




HIGHLIGHT



**Breaking Down Barriers
for a Quicker Return to
the New Normal**

Our economic managers are saying that the Philippines should further reopen and ease mobility restrictions soonest if we want to see jobs restored and poverty eased. We have one of the strictest and longest lockdowns and according to the National Economic Development Authority, this translated to income losses that reached 1.04 trillion pesos (\$21.7 billion) in 2020 - or about 2.8 billion pesos a day as many businesses cannot reopen.

We need to work within two realities – first, that economic recovery will only happen after public health recovers and second, business survival depends on getting the economy out of the intensive care unit.

Will vaccines answer the problem?



The race is on for the procurement of Covid-19 vaccines which countries across the globe deem as the most workable option to pick up the threads of tattered economies again. In the Philippines, the challenge lies not only in getting these vaccines into the country, but whether Filipinos will be willing to use these given the resentment over the Dengvaxia controversy. The many news and posts on the alleged “bad” experiences with the vaccines are winning over the communication efforts of the scientific and medical communities, which at this point are cluttered both in channel and in messaging.

Divining the real issues



With the national roll-out imminent, MAP’s Committee on Health worked with EON Group and its research partner Tangere to gain access to their data that sought to uncover the public’s sentiments on the vaccines. Having insights on the barriers to their use can hopefully inform the efforts to craft a cohesive communication plan to counterbalance the negative ones. This will jumpstart the efforts to reopen the economy again.



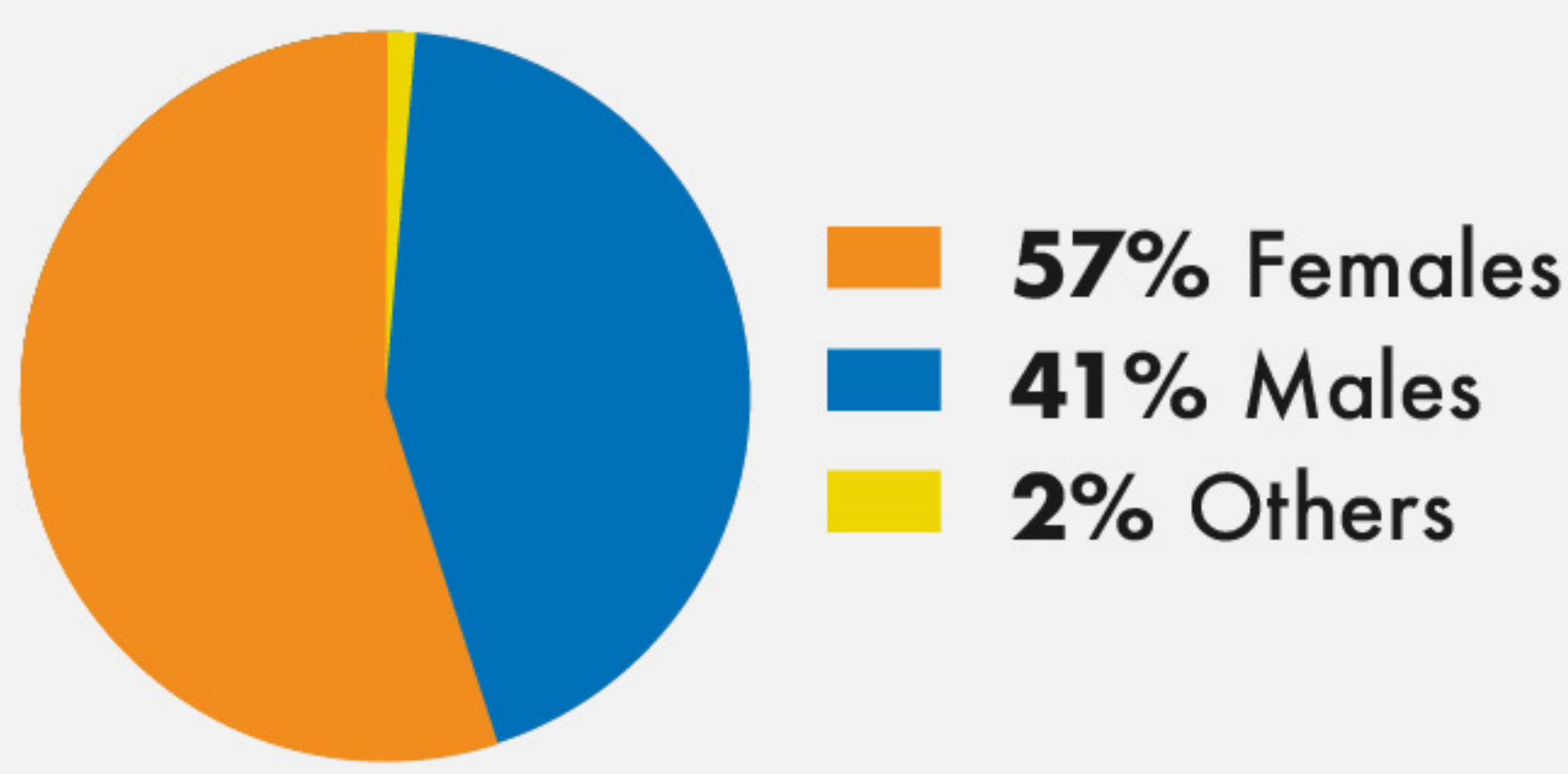
Methodology & Limitations

Over 4,000 Filipino respondents were surveyed on their knowledge and perceptions on the planned Covid-19 vaccination program.

