

BEHAVIOUR CHANGE COMMUNICATION STRATEGY & CREATIVES FOR VACCINE COMPLIANCE



FOR
THE GOVERNMENT OF PUNJAB
September 2021

Foreword

Our contribution towards a communication strategy to aid the Government of India's vaccine rollout programme had one simple goal: to play a part in facilitating large scale behaviour change to increase the demand for vaccination in combating morbidity and mortality on account of COVID-19.

Knowing well that there are limits to what we can achieve through the Institute in this regard, we began to seek partnerships with willing State Governments to work with us in the design and dissemination of a strategic behaviour change communications campaign. The Government of Punjab, a long-standing partner of the Institute, was the first to join hands with us.

This led to the creation of a campaign with a distinct local flavour of the State of Punjab. However, *the essence of the strategy*, as validated through research in other states, *has universal relevance and is applicable across regions and cultures.*

Foreword

We, therefore, invite you to utilise the campaign's **Universal Toolkit** to advance vaccine compliance in local communities, neighbourhoods, districts or states with modifications as required.

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Ultimately our goal is to ensure this content can reach as many partners as possible with access and reach to communities in the last mile. So please adapt, re-use and re-share!

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TICA & the Communication Project

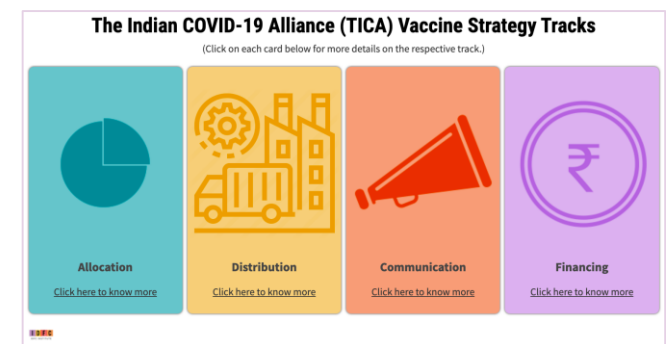
TICA

In March 2020 as a part of IDFC Institute’s crisis response, we set up a Track 2 Task Force leveraging our network of experts, including leading economists and public health experts, corporate leaders, technologists, communications experts, non-profits, logistics and supply firms, bureaucrats, lawyers and top police officials, to support the government on their COVID-19 response. Several initiatives came out of this group including conducting among the [first and largest serological surveys in the country](#), followed by surveys in Mumbai, [Karnataka](#) and [Tamil Nadu](#), and conceptualizing and launching a state-wide [behavior change communications](#) campaign for the state of Punjab to encourage early testing.

As COVID-19 vaccine trials began to show promising results, in partnership with the Rockefeller Foundation, we took our work one step further to focus on the vaccination rollout in India. The size and scale of vaccinating close to one billion people we all knew would require immensely complicated planning and coordination between a variety of stakeholders.

To this end, we set up a smaller group of team members and domain experts to form - **The Indian COVID Alliance (TICA)**. TICA aimed at providing research and solutions on 4 aspects of India’s vaccine rollout strategy namely:

Allocation, Distribution, Financing and Strategic Communications.



Role of the TICA Communication Project

Within the Strategic Communications track, TICA set out to create a “Social & Behaviour Change Communication Toolkit” that could be utilised individually by States in conjunction with the IEC material developed by the Central Government. With the help of several public health experts, communication specialists and a design agency we went on to develop a full suite of communication content comprising video, audio, outdoors, print, digital content for social media, FAQ videos and ready reckoner guides.

The purpose of this toolkit is to build trust and enable greater confidence in the COVID-19 vaccine among the public by employing transparency and empathy in communication while also managing barriers which stand in the way of vaccine compliance including misconceptions, myths, rumours and a barrage of mis/disinformation.

This document tells the story of how our research translated into a creative strategy based on motivation rather than information, individual campaign components, focused messaging, and overall design language of the campaign.

Our Partners

Research Partners



Convergent View Research & Consultancy Private Limited with its leadership team and excellent experience in immunisation and several other health health issues of concern, was commissioned to conduct a qualitative study to enable the development of a behaviour change communication campaign.



TEACHFORINDIA



Akanksha Foundation, an NGO, facilitated a study with a coalition of organisations to understand vaccine hesitancy and eagerness in urban Mumbai and Pune.

Creative Partner



Storytellers was commissioned as the creative agency to develop the behaviour change communication strategy for vaccine acceptance in Punjab, the creative expression of the campaign and design a set of multi-media communication tools and package it into a toolkit for dissemination across the state with potential for adaptation for universal use where required.

About the Creative Agency: Storytellers

Storytellers is an organization that believes in designing change. Change that emerges through the power of storytelling.

Storytellers was built to address the needs of clients who are facing challenges that emanate from a VUCA world (Volatility, Uncertainty, Complexity and Ambiguity) and who want to be relevant to society, community, audiences, and consumers in this 'Age of Acceleration'.

A creative communication agency, tools like Behavior Change Communication Models, Human-Centered Design, Golden Circle and Archetypal Analysis are used to arrive at a story out of the 7-buckets of storytelling and aids in building raw, new, innovative, intriguing and engaging content.

Storytellers has a deep-rooted experience in the development sector with clients that include PSI, WJC Foundation, IHAT (UPNHM), Room-to-Read, PCI, Aga Khan Foundation, Plan International, Lotus Petal Foundation and Abt Associates. Notable behaviour change campaigns have been designed for public health issues which include TB, RMNCH+A, menstrual hygiene, contraception, etc.



Understanding the Environment for Communication

The India COVID-19 Situation

India faced the 2nd COVID-19 wave in May 2021 with cases rising to over 400,000 per day during its highest transmission period . By this time, India had recorded 26 million COVID-19 cases – second only to the US to become the new epicenter of the global pandemic . This situation overwhelmed the healthcare system, leaving hospitals struggling to cope with critical drugs and oxygen in short supply.

Currently, the daily number of cases have been reducing at the national level. However, there is a sense of fatigue that has come in with regards to safe practices like mask-wearing, physical distancing and hand washing, a carryover from the pre-2nd wave period. Further surges are expected in the coming months.

COVID-19 SITUATION

- There have been 197 million confirmed cases of COVID-19 globally, including 4.2 million deaths worldwide.
- In India, there are 31.5 million confirmed cases out of which there has been 99% recovery and 1% (421,382) total deaths.
- India ranks number two after the USA with regards to the total number of confirmed cases followed by Brazil and Russian Federation.

As on 30 July 2021 . Source:
<https://www.worldometers.info/coronavirus/>
<https://covid19.who.int/>

The India COVID-19 Situation

With no clarity in sight, the public has become restless, negligent and even outrageously reckless, abandoning masks and returning to physical socialising owing to a prolonged 1st wave with rigidly enforced lockdowns followed by this attitude of complacency with the assumption of safety when cases began to decline. The rise of the 2nd wave dispelled any hopes for improvement.

Yet, despite the panic faced during the 2nd wave, the change in vaccine hesitancy, revealed through several studies, continues to remain insignificant.

India Vaccination Programme

On January 16, 2021, the Government of India and State Governments launched one of the most extensive vaccination drives against COVID-19, targeting 300 million beneficiaries of priority groups comprising healthcare workers, frontline workers, and population above 50 years of age.

The Government of India further extended the eligibility to those above 45 years of age on April 1, 2021 and 18 years on May 1, 2021, for the vaccination drive.

The COVID-19 vaccine drive in India, with a 940 million adult population, is one of the largest across the world and continues to face immense challenges in both supply and demand.

VACCINE SITUATION

- Globally, 3.44 billion people have been vaccinated. Out of which 1.6 billion people are fully vaccinated.
- In India so far 456 million doses have been given, out of which 99.8 million people are fully vaccinated (7.2% of the total population of India has been fully vaccinated).

As on 30 July 2021 . Source:

<https://covid.cdc.gov/covid-data-tracker/#vaccinations>

<https://www.mohfw.gov.in/pdf/CummulativeCovidVaccinationReport29july2021.pdf>

India Vaccination Programme

Currently, the two dominant vaccines, SII manufactured Covishield and Bharat BioTech indigenously manufactured Covaxin have struggled to meet domestic and global demand.

To enhance vaccine access, India was also granted emergency use authorisation for a third vaccine, Russia's Sputnik vaccine. Additionally, the Government has identified other global vaccines that they are looking at making available through the programme. This includes Indian pharma company Cipla in June 2021 which is pegged to import the Moderna vaccine.

By August 2021, the government predicts that they will have enough doses to vaccinate 10 million people per day.



PROJECTED VACCINE AVAILABILITY

Vaccine (in mn)	Yearly Production (in mn)
COVISHIELD	840.00
COVAXIN	400.00
SPUTNIK V-IMPORTS	100.00
SPUTNIK V-MANUFACTURING	476.00
J&J (BIOLOGICAL E)	300
ZYCOV-D	145.83
NOVAVAX (SII)	250.00
TOTAL	2511.83

With an adult population of 940 million, India requires 1880 million doses in all. India has boosted its daily vaccine average to over 4.4 million per day in July. If India increases the vaccination rate to 8.7 million, the adult population would get vaccinated by end of the year.

India Vaccination Communication Strategy Document

To ensure timely dissemination of accurate and transparent, information about the vaccination and its process, the Ministry of Health Government of India published its COVID-19 Vaccine Communication Strategy in January 2021.

The strategy was established to alleviate apprehensions about the vaccine and ensure its acceptance and encourage uptake.

The aim of this document is to assist with:

- Managing and mitigating any potential disappointment expressed by unmet demand for the vaccine
- Addressing vaccine hesitancy on account of fears around vaccine safety, efficacy and misconceptions
- Provide information on potential risks and mitigate unintended crisis (such as EFI clusters, delay in vaccine rollout for certain population categories) during the introduction and rollout
- Building trust and enabling greater confidence in the COVID-19 vaccine amongst all people

Communication Challenge

It has become critical for people to get completely vaccinated, because vaccines seem to be the best option currently to reduce transmission and the case load of COVID-19. It is a step towards the beginning of the end of the pandemic.

However, we cannot shy away from the fact that a large part of the adult population do not accept the vaccine. In addition, the country continues to witness spikes in incidents related to vaccine hesitancy. In Uttar Pradesh, residents in villages reportedly jumped into the river due to rumours about the vaccines causing impotency. In Madhya Pradesh, health officials were attacked. These are just a few of the incidents which reveal heightened levels of vaccine rejection.

This has put a big question mark over the current implementation of the COVID-19 vaccine communication strategy.

However, the task is not to duplicate efforts of the Government with several communication tools providing voluminous information, but **to focus on behaviour change by nudging people into action for the right reasons.**

The Rationale Behind the Toolkit

The overarching aim of this **Communication Toolkit** is to support the Government in its efforts to vaccinate the majority of the adult population through communication which encourages appropriate uptake of the vaccine as and when it is available and offered.

The toolkit has been designed to highlight the benefit of vaccination while **negating reasons for vaccine hesitancy** that could arise because of apprehensions surrounding vaccine safety, efficacy, felt need or vaccination agenda owing to overload of information often conflicting, misinformation, rumours and other myths and misconceptions.

While studies show that most of the issues related to vaccine hesitancy are common across India, this Toolkit has been specifically developed for **Punjab**.

The primary objective:

- Engage with the people of Punjab to create a positive mindset about the COVID-19 vaccine
- Provide relevant and correct information to counter negative influences.

Basis for the Communication Strategy

The communication strategy and creative tools contained in this documents is based on:

- A specifically commissioned study conducted by a specialist research agency Convergent View in Punjab and Karnataka in February 2021 to understand the reasons behind vaccine hesitancy and identify motivators for persuasion.
- Pulse polls conducted by a specialist research agency Convergent View in West Bengal in March and May 2021 to understand the intention behind taking the vaccine and shifts in attitudes.
- Validation from a Vaccine Awareness, Eagerness and Hesitancy Study amongst urban communities of Mumbai and Pune in May-June 2021 by Akanksha and a coalition of NGOs in Maharashtra
- Questionnaires administered via telephone by the Creative Agency's, team to validate and corroborate existing understanding
- Reports and documents from only reliable sources for updated information, data and a wider understanding
- The consolidated experience of behaviour change communications specialists, public health experts, a professional creative agency with experience in public health communications and several other experts in different fields who have offered opinions to finetune the approach.



