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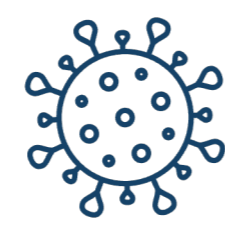
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Introduction

- The key to slowing the spread of COVID-19 is adherence to prevention behaviours and optimal uptake of vaccination.¹⁻²
- However, willingness to get vaccinated may be undermined by several factors, including perceived importance, efficacy, safety and trust in vaccines, the healthcare system and healthcare providers.³⁻⁵
- Communication and media outlets also play an important role in adherence to vaccination, as trust in different information sources can differ.⁴

Objectives

Assess motivators for vaccination, trusted sources for information on COVID-19 and how this varies as a function of vaccine status.



Methodology

Participants and procedure

As part of the iCARE study (www.icarestudy.com), data from one Canadian representative sample from an online polling firm (N=3004) was collected between September 9-20, 2021.

Measures

- iCARE survey: 57 questions, 20 minutes
- Vaccine status as well as trust in source of information used for COVID-19 were self-reported
- Question for source of information**
« Please rate your level of trust in the following people and organisations who have provided information about COVID-19? [National leader, Regional leader, Local health authorities, Doctors, Scientists, Friends and family, Community leader, Famous people] ?
 Scale: I do not trust at all, I do not trust, I trust somewhat, I trust to a great extent

Analyses

- Descriptive statistical analyses were conducted to explore factors associated with vaccination status, most trusted sources of COVID-19 information, and how this varies according to vaccination status.
- Vaccine status were separated in 3 groups : vaccinated, hesitant, resistant
 - It was based on if the participant reported being vaccinated or not; those who didn't get vaccinated were separated in two groups based on their reported intention to vaccinate : hesitant and resistant

