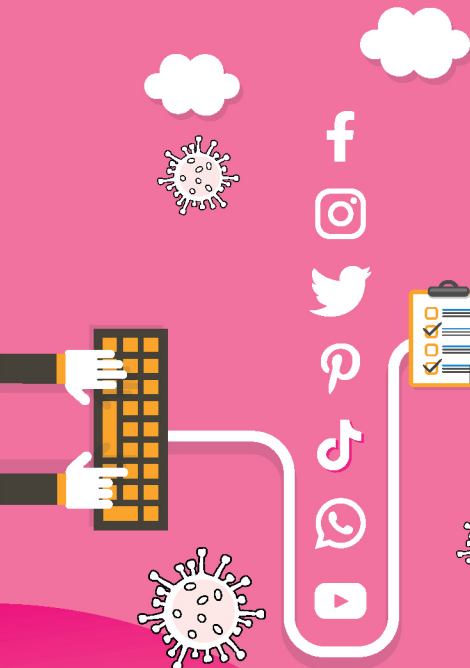




กรมควบคุมโรค
Department of Disease Control

The Summarize

of Taking Communication Lesson Learned for People
to Receive the COVID-19 Vaccination Service



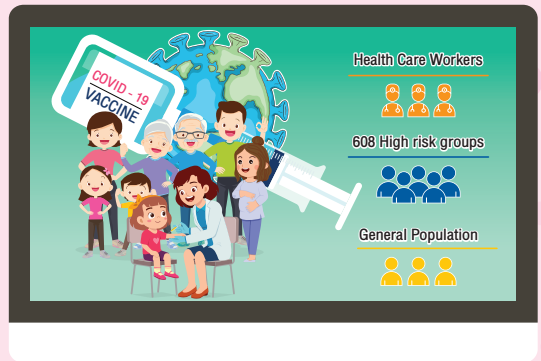
Division of Communicable Diseases,
Department of Disease Control, Ministry of Public Health



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Division of Communicable Diseases,
Department of Disease Control, Ministry of Public Health

The Summarize of Taking Communication

Lesson Learned for People to Receive the COVID-19 Vaccination Service

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The elderly

(59 years old and over, born between 1946-1964)



The late working age group

(43-58 years old, born between 1965-1980)



The middle working age group

(27 - 42 years old, born between 1981 - 1996)



The adolescent and first jobber group

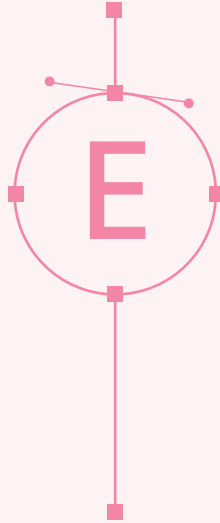
(14 - 26 years old, born between 1997 - 2009)



The children group

(under 13 years old, born between 2010-2025)

Thailand has expedited COVID-19 vaccination to cover the target population along with communicating to the target population. create understanding and ensuring awareness of the importance of receiving the COVID-19 vaccine



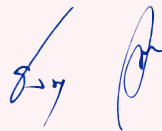
ology and Message from Executives

The Department of Disease Control, Ministry of Public Health has prepared and provided the COVID-19 vaccine so that people can obtain the safest and most effective vaccine. In order to prevent disease, reduce the severity and death from COVID-19, and maintain the national health system in Thailand, which has accelerated the vaccination of COVID-19 vaccines. Hence, to cover the target population, communicate with the target population, build understanding and confidence, and raise awareness of the importance of COVID-19 vaccination. Further, cooperate with relevant networks to promote the implementation of COVID-19 vaccination

services, so that people are immuned to the prevention of disease transmission resulting in enhancing and began to return to normal life.

A great opportunity for the Department of Disease Control was to collect and summarize the communication experiences lessons from people receiving COVID-19 vaccine services. Submitted by the team of the Division of Communication Disease; DDC Staff, an expert and professional, including exchanging knowledge from people with rich experience on immunization. The goal is to develop operations and plan communication efficiency to provide COVID-19 vaccine services health care workers. and relevant networks. So that they have useful lessons and give people fully and comprehensively vaccinations against COVID-19 to prevent the spread of COVID-19 and prepare for future emerging of vaccine preventable disease.

In this regard, I hope that the summarize of taking communication lesson learned for people to receive the COVID-19 vaccination service to the public will be useful for all those involved in effective prevention of the vaccine prevention diseases. Thus, to continuously enhance the better quality of life for Thai people.



Thongchai Keeratihuttayakorn
Director General,
Department of Disease Control

Policy and direction of communication for people to receiving the COVID-19 vaccines in the next stage.



Due to the COVID-19 pandemic, Thailand has been severely affected in which the Department of Disease Control, Ministry of Public Health had provided the vaccination to the people thoroughly. To reduce the severity of the disease, including reducing the death of COVID-19. Although the COVID-19 may improve, vaccines are also necessary, especially for those at high risk groups, such as the elderly and individuals with chronic disease. In which, the summary of communication courses during COVID-19 vaccine services is an excellent opportunity for the immunization network to use this course to prepare the communication for future vaccine services, including COVID-19 vaccines or applied to other vaccine services in the event of emerging infectious diseases in the future. Good preparation and strong communication measures will help Thailand sustainably overcome the pandemic crisis



Sapon I.

Dr.Sapon Iamsirithaworn

Acting Inspector General, Ministry of Public Health
and former Deputy Director General,
Department of Disease Control

The importance of the communication and receiving the COVID-19 vaccination for the people.



The COVID-19 pandemic since the end of 2019 - 2023. In Present, the pandemic shows changes in respiratory tract infection due to limited understanding of the emerging infectious disease, it has entered the stage of endemic with increased knowledge and understanding. The COVID-19 vaccine has been rapidly developed in various forms and is an important tool for disease control. The strategy of communicating with the people is to understand and have confidence in vaccination at different stages of the epidemic is very challenging. The key principle is to provide accurate and sincere information on a reliable academic basis. By using channels and languages that people can access and understand, suitable for age. Including timely correction of inaccurate information on public media to build public confidence which requires effective mechanisms and cooperation from relevant institutions at all levels.

Dr. Jurai Wongsawat

Medical Physician, Advisory Level.

Department of Disease Control

The core of communication is to build confidence and encourage people to receiving the COVID-19 vaccine.



The COVID-19 in the past three years has affected people all over the world, including Thailand. It was admitted by the World Health Organization (WHO) that Thailand is one of the well-prepared countries. In core to convey measures of control diseases, including reducing the various information required for epidemic outbreaks, it is necessary to communicate risks, not just suggestions, but systematic management. From news surveillance, perception of the people, including the continuously monitoring fake news and responding quickly to facts. Thailand's risk communication process as Peter F. Drucker said, the most important thing in communication is to hear what isn't said. By that, the summarize of the course allows readers to build confidence and encourage people to adapt with the occurrence in the future.

