



UNITED AGAINST  
COVID-19

# Who we are

**19 To Zero** is a dedicated coalition of healthcare workers, academics, public health experts, behavioural economists, and creative professionals working to understand, engage with, and shift public perceptions around COVID-19 behaviours and vaccination.

Visit [www.19tozero.ca](http://www.19tozero.ca)

## Achievements in less than 6 months

- Built an international multi-sector expert coalition (400+ people)
- Established Canada's only COVID-19 multimodal approach to behaviour change and increasing vaccine uptake
- Formed unique partnerships with key players in the vaccine ecosystem including PHAC, Immunize Canada / CPHA, Canadian Cancer Society, provincial ministries of health, local/regional/provincial public health authorities primary care across the provinces, pharmacies, school boards & universities, and community groups
- Conducted extensive national COVID behaviour and Immunization hesitancy research
- Launched two data-informed social media campaigns
- Global recognition for addressing vaccine confidence

# Our Team

400+ experts from organizations across healthcare, academia, and the private sector - examples include:

## HEALTHCARE & PUBLIC HEALTH



## ACADEMIC RESEARCH



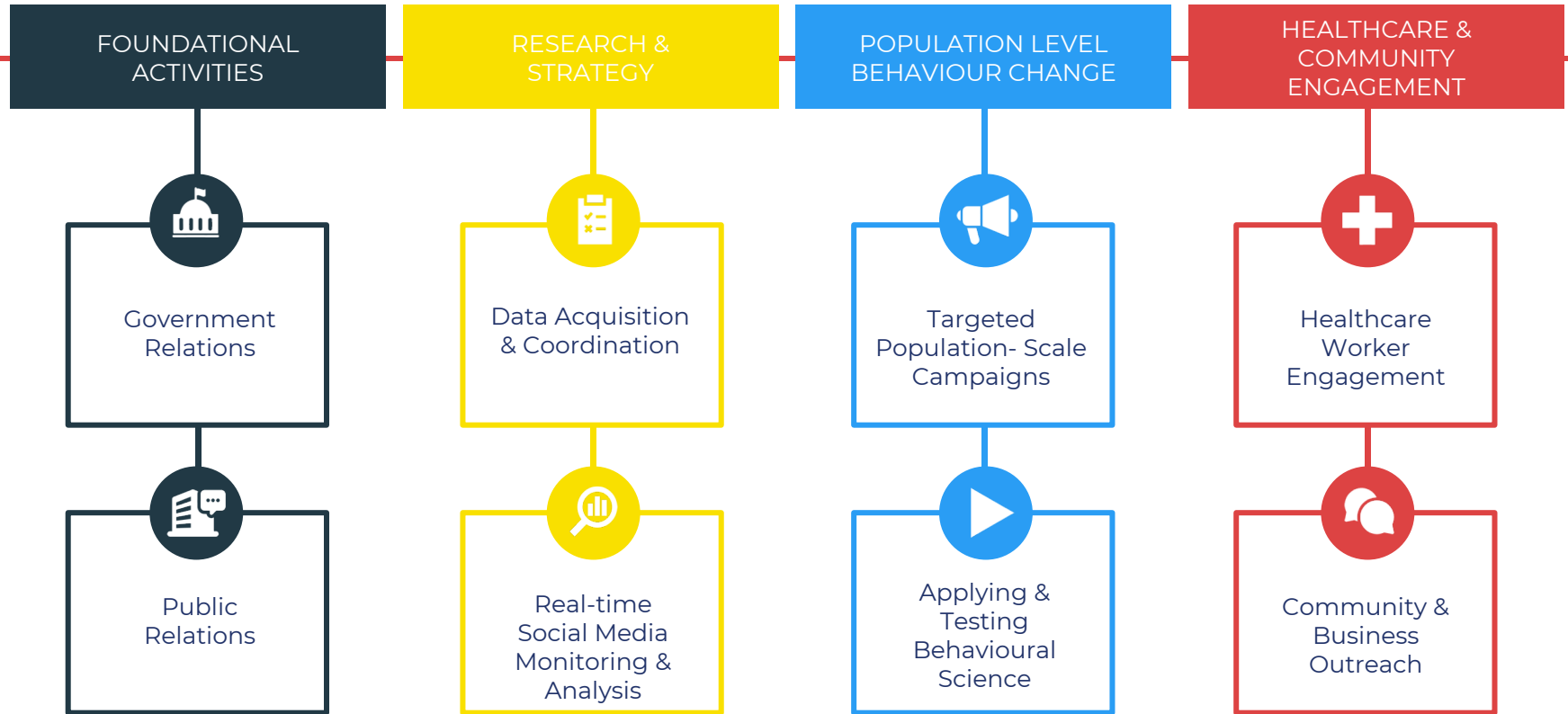
## CIVIL SOCIETY AND NGOS



## CREATIVE/ MARKETING

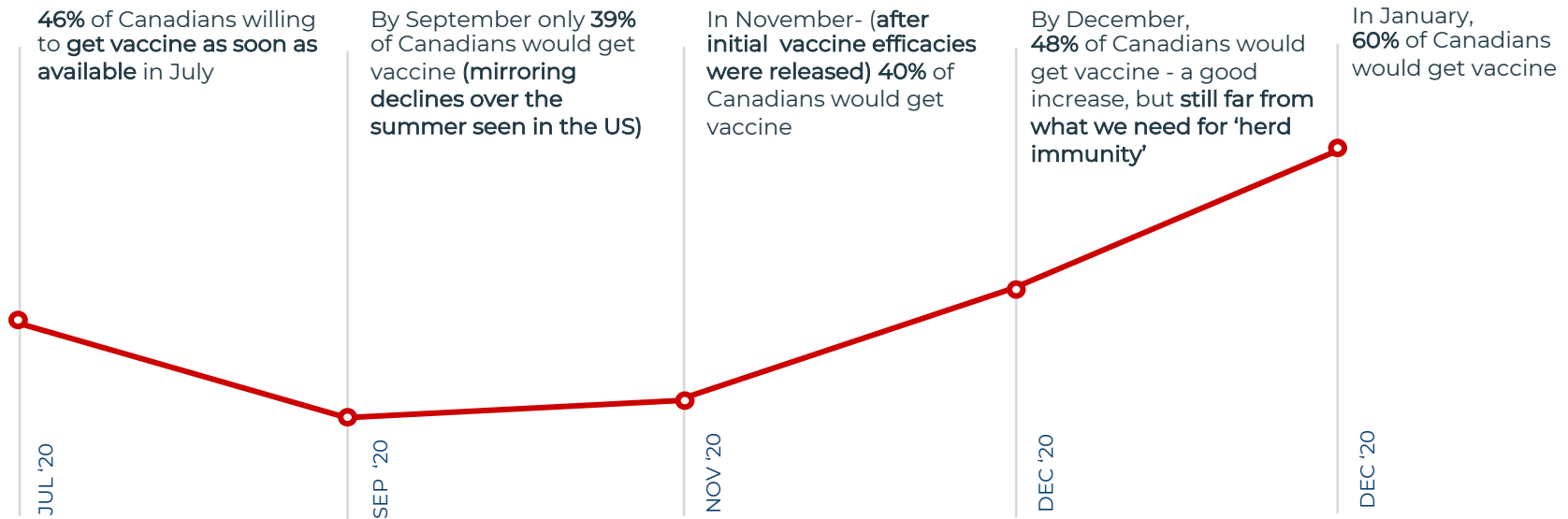


# Multimodal Approach to Behaviour Change



# Willingness to be Vaccinated

Decreased over the summer; positive vaccine trial results have led to some, but insufficient, increases in uptake

