



IANPHI Africa Webinar

# How National Public Health Institutes Can Address COVID-19 Vaccine Misinformation and Hesitancy

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ADDIS ABABA, ETHIOPIA

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# Overview

**01 Africa CDC's 15 country study of COVID-19 perception**

**02 Solutions to improve COVID-19 vaccine acceptance**

**03 Key takeaways**

# Introduction

- Covid-19 continues to be a dynamic and evolving pandemic.
- More than 2/3 of Member States have experienced a third wave, with far more cases and deaths than in the early months of the pandemic.
- In addition, many new variants of concern have emerged with devastating consequences.
- As of 27 September 2021, Africa has recorded over 8.2 million cases and 209K deaths
- Control of the pandemic is rested on the development and availability of a safe and effective vaccine.
- However, even a highly effective vaccine requires sufficiently widespread willingness to accept it to successfully protect populations at large.



# COVID-19 Vaccine Perceptions in Africa

December 2020

Prepared by



# COVID-19 Vaccine Perception in Africa

- The aim of this study is to investigate public knowledge and perceptions of both the COVID-19 pandemic and COVID-19 vaccine acceptance among adults (aged 18 years and above) in 15 African countries.
- To guide needed communications and engagement strategies to support the roll out of COVID-19 vaccines.
- This survey of public opinion was conducted in 15 countries across Africa between August and December 2020.
- It is a mixed methodology study combining face-to-face and CATI – computer assisted telephone interview.

# RESEARCH OVERVIEW

## 1. Research design

Media habits

COVID awareness and understanding

Measures of vaccine uptake and hesitancy

QUESTIONNAIRE

## 2. Fieldwork

15

Countries



15,000+ respondents

## 3. Analysis

1. Preliminary topline from ORB

2. LSHTM analysis and implications to follow

## 4. Outputs

Implications for communication strategies

AFRICA comparisons

Country fact sheets

RECOMMENDATIONS

# Uptake of COVID-19 vaccine

## By country

Potential **uptake** of a COVID-19 vaccine in Africa is **high**, though there are significant regional differences. **One in five** respondents say they would **not take** the vaccine.



### Trend for countries in Janssen project\*

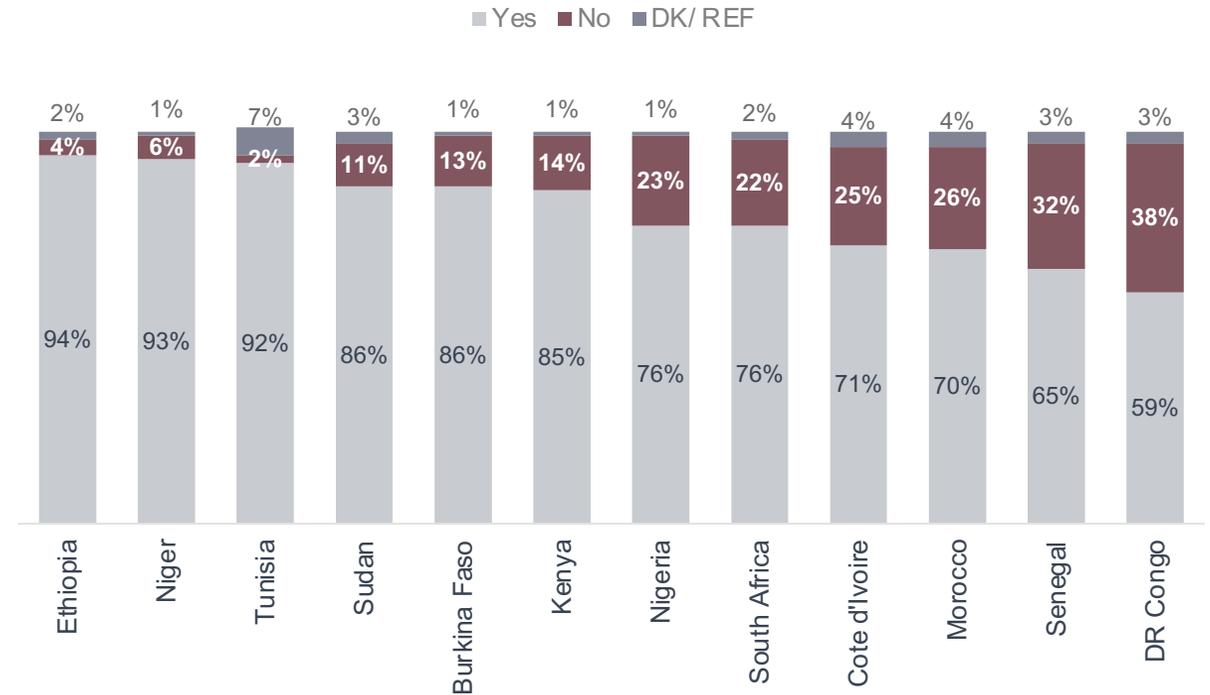
- Ethiopia (91%)
- Nigeria (78%)
- DRC (47%)

### Comparison – globally\*

- UK (75%)
- South Korea (84%)
- Ecuador (73%)

Q: If a new Coronavirus (COVID-19) vaccine became publicly available and was deemed safe and effective, do you think you would take it?