A handwritten signature in black ink, reading "Dr. Sumanee Wacharasint". The signature is written in a cursive style with a long horizontal line underneath.

Dr. Sumanee Wacharasint

Acting Medical Physician, Advisory Level. Department of Disease Control and former Director of Bureau of Risk Communication and Health Behavior Development Department of Disease Control



LESSONS of COVID-19 vaccine service operation Prepare to communication for people to receive a comprehensive vaccine.



For more than three years, Thailand has been working with all Thais to prevent and solve the COVID-19. The COVID-19 vaccine is an important tool in Thailand to control the COVID-19 pandemic since 2021. The communication lessons from receiving the COVID-19 vaccine is useful to plan the next phase of COVID-19 vaccination service to improve immunity against malignant viruses. It also leads people to prepare for communication to receive vaccines and build the country's herd immunity further

Dr. Wichan Bhunyakitkorn

Director of the Division of Communicable Diseases,
Department of Disease Control



Infodemics and communication of COVID-19 vaccination



The Public Health Emergency Management

or even disaster situations that affect public health. An important factor in people's health security is their own participation, just as in COVID-19 vaccine. Although there are many good and bad trends, at least people who understand the importance of prevention disease by immunization are significant factors that can be seen in the number of patients and death, due to current clear understanding.

The establishment of these understandings is the result of effort and hard-working of the people and the staff who truly understand these things work together to establish the correct understanding, point out the correct solutions, and fight against the all-time rumors. Therefore, Thailand and all Thais can get through the crisis together.

Rattapong Buriwong.

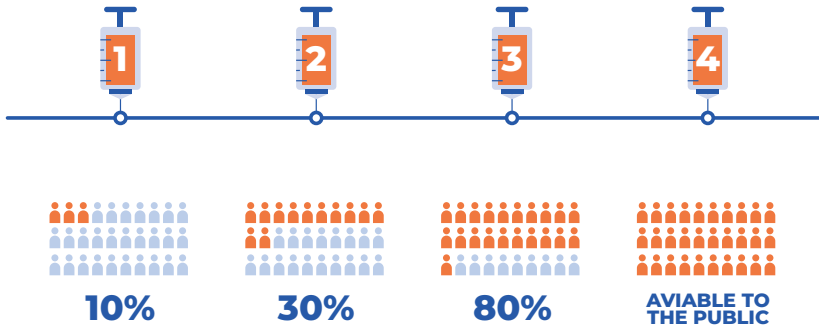
Dr. Rattapong Buriwong

Infodemics Consultant for Public Health
Emergency of International Concern (PHEIC),
Division of Disease Control
in Emergencies





COVID - 19 Vaccine



Preface

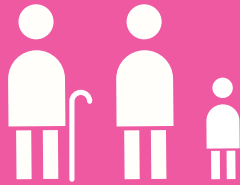
The global COVID-19 pandemic to impact quickly affected across the world. For Thailand, the Department of Disease Control, Ministry of Public Health prepared and provided the COVID-19 vaccine so that people can receive the safest and most effective vaccine to prevent disease, reduce the severity and death of COVID-19, and maintain the national health system. Thus, on February 28, 2021, Thailand started to provide vaccine services under the standards for immunization operation to frontline health care workers and vulnerable groups. Later, vaccination was extended to the national target population on June 7, 2021. In the past two years, health care workers and relevant network cooperation to drive the operation of COVID-19 vaccine service and emphasize the communication of the target audience. For that, raise wide public awareness, establish understanding and confidence, and manage the outbreak of misinformation (Infodemics) of COVID-19 vaccine's communication plan. As a result, people gain confidence which affects the higher decision to receive the COVID-19 vaccine.



Division of Communicable Disease, Department of Disease Control had created the summarize of taking communication lesson learned for people to receive the COVID - 19 vaccination services by studying and reviewing past experiences with relevant institutions for presenting the policy recommendations to the executive and disseminating it to health care workers, including relevant networks, to learn this useful course and uplift the plan to improve communication efficiency for people receiving COVID-19 vaccine services. Including the response fo mange the outbreak of misinformationrelated to the COVID-19 vaccine in the next stage. To comprehensively and fully improve the immunity of the Thai population to prevent the spread of COVID-19 and, prepare for the emerging of vaccine related diseases in the future.

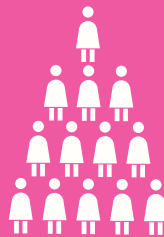
The organizing team
February 2024





The outbreak of the COVID-19 virus from the end of the year 2022 onwards

that the trend of COVID-19 virus infection was found to decrease, people began to return to normal life, and the COVID-19 vaccine is outnumbered by people's demand.



Acknowledgments

The compilation of a the summarize of the taking communication lesson learned for people to receive COVID-19 vaccination service in order to provide recommendations policy to administrators and disseminate to health care workers including related networks, to set up operations and increase the efficiency of communication for people to receive COVID-19 vaccine services, and response to manage the outbreak of misinformation related to the COVID-19 vaccine in the next phase.

Furthermore, to prepare for the case of emerging infectious diseases related to vaccines in the future. This time, the operation was successful because it received support from administrators who emphasized the importance of communication for people to receive the COVID-19 vaccination service and received cooperation from the Faculty of Communication Arts, Rambhaibarni Rajabhat University that supports personnel in co-planning the lesson-learned process and participating in the activities.

Additionally, the participants of the taking communication lesson learned for people to receive the COVID-19 vaccination service from both public health agencies from the central networks, local operating agencies and related network agencies that provided useful information in a highly beneficial exchange. Also, thanks to the Provincial Public Health Office and related area networks in Chonburi, Lopburi, Kanchanaburi and Phra Nakhon Si Ayutthaya provinces. that supports field visits to develop drafts of the course. Importantly, would like to send gratitude to the Thailand MOPH-US-CDC collaboration (TUC), team from the Division of Disease Control in Emergencies and Division of Communicable Disease, Department of Disease Control for helping support the management and operations.

Last but not least, the organizing team would like to thank all relevant officials and personnel who have provided various facilities and smooth cooperation which resulted in success.

The organizing team



2021 - 2022

which is when the COVID-19 is very severe, and the COVID-19 vaccines is less than people's needs.



Late 2022 onwards

when the COVID-19 is less severe. People are better able to live with the COVID-19 virus. The COVID-19 vaccine has been outnumbered by people's needs.





