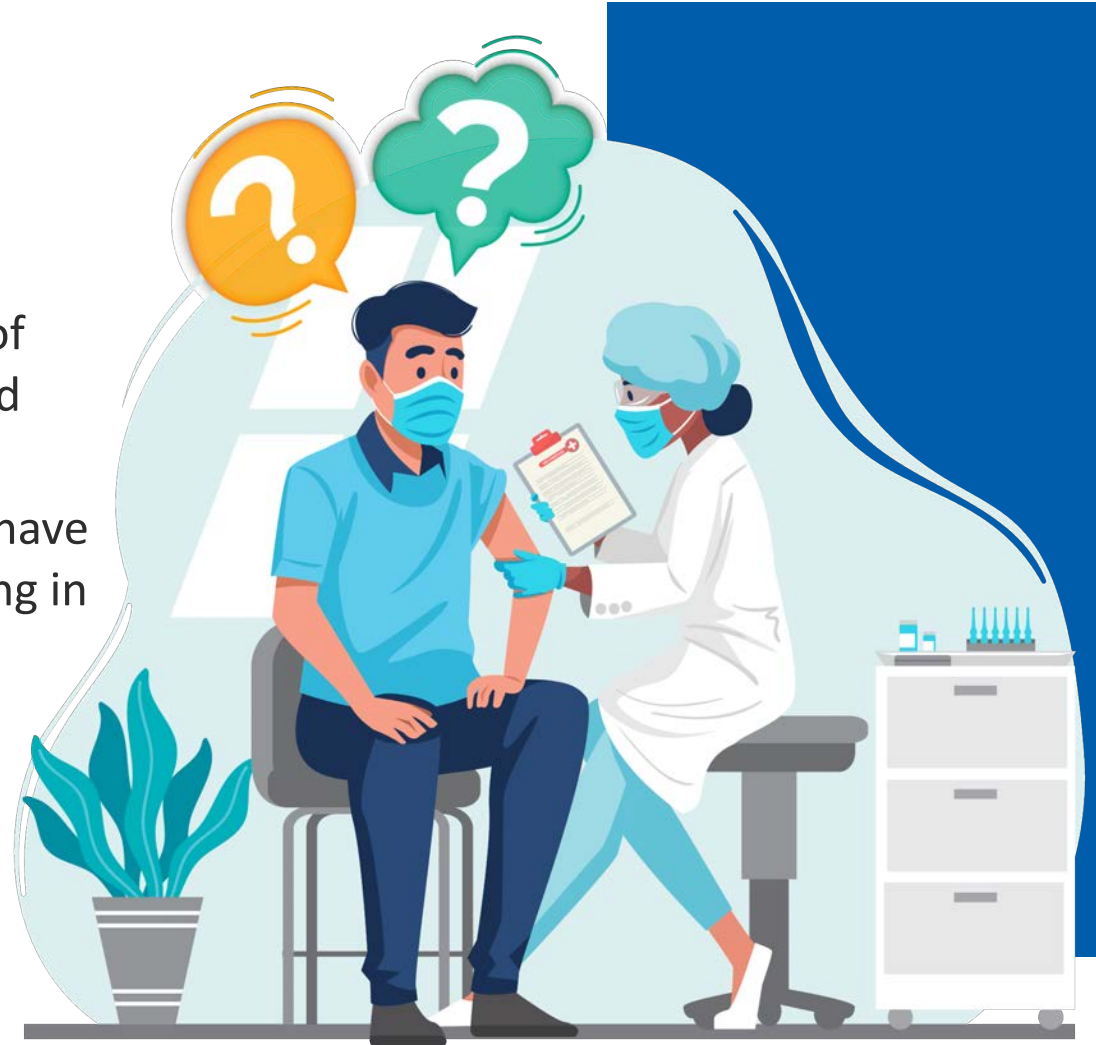
- As of February 28, 2023, 1,198,336 total JYNNEOS vaccine doses were administered in the 57 U.S. jurisdictions reporting data.
- Google searches and Meltwater mentions for terms “monkeypox,” “mpox,” “jynneos,” and “ACAM2000” decreased significantly to near-zero searches during the reporting period.
- Some social media users stated increasing access to the mpox vaccine would decrease cases and deaths.