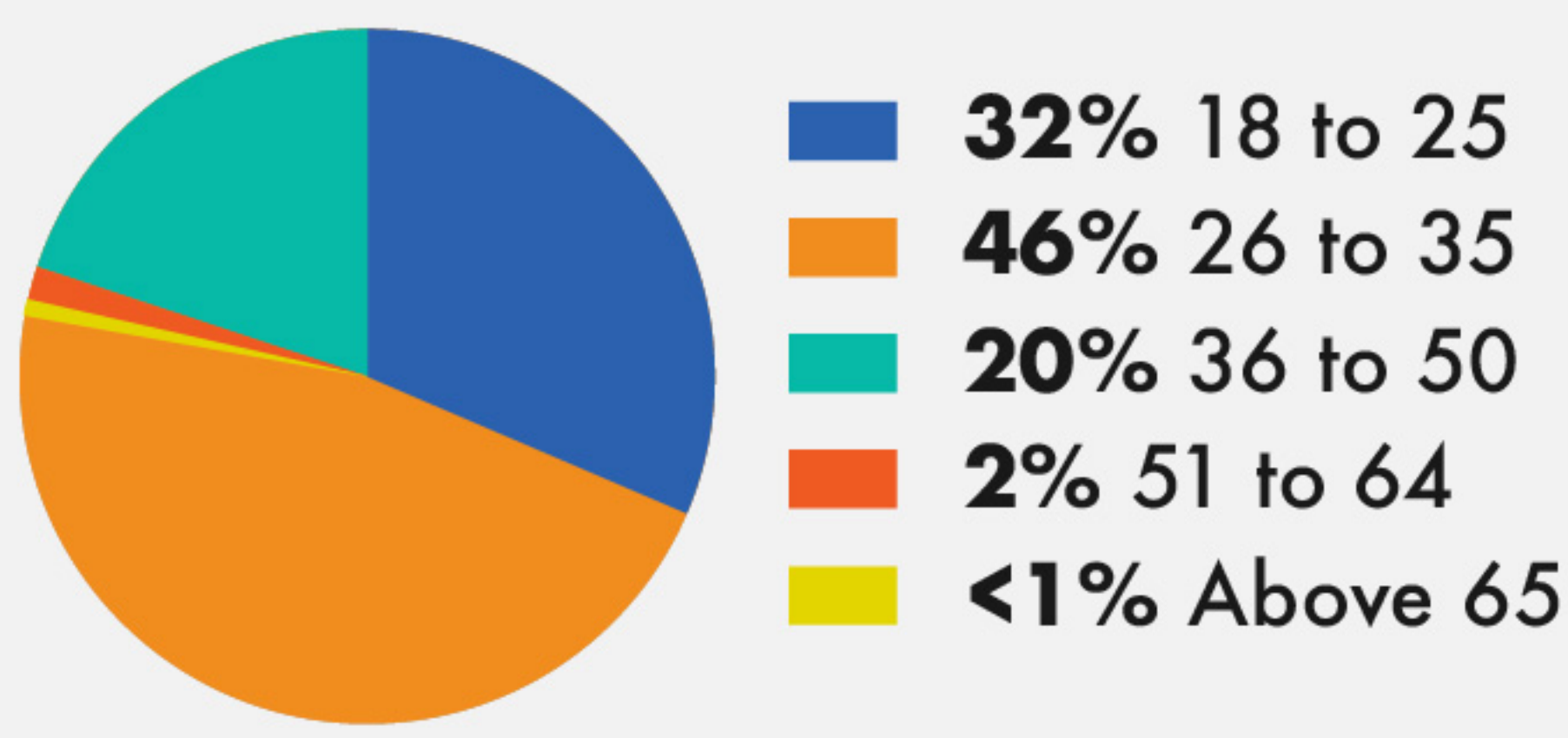
The survey was conducted through the Tangere mobile application and went live from January 29-30, 2021. The 4,400 adult Filipinos who completely answered are app users from all over the Philippines. Because it is an online survey, respondents were restricted to those with smart phones and internet connections.