Understanding Vaccine Hesitancy Research Studies

Communication Needs Assessment Convergent View

IDFC Institute and the TICA Project specially commissioned a **COVID-19 Vaccine Hesitancy and Communication Needs Assessment** in February 2021 in the states of Punjab and Karnataka, conducted by Convergent View.

This was soon after the launch of the vaccine drive but prior to the vaccine made available for the general public aged 60+ and before the 2nd COVID-19 wave.

Using a qualitative approach, the research study aimed to gain deeper insights rather than statistics into reasons behind peoples' attitudes and behaviour with relation to vaccine hesitancy to find a solution.

The objectives of the study were:

- To gain a deeper understanding and to validate the general attitude towards COVID-19 vaccines and the vaccine roll out
- To guide the communication strategy and creative development for the communication campaign on the COVID-19 vaccine

Research Design and Rationale

Geographical Scope
<ul style="list-style-type: none"> Urban and Rural with differing characteristics in Punjab (Ludhiana) and Karnataka (Tumkur)
Respondent Groups
<ul style="list-style-type: none"> 18+ years Men and Women; Healthcare Workers; Local Influencers Urban SEC B1, B2 & C, and Rural R2 & R3 - the strata representing the largest proportion of the population Total of 44 research activities (22 in each state) were conducted amongst the target groups
Exclusion Criteria
<ul style="list-style-type: none"> Known COVID-19 recovered individuals for FGDs (not included in FGDs due to safety concerns for the group)

Sample Size	
In-depth Interviews 26 Nos.	Focus Group Discussions 18 Nos.
Healthcare workers (Early vaccine receivers and influencers)	Adults 18-30 (modern views, influential voice but last priority for vaccination)
Local Influencers (Credible voice for the community)	Adults 30-50 (highly productive group but lower priority for vaccination, key influencers/decision makers for other family members, significant mass)
COVID-19 affected individuals (Account for potentially differing opinions)	Adults 50+ without co-morbidities (Priority for vaccination)
Adults 50+ with co-morbidities (Priority for vaccination; high risk group)	Adults 50+ with co-morbidities (Priority for vaccination; high risk group)

Key Findings in Punjab - February 2021

The overall key findings of the study revealed:

About COVID-19

- General perceptions that COVID-19 is not severe or only impacts a particular segment of society
- Covid, specifically restrictions, has had a tremendous impact on livelihoods, children's education, social connect, emotional and physical well-being

About COVID-19 Vaccines

- Correct knowledge was minimal
- Widespread misconceptions regarding severe side-effects including paralysis, death, etc. and had more trust on natural medicine and home remedies
- Minority believed vaccines to be curative
- Most in Punjab do not see merit in taking a vaccine if safe behaviors need to be continued
- Youth were either negatively disposed or or willing to wait until given to priority group
- Perception that vaccine is not required for healthy people or in the rural areas
- Lack of trust in the Government, the vaccine and vaccine development process
- Health workers need more information to address the concerns of the community

Similarities and Differences in Karnataka

The overall key findings of the study were similar in Karnataka as compared to the Punjab component with respect to the underlying reasons behind vaccine hesitancy or compliance and pandemic concerns.

However, some variances were observed:

- Overall Karnataka was a little more favourably inclined towards vaccination as well as safe behaviours.
- People were more focused on resuming their lives and accepted the virus with as against Punjab where denial was apparent.
- While trust in the government was low all round in Punjab, people in Karnataka were more trusting and believed the vaccines to be safe. However, there were apprehensive about the government's ability to distribute the vaccine.
- In Punjab post vaccination CAB (COVID-19 Appropriate Behaviours) was seen as a potential deterrent to vaccination but in Karnataka people were more willing as they were more receptive to improving the situation.

Net Takeout from the Punjab Study

While there was a broad spectrum ranging from hesitancy to willingness, the reasons behind can be broadly classified as below:

REASONS FOR HESITANCY

- Not well tested
- Lack of trust in Govt.
- Low effectiveness
- Side Effects, misconceptions
- Denial of COVID-19 itself
- Urban problem, not for healthy people

REASONS FOR WILLINGNESS

- Validation from someone in their social circle
- Bringing normalcy back to life/ and work (but weary about continuing CAB)
- Recommendation from a known doctor

Health impact concerns were lesser as this study was done pre-2nd wave, while the larger concerns revolved around the direct impact of the COVID-19 pandemic including livelihood, children's education, reduced social connects, restricted mobility and emotional discomfort.

Voices from Punjab - April 2021

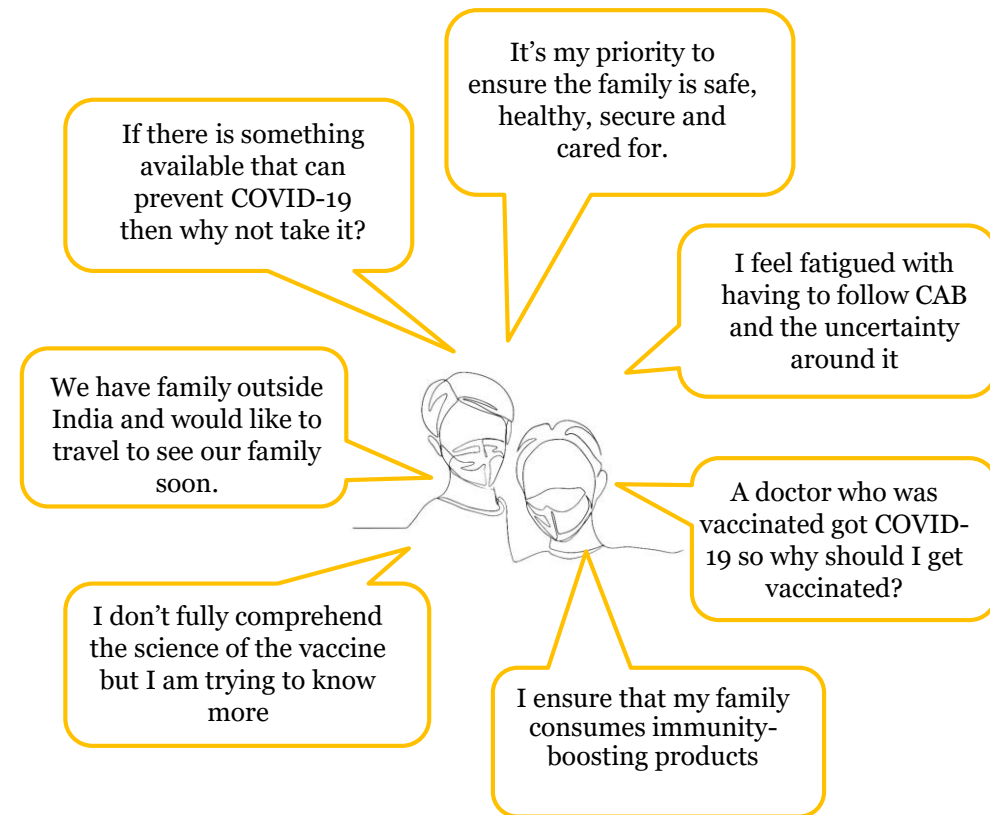
The Creative Agency, Storytellers, further undertook an informal study through telephonic interviews with a mixed group of males and females, between 30-50 years and 55-70 years in Punjab.

Half of the respondents were very clear, they wanted to take vaccination as a precaution:

- Family members abroad, travel
- COVID-19 fatigue
- Want to be safe and healthy

The other half were either in the wait & watch category or not pro-vaccination:

- Heard cases of people getting COVID-19 post vaccination
- Do not trust that it will prevent COVID-19
- It's not 100% effective
- A healthy lifestyle will develop great immunity, hence vaccination is not required

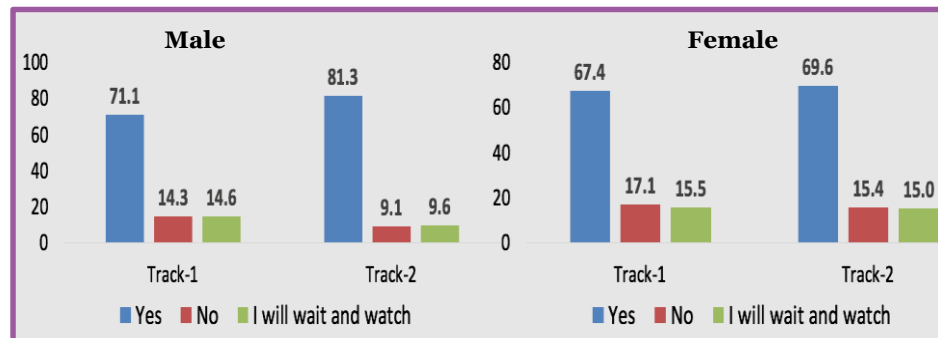


Key Insights West Bengal – March & May 2021

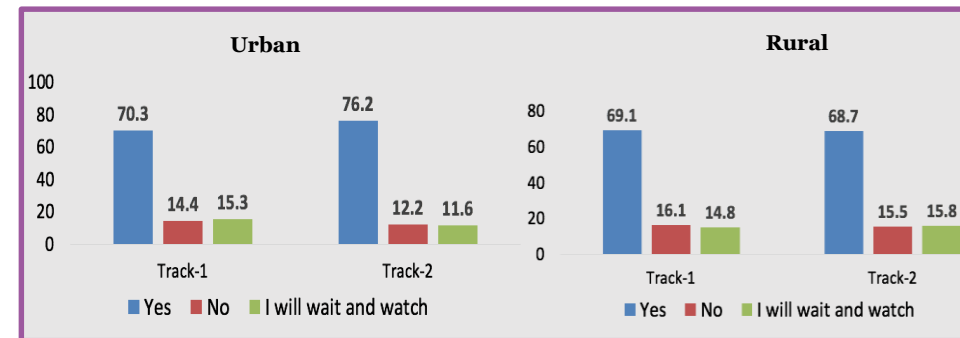
Convergent View conducted pulse polls with just a few critical inquiry areas.

- The percentage of males willing to take the vaccine increased between the March to May polls but the change in the number of females was marginal.
- The urban rural divide can be seen clearly as the urban population is more willing to get the vaccine and rural population is not which corelates with the understanding that COVID-19 was seen as more of an urban issue.
- There was also an increase in willingness to get elders vaccinated.

Would you take the Covid vaccine if offered to you?



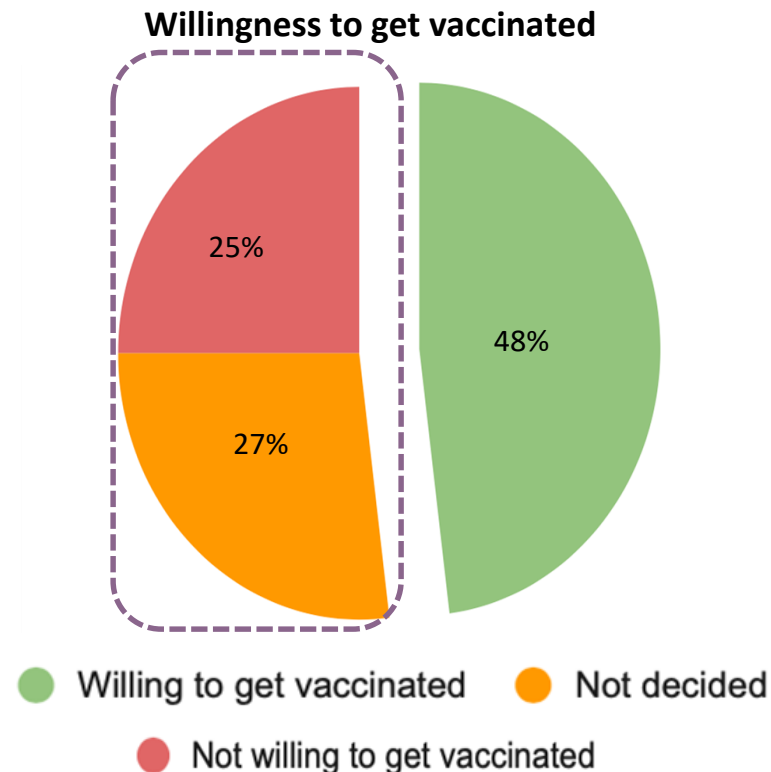
Sample size	Gender	Track-1	Track-2
	Male	6994	6553
	Female	2038	1937



Sample size	Location	Track-1	Track-2
	Urban	2188	1960
	Rural	6844	6530

Insights from Maharashtra - May-June 2021

A more recent quantitative and qualitative study conducted in urban Maharashtra (Mumbai and Pune) by Akanksha and a coalition of partnering NGOs during the 2nd wave in May – June 2021, **validated the key findings from the earlier research** study done in Punjab and Karnataka.