# Theme 1: Consumers and social media users of the LGBTQ+ community are taking proper precautions to prevent mpox.

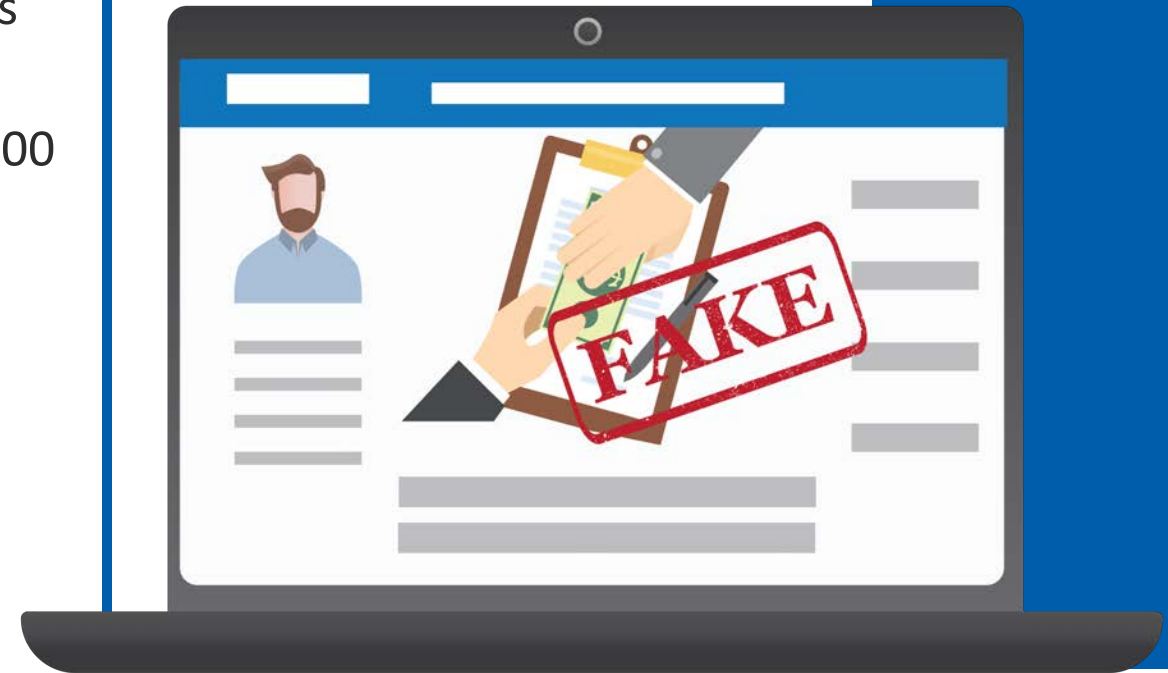
## ■ Perceptions, concerns, and threats to vaccine confidence

- During the reporting period (November 15, 2022–February 25, 2023), an average of 2,444 first doses of JYNNEOS and 3,313 second doses were administered weekly in the U.S.
- In comparison to gay, bisexual, and other men who have sex with men (MSM) living in urban areas, MSM living in rural areas were less likely to:
  - Report modifying their behaviors to decrease mpox exposure
  - Reported lower perceived susceptibility to and severity of mpox
  - Reported lower intention to get vaccinated for mpox



