

COVID-19 vaccine: People with Disabilities Campaign

Creative Brief, 13 August 2021

Purpose of this brief

People with disabilities are a priority group for the COVID-19 Vaccination rollout and were included as part of nationwide communications for Group 3.

However, there are still many people with disabilities who need to book their vaccinations so we need to develop a more targeted campaign (creative and media channels) to ensure that people with disabilities and their caregivers know that they can book their vaccination at any time.

Our executions for this audience need to be designed with accessibility front and centre.

Objectives

People with disabilities and their caregivers

- understand why it's important to get the COVID-19 vaccination
- feel motivated to get their vaccination
- know that they can book at any time – there is not cut off point

Target Audiences

Primary audience: People with disabilities

- 1 in 4 New Zealanders are limited by a physical, sensory, learning, mental health or other impairment
- 35% of disabled people are over 65 years old
- Disabled people are more likely to have lower incomes than non-disabled people
- 45% of disabled adults are employed compared to 72% of non-disabled adults
- 26% of the Māori population were identified as disabled, compared to 24% of the total New Zealand population
- 34% of disabled women have no educational qualification, compared with 15% of non-disabled women

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- A 2013 disability survey indicated the main impairment types for adults with disabilities as:
 - Physical 47%
 - Hearing 20%
 - Psychological/psychiatric 12%
 - Vision 7%
 - Intellectual 1%
 - Other (incl. impaired memory, learning & speaking) 12%
- People with disabilities and their advocates express ongoing frustration at the lack of 'normalised' representation of people with disabilities in mainstream media campaigns, the endemic use of stereotypes, and the paucity of content developed in accessible formats.

Secondary Audience – Caregivers of people with disabilities

Caregivers are an extremely important audience for our communication. Depending on the nature of the disability and the level of impairment, the carer may be responsible for making the vaccination decision and/or ensuring the person with a disability can make the booking and attend the appointments. They may also be a vital sounding board and source of advice for decision making around vaccination.

The February 2019 Kia Piki Ake Welfare Advisory Group Report, "Current State: Carers of People with Health Conditions or disabilities" provided the following analysis:

- Caregivers in New Zealand are most likely to be family members, often women of working age who are caring for older relatives, partners or children with health conditions or disabilities.
- In 2013 there were around 430,000 unpaid carers, making up 13% of the adult population. Of these:
 - 63% were women
 - the median age was 49 years
 - the largest age bracket was 50-54 years old

Key Messages

- Getting vaccinated is the best way to protect yourself, your whānau and your community.
- People with disabilities reserve their spot now at bookmyvaccine.nz or 0800 28 29 26. There is no cut off point.
- You can book your vaccination appointments yourself, or your caregiver can book them on your behalf.
- You'll need to book two appointments as you'll get the best protection against COVID-19 after two doses.
- Getting the right information about the COVID-19 vaccine is important. You can get accurate and trusted information at www.covid19.govt.nz, www.health.govt.nz, and karawhiua.nz

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Agency Task

- Develop a targeted campaign for disabled people and their caregivers.
 - Advertising executions need to be designed with accessibility in mind and made available in multiple formats as appropriate. (refer to accessibility section at the end of this brief)
 - The media strategy should identify channels and opportunities relevant for the disabled community, including the potential to run advertising during the Paralympics (24 August to 5 September)
- We also need to develop templated material which is aligned to the campaign and can be provided to advocacy groups to tailor for their communities and distribute through their channels.
 - This should include a print ad, poster and social tile
- Consideration should be given on how to use and leverage influencers within each disability group as feedback from advocates indicates that this works very effectively within the sector.

High Level Timing

| | |
|-------------------------------|-------------------|
| Brief | Monday 16 August |
| Concepts | Weds 18 August |
| Stakeholder feedback received | Friday 20 August |
| Concepts approved | Monday 22 August |
| Cost estimate | Tuesday 23 August |
| Final Approvals | Friday 26 August |
| In Market | Tuesday 31 August |

Budget

To be confirmed

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Mandatories

Consistent with Unite against COVID-19: Vaccine visual guidelines and branding

Cobranding with MOH and UAC logos

Depiction of people

Needs to be reflective of and relevant to communities across New Zealand including Māori, Pacific, Asian and CALD.