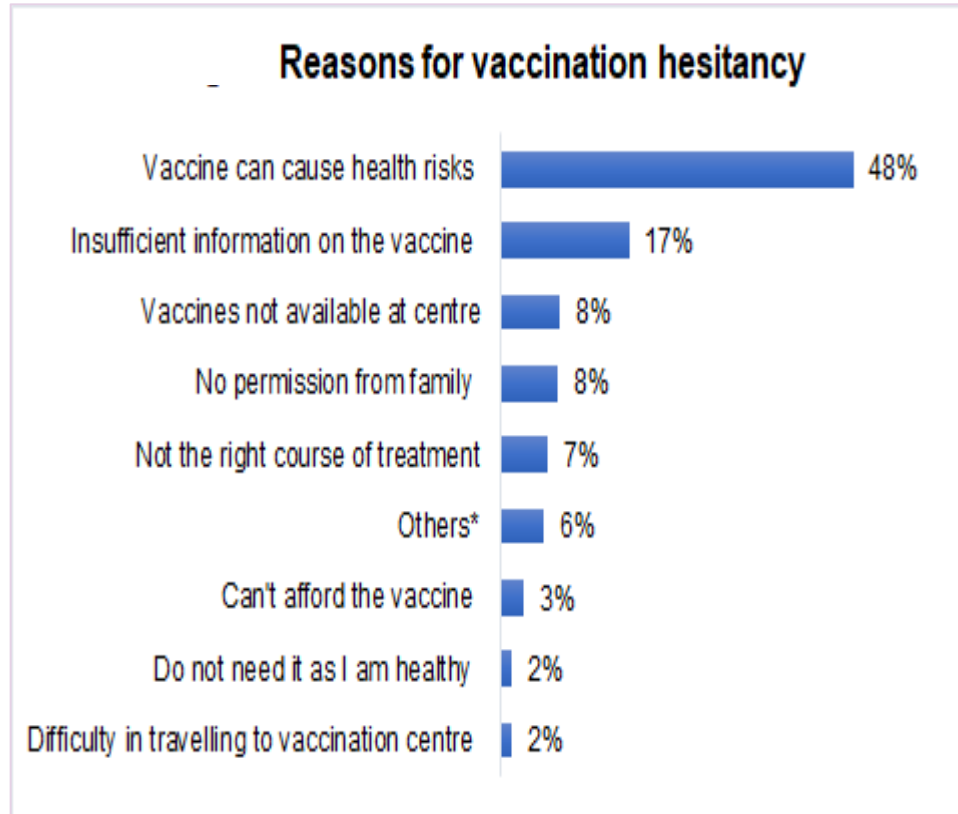


About half (48%) of unvaccinated respondents were willing to get vaccinated in the future.

The other 52% respondents were either not willing to get vaccinated or had not yet made their decision.

Interestingly, respondents willing to get vaccinated also expressed hesitancy and fear.

Insights from Maharashtra – May-June 2021



*Others include fear of contracting COVID-19 at the vaccination centre, not being able to take leave from work, preferring natural remedies such as steam inhalation etc.

The reasons for hesitancy are largely the same as the previous two studies.

However, the *key shift post the 2nd wave, and opening up of the vaccine to the general public*, revealed the operational barriers – vaccine shortage, cost, lack of knowledge on process etc.

Overall Levels of Hesitancy to Vaccines

Individual Mindset Barriers	Community Level Barriers	Operational Barriers
<ul style="list-style-type: none">▪ A general sense of distrust▪ Fear of side effects▪ Fear of going to a govt. hospital▪ No positive benefit for COVID-19 prevention▪ Unless you are infected with COVID-19, you don't need it▪ Only for older people and those with comorbidities▪ COVID-19 is a myth. It does not exist.▪ Will not vaccinate before seeing its outcomes on friends and relatives▪ Religious agenda of vaccines being a conspiracy to eradicate certain minority communities	<ul style="list-style-type: none">▪ Family elders, especially those in villages, do not permit vaccination▪ Women do not have the power to decide for themselves	<ul style="list-style-type: none">▪ Shortage/ unavailability at vaccination centres▪ High cost▪ Need to travel long distances▪ Not aware of the process for availing vaccines▪ Community frontline workers do not have sufficient information or training▪ Mandatory online registration has created challenges of access



The Strategic Direction for Communication

COVID-19 in Punjab

The vaccination drive in Punjab has been sputtering since the national programme began on 16th January due to a limited supply of vaccines. A total of 9.5 million vaccinations have been completed out of which 1.8 million citizens have completed their full dose.

While COVID-19 cases have started to decline in Punjab since mid-May, the high mortality rate of 2.71% remains a concern for the authorities. The fatality rate of the state is one of the highest in the country, this primarily could be due to high co-morbidities like diabetes and obesity.

However, the fact remains that, as revealed through research and reports, vaccine acceptance is low and is crucial to move towards a COVID-19 free Punjab.



As on 30 July 2021, Source:

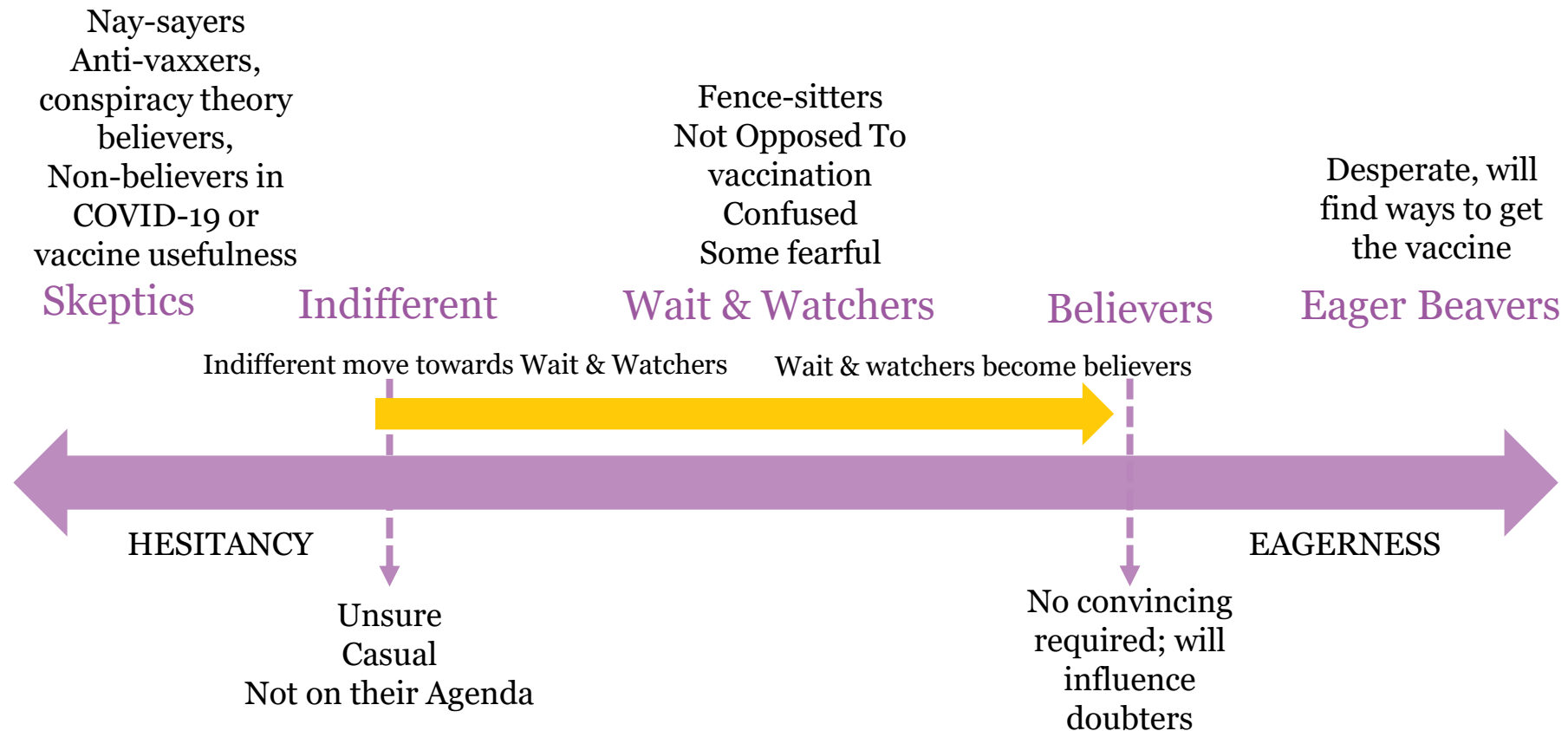
<https://www.worldometers.info/coronavirus/>

<https://www.covid19india.org/>

<https://www.mohfw.gov.in/pdf/CummulativeCovidVaccinationReport29july2021.pdf>

Target Audience in Context to the Vaccine

Looking closely, there exist a spectrum of attitudes towards vaccines ranging from die hard naysayers to some even desperate for the vaccine. Within hesitancy too, there are varying levels. To ensure effective and relatable communication, the objective would be to focus on the group where communication can have the maximum impact.



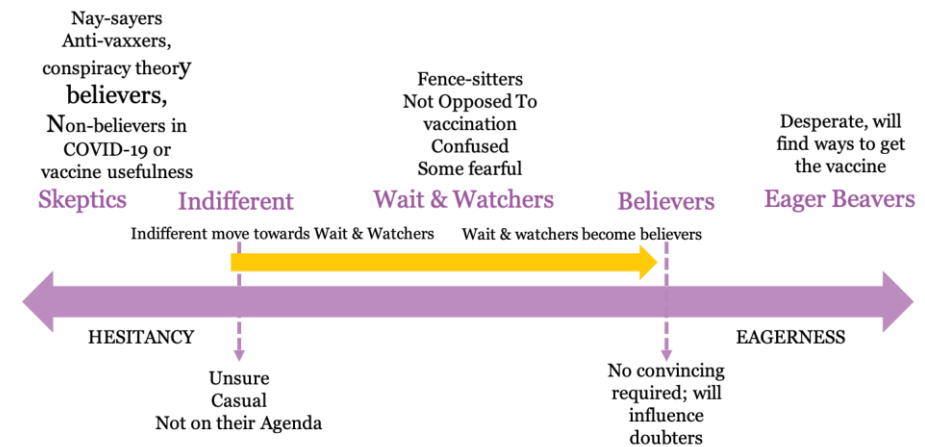
Identification of the Core Target Group

The diagram represents two ends of the spectrum, the from skeptics to eager beavers.

Eager Beavers are at a stage where they want to get vaccinated and will find a way. On the other end, skeptics are anti-vaxxers and believe that the vaccine is a conspiracy or is just not effective and will not help protect them from COVID-19. They are the hardest to convince.

Hence, our strategy is to **focus is on the Wait and Watchers** as they are on the fence and if a good reason is offered, supported with relevant facts, the needle is more likely to shift towards them becoming Believers.

The goal is to vaccinate a majority of people to reach a stage of low transmission. It would be more logical to convert the more inclined and less negative. With this, they then set an example and build faith in others. They are **positive deviants**. More people vaccinated means more likely others will comply.