The origin and importance

of taking communication lesson learned for people to receive the COVID-19 vaccination service



The objectives of taking

communication lesson learned for people to receive the COVID-19 vaccination service



The definition of terms

related to taking communication lesson learned for people to receive the COVID-19 vaccination service



The conceptual

framework for taking communication lesson learned for people to receive the COVID-19 vaccination service

The target groups

who are participating in taking communication lesson learned for people to receive the COVID-19 vaccination service.



The methods and procedures

of taking communication lesson learned for people to receive the COVID-19 vaccination service

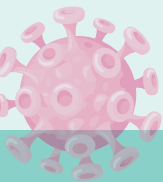


The summarize of taking

communication lesson learned for people to receive the COVID-19 vaccination service

The conclusion,

policy recommendation, and model of communication for people to receive the COVID-19 vaccination service



1

The origin and importance of taking communication lesson learned for people to receive the COVID-19 vaccination service.



Chapter

1

The origin and importance of taking communication lesson learned for people to receive the COVID-19 vaccination service.



On January 13, 2020, Thailand reported the first case of COVID-19, a 61-year-old female who traveled from Wuhan, China which is the beginning of the outbreak of Coronavirus Disease 2019 or COVID-19 in Thailand. In the meantime, the Ministry of Public Health has procured and imported the COVID-19 vaccine from abroad for management and communication for people to receive the COVID-19 vaccination service from February 2021 to the present

Communication of the COVID-19 vaccine by the government to campaign for people to receive vaccination services as much as possible. There are different ways of communicating depending on the conditions of different situations. It's divided into 2 periods, namely, increasing trend of COVID-19 cases (2021-2022), which is when the COVID-19 is very severe, and the COVID-19 vaccines is less than people's needs. And declination of COVID-19 cases (late 2022 onwards) is when the COVID-19 is less severe. People are better able to live with the COVID-19 virus. The COVID-19 vaccine has been outnumbered by people's needs. In this sense, the difference in the situation is a variable that determines the policy and communication strategy for people to receive the COVID-19 vaccination service at different times.

The goal of taking communication lesson learned for people to receive the COVID-19 vaccination service of both periods to collect data and knowledge about COVID-19 vaccine communication from Health Care Workers (HCWs) and those who have experience in the field of COVID-19 vaccine communication over the past 3 years. In addition, such knowledge can be applied to communicate with people to increase the number to receive the COVID-19 vaccination service during declination of COVID-19 cases. Including a guideline to prepare for communication in the event of an outbreak of an emerging disease in the future as well as being used as information for policy and communication strategies formulation for vaccine campaigns in other contexts.



The origin and importance

of taking communication lesson learned for people to receive the COVID-19 vaccination service

The target groups

who are participating in taking communication lesson learned for people to receive the COVID-19 vaccination service.

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communication lesson learned for people to receive the COVID-19 vaccination service

The methods and procedures

of taking communication lesson learned for people to receive the COVID-19 vaccination service

The definition of terms

related to taking communication lesson learned for people to receive the COVID-19 vaccination service

The summarize of taking

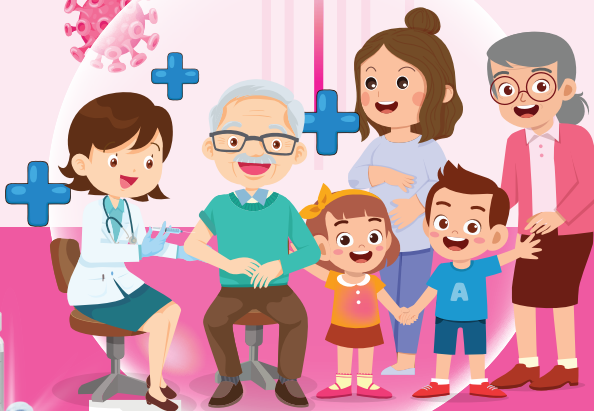
communication lesson learned for people to receive the COVID-19 vaccination service

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2

The objectives of taking communication lesson learned for people to receive the COVID-19 vaccination service





Chapter

2

The objectives of taking communication lesson learned for people to receive the COVID-19 vaccination service



2.1 To design, plan and organize activities taking communication lesson learned to the people to receive the COVID-19 vaccination service

2.2 To collect data from activities and summarizing the results of taking communication lesson learned to the people to receive the COVID-19 vaccination service

2.3 To prepare policy recommendations to communicate to the people to receive the COVID-19 vaccination service



The origin and importance

of taking communication lesson learned for people to receive the COVID-19 vaccination service



The objectives of taking

communication lesson learned for people to receive the COVID-19 vaccination service



The definition of terms

related to taking communication lesson learned for people to receive the COVID-19 vaccination service



The conceptual

framework for taking communication lesson learned for people to receive the COVID-19 vaccination service



The target groups

who are participating in taking communication lesson learned for people to receive the COVID-19 vaccination service.



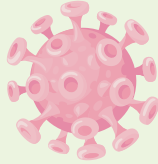
The methods and procedures

of taking communication lesson learned for people to receive the COVID-19 vaccination service



The summarize of taking

communication lesson learned for people to receive the COVID-19 vaccination service



The conclusion,

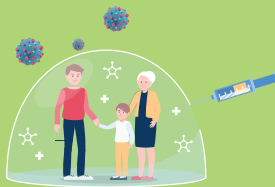
policy recommendation, and model of communication for people to receive the COVID-19 vaccination service



3

The definition of terms related to taking communication lesson learned for people to receive the COVID-19 vaccination service





Chapter

3

The definition of terms related to taking communication lesson learned for people to receive the COVID-19 vaccination service



COVID-19 Vaccine Communication

COVID-19 Vaccine Communication means the selection of message and channel by public health agencies and network partners (Sender) to persuade people of each age group (Receiver) to receive the COVID-19 vaccination service. Under the environment that influences communication such as fake news, governmental measures, politics, public-private cooperation responses.



People of each age

People of each age mean the people who are the target of communication to receive the COVID-19 vaccination service, divided into 5 age groups: the elderly (59 years old and over, born between 1946-1964), the late working age group (43-58 years old, born between 1965-1980), the middle working age group (27 - 42 years old, born between 1981 - 1996), and the adolescent and first jobber group (14 - 26 years old, born between 1997 - 2009), and the children group (under 13 years old, born between 2010-2025), which people of each age group having on different communication way.



COVID-19 vaccine communication routes for people of each age group

The communication routes for people of each age group means communicating with people in each age group to receive the COVID-19 vaccination service, starting from (1) exposure to COVID-19 vaccine-related



media among people in each age group (2) responses to motivation points associated with COVID-19 vaccine among people in each age group (3) searching for information related to COVID-19 vaccine in decision making to receive the COVID-19 vaccination service of people in each age group (4) satisfaction and expectation of people in each age group when receives the COVID-19 vaccination service, and (5) recommending others to receive the COVID-19 vaccination service.