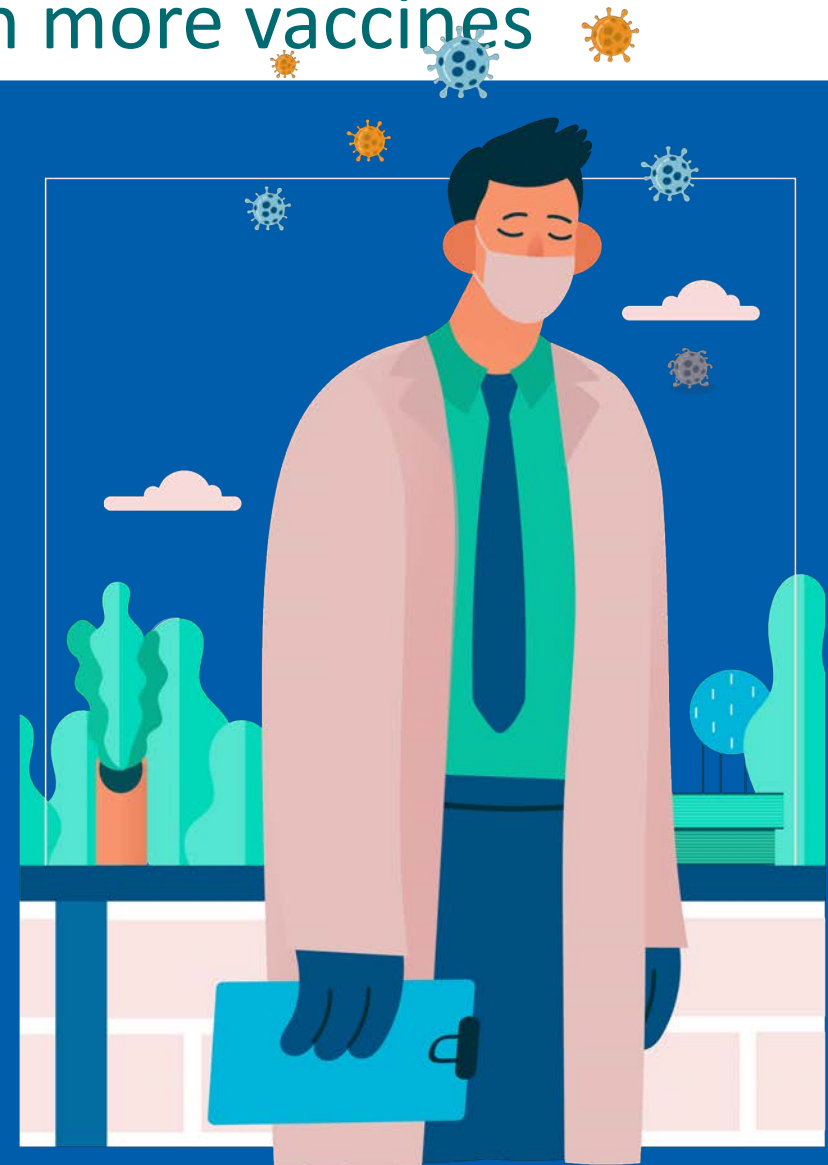
# Theme 1: Consumers and social media users of the LGBTQ+ community are taking proper precautions to prevent mpox.

- **Identified misinformation themes**
  - Some social media users believe mpox can only spread through sexual contact.
  - Some social media users believe vaccination is not the best way to prevent mpox.
  - Some social media users believe the ACAM2000 vaccine will cause a smallpox pandemic.
  - Some social media users believe that the ACAM2000 vaccine sheds smallpox.
  - Some organizations are fighting against the misconception that mpox is a “gay” disease.



## Theme 2: Some social media users are confused about the name change from monkeypox to mpox and believe it is part of an agenda to push more vaccines

