

Case study on exit strategies

In the United Kingdom, the Department for Digital, Culture, Media and Sport launched a campaign to tackle false vaccine information shared amongst ethnic minority communities, providing a toolkit with content designed to be shared via WhatsApp and Facebook community groups, as well as Twitter, YouTube and Instagram.

The campaign was fronted by trusted local community figures such as religious leaders, clinicians and others who provided simple tips on how to spot misinformation and what to do to stop its spread in short, shareable videos. Also, a full social media toolkit for background information and suggested social media posts were provided.

Please reflect on the following questions:

- Why would someone be interested in developing disinformation campaigns concerning vaccination? Do you think it is about fear, mistrust, or is there a specific interest?
- Why do you think that disinformation/fabricated news tend to attract the attention of the population much more? Do you think that it has to do more with the simplified message or with the emotional content that they convey (i.e., fear, anger, distrust)?
- What can be considered good practice in the above-mentioned example? Do you think that multi-ethnic representation or the simplicity of the message can help build trust in the population? Can you figure out the targeted audience of the campaign (i.e., British minorities, immigrants)?
- Do you think that these kinds of campaigns are enough to reach out the targeted audience? What further measures would help to promote an understanding of vaccination as an exit strategy from and health crisis? (Other examples would be: influencers' campaigns on social media; adverts on traditional media such as television; further involvement of religious communities, etc.)
- In your experience, have you seen a communication campaign during the pandemic which utterly failed to impress you or convince you of its message? What do you think should be avoided by all means of communication?
- As a consequence, who should be responsible for “making an appearance” and show their faces when countering false arguments. Politicians or health officials? Celebrities or everyday citizens? Highly educated experts or opinion leaders?
- Based on all previous opinions, what lessons can be learned in this context from the Covid-19 experience? Can we try and provide at least 3 key elements for a more successful communication campaign on vaccination?