The situation of a virus outbreak, increasing trend of COVID-19 cases

The situation of a virus outbreak, increasing trend of COVID-19 cases means the outbreak of the COVID-19 virus during the year 2021 - 2022, which has found an increasing trend of people infected with the Coronavirus 2019, as well as an increased rate of severe illness or death that affecting the way of life of the people, and the COVID-19 vaccine is less than people's need.



The situation of a virus outbreak, declination of COVID-19 cases

The situation of a virus outbreak, declination of COVID-19 cases means the outbreak of the COVID-19 virus from the end of the year 2022 onwards that the trend of COVID-19 virus infection was found to decrease, people began to return to normal life, and the COVID-19 vaccine is outnumbered by people's demand.

INPUT

Tacit Knowledge



CYBRARIAN

KM PROCESS

lesson learned

Concept

Generation
Customer Path

Method

Documentary Research
Cases Study
In depth Interview
World Cafe
Reflexivity Forum
Brainstorm

Issue

Message Design
Gamification
Media Advocacy
Information Management

OUTPUT

Explicit Knowledge



Handbook





The origin and importance

of taking communication lesson learned for people to receive the COVID-19 vaccination service



The objectives of taking

communication lesson learned for people to receive the COVID-19 vaccination service



The definition of terms

related to taking communication lesson learned for people to receive the COVID-19 vaccination service



The conceptual

framework for taking communication lesson learned for people to receive the COVID-19 vaccination service

The target groups

who are participating in taking communication lesson learned for people to receive the COVID-19 vaccination service.



The methods and procedures

of taking communication lesson learned for people to receive the COVID-19 vaccination service



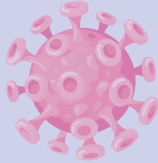
The summarize of taking

communication lesson learned for people to receive the COVID-19 vaccination service



The conclusion,

policy recommendation, and model of communication for people to receive the COVID-19 vaccination service



4

The conceptual framework for taking communication lesson learned for people to receive the COVID-19 vaccination service



Chapter

4

The conceptual framework for taking communication lesson learned for people to receive the COVID-19 vaccination service.



The concept of knowledge management is a concept that has been chosen to taking communication lesson learned to the people to receive the COVID-19 vaccination service divided into two types, namely (1) Explicit knowledge is knowledge that has been recorded in documents, academic articles, meeting papers as well as information in various electronic media related to communication for people to receive the COVID-19 vaccination service (2) Tacit Knowledge is the knowledge arising from the practice of communicating to the people to receive the COVID-19 vaccination service over the past two years, accumulated as a personal experience embedded within the Health Care Workers (HCWs) (Cybrarian). Knowledge management focuses on taking the latent knowledge crystallized in the Health Care Workers (HCWs) into lesson learned to transform it into open knowledge and store it in various ways that can be easily accessed as shown in the diagram 1

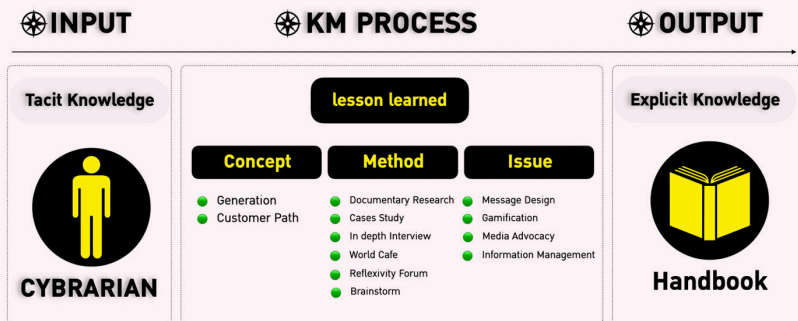


Diagram 1 Conceptual framework for taking communication lesson learned for people to receive the COVID-19 vaccination service.



The origin and importance

of taking communication lesson learned for people to receive the COVID-19 vaccination service



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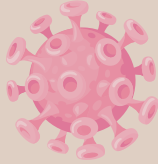
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5

The target groups who are participating in taking communication lesson learned for people to receive the COVID-19 vaccination service.





Chapter

5

The target groups who are participating in taking communication lesson learned for people to receive the COVID-19 vaccination service



The target groups who are participating in taking communication lesson learned for people to receive the COVID-19 vaccination service as shown in the table 1

Table 1 Key informants of taking lesson learned

No	Institution
Central institution	
1.	Division of Communicable Diseases, Department of Disease Control
2.	Division of Disease Control in Emergencies, Department of Disease Control
3.	Division of Epidemiology, Department of Disease Control
4.	Thailand MOPH – U.S.CDC Collaboration (TUC)
Worker unit in the area	
1.	Office of Disease Prevention and Control Region 1-12
2.	Institute of Urban Disease Control and Prevention
3.	Provincial Public Health Office (Phuket, Rayong, Nakhon Ratchasima, Samut Sakhon, Chai Nat, Ranong, Chiang Mai, Nonthaburi)
4.	Department of Health (Bangkok Metropolitan Administration)
5.	Vachira Phuket Hospital
6.	Patong Hospital
Network partners and stakeholders	
1.	National Health Security Office (NHSO)
2.	National Vaccine Institute (NVI)
3.	Ministry of Education



Table 1 Key informants of taking lesson learned (Next)

ที่	หน่วยงาน
Network partners and stakeholders (Next)	
4.	Office of Medical Services, Office of Defence Logistics of The Permanent Secretary for Defence
5.	Department of Local Administration, Ministry of Interior
6.	Phuket Public Relations Office
7.	Phuket Provincial Administrative Organization
8.	Patong Town Municipality Office
9.	Phuket Village Health Volunteer Association
10.	Representative of the Civil Sector
11.	Field visit to study related area networks in Chonburi, Lopburi, Kanchanaburi and Phra Nakhon Si Ayutthaya province



Step 1

Documentary
Research

Step 3

World Café

Step 5

Case Study &
Brainstorm

Step 2

Case Study &
In-Depth Interview

Step 4

Reflexivity
Forum

Step 6

Reflexivity
Forum





The origin and importance

of taking communication lesson learned for people to receive the COVID-19 vaccination service



The objectives of taking

communication lesson learned for people to receive the COVID-19 vaccination service



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The conceptual

framework for taking communication lesson learned for people to receive the COVID-19 vaccination service



The target groups

who are participating in taking communication lesson learned for people to receive the COVID-19 vaccination service.



