

PARLIAMENTARY INQUIRY QUESTION ON NOTICE

Department of Health

Senate Select Committee on COVID-19

Inquiry into Australian Government's response to the COVID-19 pandemic

Written Question on Notice, 15 July 2021

PDR Number: IQ21-000144

Research into the 'Arm Yourself' campaign

Written

Senator: Kristina Keneally

Question:

The Sydney Morning Herald of 11 July “‘Arm Yourself’: Military chief launches new vaccination advertising campaign” reported the federal government launch of a major revamped COVID-19 vaccination campaign. What research informed the campaign?

Answer:

Communication elements for each phase of the campaign are concept tested to ensure they are relevant to current circumstances, can be easily understood and meet the objectives of the campaign. Ongoing market research also provides insights into a range of attitudes, intentions, barriers and motivators in the community with regard to COVID-19 vaccines.

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Department of Health

Senate Select Committee on COVID-19

Inquiry into Australian Government's response to the COVID-19 pandemic

Written Question on Notice, 15 July 2021

PDR Number: IQ21-000147

'Arm Yourself' campaign and multicultural communities

Written

Senator: Kristina Keneally

Question:

The Sydney Morning Herald of 11 July "'Arm Yourself': Military chief launches new vaccination advertising campaign" reported the federal government launch of a major revamped COVID-19 vaccination campaign.

Who was consulted within multicultural communities?

Was the Culturally and Linguistically Diverse Communities COVID-19 Health Advisory Group involved the creation of the campaign, or was campaign material for multicultural communities included as an afterthought?

What research has been undertaken into the sources of vaccine hesitancy in multicultural communities and they have tested whether this messaging addresses this?

Answer:

The Department seeks advice from the Culturally and Linguistically Diverse Communications Working Group, a subgroup of the Culturally and Linguistically Diverse COVID-19 Health Advisory Group on the cultural appropriateness and wording of communication materials, including campaigns. This helps to inform the adaptation and translation of materials for culturally and linguistically diverse audiences.

The 'Arm Yourself' campaign has been adapted for multicultural communities based on recommendations from the working group. The translation and quality assurance process includes the materials being reviewed by multicultural peak bodies for accuracy and tone.

Communication elements are concept tested to ensure they are relevant to current circumstances, can be easily understood and meet the campaign objectives. Ongoing market research also provides insights into attitudes, intentions, barriers and motivators in the community with regard to COVID-19 vaccines. People from culturally and linguistically diverse audiences are included in this research.

Exploratory research and ongoing monitoring has seen the same key barriers of concern about side effects and safety of vaccines among multicultural communities as the wider population, although at slightly more elevated levels. All testing of communications is conducted with a wide range of the Australian population to ensure overarching salience.

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Department of Health

Senate Select Committee on COVID-19

Inquiry into Australian Government's response to the COVID-19 pandemic

Written Question on Notice, 15 July 2021

PDR Number: IQ21-000149

Research into behavioural changes due to 'Arm Yourself' campaign

Written

Senator: Kristina Keneally

Question:

The Sydney Morning Herald of 11 July “‘Arm Yourself’: Military chief launches new vaccination advertising campaign” reported the federal government launch of a major revamped COVID-19 vaccination campaign.

Has the Department (or any organisation doing work on behalf of the Department) done any testing to see whether these ads change behaviour?

Answer:

Yes. Advertising is formally evaluated against a whole of government communication model to determine the reach of the campaign, as well as its attitudinal and behavioural impacts, and by regular monitoring of sentiment.