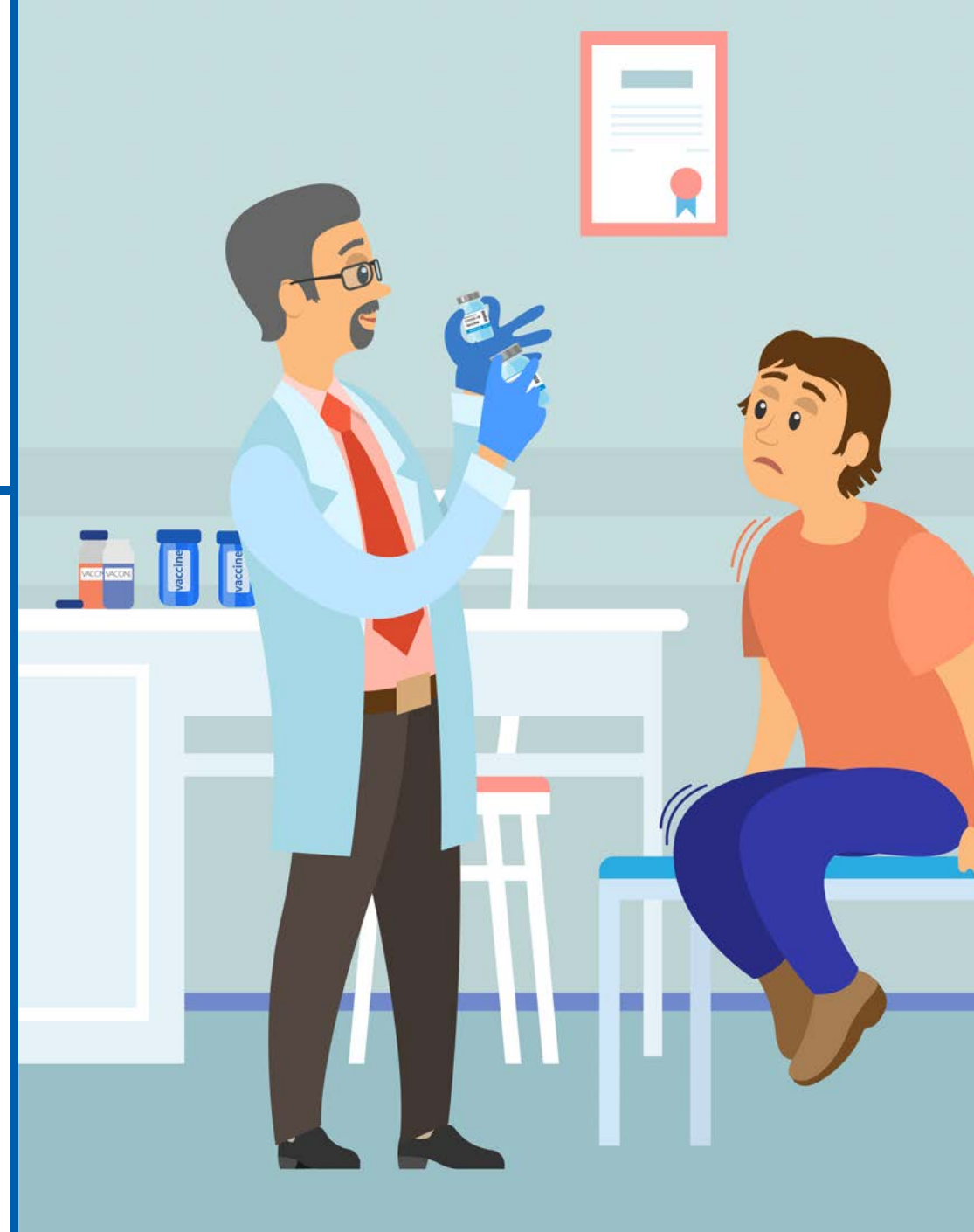
- **Perceptions, concerns, and threats to vaccine confidence**
  - Some social media users believe vaccine supply is a more pressing issue that should have been addressed before the mpox name change.
  - Some social media users do not understand how the term “monkeypox” was offensive.
  - Some social media users are sarcastically suggesting names other than mpox that are offensive.



**Theme 2:** Some social media users are confused about the name change from monkeypox to mpox and believe it is part of an agenda to push more vaccines.

- **Commonly asked questions and queries from the public**

- Why did WHO decide to change the name from monkeypox to mpox?
- When did the name change to “mpox” become effective?
- Will there be a new vaccine developed for mpox?



**Theme 2:** Some social media users are confused about the name change from monkeypox to mpox and believe it is part of an agenda to push more vaccines.

■ **Identified misinformation themes**

- Some social media users believe the name change was solely for marketing purposes and to push a political agenda.
- Some social media users believe the disease is still called “monkeypox” and refuse to use the term “mpox.”
- Some social media users believe the new name is an excuse to create and sell more vaccines.
- Some social media users believe the new name reflects a government agenda to push toxic vaccines.



# Theme 3: Consumers and social media users are concerned about poor access to vaccines in Black and Hispanic/Latino communities.