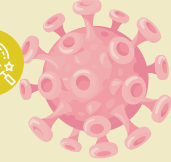
The methods and procedures

of taking communication lesson learned for people to receive the COVID-19 vaccination service



The summarize of taking

communication lesson learned for people to receive the COVID-19 vaccination service



The conclusion,

policy recommendation, and model of communication for people to receive the COVID-19 vaccination service



6

The methods and procedures of taking communication lesson learned for people to receive the COVID-19 vaccination service

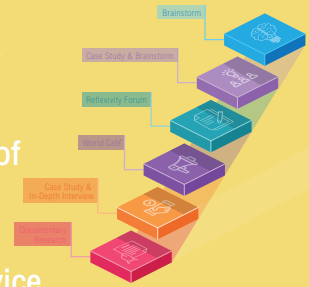




Chapter

6

The methods and procedures of taking communication lesson learned for people to receive the COVID-19 vaccination service.



The process of taking communication lesson learned to the people to receive the COVID-19 vaccination service has 6 steps as follows:

Step 1

Documentary research

Survey of media, documents, articles and communication channels provided by the Department of Disease Control, Ministry of Public Health uses to communicate with people to receive the COVID-19 vaccination service to draft a set of questions for taking lesson learned.

Step 2

Case study & in-depth interview

The two provinces were selected as case studies, the first province is the province with a high vaccination rate, namely Chonburi Province. And the second province is the province with a moderate vaccination rate, namely Lopburi Province. By using an in-depth interview with Health Care Workers (HCWs) of Provincial Public Health Office, hospital, Village Health Volunteer, Representative of the Civil Sector, and academics from the Department of Disease Control, the Ministry of Public Health to collect data from Health Care Workers (HCWs) related in communicating with people to receive the COVID-19 vaccine in the area in order to process data and develop a draft questionnaire for taking a lesson learned to be more comprehensive. The desired result at this stage is a complete set of questionnaires for transcription.



Step 3

World Café

Organize a workshop to taking communication lesson learned to the people to receive the COVID-19 vaccination service from Health Care Workers (HCWs) and network related in communicating with people to receive the COVID-19 vaccine which divided the issues for taking lesson learned into 4 issues, namely (1) design content and communication channels to raise awareness of the COVID-19 vaccine, (2) motivating mechanics in game to communicate to receive the COVID-19 vaccination service, (3) policy communication with network partners to support a receive the COVID-19 vaccination service, and (4) information management and communicate COVID-19 vaccination service area. The desired result at this stage is to analyze and synthesize a draft communication lesson learned to the people to receive the COVID-19 vaccination service, first edition.

Step 4

Reflexivity forum

Organize a reflexivity forum to reflect the opinions to present a draft communication lesson learned to the people to receive the COVID-19 vaccination service to Health Care Workers (HCWs) related in communicating with people to receive the COVID-19 vaccine share their opinions and criticize the lesson learned. The desired result at this stage is a draft communication lesson learned to the people to receive the COVID-19 vaccination service, second edition.



Step 5

Case study & brainstorm

Choose a case study in two provinces. Both provinces selected must not attend the workshop to taking communication lesson learned to the people to receive the COVID-19 vaccination service for prudence and check the correctness of the triangulation of lesson learned draft. The first province selected was Kanchanaburi Province and the second province is

Phra Nakhon Si Ayutthaya Province by using a brainstorm method from Health Care Workers (HCWs) of Provincial Public Health Office, hospital or District Public Health Office, Village Health Volunteer, and Representative of the Civil Sector related in communicating with people to receive the COVID-19 vaccine in the area. The desired result at this stage is a draft communication lesson learned to the people to receive the COVID-19 vaccination service, third edition.

Step 6

Brainstorm

Executives, experts, and Health Care Workers (HCWs) related to the Department of Disease Control, Ministry of Public Health brainstorming about a draft communication lesson learned to the people to receive the COVID-19 vaccination service, third edition and collect such comments to improve a draft communication lesson learned to the people to receive the COVID-19 vaccination service to be more complete. The result at this stage is a complete report of communication lesson learned to the people to receive the COVID-19 vaccination service.



The origin and importance

of taking communication lesson learned for people to receive the COVID-19 vaccination service

The objectives of taking

communication lesson learned for people to receive the COVID-19 vaccination service

The definition of terms

related to taking communication lesson learned for people to receive the COVID-19 vaccination service

The conceptual

framework for taking communication lesson learned for people to receive the COVID-19 vaccination service

The target groups

who are participating in taking communication lesson learned for people to receive the COVID-19 vaccination service.

The methods and procedures

of taking communication lesson learned for people to receive the COVID-19 vaccination service

The summarize of taking

communication lesson learned for people to receive the COVID-19 vaccination service

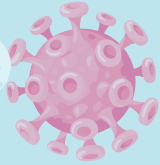
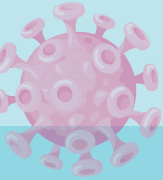
The conclusion,

policy recommendation, and model of communication for people to receive the COVID-19 vaccination service



7

The summarize of taking communication lesson learned for people to receive the COVID-19 vaccination service



Chapter

7

The summarize of taking communication lesson learned for people to receive the COVID-19 vaccination service.



From the process of taking a lesson learned from the process presented in the previous topic can be analyzed and synthesize it as a lesson in communicating to the people to receive the COVID-19 vaccination service and other vaccines, including other public health issues in the future.



7.1 Collaboration to enhance future COVID-19 vaccine communication efficiency.

Public-private partnerships are an important factor in distributing vaccines to the people of all ages in increasing trend of COVID-19 cases epidemic situation. For the past cooperation issues, divided into 3 goals, namely, the first goal is to increase the number of recipients of the COVID-19 vaccine to cover all groups of people such as cooperation with the Ministry of Education to increase the number of recipients of the COVID-19 vaccine in educational institutions or in the private sector, cooperation with the Federation of Thai Industries to increase the number of recipients of the COVID-19 vaccine in industrial factories, etc. The second goal, increase access to vaccines for the people such as cooperation with the Ministry of Interior to ask for the courtesy of a place to be transformed into a temporary COVID-19 vaccination service area, including manpower and necessary facilities, or in the private sector cooperation with private hospitals as another channel to access the COVID-19 vaccination service, etc. And final goal, communicate to create understanding among people of all ages to receive the COVID-19 vaccination service such cooperation with the Government Public Relations Department, Office of the Prime Minister to produce media and be a channel to communicate with the people, etc.



For cooperation issues with the Government Public Relations Department, Office of the Prime Minister to communicate and create understanding with people of all ages to receive the COVID-19 vaccination service has four important observations were found from the results of taking communication lesson learned.