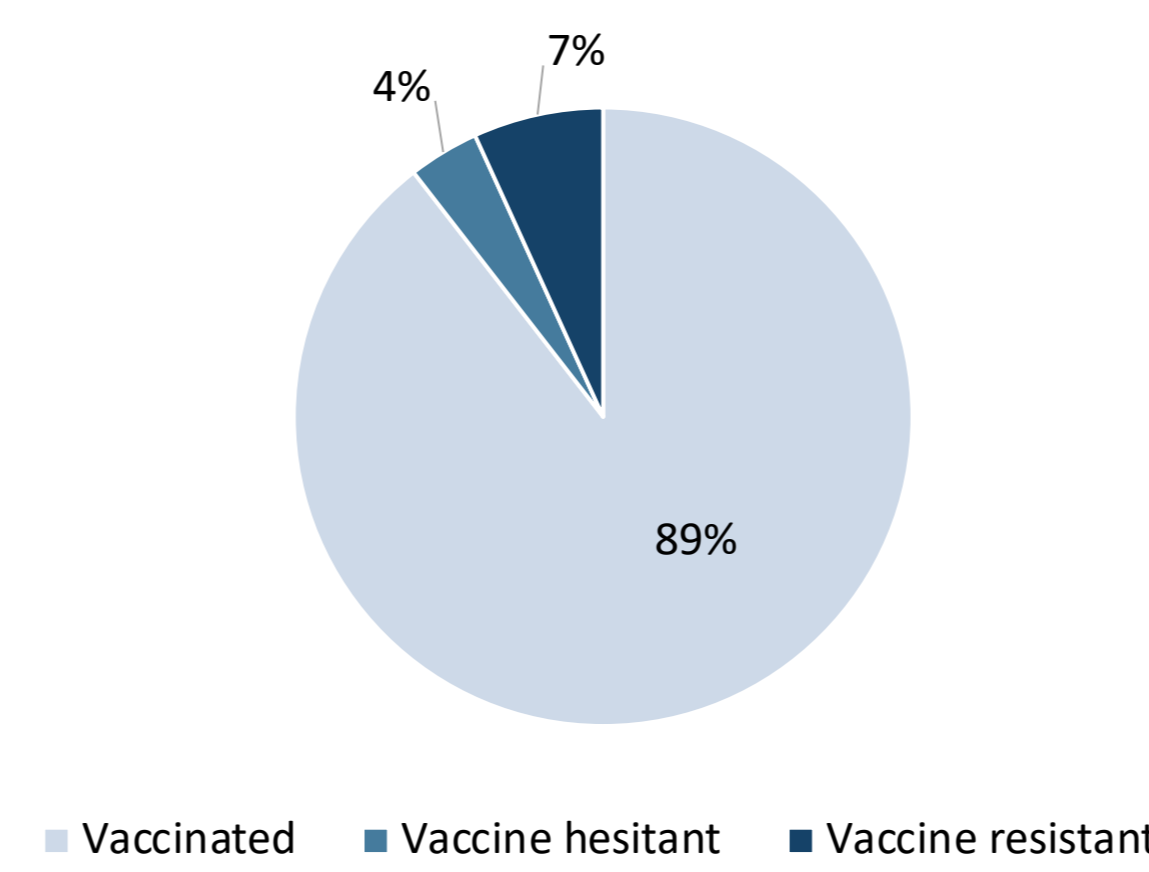
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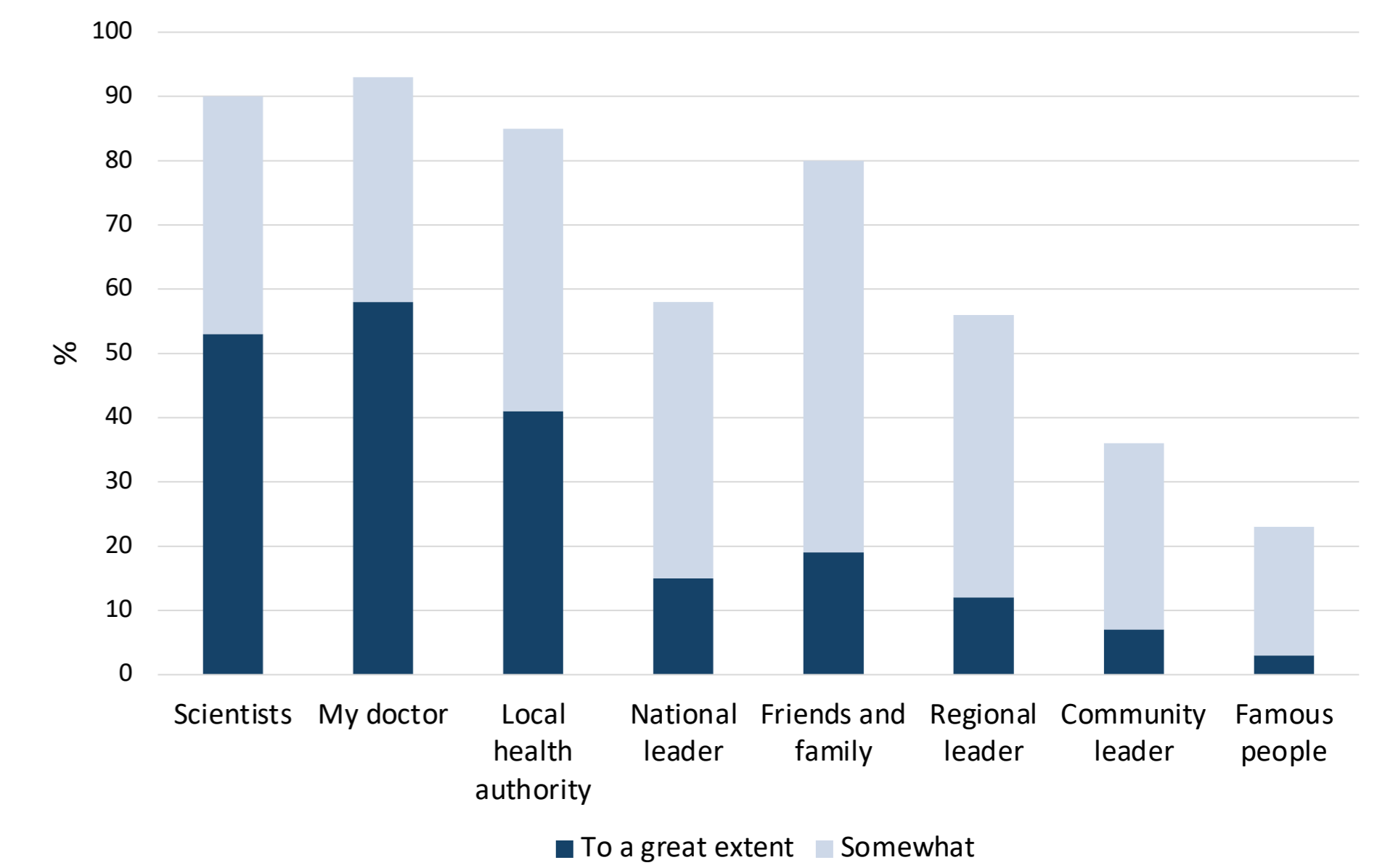
Results

