Vaccine Campaign Impact Measurement

April 2023
Background & context

Background

• As of August 2022, nearly 2 in 3 Nigerians over the age of 18 were still unvaccinated

• In August 2022, BA-N launched a national campaign to address vaccine hesitancy and promote vaccination

• This campaign is currently live and is expected to run until May 2023

Market research for impact evaluation

• Market research designed and executed by Kantar

• Survey administered through digital medium

• The survey was conducted from Dec’22 to Feb’23 – to capture the ongoing impact of campaign on vaccine behavior and intentions in Nigeria

• Adults aged 18+ were eligible for the survey

• Sample planned and achieved – 500 respondents in each phase of the survey

• The sample is weighted for age & gender to represent national demographics
Methodology for estimating population-level reach & impact

<table>
<thead>
<tr>
<th>Metric</th>
<th>Approach</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Population</td>
<td>• Population in 19 Nigerian states, over the age of 18, that align to assets tested</td>
<td>• National bureau of statistics, Nigeria</td>
</tr>
<tr>
<td>2. Unvaccinated population estimate</td>
<td>• Estimate of population that was unvaccinated before campaign launch (Aug’22) [currently unvaccinated + vaccinated in the last six months]</td>
<td>• <a href="https://ourworldindata.org">https://ourworldindata.org</a> • Kantar research</td>
</tr>
<tr>
<td>3. Reach within unvaccinated population</td>
<td>• Estimate based on % of sample recalling seeing the campaign (weighted based on age &amp; gender to represent national demographics)</td>
<td>• Kantar research</td>
</tr>
<tr>
<td>4. Vaccination uptake linked to campaign</td>
<td>• Estimate of population who are aware of campaign AND indicate receiving a vaccine dose in the last six months (since the campaign launched)</td>
<td>• Kantar research</td>
</tr>
<tr>
<td>5. Change in vaccine intent linked to campaign</td>
<td>• Estimate of population who are aware of campaign AND indicate high likelihood of taking vaccine ASAP</td>
<td>• Kantar research</td>
</tr>
</tbody>
</table>
There is sufficient evidence to attribute the estimated vaccine uptake to the campaign

Impact estimate already accounts for the following

✓ Only considers those who are aware of the specific BT-A campaign
✓ Only considers those who were still unvaccinated at the time of campaign launch
✓ Only considers those who have indicated that they received a vaccine dose while the campaign was live
✓ “Intent” analysis considers only those who say they want to receive a vaccine as soon as possible

Corroborating evidence to attribute impact to campaign

✓ Campaign perceptions – campaigns were considered highly relevant, believable and containing new information
✓ Difference in vaccine uptake when compared amongst those who saw the campaign vs. did not see
More than 2 in 3 unvaccinated people exposed to the campaign showed a positive change in their vaccine intentions and behavior.

26 M Unvaccinated people reached

54% → 14 M received vaccine dose
19% → 5 M want to get a vaccine ASAP

Source: Kantar Vaccine Campaign Impact Measurement
Source: https://ourworldindata.org
Vaccination rates increased to more than 1.5x in Nigeria over 7 months

1. Nigeria campaign launched Aug’22

% vaccinated

- Jul’22: 36% (n=837)
- Aug’22: 63% (n=524)
- Feb’23: 50% (n=629)
- Jul’22: 50%2
- Aug’22: 56% (n=192)

% likely to get a vaccine (among unvaccinated)

Source: Kantar Vaccine Campaign Impact Measurement

1. COVID Vx Programme: Consumer W2 Brand tracker July-Aug 2022
2. Nigeria vaccine confidence Pollfish survey July 2022
Vaccination rates are higher among those who saw the campaign

Campaign reach

- Dec’22: 86.8% (n=500)
- Feb’23: 87.2% (n=545)

Vaccine uptake – based on campaign reach

<table>
<thead>
<tr>
<th>Month</th>
<th>36%</th>
<th>67%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jun’22</td>
<td>36%</td>
<td></td>
</tr>
<tr>
<td>Aug’22</td>
<td></td>
<td>36%</td>
</tr>
<tr>
<td>Sep’22</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Oct’22</td>
<td></td>
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<tr>
<td>Nov’22</td>
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<tr>
<td>Dec’22</td>
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<td></td>
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<tr>
<td>Jan’23</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Feb’23</td>
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</tbody>
</table>

Nigeria campaign launched Aug’22

Source: Kantar Vaccine Campaign Impact Measurement

1 COVID Vx Programme: Consumer W2 Brand tracker July-Aug 2022
Nigerians responded positively to all tested creatives, suggesting assets have the right elements to carry out their objectives

<table>
<thead>
<tr>
<th></th>
<th>FWKR-Branded Radio (n=363)</th>
<th>FWKR-Branded TV (n=344)</th>
<th>Unbranded Radio (n=313)</th>
</tr>
</thead>
<tbody>
<tr>
<td>I like the ad</td>
<td>98</td>
<td>98</td>
<td>98</td>
</tr>
<tr>
<td>The points made in the ad are relevant to me</td>
<td>94</td>
<td>93</td>
<td>95</td>
</tr>
<tr>
<td>The points made in the ad are believable</td>
<td>98</td>
<td>98</td>
<td>98</td>
</tr>
<tr>
<td>Ad contained new Information</td>
<td>90</td>
<td>90</td>
<td>93</td>
</tr>
</tbody>
</table>

Source: Kantar Vaccine Campaign Impact Measurement
All assets effectively communicated the importance of obtaining the COVID-19 vaccination

<table>
<thead>
<tr>
<th>Creative Diagnostics Across Ads</th>
<th>FWKR-Branded Radio (n=363)</th>
<th>FWKR-Branded TV (n=344)</th>
<th>Unbranded Radio (n=313)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad made me feel more positive</td>
<td>96</td>
<td>89</td>
<td>93</td>
</tr>
<tr>
<td>I would want to stop and look at it</td>
<td>95</td>
<td>93</td>
<td>93</td>
</tr>
<tr>
<td>Made me more likely to consider getting vaccinated</td>
<td>93</td>
<td>89</td>
<td>91</td>
</tr>
<tr>
<td>Explained to me the importance of getting vaccinated</td>
<td>99</td>
<td>94</td>
<td>97</td>
</tr>
</tbody>
</table>

Source: Kantar Vaccine Campaign Impact Measurement
“FWKR” tagline has been perceived favorably

“FOLLOW WHO KNOW ROAD” tagline awareness & perceptions

Source: Kantar Vaccine Campaign Impact Measurement
Among the unvaccinated Nigerians, safety remains a concern. They feel it is not easy to get a vaccine if they were to receive it.

"I am concerned about side-effects"

% agreeing (all)

Nigeria
- Pre-campaign
- Post-campaign

% agreeing (all)

Nigeria
- Pre-campaign
- Post-campaign

% agreeing (unvaccinated only)

Nigeria
- Pre/early-campaign
- Post-campaign

Source: Kantar Vaccine Campaign Impact Measurement

1 Nigeria vaccine confidence Polifish survey July 2022 (unvaccinated only)
Side-effects remain a primary concern among those still not ready for vaccine after being exposed to the campaign

Barriers to vaccination amongst those exposed to campaign and are NOT likely to get a vaccine

Vaccination rate among those exposed to campaign

Among those unvaccinated, aware of campaign but are not yet likely to consider a vaccine (n=70)

- I am concerned about how safe the vaccine is: 66.0%
- I am concerned about the side effects of the COVID-19 vaccine: 53.0%
- I don't feel I am at risk of catching the virus: 29.0%
- I don't yet know enough about the vaccine to make a decision: 23.0%

Source: Kantar Vaccine Campaign Impact Measurement