First, the media did not cover the way of life of the people in each age group, such as infographics that use academic terminology, small letters, and has several key messages. When such media is delivered to elderly people who have eyesight problems, it is a visual barrier, or delivered to those who do not have a background in academic knowledge will find it difficult to understand the key message, etc

Secondly, the communication channel that doesn't reach people of all ages, for example, the communication channel of the Government Public Relations Department can effectively reach the elderly who live outside the city through the network of radio or television stations in that community.

However, the efficiency of reaching adolescent and first jobber living in urban areas has decreased. Because this group is mainly in online communication channels. The ongoing result is that there is less opportunity for people to accept accurate information from the government. On the other hand, it is an opportunity for people to be more receive the fake news from the vast volume of online channels. It's assumed that this could be the beginning of an outbreak of fake information spreading rapidly.

Third, most of the cooperation that occurred was between government agencies. While the cooperation between government and private sector in communication issues was insufficient to meet the needs of the situation at that time, such as a case study in one province. The registration system for prioritizing access to the COVID-19 vaccination service through an application provided by government, the service is temporarily unavailable. Because the



number of users using the service is greater than the data traffic system within the application is prepared to support. The institution in the area coordinated to ask for help from a private sector to back up the data from the registration through the application of the government to back up in the application created by the private sector. And when editing government application to use the service normally, data from a private application can be transferred to the registration system to prioritize receiving the COVID-19 vaccination service, etc. to prevent such problems from occurring in the future if there is a severe epidemic situation. The institution in the area proposed that the government prepare a memorandum of cooperation on knowledge (such as communication technology, data traffic system, short message service notification system to receive vaccination services, etc.) with telecom operator and companies that design and produce applications.

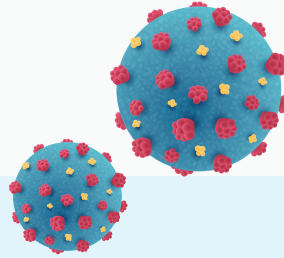
Finally, all the cooperation in the past was born out of the increasing trend of COVID-19 cases epidemic situation was deadly violent. The COVID-19 vaccine is in the early stages of vaccine manufacturers gradually delivering vaccines to countries around the world, coupled with high demand for vaccines from people. It is a pressure for the government and private sector must work together because without cooperation, all parties will have different negative effects. Especially the private sector where the goals of the organization are different from those of the government, namely, the goal of the government is to serve the people while the goal of the private sector is to serve the people with the expectation of business benefits. For this reason, the courtesy approach to cooperation with the private sector has been responded to under the condition that the situation is pressured to lose mutual benefits. The result of cooperation has a little sustainability. Therefore, in cooperating with the private sector, it should be based on a win-win approach to ensure that the cooperation is sustainable. For the cooperation that is expected



from the private sector in the future to increase communication efficiency for more people to receive the COVID-19 vaccination service as shown in the table 2

Table 2 Expectations that will require private sector cooperation in the future.

Institution	Cooperation issues
(1) Telecom operator	Increase communication channels and internet signals/ Knowledge and information technology/ short message service notification system for vaccination service when entering the vaccination service area/hotline and standard training for personnel to provide information to the people
(2) Television and radio station	Increase communication channels/radio broadcasters, actor, affiliated singer to be a media campaign to receive the COVID-19 vaccination service
(3) Social Media Influencer	The ability to design and produce content that suits the needs of the target audience/influencer communication channels that can directly reach the target audience/the number of influencer followers helps to spread the information widely
(4) Language service center	Interpreter to communicate with migrant worker groups and foreign tourists
(5) Application developer	Take care of the traffic system within the application



01

Media

The media did not cover the way of life of the people in each age group, such as infographics that use academic terminology, small letters



Channel

The communication channel that doesn't reach people of all ages, for example, the communication channel of the Government Public Relations Department can effectively reach the elderly who live outside the city through the network of radio or television stations in that community.

02

03

Cooperation

Most of the cooperation that occurred was between government agencies. While the cooperation between government and private sector





7.2 The report of COVID-19 vaccine news that may create frightened image embedded in people's minds (Stigma).

The important role of the mass media is to report the facts that occur in society to the public. But the context of mass media organization, there is business competition. That's why each media organization goes beyond reporting to report, but it is a news report that adds style to the news as a selling point. (Such as the use of language in a news headline to arouse curiosity in news content, etc.) These make the people remember and lead to increasing the popularity rating of that station. Two types of news reporting examples

(1) Today, there are 180 deaths from the COVID-19.

(2) Stunned! This morning, the death toll from COVID-19 soared past 200 per day.

The meaning that needs to be communicated through both type (1) and type (2) sentence are the same set of meaning, but they use a different style to report news on the same situation. By reporting the news in type (2) is news in a provocative language, causing anxiety about the situation of the outbreak of the COVID-19 in the minds of the people which is a variable that accelerates the awareness of people to receive more COVID-19 vaccination service. On the other hand, it can lead to create frightened image embedded in people's minds (Stigma) with people infected with COVID-19 as it can unintentionally happen to people with HIV/AIDS. And the lesson learned of the stigma of people with HIV/AIDS, relevant institution should be aware and be more careful in the news report.

The results reflected from the forum suggested that guidelines for news reporting related to emerging diseases should be developed and established, or news reporting in public health in other dimensions by collaborating with professional organizations in various fields of mass media,

such as the Society for Online News Providers Association, the National Press Council of Thailand, the News Broadcasting Council of Thailand, Thai Journalists Association, Thai Broadcast Journalists Association. The guidelines will serve as a framework for communicating vaccines to the Department of Disease Control, the Ministry of Public Health as well as establishing a network of cooperation with the media to support vaccine communication, and health communication on other issues of the Ministry of Public Health in the future.



7.3 Gap between factual reporting and speed expectations of public.

Under the situation of the increasing trend of COVID-19 cases, is a factor that motivates people to monitor the situation of the COVID-19 outbreak, especially the facts about the cause of death or serious illness that is claimed to be a side effect of receiving vaccination service. Is it true or not? Which is a fact that people want to know to be used as information for deciding whether or not to receive the COVID-19 vaccination service. Therefore, the public's monitoring of such facts comes with the expectation of the speed of reporting the facts from the government through various communication channels.

On the other hand, in the same situation, it is necessary for the government to verify the accuracy of information carefully before reporting the facts to the public. Because under such vulnerable circumstances, communication of information that is not factual will result in the level of public trust in the government has decreased, and obtaining facts also requires a data verification process that takes time to implement.



