



Wilton Park

Provisional programme

C19 Vaccine preparedness-effective communication: South East Asia | WP1890V

Monday 1 March 2021 from 1600-1930 SGT

To be held virtually

2020 has been a year like no other, with COVID-19 impacting lives and livelihoods across the globe. Vaccines, newly developed for COVID-19 provide hope that the pandemic can be curbed, allowing people to return to normal lives. However, the existence of vaccines does not mean life returns to normal until enough people have been vaccinated and therefore populations are protected.

The fear and uncertainty that has developed around COVID-19 and exacerbated by misinformation and the 'infodemic' has resulted in publics being hesitant and mistrusting in the new vaccines developed for COVID-19. Contributing to this are issues around which vaccines will be available to different populations and when vaccines will be available.

As a diverse region of cultures and religions, home to a number of emerging economies, and an international travel and trade hub, it is critical that vaccine uptake is optimised across South East Asia to protect local populations and those travelling to and from the region.

This cross sectoral dialogue will focus communication needs across priority countries in South East Asia to support the positive uptake of C19 vaccines across populations displaying very low rates of confidence in vaccines, which if not addressed, would result in ineffective vaccination coverage, reducing the impact of vaccines to curtail the C19 pandemic.

This dialogue aims to inform research required to identify critical information to be communicated to ensure confidence and demand for COVID-19 vaccines and establish partnerships and networks to support communications activities.

This dialogue will help identify:

- priority issues for communication

In association with:



British
High Commission
Singapore



UK Science
& Innovation
Network



Behavioural and Implementation
Science Interventions
Yong Loo Lin School of Medicine

- risk factors
- priority audiences
- impactful methods for communicating; and
- where capacity strengthening/resource is required.

Deliverables for this dialogue include:

1. **Informed research outcomes:** where end users are engaged in the design of research outcomes which can be rapidly applied to communication strategies. It will do this through linking researchers to policy makers, communicators, public health officials, civil society and the private sector to inform rapid listening surveys which will identify gaps and needs in communications preparedness for C19 vaccination roll out.
2. **Regional and global networks of experts to support implementation:** It will do this through bringing together global experts from the UK and the wider CONVINCENCE (COVID-19 New Vaccine Information, Communication Engagement) network to both inform and learn from regional experiences and learnings.
3. **Key priority areas requiring strategic approaches:** The dialogue will facilitate the development of coordinated initiatives supported by a robust evidence based, and a network of stakeholders to take forward communications strategies and initiatives for C19 preparedness.

In association with the UK Foreign, Commonwealth and Development Office, Science and Innovation Network, Singapore and the Behavioural and Implementation Sciences Institute (BISI), National University of Singapore

All times below are in Singapore time SGT (GMT +8 hours)

1600-1615

Welcome and introduction

Nancy Lee

Programme Director, Wilton Park

Chong Yap Seng

Dean, Yong Loo Lin School of Medicine, NUS Singapore, Singapore

Robyn Mildon

Co-Director Behavioural and Implementation Science Institute (BISI), National University of Singapore, Singapore

Kara Owen

British High Commissioner, Singapore

1615-1635

1. Scene setting. C-19 Vaccine roll out in South East Asia: communication preparedness-ASEAN Focus

- Overview of vaccine role out in the ASEAN region
- Overview of challenges and concerns
- Aims of ASEAN to support C19 vaccine confidence and vaccine uptake
- WHO support in the region for vaccine communications for vaccine roll-out
- Resources for demand creation and addressing vaccine confidence

Rodora Babaran

Director for Human Development Directorate, ASEAN Secretariat, Indonesia

Nakorn Preamsri

Director of National Vaccine Institute (NVI), Ministry of Public Health, Thailand

Angela Pratt

WHO Regional Communications Lead, WHO WPRO, Philippines

1635-1705

2. Vaccine confidence: why is it important for uptake of C-19 Vaccines? Trends across the region

This session will set the scene for the discussions setting out:

- Relationship between vaccine confidence, trust and uptake of vaccination
- Trends across ASEAN countries from ASEAN perspective
- Vaccine Confidence Project/ SCORE survey
- UNICEF/ WHO: Vaccine Acceptance Survey
- APIC landscaping

Heidi Larson

Professor of Anthropology, Risk and Decision Science and Director, The Vaccine Confidence Project, London School of Hygiene and Tropical Medicine, United Kingdom

Arie Rukmantara

Chief of Field Office and Partnership Specialist, UNICEF Indonesia / COVID-19 Management Response, Indonesia

Tikki Pang

Visiting Professor, Yong Loo Lin School of Medicine, NUS Singapore, Singapore

1705-1725

3. Issues causing hesitancy/ undermining trust that can be addressed through communications

This session will explore the potential issues which might be driving hesitancy and undermining trust in COVID-19 vaccines which can be addressed through re-building trust and effective, accurate engagement and communication:

- Understanding/ belief in COVID-19 and risks
- Understanding/ trust in the vaccines:
- Which vaccines are being distributed in which countries?
- Are they Halal certified?
- Impact of prioritisation and access issues
- Who is purchasing the vaccine? Confidence in suppliers?
- Are there similar issues driving hesitancy in different countries in the region?

Jemilah Mahmood

Special advisor to the Prime Minister on Public Health, Malaysia

Kenneth Hartigan-Go

Research Fellow, Ateneo School of Government, Philippines

Irma Hidayana

Independent Public Health Consultant, Indonesia

Tran Xuan Bach

Associate Professor, Health Economics, Hanoi Medical University, Vietnam

1725-1750

4. Breakout groups

Facilitator led small group discussion.

Prioritise your communications challenges: which issues are hardest to address in communicating for vaccine uptake?

1750-1800

Break

1800-1835

5. Priority target audiences: where and how does trust need to be built? Who is best placed to address mis/disinformation?

How to take a 'whole of society' approach to building trust and deliver impactful communications and engagement for C19 vaccine uptake.

Who are key target audiences? How do policy makers access resources and connect with the appropriate sectors to engage with communities, build trust and deliver key messages?

Sectors to involve in helping to communicate and engage include:

- Health workers
- Social media platforms
- Traditional media
- Community and religious leaders
- Employers/ Private sector
- Peer groups and social influencers

Rueben Ng

School of Public Policy, National University of Singapore, Singapore

Tam Wai Jia

MyBrother Sg, Singapore

Ankur Garg

Country Director, Indonesia, BBC Media Action, Indonesia

Lulu Bravo

Professor Emeritus, Philippine General Hospital, University of the Philippines, Philippines

1835-1855

6. What information is needed to inform strategies to build trust and communicate effectively for COVID-19 vaccine uptake? What are the knowledge/ research gaps which need to be urgently addressed?

What are the critical research gaps and areas where there is a need for information, insights and analysis to address communications challenges and build trust? Where can regional partnerships, collaborations and information and insight sharing help address these?

This session will cover some of the research on vaccine confidence in the region and internationally, new initiatives such as CONVINCE and what is needed to achieve more impactful engagement, communications and trust building.

Tikki Pang

Visiting Professor, Lee Kuan Yew School of Public Policy, Singapore

Heidi Larson

Professor of Anthropology, Risk and Decision Science and Director, The Vaccine Confidence Project, London School of Hygiene and Tropical Medicine, United Kingdom

Richard Maude

Head, Epidemiology Department, Mahidol-Oxford Tropical Medicine Research Unit, United Kingdom

1855-1915

7. Breakout sessions: supporting communication-preparedness

Facilitator led small group discussion.

What is needed to support communication preparedness? Eg access to locally relevant communication tools/listening insights from communities, digital technologies and platforms, data analytics, connections to others doing similar work, links with media etc?

1915-1925

1925-1930

8. Feedback from breakout groups

9. Conclusion and next steps

- Key learnings to be shared
- Research gaps to be addressed and how
- Broader support on engagement etc from CONVINCE network
- Where other key issues can be taken forward (access/logistics etc)

This is a preview programme and as such may be subject to change.

This is an invitation only event.

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