Vaccination status among Canadians

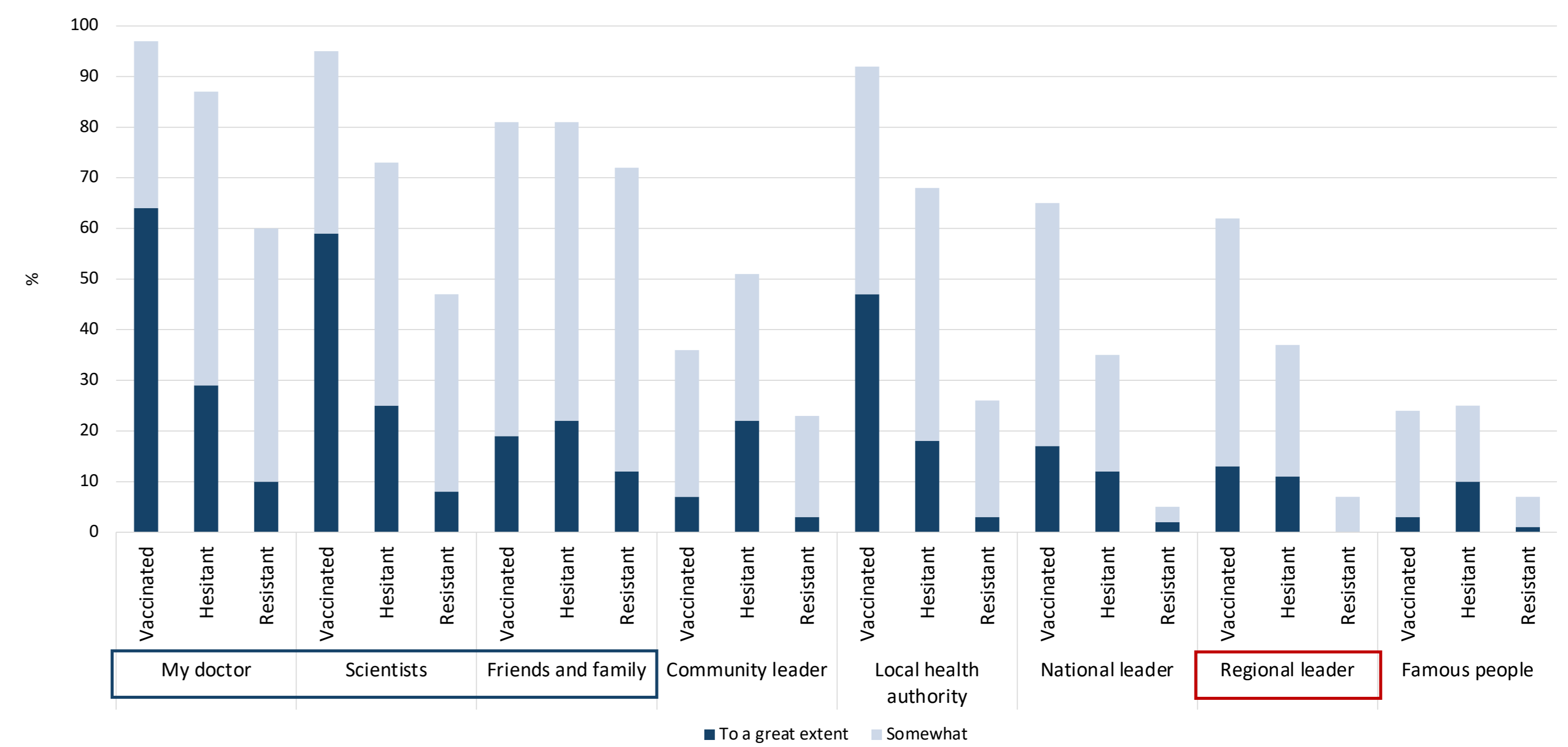


Of the unvaccinated, 65% are resistant!