## Perceptions, concerns, and threats to vaccine confidence

- Some social media users are frustrated that some individuals outside of racial/ethnic minority communities, due to stigma in their own communities, are depleting the mpox vaccine supply in under-resourced communities.
- Some social media users believe stigma around sexual health and healthcare inequities contribute to low vaccination rates in Black and Hispanic/Latino communities



# Theme 3: Consumers and social media users are concerned about poor access to vaccines in Black and Hispanic/Latino communities.

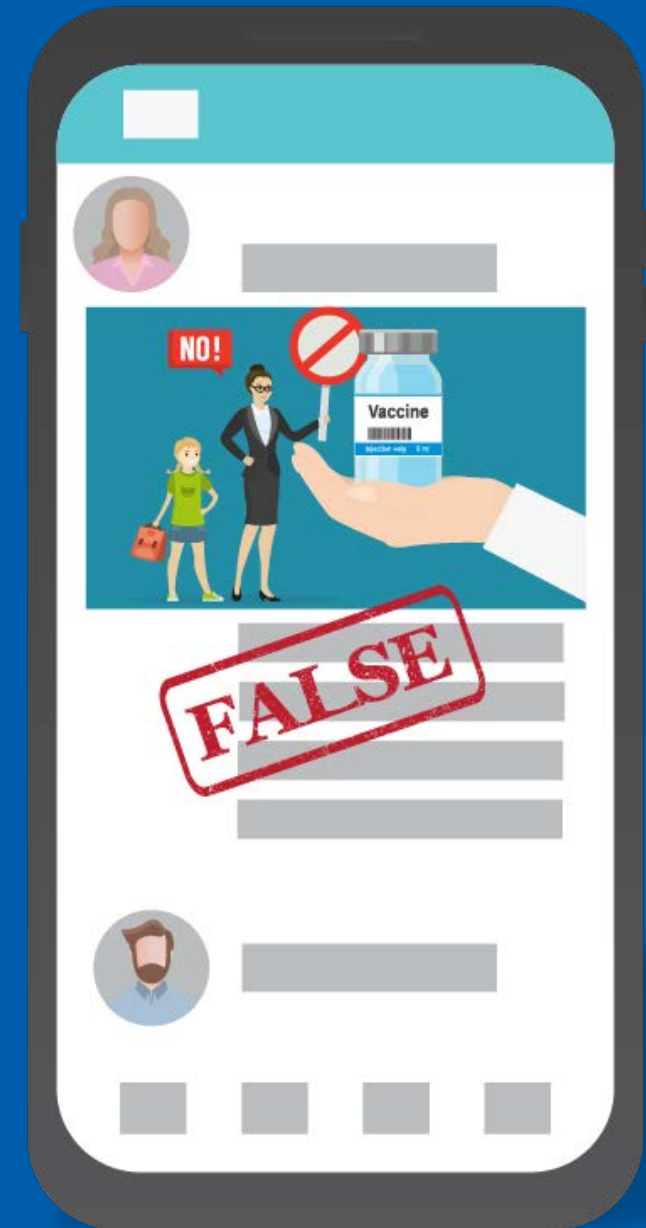
## ■ Commonly asked question(s) and queries from the public

- Why were Black and Hispanic/Latino communities disproportionately affected by the mpox outbreak?



## Theme 4: Activism and engagement from the LGBTQ+ community has contributed to an increase in mpox vaccine confidence and uptake.

- **Perceptions, concerns, and threats to vaccine confidence**
  - Public health experts believe that the desire among community members to protect each other has encouraged vaccination among vaccine hesitant individuals.
  - The LGBTQ+ community led effective equity outreach programs ensuring that as many members as possible in the community had access to the mpox vaccines.
  - Public health experts and LGBTQ+ community members have suggested that the most significant contributor to successful mpox vaccination uptake was the activism and engagement from the community itself in promoting the efficacy, safety, and availability of the vaccine.



# Ways Public Health and Partners can Take Action

- Partners may speak with leaders in the LGBTQ+ community to learn more about how they were able to garner activism and engagement from the community.
- Partners may ensure the LGBTQ+ community is well-prepared for any potential future rise in cases and continue to encourage vaccination.
- Partners may work with local LGBTQ+ pride event organizers to include messaging about the importance of receiving two doses of mpox vaccines as soon as possible and prior to participating in LGBTQ+ pride events, as appropriate.

