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Vaccination Programme

- Offers a way out of the pandemic
- Sacrifices made over the past year
- Continue to work together



Status

- **First dose given to 70% of adults**
- **One in four adults in Wales completed the two-dose course**
- **Total of 2,486,446 vaccinations**
- **Inequality gaps closing but further work needed.**

Vaccine Equity

- Fair access and opportunity
- Positive attitudes
- Lower uptake poses a risk



Statistician's comment

"Over the past few months, we have seen attitudes across most of the population becoming more positive towards Covid-19 vaccination. However, there is still hesitancy among some groups, including young people, Black or Black British and those living in the most deprived areas"

Tim Vizard, Public Policy Analysis,
Office for National Statistics

Vaccine hesitancy

Delay in acceptance or refusal to receive a vaccination

| | |
|---------------------------------------------------------------------------------|-------|
| I am worried about the long-term effects on my health | (49%) |
| I am worried about the side effects | (47%) |
| I would want to wait to see how well the vaccine works | (41%) |
| I do not think it will be safe I do not feel the coronavirus is a personal risk | (35%) |
| I am worried about a possible link with blood clots | (20%) |
| I do not think it will work | 16%) |
| I am worried about the effect on existing health conditions | (13%) |

Vaccine hesitancy

- **Factors are complex and context**
- **Confidence**
- **Convenience**
- **Complacency**

Targeted action

- **Concerns around side effects and safety**
- **People with protected characteristics**
- **Those socio-economic disadvantage**
- **Those within marginalised or under-served groups**



Black, Asian & Minority Ethnic Groups

83% more likely to think the vaccine isn't safe

High exposure to misinformation and conspiracies

Lack of acknowledgment of legitimate concerns

Mainstream media on low take-up is stigmatising communities

Information sources

Use reliable, trustworthy sources

Social media - unreliable and possibly not factual.

Repeating misinformation can reinforce the myth



Llywodraeth Cymru
Welsh Government



Iechyd Cyhoeddus
Cymru
Public Health
Wales

Tailored communications

- **Locally-led approach**
- **Understand specific concerns and barriers**
- **Increased scale and intensity of activities**
- **Trusted voices**
- **No one left behind**



In summary

Vaccines are the best way out of this pandemic

**Communicating consistently, transparently,
empathetically and proactively will help
improve vaccine uptake and enable greater
health inclusion**





Thank you