The boundary between public expectations for the speed of factual reporting and the fact-finding process that takes government operating time, it is a gap for the people to choose to search the facts from information or news that published in social media that has both facts and fake information by themselves, and spread widely. Until the outbreak of fake information that society has decided to believe negatively before the facts from the government appear, and the government does not have sufficient resources and communication mechanisms to follow up on the facts to create a correct understanding to replace the fake information that the public previously knew and believed as shown in the diagram 2



From the perception gap above is the lesson learned that the Ministry of Public Health must be brought back as a problem to develop a data verification process to confirm the facts, especially when it comes to the cause of death or serious illness that is claimed to be a side effect of receiving the COVID-19 vaccination service. Is it true or not? Including in accordance with the speed expectation of the public as well.



7.4 Communication of COVID-19 vaccine under the limitation of confidence in vaccine quality.

The outbreak of the increasing trend of COVID-19 cases is a factor that determines the urgent need for the development, production and distribution of the COVID-19 vaccine to the public. The goal is to control and limit the spread of the COVID-19 virus as soon as possible. But due to the time constraints available, there are not enough studies on side effects. As a result, people are concerned about the side effects that may occur from receiving the COVID-19 vaccination service, but at the same time, people are well aware of the need to receive the COVID-19 vaccination service as well. As a result, the demand for COVID-19 vaccination service during the increasing trend of COVID-19 cases is higher than the number of COVID-19 vaccines available to the public.

In addition, news reporting on the outbreak of the COVID-19 in Thailand through the mass media, for example, the number of people infected with COVID-19 continues to increase every day, statistics of severe illness from COVID-19 infection, statistics of fatalities from COVID-19 infection, COVID-19 vaccine administration, economic impact from the COVID-19 outbreak, etc. Until it becomes an agenda that society pays attention, it is another variable that plays an important role in stirring up the demand for the COVID-19 vaccine of the already large population is even greater. Therefore, communication lesson learned for people to receive the COVID-19

vaccination service during the increasing trend of COVID-19 cases focus on the issue of vaccine management to reach all groups of people. There are reasons to support and communicate to all groups of people to understand to prevent misunderstanding that may lead to the spread of fake news for the key message related to the COVID-19 vaccine and must be communicated to understand the public on the situation of an outbreak of other emerging diseases in the future, as shown in the table 3

Table 3 Key message for use in communicating for people to receive the COVID-19 vaccination service in the increasing trend of COVID-19 cases.

Issue	Key message	Remark
Vaccine Management	Brand management and the number of COVID-19 vaccines must match the information published through the media.	The vaccine brand and number of vaccines do not match the information published through the media. As a result, workers are unable to effectively administer the COVID-19 vaccine according to the expectations of the people in the area.
	Manage the perception of the majority of the public on granting the rights of vulnerable groups to access the COVID-19 vaccine as the comprehensive first priority.	Explain to the majority of people why vulnerable groups are the primary targets for access to a COVID-19 vaccine, for example, if vulnerable groups are sick, the average bed occupancy is longer than usual. Resulting in less bed turnover affecting the overall service or vulnerable groups have higher medical costs of public taxes, etc.



Table 3 Key message for use in communicating for people to receive the COVID-19 vaccination service in the increasing trend of COVID-19 cases. (next)

Issue	Key message	Remark
Accessibility of vaccine	(1) Place and time of receiving COVID-19 vaccination service. (2) Booking system and number of COVID-19 vaccines available. (3) Preparation of documents and clarification of the process for receiving the COVID-19 vaccination service.	During the increasing trend of COVID-19 cases, People have a high demand for COVID-19 vaccination services so communicating methods for accessing COVID-19 vaccines in a clear and easy-to-understand way suitable for people of different age groups. It will help the work area run smoother.



7.5 Guideline for designing COVID-19 vaccine narratives to reach people of different age groups.

Designing a storytelling to tell interesting stories about the COVID-19 vaccine, so that people can gain knowledge, positive attitude, and cause the behavior of receiving the COVID-19 vaccination service. It has an idea for designing a storytelling as shown in the diagram 3



Diagram 3 Narrative design techniques.

- (1) Information/Story: Choose to use information or story that provoke emotion.
- (2) Emotion: Use appeal to arouse emotions to conform to the installation of beliefs.
- (3) Belief: Install beliefs that direct the targeted behavior to occur into the mind of the receiver.
- (4) Behavior: Define the target behavior that you want to happen to the receiver.

From a problem to the participants of the workshop to taking lesson learned from the experience of communicating the COVID-19 vaccination service in the past two years. If having to design a key message in telling the story of the COVID-19 vaccine to motivate people to receive the COVID-19 vaccination service during the declination of COVID-19 cases that is suitable for each age group, namely the elderly group (aged 59 years and over), the late working age group (43 - 58 years old), the middle working age group (27 - 42 years old), and the adolescent and first jobber group (14 - 26 years old). The key message obtained from transcribing Classified lessons by age as shown in the table derived from taking lesson learned classified by age as shown in the table 4 - 7



Table 4 Key message used to communicate with the elderly group (aged 59 years and over).

Elder type	Key Message		
	Main (Health)	Sub (Social interaction)	Support (Economy)
Bed Bound	Reduce severe illness, Reduce death	Not a burden to your descendant and stays with them for a long time.	Free vaccination at home
Home Bound	Reduce severe illness, Reduce death	Not a burden to your descendant and stays with them for a long time.	Free vaccination at service points near your home
Social Bound	Reduce severe illness	Travel around Thailand, Travel around the world without worries.	-

Mood & Tone:

- (1) Inviting in a rather frightening manner and to compare the obvious health effects between people receiving and not receiving vaccination services.
- (2) Descendant invite with friendliness and care in a family atmosphere.

Table 5 Key message used to communicate with the late working age group (43 - 58 years old).

Main (Health)	Key Message	
	Sub (Social interaction)	Support (Economy)
Reduce severe illness and prevent Long COVID	(1) Protect yourself to keep our loved ones safe. (2) Be a good role model for your family and those around you.	(1) No need to pay for COVID-19 medical treatment costs unnecessarily. (2) No lack of income from work stoppages.

Table 5 Key message used to communicate with the late working age group (43 - 58 years old). (next)

Key Message		
Main (Health)	Sub (Social interaction)	Support (Economy)
Reduce severe illness and prevent Long COVID	(3) Build herd immunity, prevent recurring outbreaks, and protect the economy.	
	(4) Go out and live confidently, safe travel and worry-free.	

Mood & Tone:

- (1) Seriously inviting with reason, with academic credibility, and allow them to make decisions (Must not be compulsory).

Table 6 Key message used to communicate with the middle working age group (27 - 42 years old).