### By country



7 All Respondents: Morocco=1000, Tunisia=1000, Nigeria=1172, Sudan=1075, South Africa=1056, Niger=1173, Cote d'Ivoire=1039, DR Congo=1007, Ethiopia=1001, Burkina Faso=1037, Kenya=1000, Senegal=1010 | \* Showing NET Agree here – in the Janssen project 'Agree' scale was used for this question.

# Reluctance to take COVID-19 vaccine

## Attitudinal groups

Those more likely to refuse COVID-19 vaccine



People who have **seen** COVID-related disinformation



People who think the threat of COVID-19 is **exaggerated**



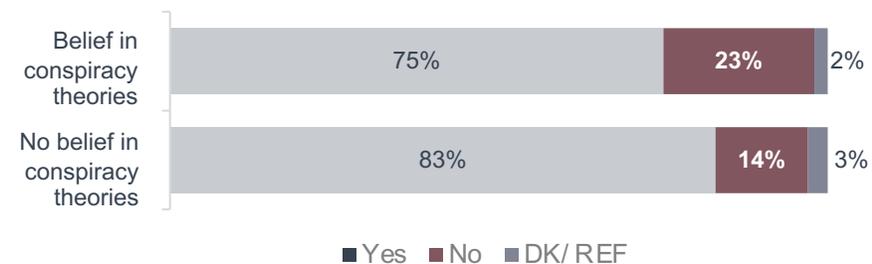
People who **trust** social media for information



Those who do **not know** anyone who has had the virus

Belief in conspiracy theories

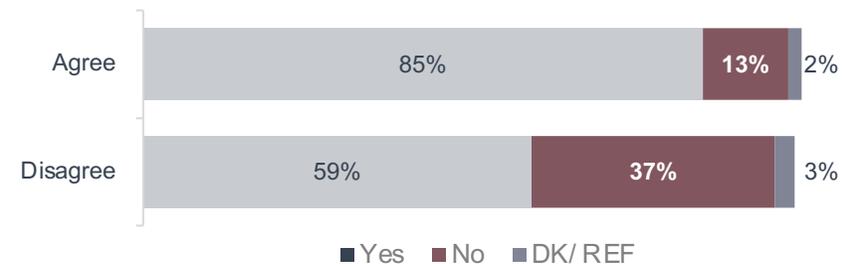
Would you take a new COVID-19 vaccine?



All Respondents: Yes = 5183, No = 7387

Vaccines are safe

Would you take a new COVID-19 vaccine?