Respondents Profile

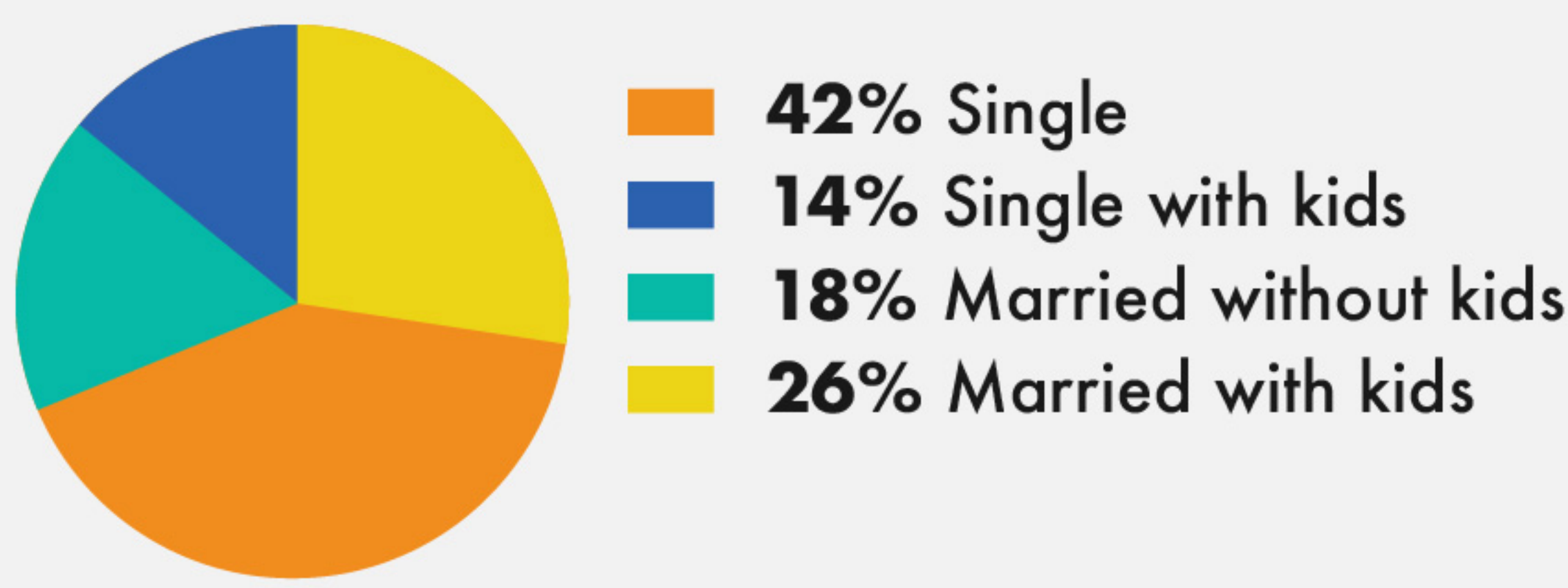
Respondents by Gender



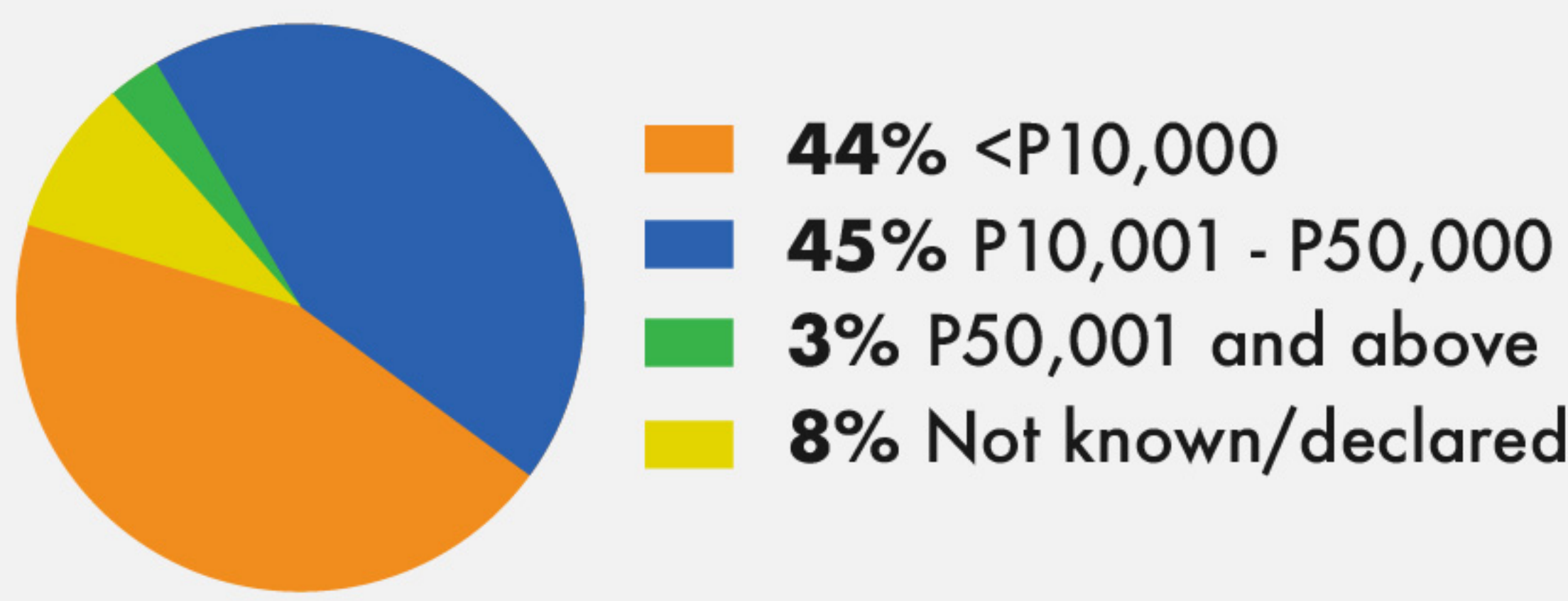
Respondents by Age Group