Also, where depicting groups (and also consider for individuals), disabled people should be included in a positive but not stereotypical way – think headphones on, wearing a t-shirt emblazoned with “inclusion” or “accessibility”, or a guy with a skateboard and an artificial leg, rather than someone in a wheelchair or with a guide dog.

Accessibility (as appropriate):

For the deaf consider

Picture in picture NZSL

Closed caption

Descriptive transcript

For the blind and partially sighted consider

Audio description

Braille

Large format

Agency Brief

COVID-19 vaccine: Persuasion

28 October 2021

Purpose of this brief

To amp up the persuasive layer of our vaccine campaign.

This will add a new layer to the current campaign rather than replacing existing content.

Background and Context

Our current persuasive layer (our people stories) is actually more about social norming than strongly aiming to persuade. It focuses on acknowledgement of concern and reassurance.

While this remains a really important element in the mix, we need to add a new layer which is much harder hitting – we'll need to be stronger with the stick, and we can get away with this by dangling the carrot e.g.

- You'll need your vaccine pass to get to the summer festivals
- you're X times less likely to end up in hospital if you're fully vaccinated
- XX% of people in intensive care with COVID have not been vaccinated

The task

We can leverage the [pending] factoids for this layer. But in the meantime we can get the ball rolling by using the “To do the thing you love, you'll need to be fully vaccinated”.

This new layer will sit within the *It's our shot* look and feel, but with our *2 shots* copy:



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We will need to develop our persuasive proof points into a range of versions – positive through to harder hitting – these will go into testing but should not stop our development to get something in market this weekend.

Get the hesitant and unvaccinated
Who are not yet convinced that getting the vaccine is something they want / need to do
To see the urgency to get their first vaccination now / by 13 Nov
By showing them what they will miss out on

Considerations:

- Use *It's our shot* look and feel
- This will need to reach a broad audience, across all of NZ, through multiple channels.
- We'll need to make this layer accessible to an audience who lives outside of the digital world.

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MBI 0174 | GROUP 4 VACCINES

BRIEF 1: AGE BAND BOOKINGS

What's going on:

We've got a public vaccine booking system!

On 28 July, New Zealand's vaccine booking system opens to the public. (Book My Vaccine or call 0800).

Bookings are opened by age from oldest to youngest:

60+: 28 July
55+: 11 August
45+: Late Aug
35+: Sept
16+: October
12+: November

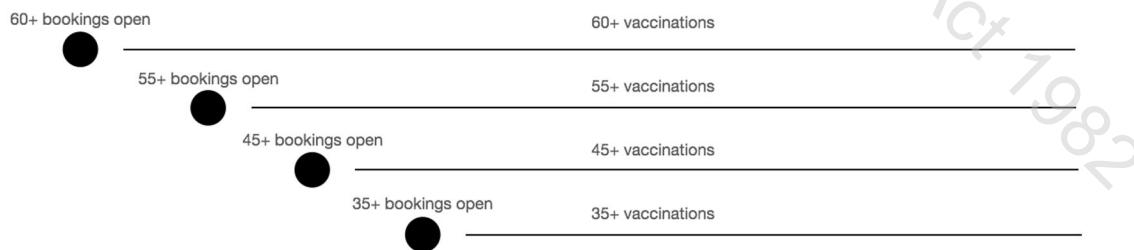
These times are indicative, and will likely change (faster if possible, or slower if needed).

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Bookings, not jabs

These dates are not when people will be vaccinated, but when they're allowed to start booking.

It'll likely work a bit like this:



It's likely that when bookings open for you, the next available appointment won't be for some weeks. We need to manage this expectation.

What do we need:

JOB: A creative mechanic to let each age band know when it's their turn.

GET: 60+ / 55+ / 45+ / 35+ / 16+ / 12+ people in Aotearoa

WHO: are ready and waiting to roll up their sleeve

TO: Book (bookmyvaccine or 0800) to get the jab when it's their turn

BY: If you're <age>, claim your spot

LIKE THIS:

Connected to UAC-19 brand

UAC-19 brand is credible and has high recognition. We need people to know this is from us, but we can play with the brand a bit (as with Summer / Masks / banger etc.). This is going to sit alongside, 'Possibilities' (illustration), information (purple), and possible resurgences (yellow).

