

# Is there a relationship between social marketing campaigns and vaccine uptake in young adults aged 18 to 26?

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## Introduction

- Vaccine Hesitancy the reluctance or failure to willingly receive a vaccine, regardless of availability. Vaccine hesitancy threatens herd immunity, reverse progress in public health prevention and the WHO declared vaccine hesitancy as part of the top ten threats to global health in 2019 (WHO, 2022).
- Vaccine Hesitancy Rates are highest amongst eligible young adults aged 18 – 26 years old (Savoia et al., 2022). Lack trust in governments and institutions (Sallam, 2021).
- Attitudes are not the same as conspiracy → attitudes are stronger predictors of vaccine uptake (Santavicca et al., 2022).
- Highest rates of hesitancy occurred in Wave 2, just prior to Covid-19 approval in Canada (Lavoie et al., 2022).
- Four major vaccine fluence factors: people and communities; health-care workers; health care and public health systems; and immunization knowledge (Dube et al., 2022)
- The following argument will examine health communication methods that can prevent the spread of misinformation and create trust among vaccine-hesitant.

## Methods

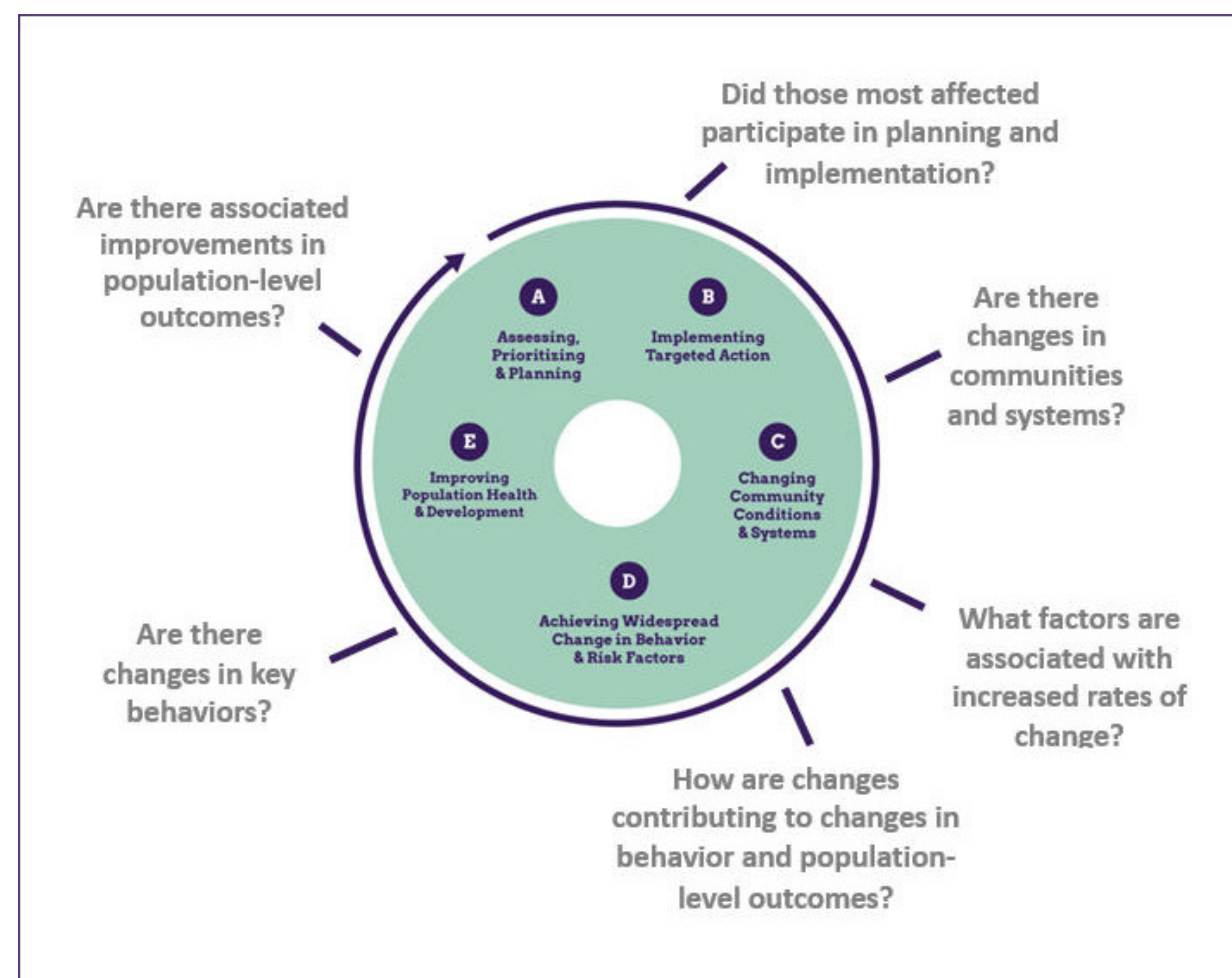
- This study selected highly promoted covid-19 vaccine campaigns from Ontario, Alberta, Vancouver and Nova Scotia ran during the duration of 2020 – 2022
- Data analysis: data was analyzed based on the community toolbox, create by Kansas State University . this toolkit is promoted by the Canadians government from public health Canada to use to promoted health education and knowledge building information to Canadians.

Table 2. Cumulative number and percent of people in Canada who have received a COVID-19 vaccine by age group and vaccination status, October 9, 2022

Age group (years)	At least 1 dose	Primary series completed	1 <sup>st</sup> booster dose	2 <sup>nd</sup> booster dose	In the last 6 months, primary series completed or booster dose received
0 to 4	6.5% (122,275)	1.0% (18,583)	<0.1% (189)	0% (0)	1.0% (18,031)
5 to 11	53.8% (1,563,109)	41.6% (1,207,621)	3.5% (100,683)	<0.1% (38)	7.2% (207,315)
12 to 17	84.7% (2,141,530)	80.9% (2,044,401)	16.5% (417,158)	0.2% (5,020)	6.3% (157,974)
18 to 29	85.4% (5,213,720)	83.3% (4,072,640)	36.9% (2,250,706)	2.9% (177,328)	5.7% (348,460)
30 to 39	86.4% (4,754,801)	84.6% (3,687,470)	44.4% (2,445,455)	5.4% (298,507)	8.3% (455,179)
40 to 49	89.0% (4,431,517)	87.7% (3,362,133)	53.9% (2,683,656)	7.8% (390,692)	11.0% (547,701)
50 to 59	90.7% (4,587,388)	89.9% (3,526,368)	64.1% (3,241,645)	13.9% (702,260)	17.7% (891,619)
60 to 69	93.4% (4,620,587)	92.3% (3,466,865)	76.6% (3,791,882)	29.7% (1,470,458)	33.2% (1,633,073)
70 to 79	95.7% (3,121,243)	94.7% (2,320,368)	85.3% (2,783,061)	47.7% (1,556,089)	47.8% (1,549,784)
80 and older	≥99% (1,749,560)	98.8% (1,305,261)	89.3% (1,571,590)	55.0% (968,137)	49.5% (867,175)
Unknown	n/a (15,020)	n/a (12,350)	n/a (7,873)	n/a (3,344)	n/a (5,978)

## Results

- The result of the study is still not completed. The study is hoped to be conducted during 2023 fall.



## Conclusion

- Vaccine hesitancy has become a significant threat to the prevention of diseases and human life (Plotkin, 2014).
- Social marketing campaigns have become a dominant tool used to create awareness of public health topics and promote wellness (Green et al., 2019).
- In contrast, there is currently limited research on evaluating effective social market campaigns and what audience is specifically positively affected during the Covid-19 pandemic.
- Therefore, this literature review uncovered gaps within vaccine hesitancy and health communication and identified that further research efforts, leading to the research proposal question, is there a relationship between social marketing campaigns and vaccine uptake among young adults between 18 to 26?