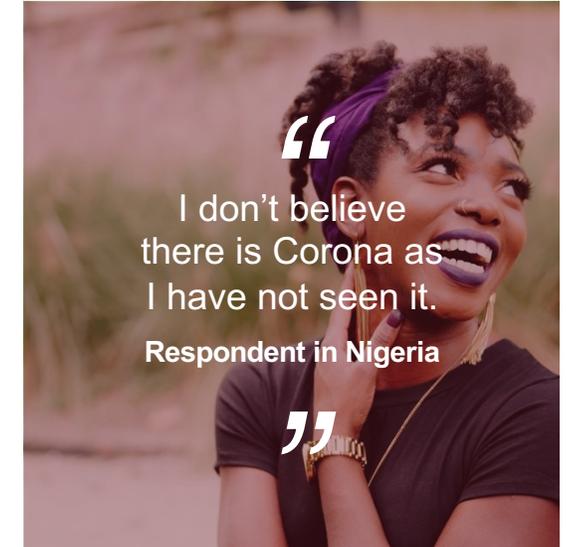


All Respondents: Agree = 9786, Disagree = 2284

# Reasons given for not taking a COVID-19 vaccine

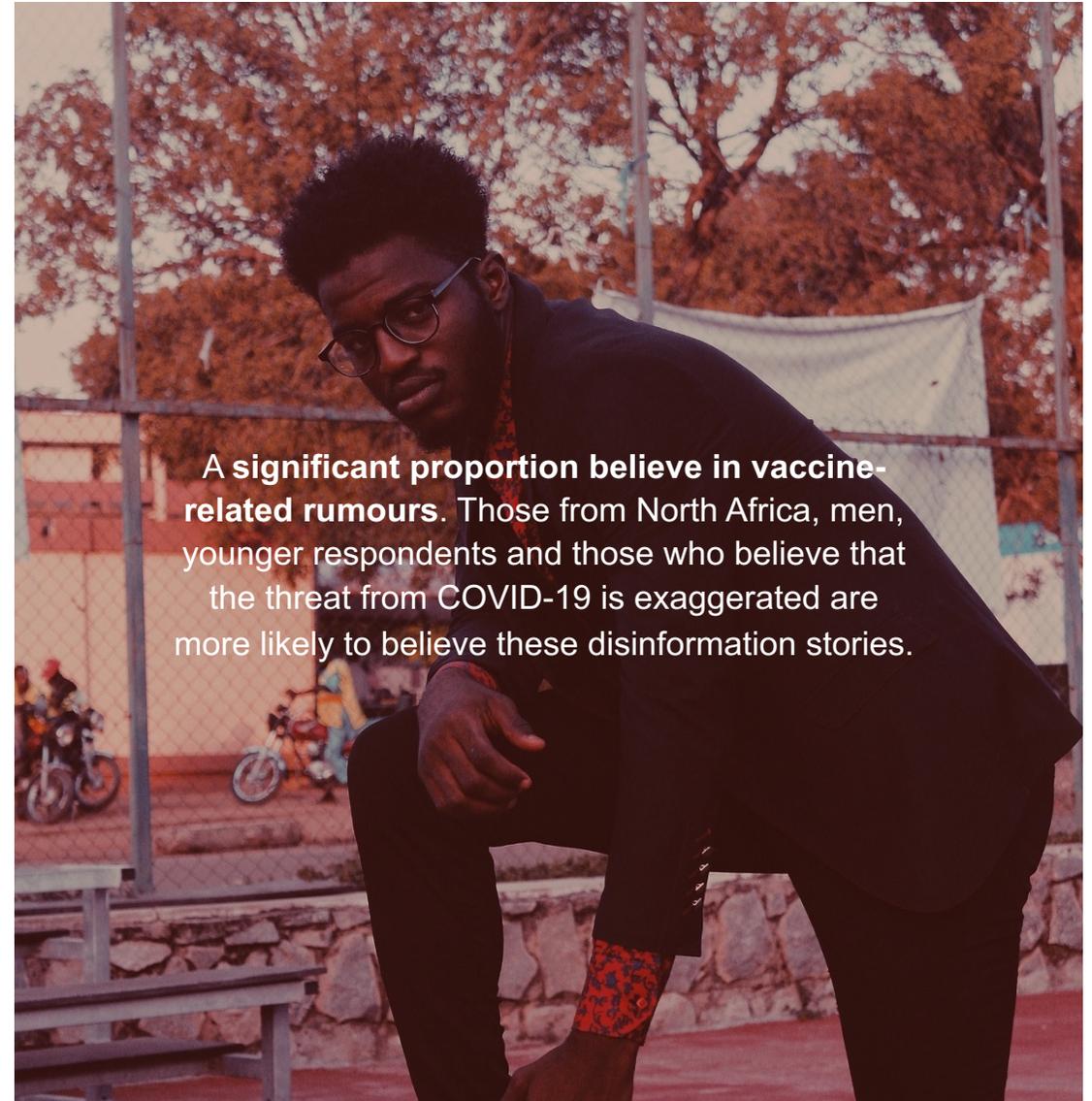
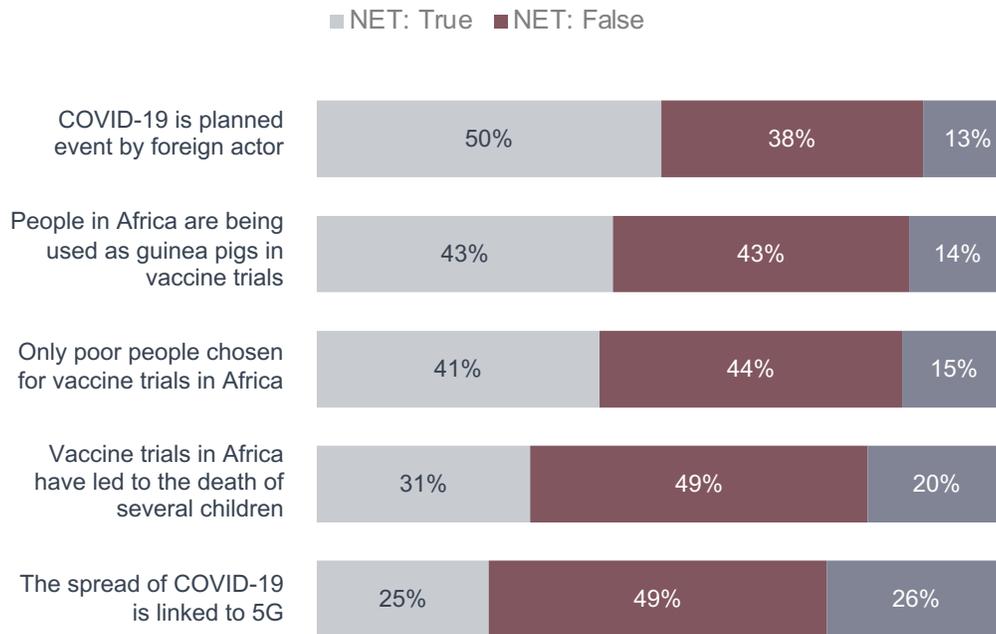
## Top reasons for not taking the vaccine:

- 1 I don't trust the COVID-19 vaccine
- 2 I do not believe that the virus exists
- 3 I do not feel that I am at risk of catching the virus
- 4 I believe that vaccines can give you the disease they are designed to protect you against



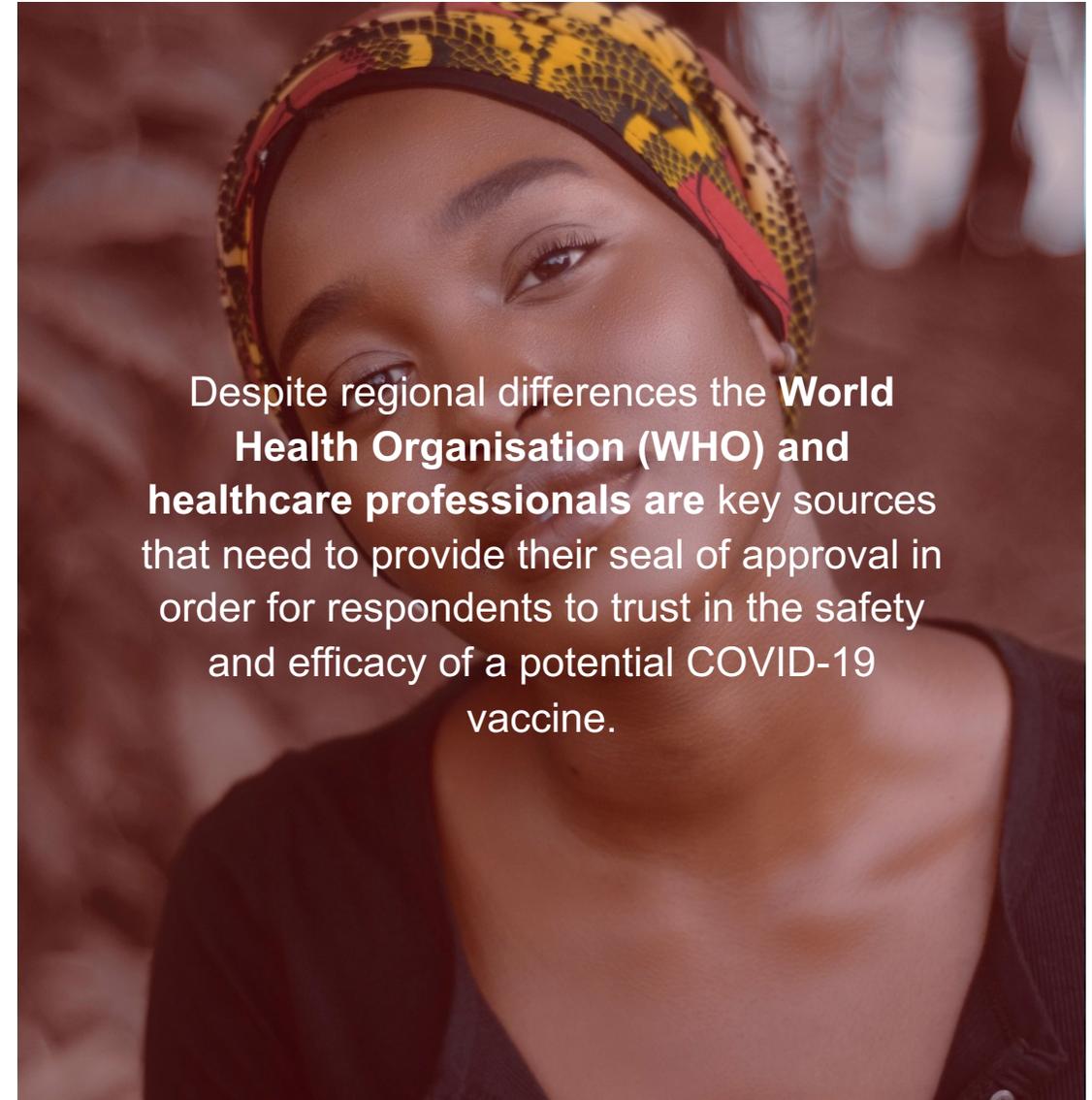
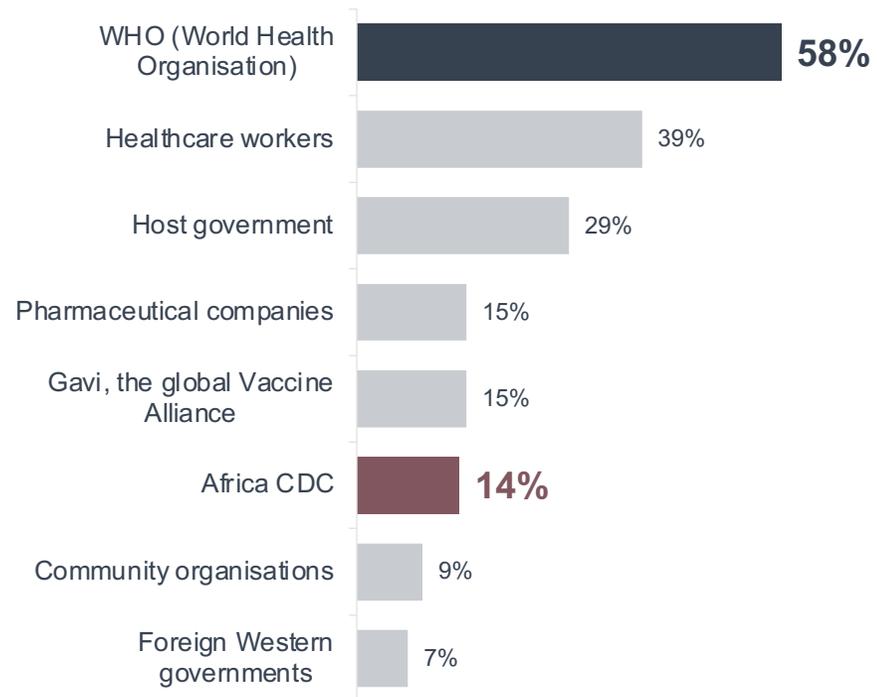
# Disinformation