Wait & Watchers Audience Profile

- 30 to 60 years
- Male and Female
- Urban and Rural
- A set of people who are decision makers for their children, their parents and family members
- They have been heavily impacted by the lockdown financially and emotionally.



30-40 years of age

... ► **40-60 years of age**

60-70 years of age

The 30 to 60 years age group is the audience for the campaign.

However, for an impactful communication strategy, we have identified the median age as 40 to 60 years to create relatability and empathy.

Audience Profile for Communication

They are called the Family Anchors

The audience profile is defined by psychographics. They are family anchors, the pivot of the family, decision makers and take responsibility for everyone. They reflect informed choices and thus projected as positive deviants.

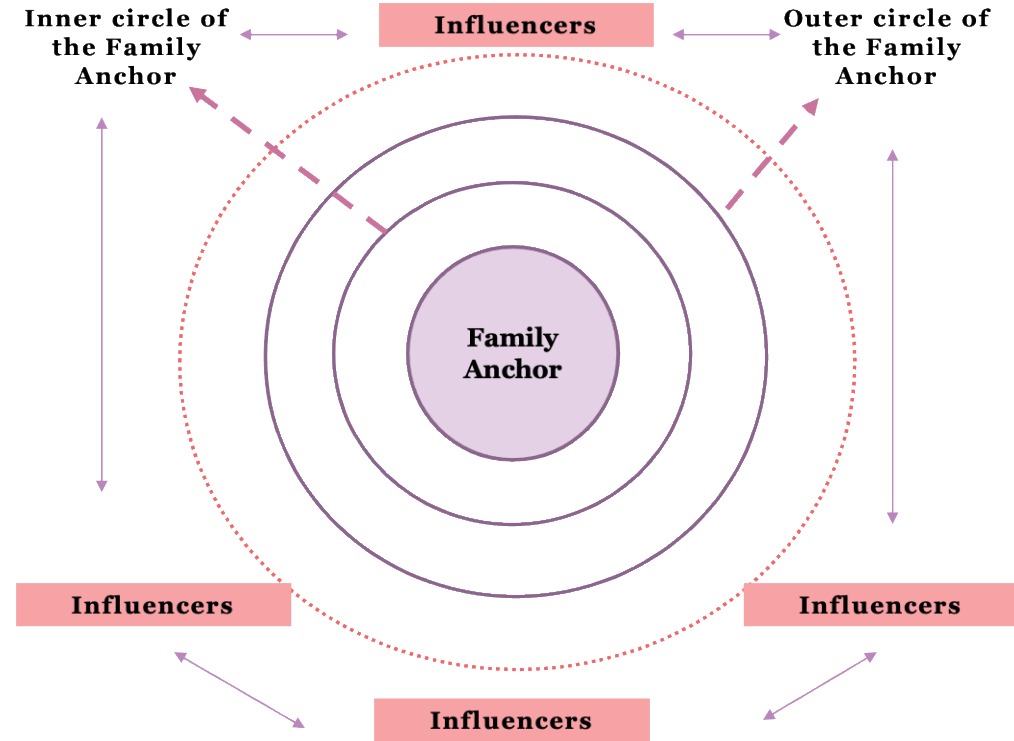
Demographically, the audience cuts across the state – across urban and rural, and across different socio-economic backgrounds for universal relevance and appeal. At the same time, based on the joint experience and opinion of professionals in the sector, communities desire to see an elevated status for themselves and not necessarily the reality which exists. Therefore, communication will project an aspirational quality with representation from different age groups.



Audience Profile - The Ecosystem

The audience ecosystem is nuanced. The family anchor resides in the center. His/her ecosystem comprises the inner circle, outer circle and influencers.

It is important to note that communication would be received by the Family Anchor from all corners of the ecosystem. While the Inner Circle and Outer Circle might have direct access to the Family Anchor, the influencers also play an important role in impacting the thought process and vaccine journey of the audience.



Audience Profile - Inner & Outer Circle

THE INNER CIRCLE

- They are the immediate family members, people sharing the same household in the case of extended families.
- They are dependent on the Family Anchor – physically, emotionally and financially.
- It includes others who the Family Anchor is emotionally dependent on, such as family and friends.

THE OUTER CIRCLE

- They are neighbours, friends and distant relatives. They are not emotionally connected but may make a difference to decision making.
- They would in turn be the Family Anchor for their own inner circle.
- They are in touch with other Family Anchors via phone, meetings, WhatsApp, social media, etc.

Audience Profile - Influencers

The ecosystem is incomplete without this critical set that impacts and influences the Family Anchor, Inner Circle and the Outer Circle. Based on the recent vaccine hesitancy research, influencers are categorised according to public opinion.

Trustworthy	Decision makers, but not entirely reliable	Unreliable
<ul style="list-style-type: none">▪ Local community leaders like corporators, religious leaders, <i>mandal</i> presidents etc.▪ Local NGOs with strong community presence▪ Doctors▪ Health workers ANMs, ASHAs and Anganwadi▪ Community members who have been vaccinated	<ul style="list-style-type: none">▪ Frontline health workers who are disseminating information but have not yet been trained	<ul style="list-style-type: none">▪ News channels▪ Social media such as WhatsApp and Facebook (unreliable sources, non-verified information)▪ Film stars and celebrities (through credible sources)

Key Implications for Communication

Specifically conducted studies and reports across India essentially confirm the challenges India faces to vaccinate a majority of the adult population. Therefore, listed below are the issues we need to be cognizant of to counter barriers, enhance positives and most of all, alleviate concerns to create a favorable environment for vaccination.

Barriers	Motivators	Concerns
<ul style="list-style-type: none">▪ Vaccine Safety▪ Side Effects▪ Not for the Healthy▪ Mistrust in Govt▪ Denial of COVID-19	<ul style="list-style-type: none">▪ Immunity from COVID-19▪ Family Safety	<ul style="list-style-type: none">▪ Livelihood▪ Children's Development▪ Social Connect▪ Restricted mobility▪ Emotional Distress



Creative Strategy

Communication Problem and Task

The Specific Problem for Communication

While not completely against it, people are hesitant towards vaccination for self and family.

Communication Objective

To create a positive environment for enhancing confidence in COVID-19 Vaccines.

Overall Role of Communication

Highlight the

Value of Vaccination →

Leading to increased vaccination amongst target beneficiaries

The strategic approach to find a communication solution necessitates the identification of an effective argument to compel target beneficiaries to take the required doses of the vaccine. This is the trigger for change which is the value of the vaccination from the people's perspective.

Punjab, the Cultural Context

A very important aspect of the strategy has been understanding the culture of Punjab.

Culturally, the people of Punjab are seen as brave and resilient, having strong religious beliefs, being flamboyant and proud. They are also seen as trying to keep-up with the rest. They also love to show-off and live life big size.

Punjabi's have large families. They are social beings, and their gregarious nature leads them to encompass neighbours and communities as part of their own. Gurdwaras, too, become places for congregation and festivities. They are known for their dazzling celebrations and weddings. Colorful turbans and elaborate outfits reflect the vibrancy they exude.

They are fighters and do not give up. One-upmanship keeps them going in a challenge to do better than the rest.



Arriving at the Trigger for Change

The health benefit of vaccination is clear. It prevents a serious case of COVID-19 causing hospitalisation and the requirement of critical care. Even more so for the elderly and those with comorbidities. This alone is immense.

However, years of health communication has taught us that health benefits alone are not persuasive enough. People are generally fatalistic, not given to preventive health seeking behaviour and have other priorities based on their dreams and aspirations.

At the same time, people perceive COVID-19 as a disease others may be infected with but are in denial about themselves. Some do not even believe COVID-19 exists. As evidenced through research, the recent surge in COVID-19 cases between April and June this year did very little to change people's intention to be vaccinated.

Yet people felt the impact of COVID-19. Very deeply.
Their lives were disrupted.
How can vaccination become the solution?

Arriving at the Trigger for Change

What has happened?

IMPACT of
COVID-19

The impact of COVID-19 on people has been severe. From employment insecurity and financial losses to restricted mobility, reduced social connect and increased emotional disconnect, COVID-19 has played havoc in people's lives. In addition, the disease has affected the development of millions of children and any earlier progress in education has taken a serious blow.

What do they feel?

THE
EMOTIONAL
MIND

Often their predicament is expressed as frustrations and angst. People feel caged-in and tired of the situation the disease has endowed upon them. The 'new normal' does not work for them.

What will they do?

CULTURAL
TRAITS

The people of Punjab will not sit back and remain passive. Their culture has created the warrior in them. They will not give up without a big fight.

The Trigger for Change

To address this unwanted mood of feeling trapped and uncertain, the intention is to leverage the positive and never-give-up attitude ingrained in the culture of Punjab as the central thought of the creative strategy.

And challenge them.

Are they content with remaining in this seemingly endless predicament?

No. But they need to act to restore some level of normalcy.

“I will do anything to win back my old life!”

This is the proposition of the campaign. It challenges the protector and warrior within them. To take action by getting themselves and their families vaccinated as the best means towards winning back their old lives.

The Trigger for Change

A solution calls for a benefit which resonates at both the emotional and rational levels and hence is incomplete without the strong support of a health benefit.



EMOTIONAL BENEFIT

Vaccination
is the biggest step
to win back my old
life.

HEALTH BENEFIT

It will protect me
from the severity of
COVID-19

Tone of Communication

For over a year and a half, the environment has been invaded by negativity. COVID-19 does not seem to end and there a feeling of hopelessness. Fatigue with restrictions and the depression that comes from being shackled and missing the interaction with loved ones. The stories on the news and social media do little to alleviate the gloom.

During the early months of the pandemic, communication focused on instructions for safety and protection. There were too many instructions, too much information, and too little appreciation of people's predicament. This must change to build a connect with the audience.

How can we show empathy through the communication?

Remove the instructional tone, the voluminous information and the talk down approach. Instead, focus on lifting the feeling of doom and gloom and give people hope that will lift their spirits but without promising a magical remedy. Not through a tender caring tone, but one which will ignite the challenge. Because their old life is worth fighting for.

5 Pillars of the Campaign

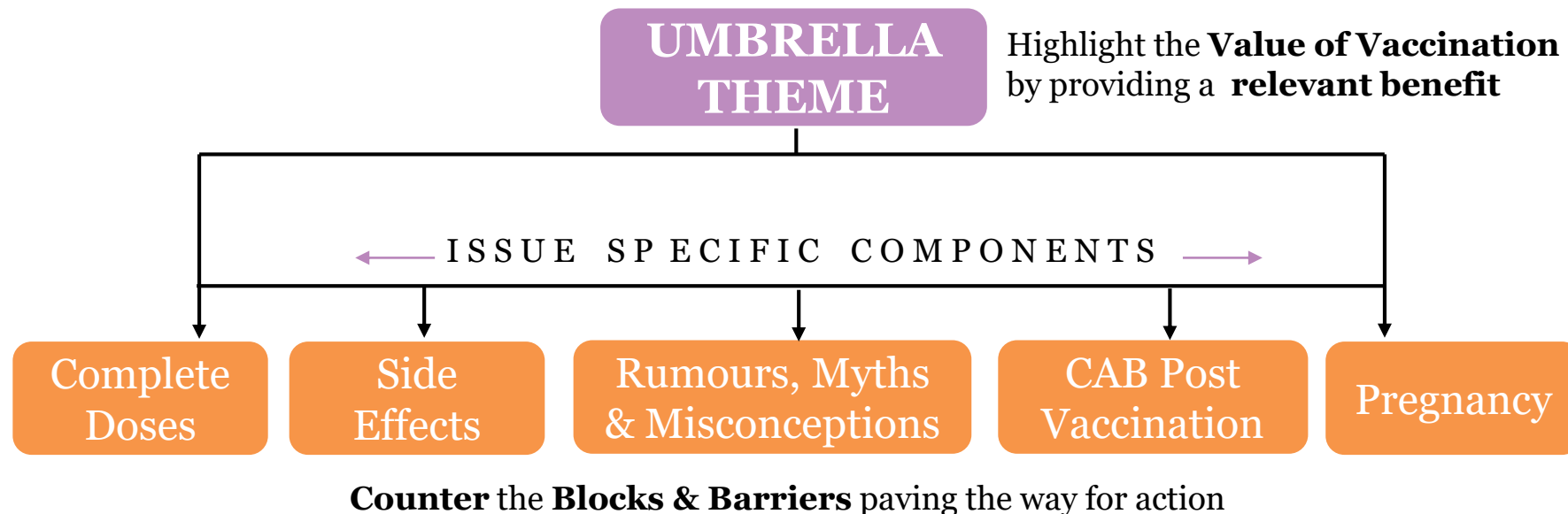
While the trigger, or key motivator plays a critical role in converting attitudes, the path toward action is cleared when barriers are removed through a multi-tasked approach. Thus, **five pillars of communication campaign have been identified** to fulfill the overall communication objectives.

