Vaccine Spotlight Report: A Review of Initiative to Improve Vaccine Acceptance and Uptake in the APEC Region

Purpose: Information
Submitted by: Canada
WHAT IS THE VACCINE SPOTLIGHT REPORT?

As part of the Vaccine Program of Work endorsed in 2020, the APEC HWG’s SWG on Vaccination spearheaded a report capturing policies and programs across the APEC region that address vaccine hesitancy. The report includes strategies adopted by the member economies to address the factors that drive vaccine hesitancy, and challenges and lessons learned.

OBJECTIVES

• Share successful policies and programs that have been implemented across the APEC region to encourage knowledge-sharing and collaboration, and address challenges in increasing vaccine uptake and acceptance.

• Develop a greater understanding of how vaccine hesitancy is manifesting in and impacting other member economies in the APEC region.
Eight APEC Member Economies shared survey responses that captured projects and initiatives implemented to improve vaccine acceptance and uptake.
## APEC Member Economy Submissions

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Common strategies to Address Vaccine Hesitancy

Evidence-based information-sharing and communication strategy

- **Australia**: Sharing Knowledge About Immunisation (SKAI) project and MumBubVax program
- **Republic of the Philippines**: COVID-19 Communication Campaign
- **U.S.**: Insights Unit of the U.S. CDC’s Vaccine Task Force

Use of digital platforms such as social media to counter the spread of misinformation

- **Malaysia**: COVID-19 Strategic Communication Committee
- **Republic of the Philippines**: COVID-19 Communication Campaign

Adapting the programs and initiatives based on the context and complexity

- **Canada**: Adopted an equity-lens and community-based model to reach populations in positions of vulnerability.
- **Australia**: Adapted to reach priority groups such as Aboriginal and Torres Strait Islander people.
- **Hong Kong, China**: Adapted to priority groups, such as the elderly.
Challenges and Lessons Learned

Challenges

- Time Limitations
- Organizational capacity and human resource needs
- Scale of Dissemination
- Scope of programs
- Availability of Data

Lessons Learned

- Community-based programming
- Understanding the complex needs of diverse populations for adaptability and wider reach
- Building trust between the government and the public
Next Steps for VSR

APEC member economies may submit their survey responses by **August 30, 2023**.

The final VSR will be made publicly available on the APEC HWG site.
THANK YOU!

For any questions, please contact Office of International Affairs for the Health Portfolio (OIA), Government of Canada APEC HWG Leads

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