Simple + flexible

The plan is likely going to change as we go. We need a mechanic that needs can be turned around rapidly. Consider how a single mechanic could work across all age bands, but evolve to be tailored for each (we'll need to be able to produce assets well in advance).

Recognizable and memorable

There's a lot of information already published and continuing to be promoted from UAC-19 about the vaccine. We need to make sure the age band announcements do not get lost in our other comms. We want something that looks different and that people will spot easily / look out for to know when it's their turn.

'up' but not 'urgent'

This is a great milestone, we want to be suitably proud and optimistic of reaching Group 4, and for people to be excited to be getting their vaccine. However, while we start in July, it's still going to take some time to get everyone through. We don't want people to feel that the system is failing if they have a bit of a wait for an appointment.

Manage expectations – booking not vaccination

Some people might expect to be able to get a vax appointment that suits them for a number of weeks. We want them to book NOW, but not expect to get jabbed NOW.

For everyone

Whilst TPK and MPP will be doing their own campaigns and DHBs will also be doing local promotions, our campaign needs to be reflective of and relevant to communities across New Zealand including Māori, Pacific, and CALD, as well as disabled people.

Flex across all media channels (potentially excluding radio)

Specifically think about: OOH, social (especially how people might share?), digital AV, testimonials from people who have been vaccinated, influencers / high profile people in the age group.

BRIEF 2: KEY MESSAGES

Please write the following messages into the UAC-19 tone.

| | |
|------------|--|
| Progress | <p>On 28 July, we will open bookings for people in Group 4.</p> <p>Bookings are also available anyone in Group 1 – 3 that have not yet made appointments.</p> <p>We are on track to offer everyone in New Zealand the opportunity to book a vaccine by the end of the year.</p> <p>To date we have administered X doses.</p> |
| Sequencing | <p>Everyone in New Zealand will have the opportunity to book a vaccine.</p> <p>There are 2 million people in Group 4, to spread appointments across the year, bookings will be opened by age from oldest to youngest.</p> <p>Age groups:</p> <p>60+ 55+ 45+ 35+ 16+ 12+ (TBC)</p> <p>Those 60+ are eligible to book from 28 July.</p> <p>Once you're eligible to be vaccinated, you can book at any time. There's no cut off.</p> <p>Bookings for younger age groups will be opened once a significant proportion of people in the previous group have booked their vaccine. This will be announced through email, text, phone, on the Unite Against COVID-19 website and social media channels and through a public information campaign.</p> |

| | |
|-------------------|---|
| | To ensure you are notified when you are eligible, register on bookmyvaccine.nz |
| How booking works | <p>When it's your turn, go to bookmyvaccine.nz, or call 0800 XXX and choose a time and location for both your first and second dose.</p> <p>Many people will be prompted to book when it's their turn – either by email, text, phone call or in the post.</p> |
| Expectations | <p>Depending on where you live and your availability, you may need to book an appointment a few weeks in advance.</p> <p>People can change their booking at any time, so do not worry if your circumstances change and you need to change the time or location of either of your two appointments.</p> |
| The vaccine | <p>Enough for everyone Free</p> <p>It is important that everyone gets both doses. (95% of people who receive both doses are protected against getting seriously ill.)</p> |
| Flexibility | With DHBs continuing to deliver to the needs of their unique communities, there will still be some variation in experience and approach. The consistent age banded, national approach will be supplemented in many areas with whole community (eg Chatham Islands) or whānau vaccination, mass vaccination events and workplace vaccinations. Some pharmacies may also be offering vaccinations for walk-ins. |

COVID-19 vaccine: Vaccination Booking Collateral

Creative Brief, 6th July 2021

Purpose of this brief

From 28 July, New Zealanders will be able to access an online booking system (Book My Vaccine) or call a national 0800 number to book COVID-19 vaccination appointments when it is their turn.

To support the introduction of 'Book My Vaccine' we are developing a simple video to build confidence that the system is straightforward and easy to use and to show the high level process of how to use it to book.