**Q: And finally, could you tell me for each of the following statements, whether you believe them to be true or false?**



**A significant proportion believe in vaccine-related rumours.** Those from North Africa, men, younger respondents and those who believe that the threat from COVID-19 is exaggerated are more likely to believe these disinformation stories.

# Advocacy for COVID-19 vaccine



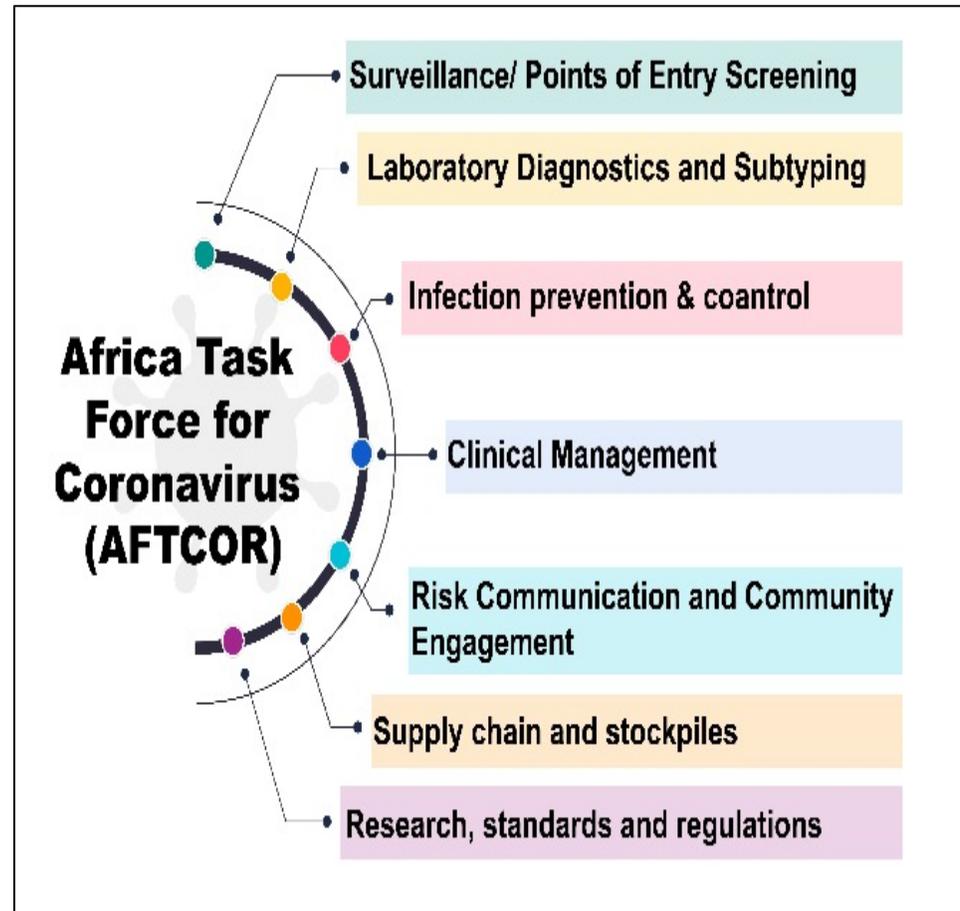
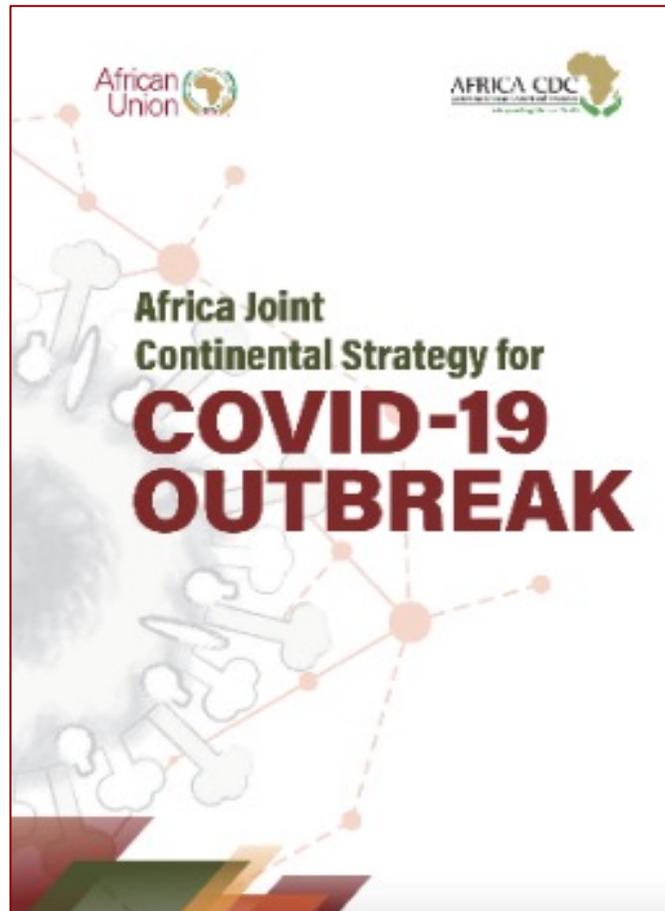
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# COVID-19 Pandemic Preparedness and Response



- **Coordinate**
- **Cooperate**
- **Collaborate**
- **Communicate**

- **RCCE** TWG consults and identify needs of Member States to help them deploy COVID19 vaccines
- **Coordinate weekly communication** meeting with WHO AFRO to debrief on enhancing activities of PH-RCCE-CoP steering committee and discuss strategies to improve participation of Member States

- Support for the Africa CDC COVID-19 activities, including Digital and Public Relation engagements.
- **Weekly press briefing** on COVID-19; several journalists and media organizations from across the world via zoom and livestreaming on Africa CDC Facebook and Tweeter pages

# VACCINES ACCEPTABILITY CAMPAIGNS



- Vaccine acceptability campaign launched from Jan 2021 to Dec 2021 with various activities.
- **Live chats on COVID-19** (reached 55,322,465)
- **AUC staff Webinar**
- **Share the Truth Campaign** (reached 25,313,202)
- **Vaccines weekly messaging posters**
- **I DID IT campaign** (Ongoing)
- Engagement of Social media/community influencers