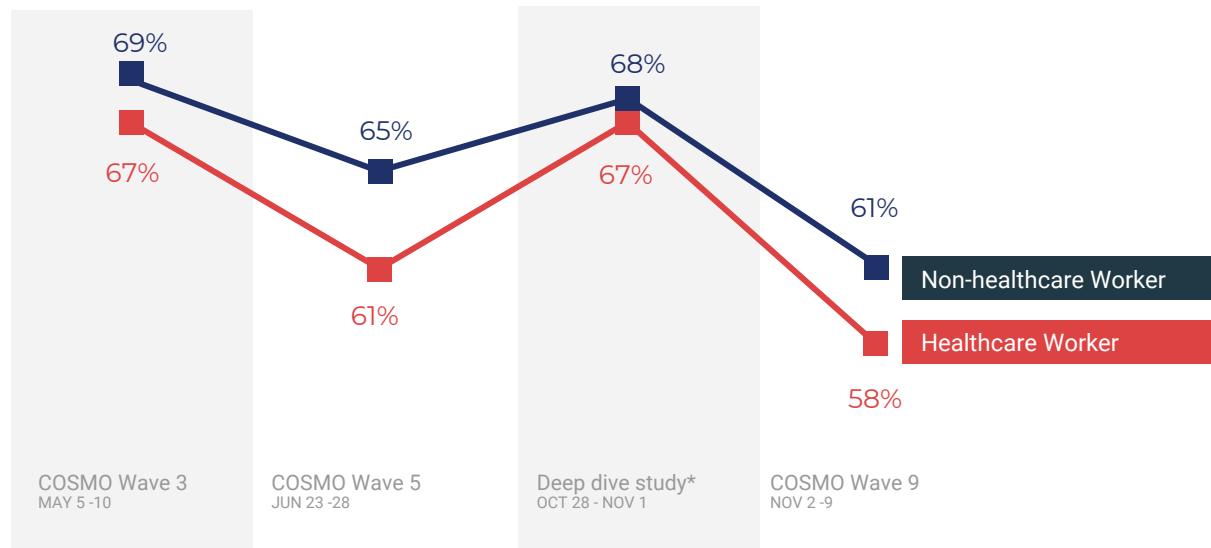


Angus Reid, 2020 | Base: Total (n=1,578)

# Healthcare Workers' Vaccine Hesitancy

## Confidence similar or lower than general public

If a safe COVID-19 vaccine becomes available and is recommended, would you get it?



\*Note that two studies use different wording and scales for this question:

- COSMO: "If a safe COVID-19 vaccine becomes available and is recommended, would you get it?" (7-pt scale)
- Deep dive study: "If a COVID-19 vaccine became available and is recommended for me, I would get it." (5-pt scale)
- Data points based on small sub-sample size. Statistically significant but not generalizable beyond sample (see Annex)

## Insights from COSMO

- The number of respondents reporting that they agree that they will get a safe COVID-19 vaccine has declined gradually since the beginning of the pandemic. 67% of healthcare workers agreed in Wave 3 but this percentage has declined to 58% by Wave 9.
- Healthcare workers have also been slightly less likely to agree that they would get an effective COVID-19 vaccine since Wave 3 compared to non-healthcare workers. 63% agreed in Wave 3, while only 51% agree in Wave 9.

# Facets of the Uptake Problem

## TRUST

### PAIN POINTS

- Misinformation
- Changing messages
- Media and social media distortion
- Distrust of government
- Belief in ulterior motives
- Misunderstanding of vaccine development

### OPPORTUNITIES

- The data behind “how” and “why” presented from trusted sources

## CONCERN

### PAIN POINTS

- Comparisons to flu
- Low or no perceived risk
- Youth invincibility
- “99% survival rate” and “only old people die of it”

### OPPORTUNITIES

- Encouraging individual agency
- Increasing concern with COVID

## BEHAVIOUR

### PAIN POINTS

- Social and economic loss
- Challenge of compliance
- Multiple definitions of what masking, distancing, pods, hand washing, testing, and vaccinations are

### OPPORTUNITIES

- Clear and consistent messaging to show evidence of efficacy
- Economic impact of achieving community immunity

# Vaccine supply -

- Delays in vaccine supply to Canada have recently been top of mind; expected inbound supply include:
  - ~5M doses by end of Q1
  - ~20M doses by end of Q2
  - ~50M doses by end of Q3
- This is contingent on:
  - Vaccines actually working (many trials pending but directionally optimistic)
  - Scale-up of manufacturing and supply chain
- Canada is at an inherent disadvantage vs. US & EU who have companies & manufacturing