Defining the communication pillars, enables a focused approach, outlines the multiple tasks for communication and maps the campaign components across tasks, media, channels and tools.

- 1 Foster a sense of responsibility.** Inspire the audience to exhibit their role as anchors, guardians and caretakers of their family by taking concrete action to vaccinate.
- 2 Help visualize a brighter future.** The anticipation of life moving towards normalcy post vaccination as an end benefit.
- 3 Clarify the health benefit.** More than prevention of infection, it protects against severe COVID-19 and the need for hospitalization.
- 4 Demystify doubts and apprehensions** about the vaccine, importance of all doses, its side-effects while dispelling rumours, myths and misconceptions.
- 5 Reiterate the role of CAB** and the importance of continuing CAB protocol post vaccination.

Campaign Mapping

The campaign trigger is the overall or umbrella theme of the campaign conveyed through a series of communication tools across various platforms. A sub-campaign component features specific tools for the specific issues which currently stand in the way of compliance and are addressed through tactical components. Together they form a comprehensive approach to increasing demand for vaccination.



Message Matrix

	COMMUNICATION TASK	KEY MESSAGE
Overarching Theme	To create a positive environment for confidence in vaccination leading to registration & going for vaccination	Vaccination is the best solution to fight against COVID-19 so get vaccinated for protection from the severity of COVID-19
Complete Dosage	To highlight the importance of all doses to prevent vaccine fallout	Your protection against the severity of COVID-19 is incomplete without all the recommended doses
Side Effects	To reduce fear of side effects post vaccination to provide reassurance for vaccines	Some people may experience side effects but it merely shows that the vaccine is working
Rumours, Myths & Misconceptions	To dispel rumours, myths & misconceptions to counter vaccine hesitancy	A lot of information you get is incorrect. Go to the right place - COVA Punjab App
CAB Post Vaccination	To compel continuation of CAB post vaccination to prevent complacency towards COVID-19 protocol	Mask wearing, physical distancing and hand hygiene is your protection against infection and spread of the virus, even post vaccination
Pregnancy	To build reassurance for vaccination of pregnant women and lactating mothers	Vaccination is the best solution to safeguard mother and child from COVID-19 related complications in pregnancy and childbirth

Communication Channels and Tools

Sl. No.	Creative Tools	Punjabi	Hindi	English
1	Theme Films (1 min) Based on the overarching theme	2	2	
2	Posters Based on the overarching theme and 5 key issues	9	8	8
3	Influencer and Testimonial films Influencer Films and Testimonial Film with ASHA workers and Village Sarpanches	2 + 1		
4	FAQ Films 1 Long duration comprehensive film and 8-10 edits featuring a single FAQ featuring eminent doctors Dr Gagandeep Kang (Hindi & English) and Dr Balwinder Kaur (Punjabi)	1 + 8	1 + 9	1 + 10
5	Testimonial Film and FAQ Short Films on Pregnancy Issues (In development) Testimonial Film with health workers & beneficiaries and FAQ films featuring Dr Balwinder Kaur	1 + 5		
6	Social Media Banners and Profile Pictures For Twitter, Facebook and LinkedIn	1 + 1 + 1	1 + 1 + 1	1 + 1 + 1
7	Social Media Posts Slide Videos and Static Posts based on the theme and 4 key and 6 topical issues	8 + 2	8 + 2	8 + 2
8	Radio Spots Audio Spots based on the overarching theme and key issues	3	2	
9	Ready Reckoner for Frontline Health Workers Fold Up Flier comprising FAQs	1	1	1
10	Badges Celebratory Badge/Sticker for vaccinated people	1	1	1



Creative Campaign

Campaign Logo

“Yes, it’s time! Ab meri baari” The Confidant Affirmation of Vaccine Acceptance

**Yes, it’s time to take a big step towards winning back my old life!
It’s time to get my COVID-19 vaccine.**

The overarching theme is best represented through the confirmation of action. It reflects self-realisation, responsibility and commitment. The campaign logo is a constant across all communication and binds the campaign into one solid identity.



Spokespeople for the Campaign

Positive Deviance leverages few individuals in a group who find unique ways to look at, and overcome, seemingly unsolvable difficulties. By seeing solutions where others don't, positive deviants spread and sustain needed change.

Our family anchors are positive deviants. The early movers who accept vaccination with confidence. They are role models and through their decisive approach to vaccination, will help create empathy, lift the gloom and inspire others to take the vaccine. In Punjab, no one wants to be left behind.



Positive Deviants become the vehicle through which the key messages are communicated.

Theme Films

The theme films build empathy with the community by reflecting an appreciation of their predicament during Covid times and offers a solution which fulfils their emotional needs.

Film 1: Family



Film 2: Mohalla



Theme Poster

The main theme poster builds empathy with the community by reflecting an appreciation of their predicament during Covid times and offers a solution which fulfils their emotional needs.



Theme Poster

The main theme poster builds empathy with the community by reflecting an appreciation of their predicament during Covid times and offers a solution which fulfils their emotional needs.

The poster features the following elements:

- Logos:** Government of India and Punjab Health Department logos at the top left.
- Quote:** "I got vaccinated! It's a big step to win back my old life!"
- Text:** "Tired of Covid?" and "Health experts say Covid vaccination is the best defense against the severity of Covid."
- Call to Action:** "YES, IT'S TIME! READY FOR MY COVID VACCINE" with a syringe icon.
- Footer:** "Continue to protect yourself from Covid even after vaccination" with icons for wearing a mask, washing hands, physical distancing, and room ventilation. It also states "All citizens above the age of 18 are now eligible for the Covid vaccine" and provides contact info: "Call 104" and "Scan COVA Punjab App".

Thematic Posters

Impact on Livelihoods

“मैंने टीका लगवाया है। यह मेरी पुरानी जिंदगी को जीतने के लिए एक बड़ा कदम है।”

अब मेरी बारी
अब बचपन को जीतना है।

अब बस, काम पर जाना ही है!

मेहनत विशेषज्ञ कहते हैं कोविड टीकाकरण कोविड की गंभीरता को खिलाना सबसे अच्छा बचाव है।

टीका लगवाने के बाद भी कोविड अनुसंधान विचारों का पालन करें

कोविड टीका 18 वर्ष से अधिक आयु के सभी नागरिकों के लिए उपलब्ध है

कॉम 104

कॉम 104

Limited Social Interaction

“मैंने टीका लगवाया है। यह मेरी पुरानी जिंदगी को जीतने के लिए एक बड़ा कदम है।”

अब मेरी बारी
अब बचपन को जीतना है।

अपनो से मिलने का मन कर रहा है?

मेहनत विशेषज्ञ कहते हैं कोविड टीकाकरण कोविड की गंभीरता को खिलाना सबसे अच्छा बचाव है।

टीका लगवाने के बाद भी कोविड अनुसंधान विचारों का पालन करें

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कॉम 104

कॉम 104

Children's Learning Gaps

“अब हम सब को टीका लगवाना ही है। यह इनके बचपन को लौटाने के लिए एक बड़ा कदम है।”

अब मेरी बारी
अब बचपन को जीतना है।

क्या इनका बचपन घर तक ही सीमित रहेगा?

मेहनत विशेषज्ञ कहते हैं कोविड टीकाकरण कोविड की गंभीरता को खिलाना सबसे अच्छा बचाव है।

टीका लगवाने के बाद भी कोविड अनुसंधान विचारों का पालन करें

कोविड टीका 18 वर्ष से अधिक आयु के सभी नागरिकों के लिए उपलब्ध है

कॉम 104

कॉम 104

Restricted Mobility

“मैंने टीका लगवाया है। यह मेरी पुरानी जिंदगी को जीतने के लिए एक बड़ा कदम है।”

अब मेरी बारी
अब बचपन को जीतना है।

घर में बंद कब तक?

मेहनत विशेषज्ञ कहते हैं कोविड टीकाकरण कोविड की गंभीरता को खिलाना सबसे अच्छा बचाव है।

टीका लगवाने के बाद भी कोविड अनुसंधान विचारों का पालन करें

कोविड टीका 18 वर्ष से अधिक आयु के सभी नागरिकों के लिए उपलब्ध है

कॉम 104

कॉम 104

Issue Specific Posters

Importance of All Doses

“मैंने पूरा टीका लगवाया है, अब मैं कोविड की गंभीरता से सुरक्षित हूँ। यह मेरी पुरानी ज़िंदगी को जीतने के लिए एक बड़ा कदम है।”

अब मेरी बारी
अपना दूसरा टीका लेने की है बारी

क्या आप टीके के अगली डोज लेने से झिझक रहे हैं?

सैदा विशेषज्ञ कहते हैं कोविड टीकाकरण कोविड की गंभीरता से डिलनास सबसे अच्छा बचाव है।

टीका लगवाने के बाद भी कोविड अनुरूप नियमों का पालन करें

कोविड टीका 18 वर्ष से अधिक आयु के सभी नागरिकों के लिए उपलब्ध है

कॉल 104 स्कैन COVID-19 App

CAB Post Vaccination

“मैंने टीका लगवाया है। फिर भी मैं मास्क पहनता हूँ। इससे कोविड होने या फैलने की संभावना कम हो जाती है। यह मेरी पुरानी ज़िंदगी को जीतने के लिए एक छोटा कदम है।”

अब मेरी बारी
अपना दूसरा टीका लेने की है बारी

सैदा विशेषज्ञ कहते हैं कोविड टीकाकरण कोविड की गंभीरता से डिलनास सबसे अच्छा बचाव है।

टीका लगवाने के बाद भी कोविड अनुरूप नियमों का पालन करें

- मास्क पहनीं
- हाथ साबुन से अच्छे से धोएं
- दी गज की दूरी
- घर को हवादार रखें

कॉल 104 स्कैन COVID-19 App

कोविड टीका 18 वर्ष से अधिक आयु के सभी नागरिकों के लिए उपलब्ध है

Side Effects

“कुछ साइड इफेक्ट्स का होना सामान्य है पर मैंने फिर भी टीका लगवाया है। और अब मैं कोविड की गंभीरता से सुरक्षित हूँ। यह मेरी पुरानी ज़िंदगी को जीतने के लिए एक बड़ा कदम है।”

अब मेरी बारी
अपना दूसरा टीका लेने की है बारी

कोविड टीके के साइड इफेक्ट्स से चिंतित हैं?

सैदा विशेषज्ञ कहते हैं कोविड टीकाकरण कोविड की गंभीरता से डिलनास सबसे अच्छा बचाव है।

टीका लगवाने के बाद भी कोविड अनुरूप नियमों का पालन करें

कोविड टीका 18 वर्ष से अधिक आयु के सभी नागरिकों के लिए उपलब्ध है

कॉल 104 स्कैन COVID-19 App

Thematic Posters

Impact on Livelihoods

This poster features a man in a dark suit looking distressed with his hands clasped, and a man in a white shirt wearing a face mask and driving a white car. A pink circular graphic with a vaccine icon and the text "YES, IT'S TIME! GET YOUR MY COVID VACCINE" is overlaid. A quote from the driver says, "I got vaccinated. It's a big step to win back my old life!". Below the images, the text reads "Enough! I have to return to work!". At the bottom, there is a pink banner with icons for a person, a vaccine, a person with a checkmark, and a person with a checkmark, followed by the text "Continue to protect yourself from Covid even after vaccination" and "All citizens above the age of 18 are now eligible for the Covid vaccine". On the right, there are icons for a telephone and a QR code, with the text "Call 104" and "Scan".