**COVID-19 VACCINE LIVE CHAT**

**What:** Africa CDC invites you to a series of social media live chats on the COVID-19 vaccine

**Speakers:**

- Dr John Nwagwu, Director, Africa CDC
- Aunika Hyman, Managing Director, COVAX Facility
- Dr Raji Rajiwon, Africa CDC
- Dr Benjamin Oshodi, Africa CDC
- Dr Muhammad Alubakari, Africa CDC
- Dr Yvonne Akpan, Africa CDC
- Dr Marguerite Mwanje-Lemera, Africa CDC
- Dr Margaret Mwanje-Lemera, Africa CDC

**When:**

- 27 January 2021 @ 8:00 pm EAT (7:00 pm GMT)
- 16 February 2021 @ 8:00 pm EAT (7:00 pm GMT)
- 24 February 2021 @ 8:00 pm EAT (7:00 pm GMT)
- 18 March 2021 @ 8:00 pm EAT (7:00 pm GMT)
- 24 March 2021 @ 8:00 pm EAT (7:00 pm GMT)

**Where:**

- <https://theafricanunion.org/covid19>
- <https://theafricanunion.org/covid19>
- <https://www.facebook.com/AfricaCDC>
- <https://www.facebook.com/AfricaCDC>
- <https://www.facebook.com/AfricaCDC>
- <https://www.facebook.com/AfricaCDC>

**Moderator:** Aunika Hyman, African Union, Youth Envoy

Do you have questions and concerns about the COVID-19 vaccine? This platform is designed specifically for you.

**#ididit #VaccinesForAfrica**

**I Did It**

COVID-19 vaccines are administered only after thorough analysis by recognised regulatory bodies. Vaccines are safe.

**Get your vaccine as soon as it is available.**

Yahya Kandeif, Africa CDC

<https://africacdc.org>

**African Union** **AFRICA CDC**

The new Delta variant is spreading rapidly especially in areas with low rates of vaccination.

**Get your vaccine**

Together we can help control the spread of the COVID-19 pandemic.

**#VaccinesForAfrica #FactsNotFear**

<https://africacdc.org>

# Lessons from the **COVID-19 Pandemic and Response**

## Critical role of NPHIs in pandemic preparedness and response

### Africa CDC and network of NPHIs: unity of purpose



# COVID-19 Pandemic Preparedness and Response

## Development of continent-specific guidelines

More than 50 guidelines on surveillance, laboratory, IPC, case management, RCCE and others

Union Africaine AFRICA CDC

**Le port du masque de façon APPROPRIÉE peut contribuer à prévenir la transmission du COVID-19 aux autres.**

Adoptez des gestes permettant de ralentir la propagation du COVID-19 en portant le masque dans les lieux publics de la façon la PLUS INDICQUÉE.



Union Africaine AFRICA CDC

African Union AFRICA CDC

**COMMUNITY USE OF FACE MASKS**

**Scope**

This document provides guidance to Member States on the correct face mask use in the community by individuals who are not ill in order to reduce potential asymptomatic or pre-symptomatic transmission of COVID-19. This document also provides advice on the use of masks during home care for patients with COVID-19.

**Background**

There is increasing evidence that persons with asymptomatic, pre-symptomatic or early-stage infection can contribute to the community transmission of COVID-19. A face mask will help reduce the spread of infection in the community by preventing the spreading of respiratory droplets from infected persons who may not even know they are infected and before they become symptomatic.

**Types of masks**

- Medical masks** should be reserved for health care workers and those providing care to COVID-19 patients at home. The use of medical masks can also prevent the spread of respiratory droplets from an infected person to other people and limit potential contamination of the environment by droplets.
- Non-medical masks** (cloth masks or various forms of self-made masks or face-covering masks of cloth or other fabrics). They are not standardized and are not intended for use in healthcare settings, by healthcare professionals or for home care of cases of COVID-19.
- A respirator** is designed to protect healthcare workers from exposure to infectious agents during aerosol-generating procedures. Respirators with valves do not prevent the release of unfiltered infectious particles from the wearer into the environment. Respirators are used for source control (e.g. asking COVID-19 patients or suspects to wear face-masks).

