

## **COVID-19 Communications and Behavioural Group Meeting 11**

**Date:** 5/2/2021

**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), Sinéad O'Donnell (DOH), Cian Doherty (DOH).

### **Agenda:**

1. Research updates from ESRI
2. AOB

### **Agenda Item 1:**

- Genuine insight into close contacts, locations etc.
- More people leaving home to go to work and make other household visits, more so than expected.
- Socio-demographics are not what is driving it.
- Vaccine hesitancy and non-compliance are closely linked.
- It is noted that control of information release has to be carefully considered and aligned before issue to general public.
- Men remain more likely to take vaccine than women although gap is closing.
- No link between education and vaccine hesitancy.
- Vaccine intention is being driven by whether people are tuned into COVID-19 news.
- Primarily being driven by people not knowing the benefits because not tuned into news.
- People who are not following news are just saying 'no' they won't take it.
- Amarách to cross analyse findings with their research.
- Confidence in media and Government matter.
- Television news is key medium for driving people's behaviour.
- Stakeholder engagement has been mobilised with community groups.
- Position in queue might impact. i.e: young people not concerned about it as vaccination prospects still a way off.
- It is suggested we examine intersection of group hesitancy such as age/gender.

- GPs are very highly thought of as advocates by publics. Perhaps we need multiple voices to target different audiences.
- There is a need for a reminder campaign, whether automated or otherwise to remind people to comeback for their second dose 12 weeks later.
- Important to consider people may take risks after first dose but before they have second.

**AOB:**

- Mention of Irish Independent sage sessions online.
- New approach needed to reach 'seldom heard from groups' through groups like Pavee Point.