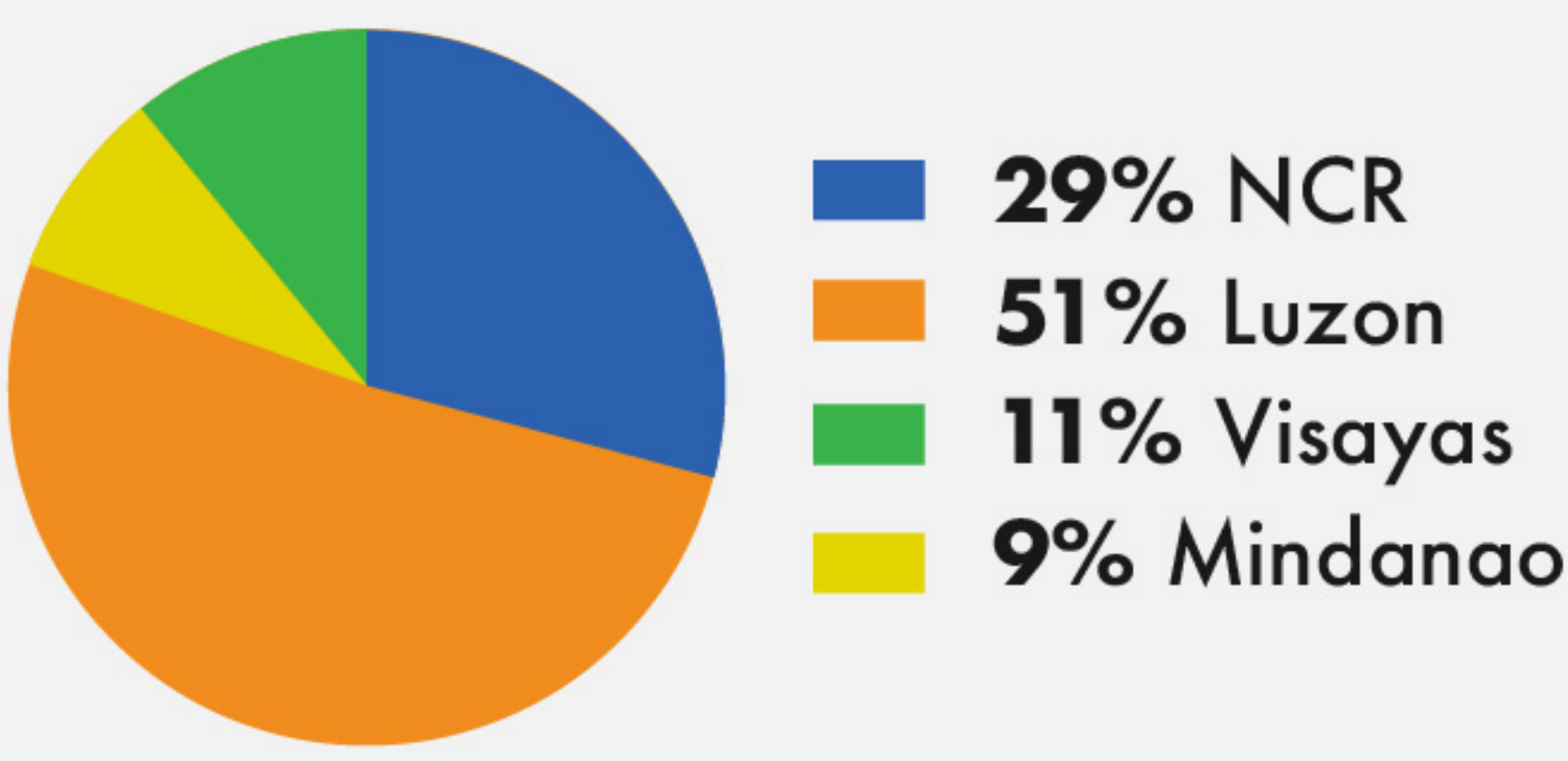
Respondents by Marital Status



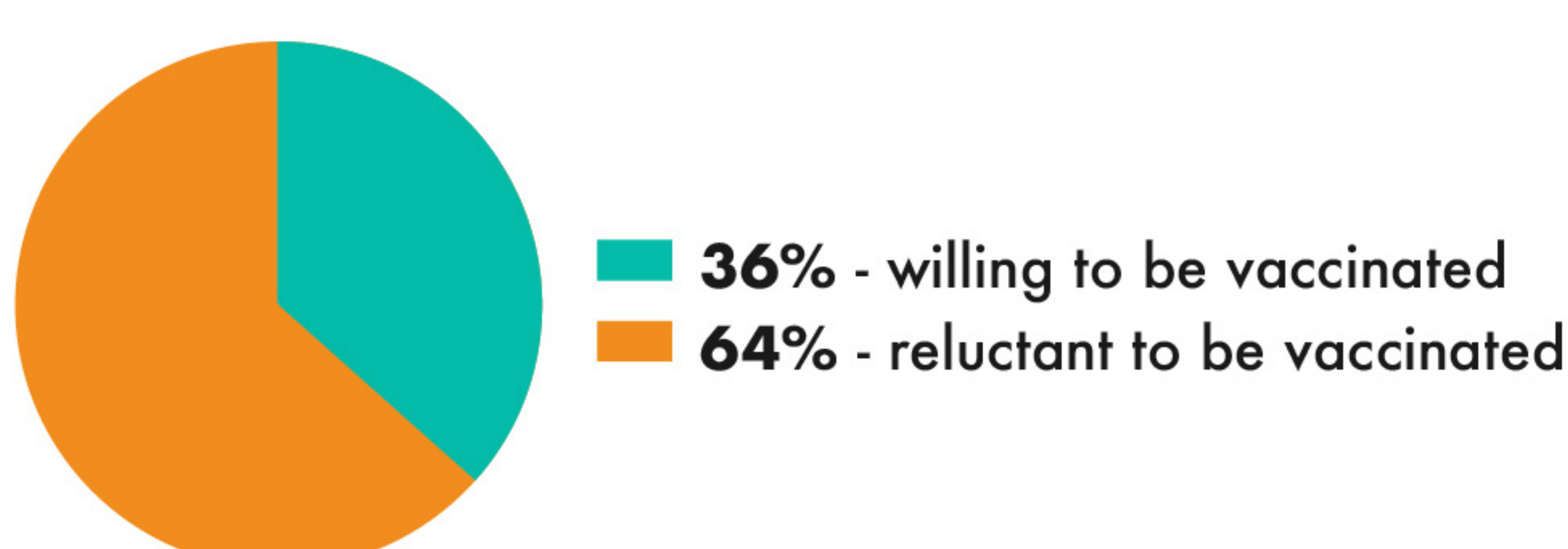
Respondents by Household Income



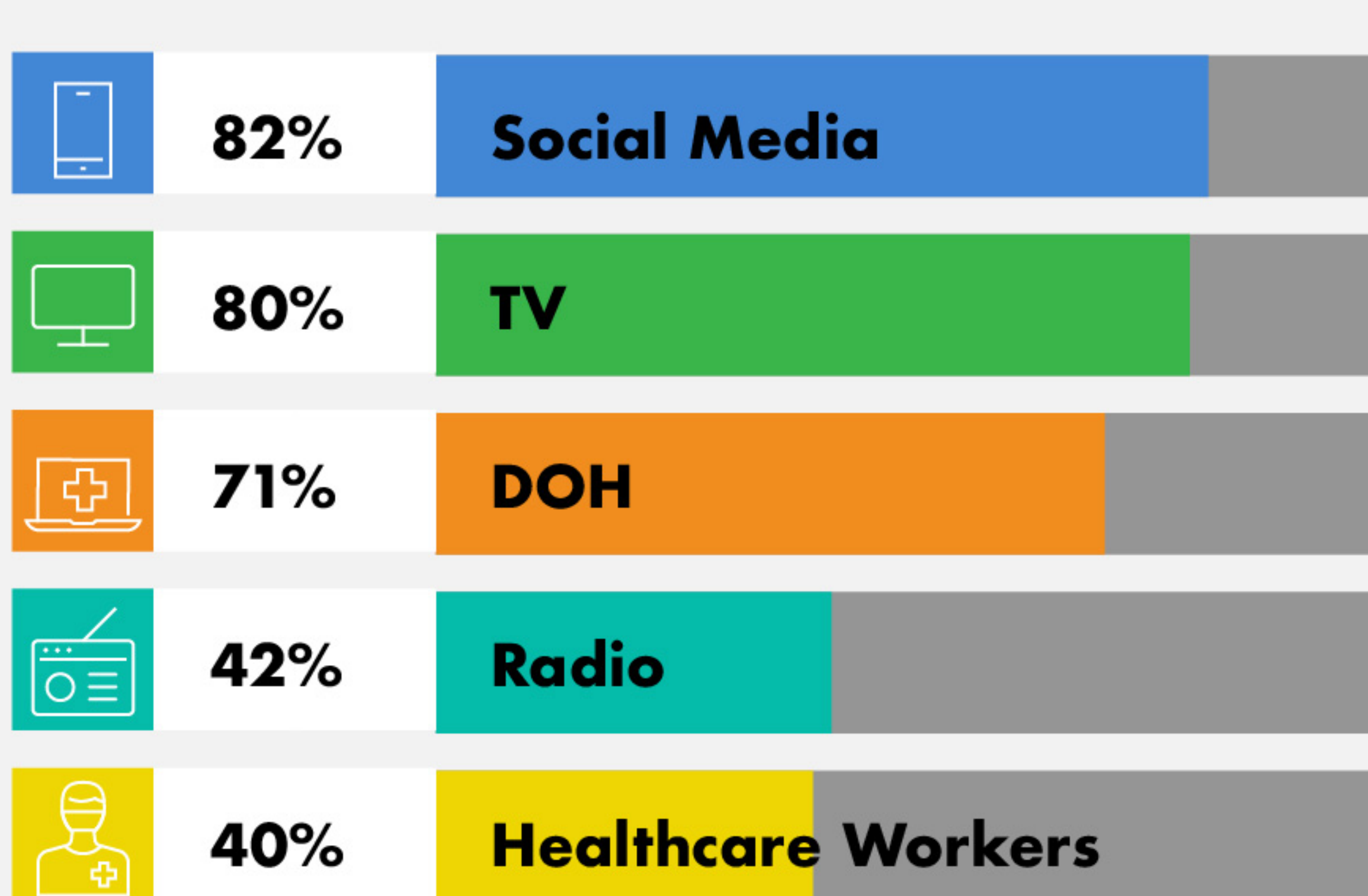
Respondents by Geographical Location



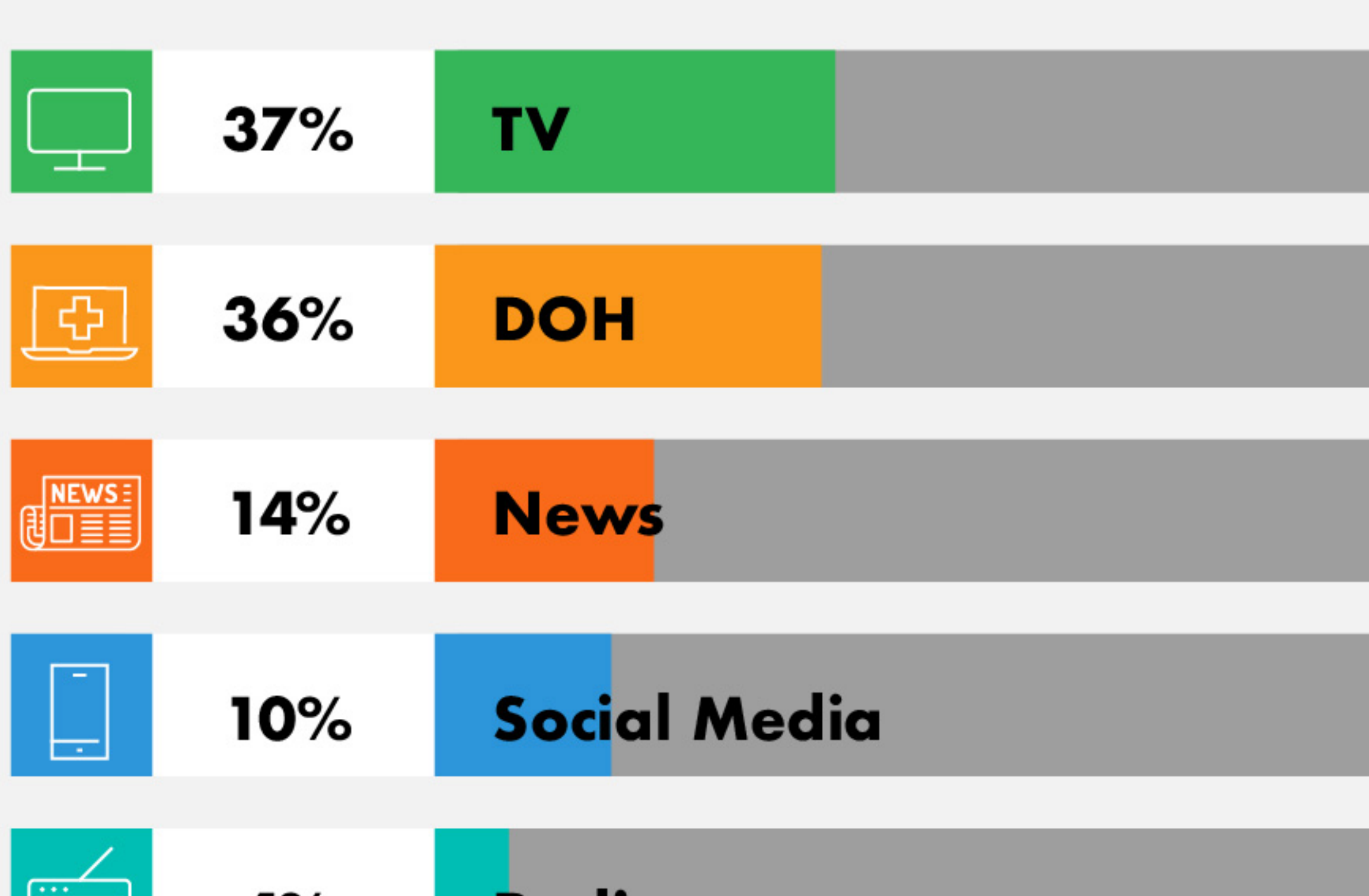
Results



Top 5 Sources of Vaccine Information

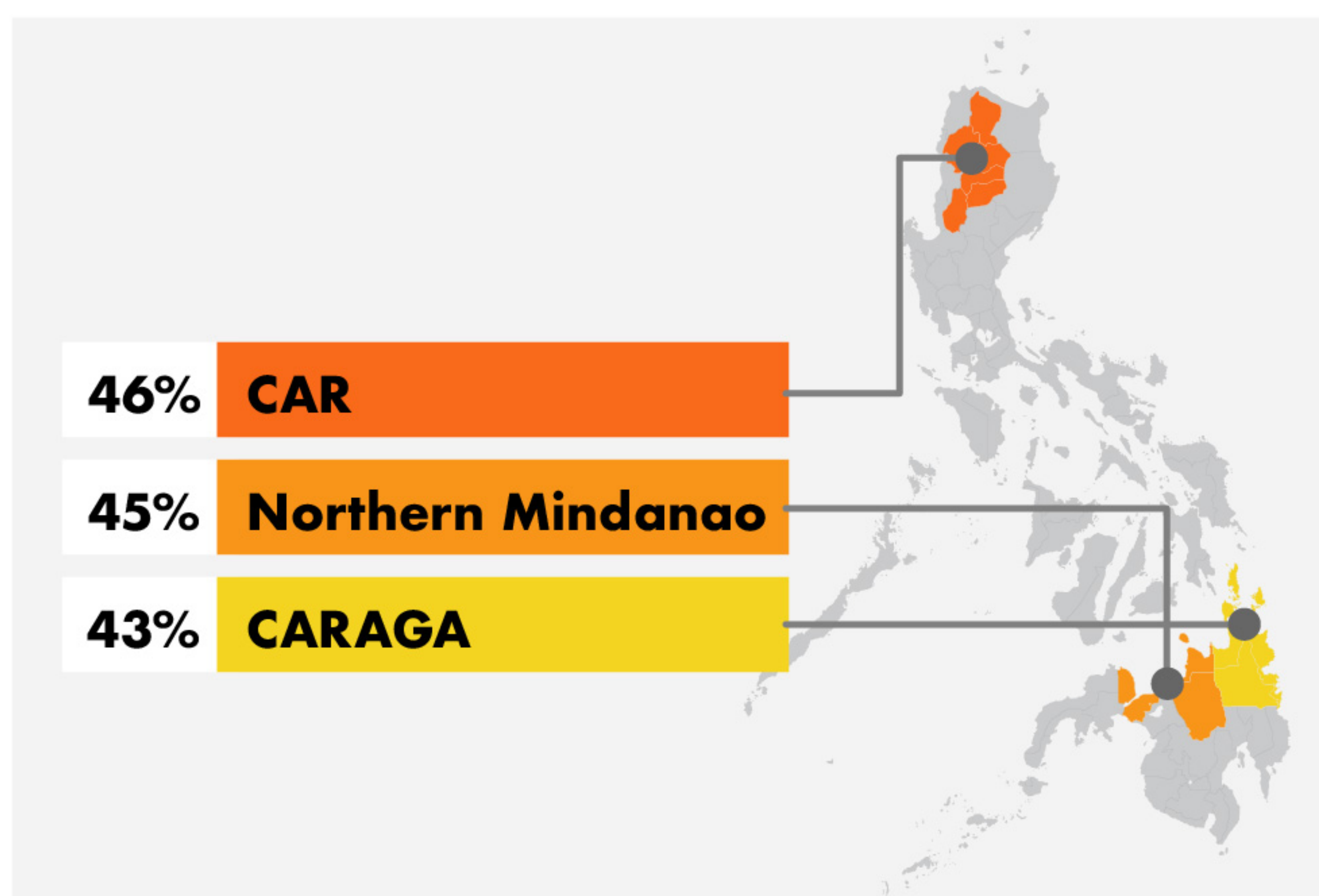


Top 5 Most Trusted Sources of Vaccine Information

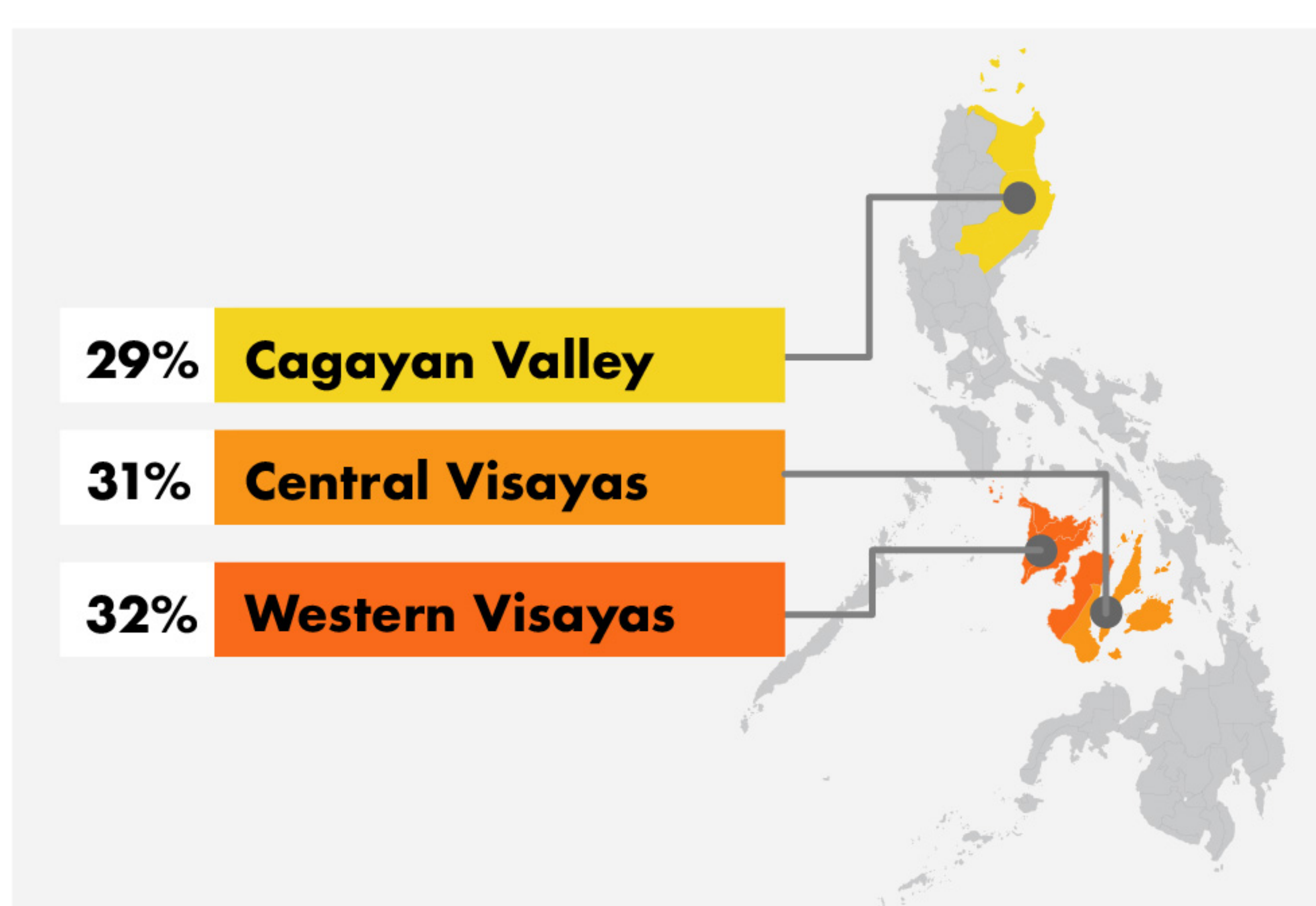


Vaccination - to be or not to be?

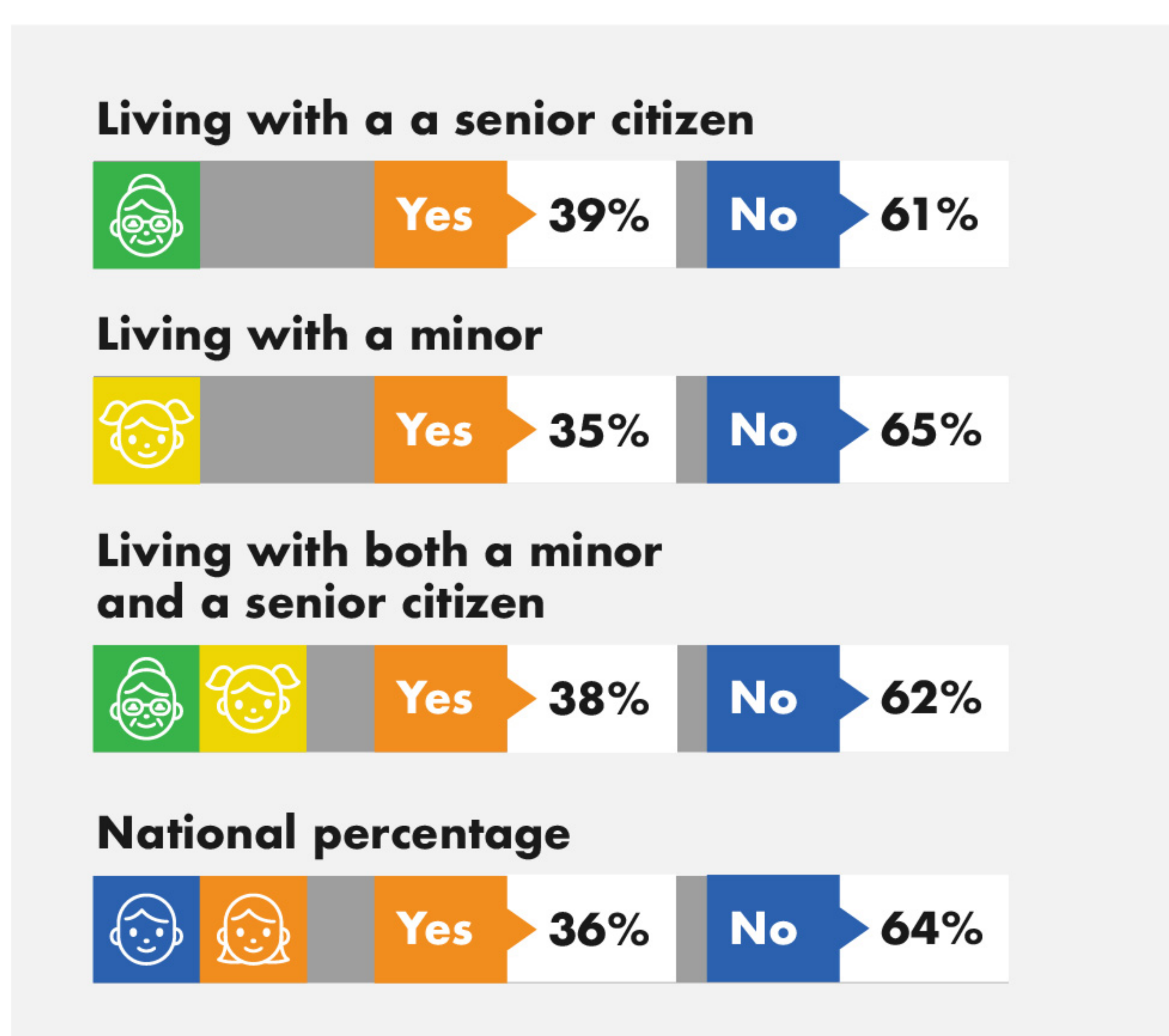
Regions with the Highest Acceptance Rates



Regions with the Lowest Acceptance Rates



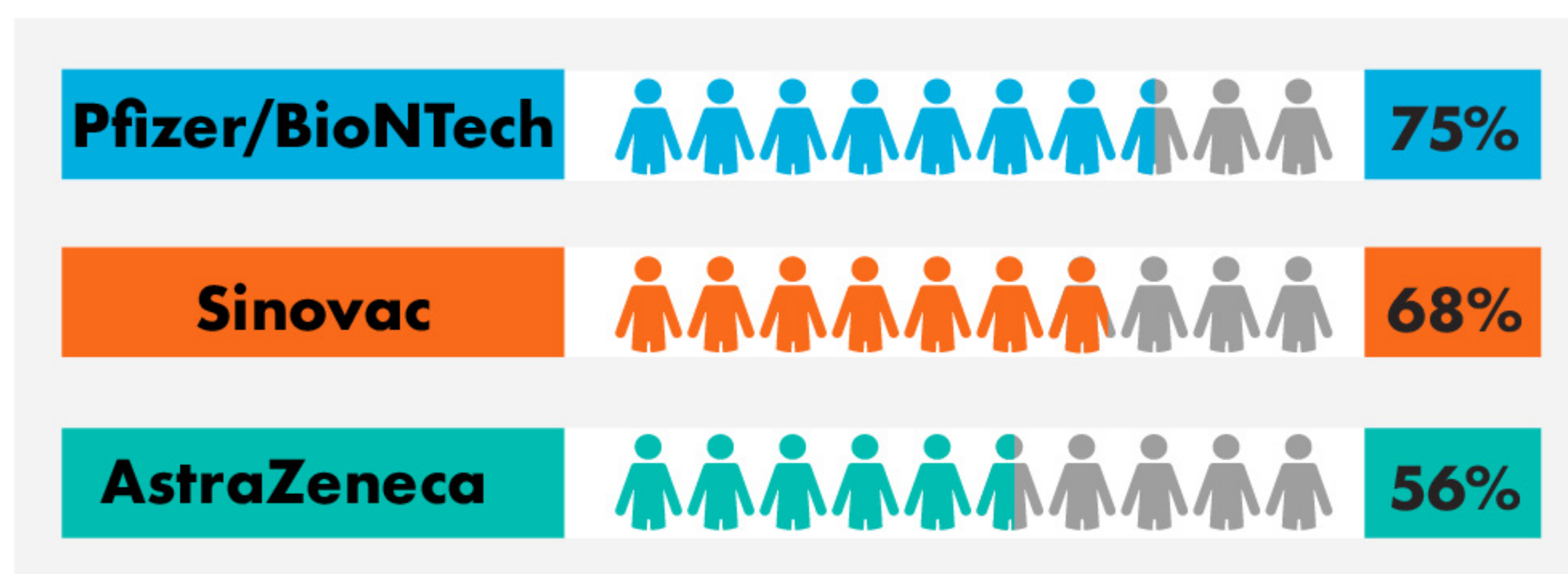
There is hesitation to be vaccinated even in households with vulnerable persons.



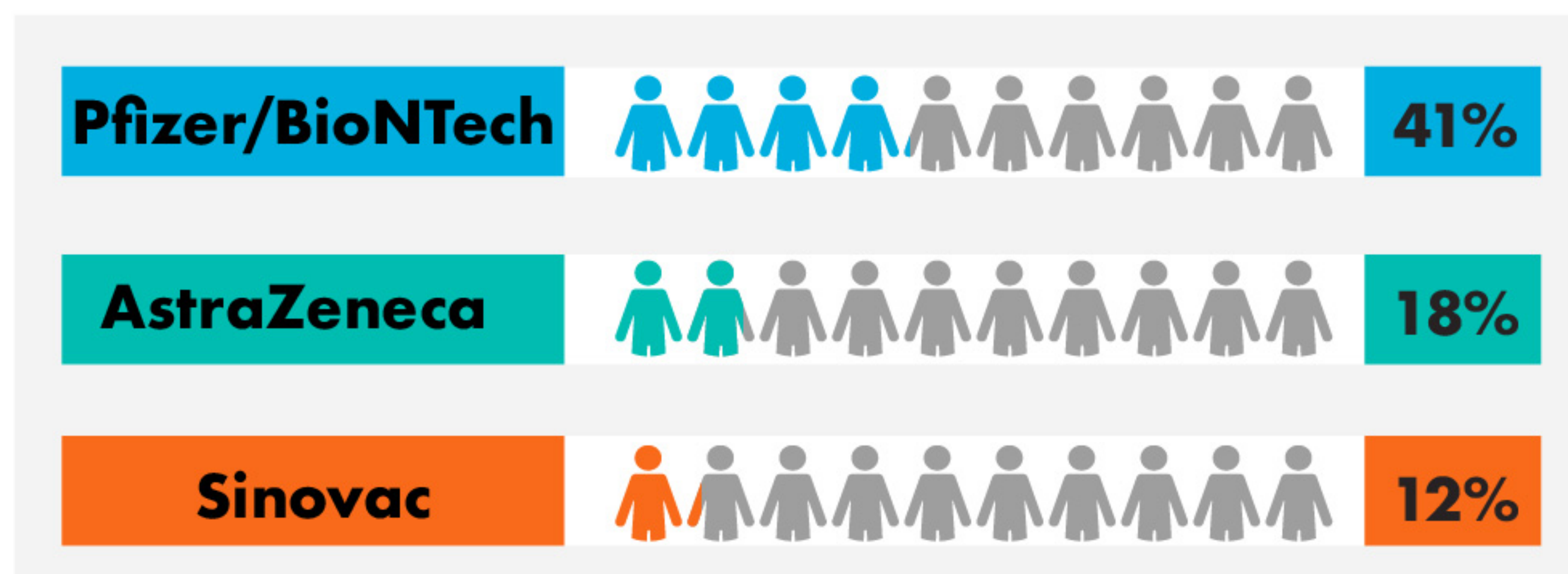
Brand discernment is high.

Respondents are thorough in their assessment of vaccine brands, and it appears that high familiarity is not directly correlated to high trust.

Most Familiar Brands



Most Trusted Brands



Findings

With public and private institutions working together to combat Covid-19, the question will be - how will the vaccination program be made acceptable given that it is one of the critical keys to unlocking economic recovery? The survey yielded these findings:

- 1** The information is insufficient to allay misgivings and doubts. While an overwhelming majority report high trust in the sources of knowledge about Covid-19 vaccines, they exhibited a desire to have more information on key issues, from side effects, proper dosage to the process of vaccine development and roll-out.
- 2** A majority of Filipinos surveyed do not feel ready and are unwilling to be vaccinated. While they understand the value of vaccination, many expressed apprehension over potential side effects and are skeptical over the legitimacy of the procurement process.
- 3** While more information will help, its acceptance will depend on the sources. Assurance from a trusted member of one's circle has more weight than those from health professionals.

Key Insights

Important insights can be inferred from the findings:

- There is a need to undertake a well-planned awareness and education program using multiple communication channels for people to understand the issues, and encourage buy-in.
- Confidence-building is an integral component of the communication plan. People will have to trust in the systems and processes that will govern the vaccination program.
- Trust in the "communicator" will increase the acceptability of the information and messaging. Therefore, identifying and deploying influencers who can vouch for the processes and safety of vaccination can potentially help in getting people to undergo the procedure.



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EON's Trust Central leads the creation of EON Insights and together with Tangere, an emerging market research company, they conduct deep dives into various industries and changing consumer behavior through Tangere's survey app.

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