Union Africaine AFRICA CDC

African Union AFRICA CDC

Africa Centres for Disease Control and Prevention

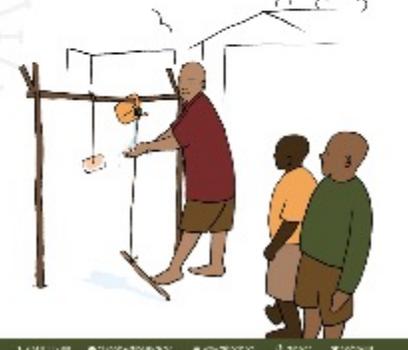
**Guidance on EASING LOCKDOWN**

Considerations for easing public health and social measures including lockdown in African Union Member States

Union Africaine AFRICA CDC

**CENTRO AFRICANO PARA CONTROLO E PREVENÇÃO DE DOENÇAS**

**Opções de instalações para lavagem das mãos para configurações limitadas por recursos**



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União Africana AFRICA CDC

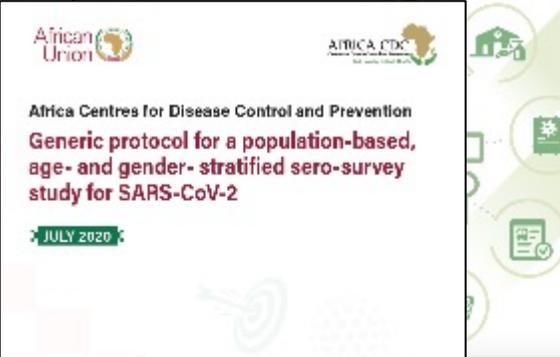
Orientação do Centro Africano de Prevenção e Controlo de Doenças para o sector de Transporte sobre a COVID-19

Maio de 2020

Africa Centres for Disease Control and Prevention

**Generic protocol for a population-based, age- and gender- stratified sero-survey study for SARS-CoV-2**

JULY 2020



Union Africaine AFRICA CDC

# Lessons from the COVID-19 Pandemic Response

## Continental political leadership to guide the pandemic response



**HIGH LEVEL EMERGENCY  
VIRTUAL MEETING OF AFRICAN  
MINISTERS OF HEALTH ON THE  
COVID-19 SITUATION IN AFRICA**

**THEME**  
Review the state of the COVID-19 pandemic in Africa  
and evaluate the implementation of the Joint  
Continental Strategy  
**COVID-19 IN AFRICA: ONE YEAR AFTER**



H.E. Félix Tshisekedi  
Chairperson of the African Union and  
President of Democratic Republic of Congo

H.E. Cyril Ramaphosa  
President of South Africa and  
AU COVID-19 Champion

H.E. Moussa Faki Mahamat  
Chairperson of the African Union  
Commission



**Adapted Africa Joint  
Continental Strategy for  
COVID-19 Pandemic**

June 2021 Revision

On 8 May 2021,  
**African Health  
Ministers of  
Health** endorsed  
an adapted  
strategy to fight  
COVID-19  
underpinned by  
enhanced  
approaches to  
**Prevent, Monitor  
and Treat**

# AFRICA CDC COVID-19 RESPONSE | RESPONDERS

## Rapid responders



**25** Countries

**>230** Rapid responders and volunteers

## Community Health Workers



**+28** Countries

**>18,800** Community Health Workers

**deployed as of 10 September 2021**

# COVID-19 Pandemic Response

## Africa CDC's response: short term training



As of August 2021

# Importance of Technology | Launched Trusted Travel Platform

**Simple, Free, Secure, Convenient & Connected with Free Toolkits for African Countries to Deploy Vaccine Passports**



**Cross Border  
Travel Solution**



**Vaccine Record  
Management**



**Vaccine Allocation  
& Administration  
Scheduling**



**Post Vaccine  
Administration &  
Feedback  
Management**

# Africa CDC and MasterCard Foundation launched the **Saving Lives, Saving Livelihoods Programme**



On 8 June 2021, the MasterCard Foundation announced that it will deploy \$1.3 billion over the next three years in partnership with Africa CDC to save the lives and livelihoods of millions of people in Africa and hasten the economic recovery of the continent.

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# Key takeaway

- The 4<sup>th</sup> wave is here, and we should **anticipate that more countries** will experience a 4<sup>th</sup> wave
- Intensify **risk communication and community engagement**
- New COVID-19 waves, presence of variants and low level of vaccine coverage means we have to **continue adhering to public health and social measures**
- **Without vaccines and vaccination**, Africa will struggle to end the pandemic

## Vaccines + Vaccinations = Saved Lives



### Vaccination Centers

**Facility:** storage & vaccination

**Personnel:** vaccinators, nurses and other non-clinical staffs

**Supplies:** gloves, masks, face shields, syringes, needles, alcohol preps

**IT infrastructure**

**Community engagement**

60% of population

**(800 million people)\***  
**(1.6 billion doses)\*\***

*\*Population estimate of Africa = 1.2 billion people*

*\*\* Population estimate of Africa = 1.2 billion people*

# THANK YOU



LEARN MORE AT

[africacdc.org/covid-19](https://africacdc.org/covid-19)

Safeguarding Africa's Health