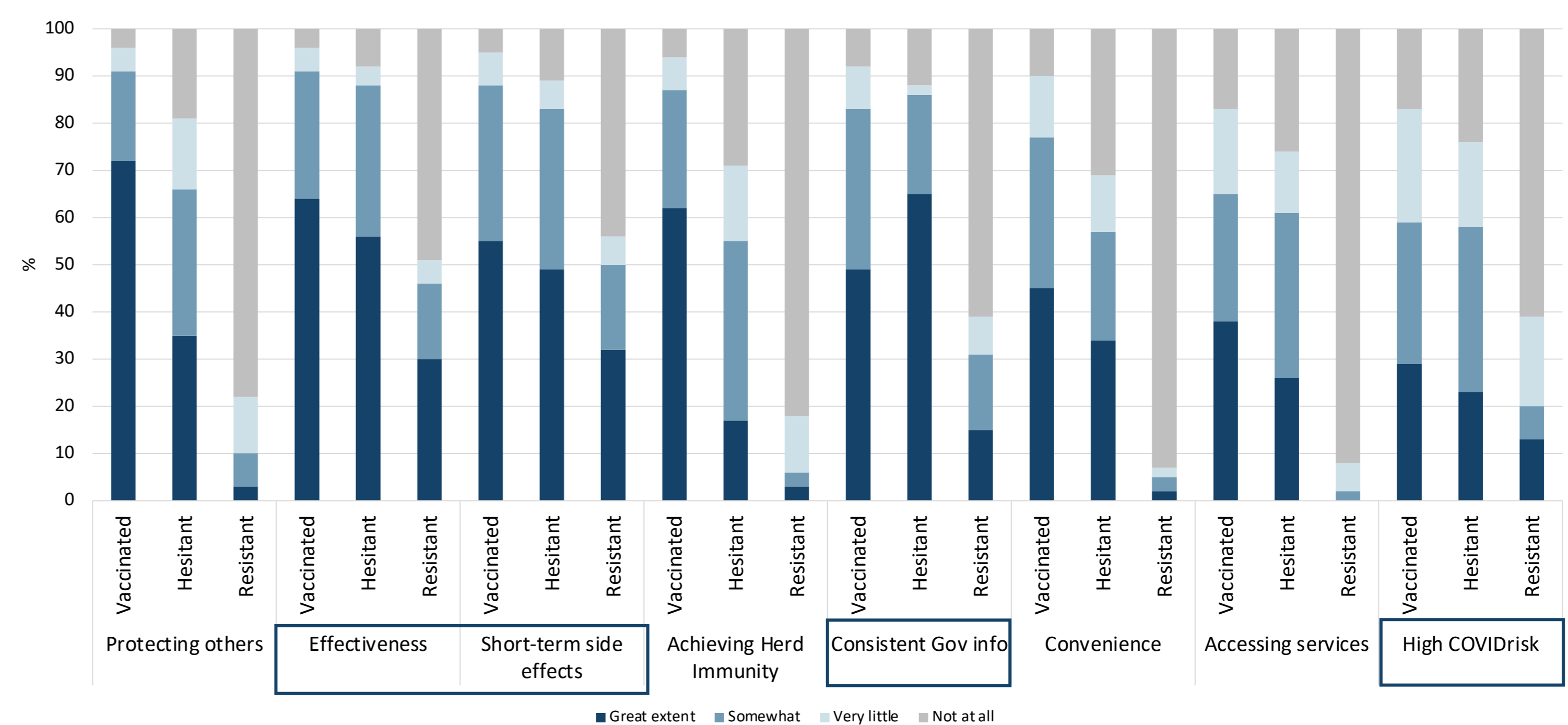
Who do Canadians trust?



Trust by vaccine status



Vaccine motives by vaccine status



Discussion / Conclusion

- Overall, the most trusted sources for COVID-19 information were: doctors, scientists and local health authorities. The least trusted sources of information were regional leaders.
- Vaccine hesitant individuals reported trusting to a great extent/somewhat their local doctors and scientists. Conversely, vaccine-resistant individuals reported trusting their family/friends and their doctors. The least trusted sources of COVID-19 information were regional leaders for both groups.
- Key factors driving decision to vaccinate are: vaccine effectiveness and safety, and receiving consistent government messaging.
- Findings have implications for tailoring government and public health communication strategies, and the importance of using trusted sources and being consistent over time.⁶⁻⁷

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