Limited Social Interaction

This poster shows a woman hugging a young girl, and a group of people sitting on the ground outdoors. A pink circular graphic with a vaccine icon and the text "YES, IT'S TIME! GET YOUR MY COVID VACCINE" is overlaid. A quote from the woman says, "I got vaccinated! It's a big step to win back my old life!". Below the images, the text reads "Feeling lonely without your loved ones?". At the bottom, there is a pink banner with icons for a person, a vaccine, a person with a checkmark, and a person with a checkmark, followed by the text "Continue to protect yourself from Covid even after vaccination" and "All citizens above the age of 18 are now eligible for the Covid vaccine". On the right, there are icons for a telephone and a QR code, with the text "Call 104" and "Scan".

Children's Learning Gaps

This poster shows a man and a woman standing together, and a group of children in colorful traditional Indian attire performing a dance. A pink circular graphic with a vaccine icon and the text "YES, IT'S TIME! GET YOUR MY COVID VACCINE" is overlaid. A quote from the man says, "Mummy and Daddy got vaccinated. They said it's a big step to win back our old life!". Below the images, the text reads "Will their childhood be spent indoors?". At the bottom, there is a pink banner with icons for a person, a vaccine, a person with a checkmark, and a person with a checkmark, followed by the text "Continue to protect yourself from Covid even after vaccination" and "All citizens above the age of 18 are now eligible for the Covid vaccine". On the right, there are icons for a telephone and a QR code, with the text "Call 104" and "Scan".

Restricted Mobility

This poster shows a woman sitting at a desk looking frustrated, and a group of people in traditional Indian attire walking outdoors. A pink circular graphic with a vaccine icon and the text "YES, IT'S TIME! GET YOUR MY COVID VACCINE" is overlaid. A quote from the woman says, "I got vaccinated! It's a big step to win back my old life!". Below the images, the text reads "Frustrated that you can't go anywhere?". At the bottom, there is a pink banner with icons for a person, a vaccine, a person with a checkmark, and a person with a checkmark, followed by the text "Continue to protect yourself from Covid even after vaccination" and "All citizens above the age of 18 are now eligible for the Covid vaccine". On the right, there are icons for a telephone and a QR code, with the text "Call 104" and "Scan".

Issue Specific Posters

Importance of All Doses

“I got all the doses as it protects me from severe Covid. It's a big step to win back my old life!”

YES, IT'S TIME!
READY FOR MY COVID VACCINE

Are you apprehensive about taking the next Covid vaccine dose?

Health experts say Covid vaccination is the best defense against the severity of Covid.

Continue to protect yourself from Covid even after vaccination

All citizens above the age of 18 are now eligible for the Covid vaccine

Call 104 Scan COVID Punjab App

Icons: Wear a mask, Wash hands with soap regularly, Maintain physical distancing, Keep rooms well ventilated.

Side Effects

“Some side effects are quite common. But I got vaccinated anyway and now I'm protected against severe Covid. It's a big step to win back my old life!”

YES, IT'S TIME!
READY FOR MY COVID VACCINE

Worried about the side effects of Covid vaccines?

Health experts say Covid vaccination is the best defense against the severity of Covid.

Continue to protect yourself from Covid even after vaccination

All citizens above the age of 18 are now eligible for the Covid vaccine

Call 104 Scan COVID Punjab App

Icons: Wear a mask, Wash hands with soap regularly, Maintain physical distancing, Keep rooms well ventilated.

CAB Post Vaccination

“I got vaccinated! But I still wear a mask to protect myself from getting Covid or spreading it. It's a small step to win back my old life.”

YES, IT'S TIME!
READY FOR MY COVID VACCINE

Health experts say Covid vaccination is the best defense against the severity of Covid.

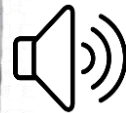
Continue to protect yourself from Covid even after vaccination

Wear a mask, Wash hands with soap regularly, Maintain physical distancing, Keep rooms well ventilated.

Call 104 Scan COVID Punjab App

All citizens above the age of 18 are now eligible for the Covid vaccine.

Audio



Theme Spot: Adapted from the theme film, and in harmony with the theme poster, to highlight the value of COVID-19 vaccination leading to positive action.

Issue Based Spot 1:

To highlight the importance of all doses to prevent vaccine fallout.

Issue Based Spot 2:

To reduce fear of side effects post vaccination to provide reassurance for vaccines.



Influencer Films



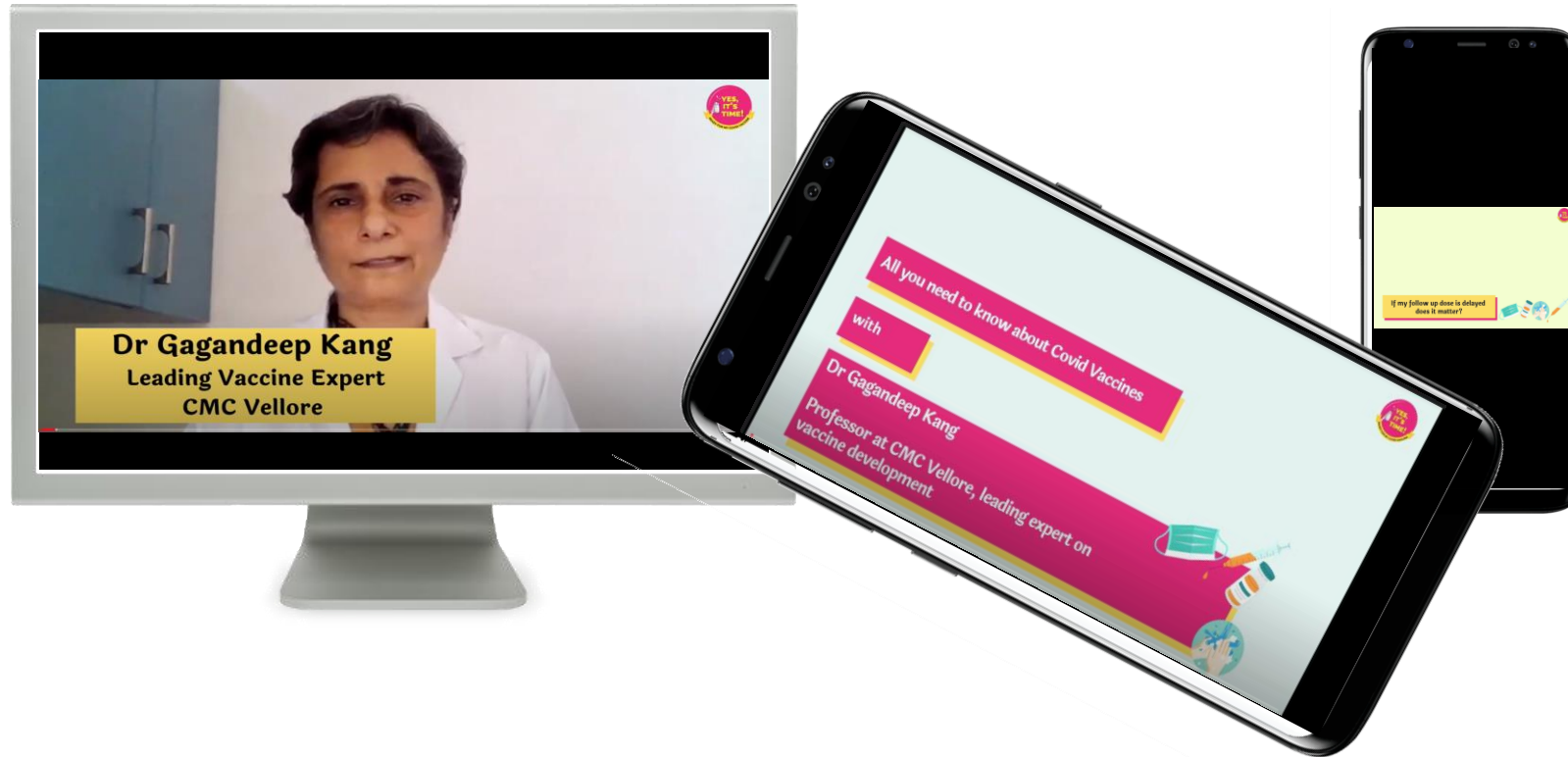
Influencers films featuring local popular figure Harjinder Singh reinforce the theme message and advocate CAB post vaccination

Testimonial Film

Testimonial films feature vaccinated ASHA Workers and Sarpanches proudly acknowledging themselves as Covid Vaccine Superstars.



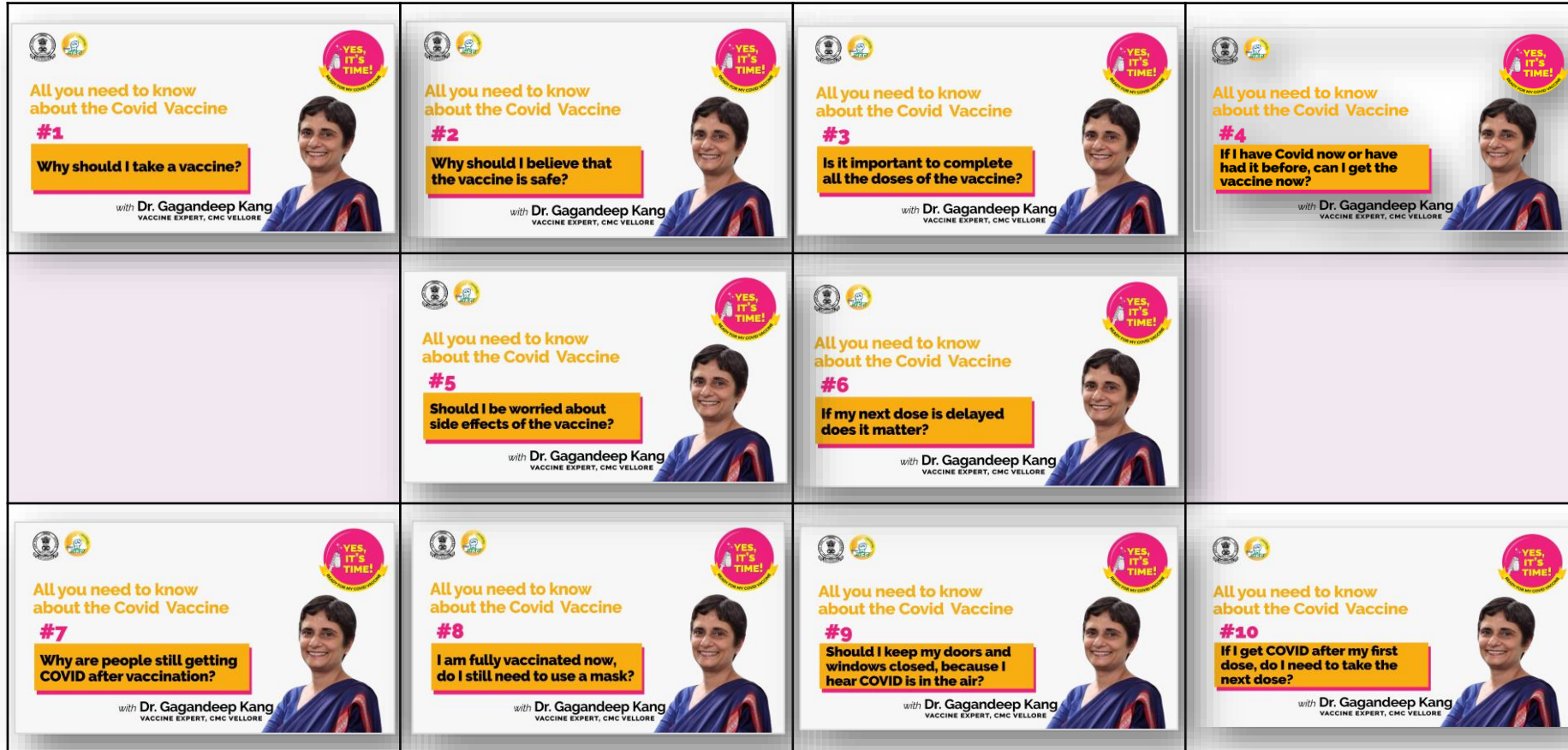
FAQ Film



A long duration FAQ film featuring eminent Dr Gagandeep Kang, CMC Vellore, comprehensively covers the most common misconceptions, myths and rumours to dispel doubts and fears about COVID-19 vaccination.