Key Message		
Main (Health)	Sub (Social interaction)	Support (Economy)
Reduce severe illness and prevent Long COVID	(1) Build herd immunity, prevent recurring outbreaks, and protect the economy.	(1) Build herd immunity, prevent recurring outbreaks, and protect the economy.
	(2) Life without interruption because you don't have to stop work from COVID-19.	(2) Life without interruption because you don't have to stop work from COVID-19.
	(3) Go out and live confidently, safe travel and worry-free.	(3) Go out and live confidently, safe travel and worry-free.

Mood & Tone:

- (1) Inviting to educate and reasonable with an atmosphere of exchange of opinions. There is academic evidence that can be searched and allow them to make their own decisions (Must not be compulsory).
- (2) Provide comparative data on the economic losses incurred from non-vaccination services, such as medical expenses when severe illness from not receiving COVID-19 vaccination service, causally linked to opportunity cost and loss of income from absenteeism by calculating to see a clear, concrete amount.



Table 7 Key message used to communicate with the adolescent and first jobber group (14 - 26 years old).

Key Message		
Main (Health)	Sub (Social interaction)	Support (Economy)
Reduce severe illness and prevent Long COVID	(1) I have vaccinated. Have you vaccinated yet?	(1) No need to pay for COVID-19 medical treatment costs unnecessarily.
	(2) Preventive vaccination so that we can travel/do activities as usual.	(2) No lack of income from work stoppages.
	(3) Vaccinate and share this story	
	(4) Get vaccinated and go out like the same life.	

Mood & Tone:

- (1) Create a campaign of friends to invite friends to get vaccinated against COVID-19 to reduce severe illness and prevent Long Covid by creating credible and fun content and also create a natural viral buzz on social media.

However, the children group under 13 years old, the decision to receive or not to receive the COVID-19 vaccination service requires parental consent. When using the above key message to design and produce video clips to tell the story of the COVID-19 vaccine to create confidence must be under the concept of “short, concise, clear”, with each point having definition and reason as shown in the table 8

Table 8 Guideline for designing and producing video clip.

Point	Detail
Short	<p>Definition: Video clip with a length of no more than 1 - 1.30 minutes.</p> <p>Reason: (1) The length of the video clip is within the viewer average. It is not a burden for the receiver to watch.</p> <p>(2) The file size of the video clip is not large, therefore it's easy to store and easy to share on social media</p>

Table 8 Guideline for designing and producing video clip. (next)

Point	Detail
Concise	<p>Definition: A video clip must contain only one Key Message.</p> <p>Reason: (1) Reduce the risk that the receiver will misinterpret the Key Message from what the sender wants to communicate.</p> <p>(2) Classified by Key Message, so it's easy to search makes it easy to access, thus increasing the chance of recognition.</p>
Clear	<p>Definition: Video clip must be produced based on a study of the expectations of people of different age groups.</p> <p>Reason: The expectations of people of different age groups are different. Therefore, video clip must be able to respond clearly to the point of their expectations.</p>

In summary, messages used to communicate to people of each age group to receive the COVID-19 vaccination service are divided into 3 sets:

- (1) The key message set, the essence is the receiving the COVID-19 vaccination service reduces the severity when infected with COVID-19.
- (2) The sub-messages set, the essence is the receiving the COVID-19 vaccination service keeps social interactions safety.
- (3) The supporting messages set, the essence is the receiving the COVID-19 vaccination service increases/reduces economic losses



7.6 Guideline for selecting effective communication channels to reach people of different age groups.

The effective communication channels to reach people of different ages as shown in the table 9 - 12



Table 9 Communication channels for reaching the elderly people (aged 59 years and over).

Offline Media	Online Media
(1) Activities (e.g. Fitness club, recreational club, etc.)	(1) Elderly Group Line
(2) Mass media (e.g. Radio, Television, etc.)	(2) Moral drama Facebook
(3) Personal media that influencers in decision-making (e.g. Personal physician, Village Health Volunteer, Community leader, Religious leader, Family members, etc.)	
(4) Community media (e.g. Broadcasting tower, Market fair, Community hall, etc.)	

Table 10 Communication channels for reaching the late working age group (43 - 58 years old).

Offline Media	Online Media
(1) Outdoor media (e.g. Billboard, Sign at bus stop, etc.)	(1) Group line (2) Facebook
(2) Mobile media(e.g. Bus, Sky train, etc.)	Publish time: Monday-Friday 9:00 a.m. - 5:00 p.m. Saturday - Sunday, all day long
(3) Personal media (e.g. Personal physician, Village Health Volunteer, Community leader, Religious leader, Family members, etc.)	
(4) Community media (e.g. Broadcasting tower, Market fair, Community hall, Community mal, etc.)	
(5) Ad hoc media (e.g. residential juristic persons, etc.)	

Table 11 Communication channels for reaching the middle working age group (27 - 42 years old).

Offline Media	Online Media
(1) Mass media (e.g. Television, etc.)	(1) TikTok Publish time: Monday - Friday, 9:00 a.m. - 5:00 p.m. Saturday - Sunday, all day long
(2) Mobile media (e.g. Bus, Sky train, etc.)	(2) Instagram Publish time: before 7:00 a.m. and after 10:00 p.m.
(3) Personal media (e.g. Boss and colleague, doctor, family, etc.)	(3) Twitter Publish time: before 7:00 a.m. and after 10:00 p.m.
	(4) Influencer (e.g. Youtuber/Gamer/Caster/Streamer/ Net Idol/Reviewer)
	(5) Facebook
	(6) YouTube
	(7) Podcast

Table 12 Communication channels for reaching the adolescent and first jobber group (14 - 26 years old).

Offline Media	Online Media
(1) Outdoor media (e.g. Billboard, Sign at bus stop, etc.)	(1) Twitter
(2) Mobile media (e.g. Bus, Sky train, etc.)	(2) TikTok
(3) Personal media (e.g. Teacher, Instructor, Friend, Family, Relative, etc)	(3) Instagram
	(4) YouTube
	(5) Meme/Viral
	(6) Tinder
	(7) Facebook



7.7 The broadcasting tower has the potential to be a communication channel for the COVID-19 vaccine in rural areas.

The broadcasting tower is a communication channel that has been unanimously resonated from the lesson learned stage that it is an inefficient communication channel, divided into 4 issues: (1) signal coverage (2) quality of broadcasting equipment (3) programming and presentation skills of the presenter lack of interest, and (4) lack of receiver engagement and one-way communication.

However, broadcasting towers in Thailand collected by the Department of Provincial Administration and the Department of Local Administration found that there were 81,318 broadcasting towers in Thailand, divided into 73,793 usable locations and not working 7,525 locations, spread over the area outside the city. