

Top 10 Territories and Messages to drive COVID-19 Vaccine Confidence from Market Research across Sub-Saharan Africa

Insight Territory	Message
Altruism	There are two reasons to get vaccinated: to protect ourselves and protect those around us. Because not everyone can be vaccinated including babies or those who have illnesses... they depend on others to be vaccinated to ensure that they are also protected.
Altruism	The simple act of taking the vaccine protects your family, friends, and community at large. Especially those who are vulnerable with weak immune systems. Play your part and protect the people you love.
Framing & Reframing	You deserve to chase your dreams, fall in love, start a family, and see the world. You deserve to taste success and reap the fruits of your hard work. COVID can stop your dreams from becoming a reality. Get vaccinated and protect your future.
Framing & Reframing	The vaccine is just one of many tools that you can use to keep you and your loved ones protected from COVID-19. It gives you an advantage when fighting the virus after you've been exposed by limiting your symptoms and reducing the chances of death. It is highly effective and puts you in the driver's seat when navigating exposure to COVID.
Connecting with Values	All COVID-19 vaccines work with the body's natural defences to safely develop immunity to disease. That means that if you get exposed to the virus after being vaccinated, your body is ready to fight the virus and prevent you from getting sick.
New variants	A doctor says: "Getting vaccinated helps protect your loves ones and community from future COVID-19 variants that could be much more deadly than the most recent variant."
Work/ Responsibilities	A doctor says: "Getting COVID-19 if you're not vaccinated can make it very difficult to care for your family. Getting a vaccine can help keep you on your feet and able to care for your children."
Safety	A doctor says: "Getting vaccinated is a safer way for you to develop immunity against COVID-19 than getting infected and sick. Don't risk your health and the health of those you love. Get vaccinated today.
Work/Responsibilities	A community leader says: "Your family depends on you to provide for them, and you want the best for them. Getting vaccinated can help prevent you from missing work and being there for them. Get vaccinated today."
Work/Responsibilities	A community leader says: 'I hear people in our community saying, I have a family to feed, don't have time to waste to get a vaccine. But if you do get sick, you'll lose more time and miss work.'