FAQ Short Films

A series of 10 edited versions of the long duration FAQ Film address a single issue at a time.

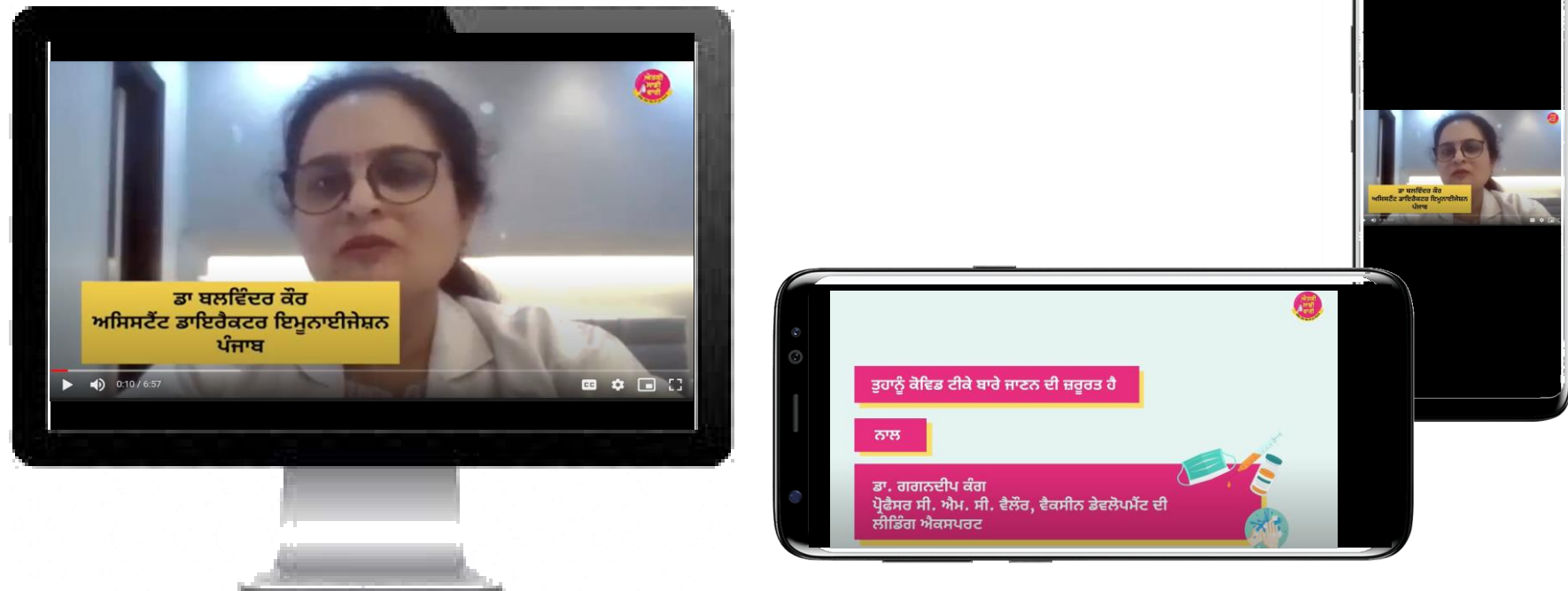


FAQ Short Films

A series of 9 edited versions of the long duration FAQ Film address a single issue at a time.



FAQ Film



A long duration FAQ film featuring Govt. of Punjab Dr Balwinder Kaur, comprehensively covers the most common misconceptions, myths and rumours to dispel doubts and fears about COVID-19 vaccination while edited versions address a single issue at a time.

Pregnancy Kit Poster

The arrival of a baby is the biggest joy for the pregnant women, her husband and their parents. And the health of the baby is their biggest concern. The theme, reflected in the communication tools, provides reassurance to the family that vaccination during pregnancy provides protection to the mother while it protects against harmful Covid related complications for the baby.



HINDI

ENGLISH

Pregnancy Kit Ready Reckoner

Formatted as FAQs, this communication tool is a handy guide which provides relevant information to enable families to feel reassured about getting pregnant women vaccinated.



1 मैं अभी गर्भवती हूँ, मुझे टीका क्यों लेना चाहिए?

वर्तमान साक्ष्य इंगित करते हैं कि गर्भवती महिलाओं को गंभीर कोरोना विकसित होने का अधिक खतरा होता है।

गैर-गर्भवती लोगों की तुलना में, कोरोना से संक्रमित गर्भवती महिलाओं को ICU देखभाल की आवश्यकता होने की संभावना 3 गुना अधिक होती है।

इसके अलावा, गर्भवस्था के दौरान अगर कोरोना हो जाए, पहले जन्म और अन्य प्रतिकूल गर्भवस्था परिणामों के लिए जोखिम बढ़ सकता है, जिसमें नवजात रुग्णता की उच्च संभावना भी शामिल है।

एक और संभावित लाभ यह है कि गर्भवती होने पर टीका लगवाने से आपको अपने बच्चे को कोरोना एंटीबायोटिक्स देने में मदद मिल सकती है। टीकाकरण वाली माताओं के कई अध्ययनों में, शिशुओं के गर्भनाल रक्त और माँ के स्तन के दूध में एंटीबायोटिक्स पाए गए।

2 मुझे पहले ही कोरोना हो चुका है, क्या मुझे अभी भी गर्भवस्था के दौरान टीका लगवाना चाहिए?

यदि आप अपनी गर्भवस्था के दौरान कोरोना से संक्रमित हुई हैं, तो आपको प्रसव के तुरंत बाद टीका लगाया जाना चाहिए।

3 मुझे टीका कब लग सकता है?

आपकी गर्भवस्था के दौरान कभी भी कोरोना टीकाकरण शुरू किया जा सकता है।

4 मुझे क्यों विश्वास करना चाहिए कि टीका मेरे और मेरे बच्चे के लिए सुरक्षित है?

वर्तमान आंकड़ों से पता चलता है कि कोरोना वैक्सीन प्राप्त करने के लाभ गर्भवस्था के दौरान टीकाकरण के किसी भी ज्ञात या संभावित जोखिम से अधिक हैं। वर्तमान ज्ञान के आधार पर, विशेषज्ञों का मानना है कि कोरोना टीकों से आप और आपका भ्रूण के लिए जोखिम पैदा करने की संभावना नहीं है।

उपलब्ध साक्ष्य बताते हैं कि कोरोना वैक्सीन प्राप्त करने वाले रोगियों में गर्भपात का कोई खतरा नहीं है।

किसी भी अन्य दवा या टीके की तरह, कोरोना वैक्सीन के भी दुष्प्रभाव हो सकते हैं जो सामान्य रूप से हल्के होते हैं। टीका लगवाने के बाद आपको हल्का बुखार हो सकता है, इन्जेक्शन वाली जगह पर दर्द हो सकता है जो आप 1-3 दिनों तक अस्वस्थ महसूस कर सकते हैं।

5 मैं एक स्तनपान कराने वाली माँ हूँ। मुझे टीका क्यों लेना चाहिए?

स्तनपान कराने वाली माताओं को खुद को गंभीर बीमारी से बचाने के लिए टीका लगवाना चाहिए। इसके अलावा, बढ़ते प्रमाण बताते हैं कि टीका लगाने वाली माताओं के स्तन के दूध में एंटीबायोटिक्स होती हैं जो बच्चे की रक्षा कर सकती हैं।



1 I am pregnant right now, why should I take the vaccine?

Current evidence indicates that pregnant women are at higher risk of developing severe COVID-19 compared to non-pregnant people. Pregnant women infected by COVID-19 are 3 times more likely to need ICU care.

In addition, if you get COVID-19 during pregnancy, it could lead to an increased risk for preterm birth and other adverse pregnancy outcomes including higher chances of neonatal morbidity.

Another potential benefit is that getting the vaccine while pregnant may help you pass COVID-19 antibodies to your baby. In numerous studies of vaccinated moms, antibodies were found in the umbilical cord blood of babies and in the mother's breast milk.

2 I have already had COVID-19, should I still be vaccinated during pregnancy?

In case you have been infected with COVID-19 during your pregnancy, then you should be vaccinated soon after the delivery.

3 When can I get vaccinated?

The COVID-19 vaccination schedule can be started anytime during your pregnancy.

4 What are the risks of COVID-19 vaccination for pregnant women and lactating mothers?

The available evidence suggests that there is no increased risk of miscarriage in patients who receive a COVID-19 vaccine.

Like any other medicine or vaccine, the COVID-19 vaccine may have side effects which are normally mild. After getting the vaccine, you may experience mild fever, pain at the injection site, or feel unwell for 1-3 days.

5 I am a lactating mother. Why should I take the vaccine?

Lactating mothers should get vaccinated to protect themselves from severe disease. In addition, increasing evidence suggests that vaccinated mothers have antibodies in their breast milk which could protect the baby.

HINDI

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Pregnancy Kit Testimonial Video

Testimonial films feature vaccinated lactating mothers positive response to vaccination.



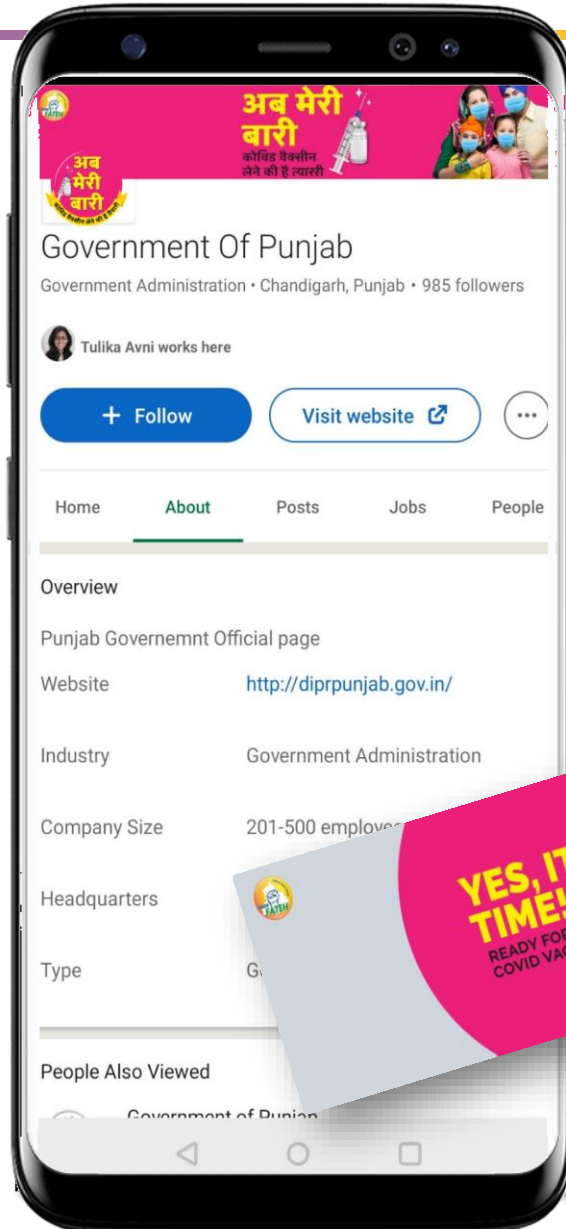
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Master Language Punjabi only

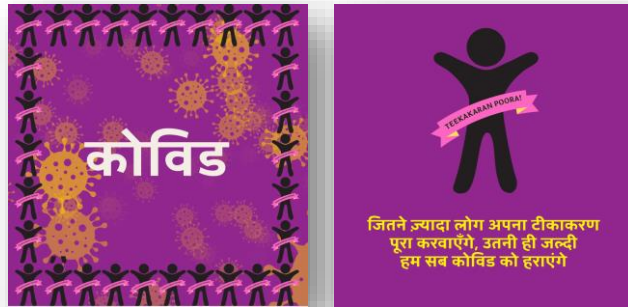
Social Media Theme Banners



Taking pride in commitment to vaccination.

