

CBAG Meeting 9

Date: 15/1/21

Time: 14.00

Venue: Video Conference

Attendance: Deirdre Watters (DOH), Deirdre Robertson (ESRI), Liam Delaney (UCD), Marie Boran (DCU), Karl Purcell (SEAI), Rachel Wright (HSE), Rosaleen Harlin (DOH), Angela McGloinn (UL), Barbara Gormley (DCU), Gerard O'Neill (Amárach Research), Pete Lunn (ESRI), Molly Byrne (NUIG), Orla Muldoon (UL), Robert Murphy (DOH), Fiona Gilligan (DOH), Aileen McGloin (SafeFood), Aoibheann Ní Shuilleabháin (HSE), Sinéad O'Donnell (DOH)

Agenda:

1. Minutes
2. Review of Amarach data (attached)
3. Update on research to Understand Vaccine Intentions in the Irish Population
4. AOB

Agenda Item 1:

Minutes agreed

Agenda Item 2:

- Suggestion to add a question on frequency of meeting people indoors and/or number of contacts.
- Agree to publish vaccine chapter on research on gov.ie

Agenda Item 3:

- Many people aware of the negative stereotype associated with anti-vaccine movement and will not want to be associated with it.
- There could be to be under reporting of people who are not against vaccines but still sceptical of authorities and vaccination programmes
- Fear is a motivator to get the vaccine - there is nothing wrong with being scared, but messaging needs to reinforce what we can do to address genuine fears

Agenda Item 4:

- AOB individualised comms strategy for vaccine appointments for general public - engagement with GPs
- WHO advice not to use country of origin to differentiate between variants.
- Value in providing standard wording for GP's to give when people request information on when they will receive their vaccine.
- Demotivating telling people we may experience more pandemics in the future – again risk v benefit of vaccination.