But we also need to build awareness of these new channels to people who haven't yet been vaccinated and to make it easy for them to access them when it's their turn through developing appropriate assets.

Objectives

- Raise awareness that people will be able to book appointments for their vaccination when it's their turn.
- Help people understand that we're rolling out in age bands so their turn will come and there are no cut offs.
- Give people the information they will need to make bookings through bookmyvaccine.nz or by calling the national vaccine health line on 0800 28 29 26
- Reassure people that the process is simple and straightforward
- Reinforce that getting vaccinated is the best way to protect you, your whānau and your community.

Target Audiences

- Around 2 million New Zealanders aged between 16 and 64 who fall into Group 4. People aged 60-64 will be able to schedule appointments from 28 July. Around two weeks later people aged 55 to 59 will be invited to use the system to book. This process will cascade through five year age bands every two weeks or so through until the end of the year.

- A small number of New Zealanders who fall into (or have recently joined) groups 1 to 3 who have not yet been vaccinated. These include
 - Group 1: Border and managed isolation and quarantine (MIQ) workers
 - Group 2: High-risk frontline workers and people living in high-risk places
 - Group 3: People who are at risk of getting very sick from COVID-19
- Health practitioners, community groups, other stakeholders and partners will use these tools to encourage and make it easy for their patients and communities to get vaccinated.

Agency Task

Develop collateral to support the roll out of vaccination books to Group 4 and, in particular, the introduction of bookmyvaccine.nz and our national vaccine health line (0800 28 29 26). Collateral may include

Poster

- note this may be printed in A1 but also provided as a pdf to enable stakeholders to download and print as A3 and A4

Flyer

- May be printed and distributed through stakeholder sites (eg. GP waiting rooms, community centres) and also downloadable through the UAC website

Business card

- Can be handed out at stakeholder sites. Consider whether this could include an area where people could record their unique booking number and dates and times of vaccinations once they have completed their booking.

Draft Content (long version)

- Getting vaccinated is the best way to protect yourself, your whānau and your community from COVID-19
- The COVID-19 vaccine is rolling out across Aotearoa
- We want to make sure we vaccinate the people most likely to get very sick with COVID-19 first. That's why we're are inviting people in age bands, starting with people aged 60 to 64 and then rolling down in five year age bands.

- It looks something like this

| | |
|-----------------------|------------|
| 28 July | People 60+ |
| 11 August | People 55+ |
| Mid to late August | People 45+ |
| Mid to late September | People 35+ |
| October | People 16+ |

- We'll let you know when it's your turn. Then you can be vaccinated at any time – there's no cut off and no one will miss out

- This is how it works:

Step 1 Receiving an invitation

When it's your turn, we'll send you an email, text or letter to invite you to book

Step 2 Make your booking

Go to bookmyvaccine.nz or call 0800 28 29 26 to book both doses

Step 3 Get your vaccination

Have your first vaccination dose. Three to six weeks later have our second vaccination dose.

- Book my vaccine is simple and easy to use. And it's available in a number of languages.
- If you want further support in making your booking, can call our National Vaccine Healthline on 0800 28 29 26 and we'll make the booking for you. Interpreters are available.
- The vaccine is free, safe and effective...
- The stronger our immunity, the greater our possibilities

Considerations and Mandatories

Assets need to be

- predominantly visual with the minimum of text to ensure they are easy to understand by the widest audience possible.
- designed with the knowledge that they will be translated into a variety of languages.
- relevant to communities across Aotearoa including Māori, Pacific, Asian and MELAA, as well as disabled people.
- cobranded with MOH and UAC logos

We need to use our animated style to ensure the look and feel is consistent with the Book My Vaccine video

Rather than design new elements, we should use visuals and messages we have used (or are intending to use) across other elements of the campaign (eg. how we represent the age band roll out visually) to ensure consistency.

Timing

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|----------------------------------|--------------------------------|
| Brief | Thursday 8 July |
| First Concepts | Wednesday 14 July |
| Feedback | Friday 16 July |
| Additional concepts and feedback | Monday 19 to Wednesday 21 July |
| Final Approvals | Friday 23 July |
| Poster & flyer available | Wednesday 28 July |

Budget

Please provide a cost estimate to take all elements through to finished art stage.