Social Media Posts

Post 1 Slide Video:
Vaccination for All is the Best
Solution



Post 2 Slide Video:
Building on the Success of Past
Vaccination Programmes



Post 3 Slide Video:
All brands of the Vaccine Work



Post 4 Slide Video:
Avoid Social Gatherings



Social Media Posts

Post 5 Slide Video:
Importance of All Doses



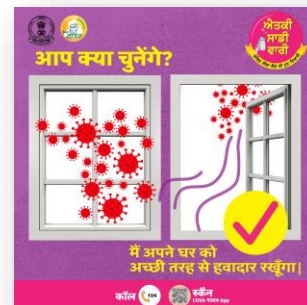
Post 6 Slide Video:
Side Effects



Post 7 Slide Video:
Vaccination + CAB



Post 8 Static Graphic:
Ventilation



Post 9 Static Graphic:
COVA Punjab App



Social Media Posts

Post Static Graphics: Mask post Vaccination

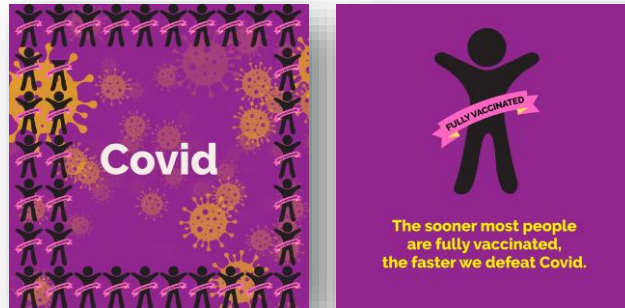


Post Slide Video: Mask post Vaccination

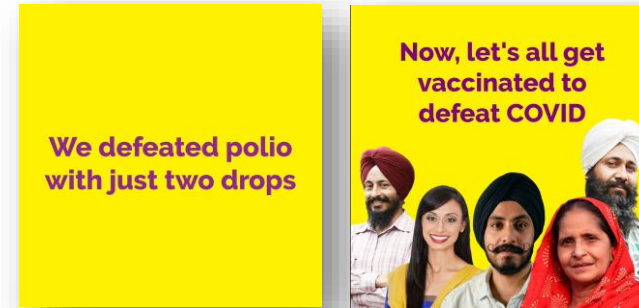


Social Media Posts

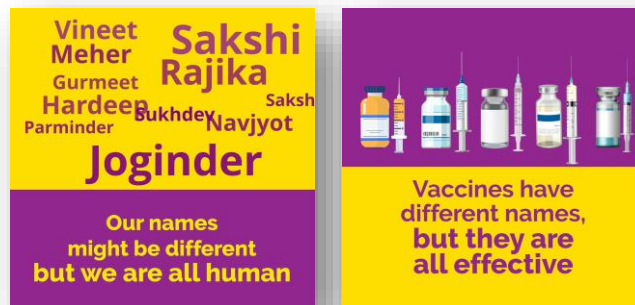
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Social Media Posts

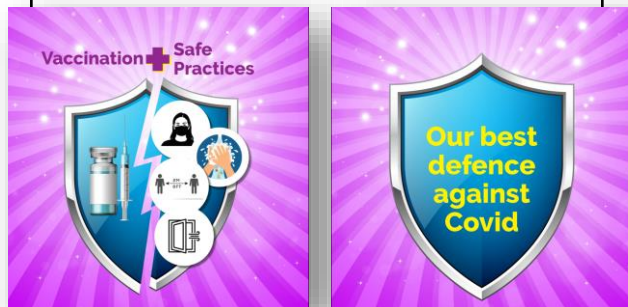
Post 5 Slide Video:
Importance of All Doses



Post 6 Slide Video:
Side Effects



Post 7 Slide Video:
Vaccination + CAB



Post 8 Static Graphic:
Ventilation



Post 9 Static Graphic:
COVA Punjab App



Social Media Posts

Post Static Graphics: Mask post Vaccination



Post Slide Video: Mask post Vaccination



Ready Reckoner

Formatted as FAQs, this communication tool is a handy guide which provides vital information to enable frontline workers to dispel doubts and fears amongst beneficiaries.



Cover



Inside



Back

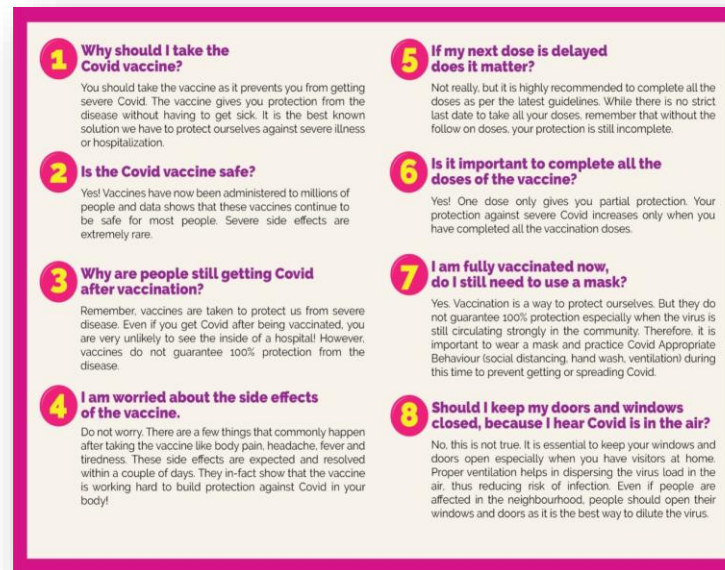
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Ready Reckoner

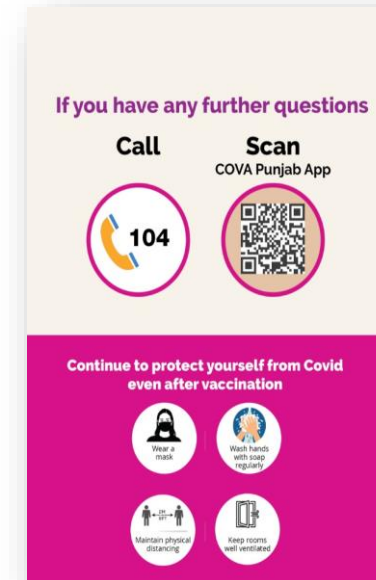
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Cover



Inside



Back

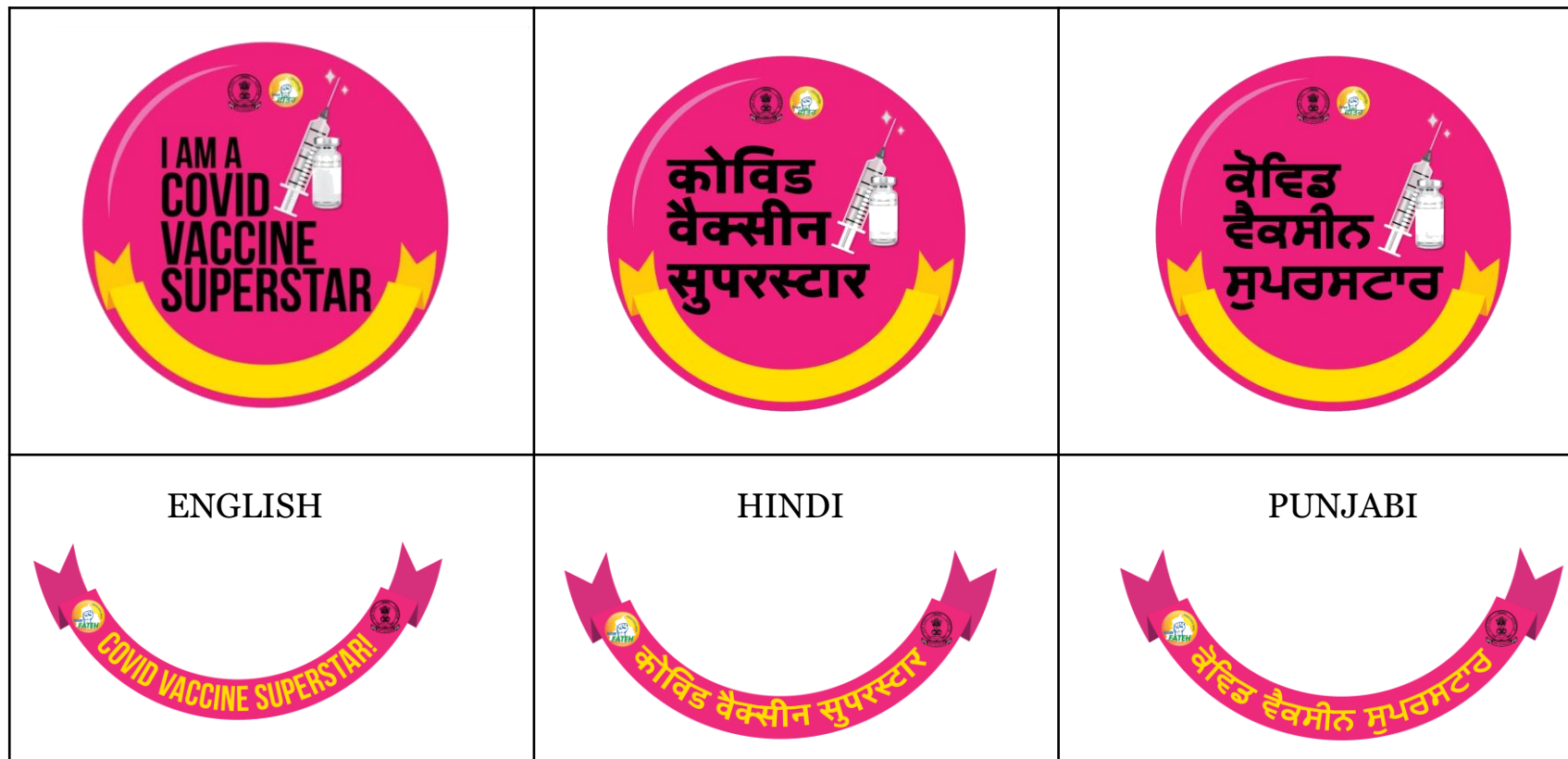
ENGLISH

Master Language Punjabi

Badges & Display Pictures

Vaccine Superstars

Raising the status of people who have been vaccinated, badges and profile photo displays enable them to get recognition for compliance to vaccination.



Access to the Universal Toolkit



The complete Universal Toolkit comprising all original films, audios, videos and slide videos, print and outdoor are available on <https://drive.google.com/drive/u/1/folders/1JUAEBIGnxPzNAYXI7-mhK8jnXfr-5eKH>



Acknowledgements

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Kalyani Rajan

Kalyani Rajan is a Visiting Senior Fellow at IDFC Institute who has over 20 years' experience as a social and behaviour change communication specialist. She's worked on numerous issues in India and the SAARC countries under the broad areas of public health, water and sanitation, education and protection using behavioural insights and human-centred design approaches. Kalyani was the chief strategic and creative architect on the team.



Shilpa G Rao

Shilpa is Head of State Engagements at IDFC Institute, managing the Institute's state government relationships. She brings with her over 13 years of experience in the development sector. At the Institute, she has worked on several initiatives with the Government of Punjab, including more recently a state-wide behaviour change communications campaign to encourage early testing during Wave 1 of COVID-19.



Sofia Imad

Sofia is a Junior Fellow at IDFC Institute and heads all the initiatives in our Public Health vertical. Over the past year, she has worked extensively on the Institute's COVID-19 response including but not limited to designing one of India's first and largest sero-surveys. Prior to IDFC, she worked for Sanofi, based out of Singapore and Mumbai, where she helped launch a new drug for tuberculosis in Asian countries. Sofia brought the sound scientific perspective on vaccines and infectious diseases to the team.



Anushka Bhansali

Anushka is an Analyst at IDFC Institute. Over the year, her work has been focused around Public Health, Urban and Data Governance. She has been managing the development of the campaign and coordinating with various stakeholders. Her passion for behavioural science and data analytics has led her to find creative and effective solutions on a wide variety of projects.

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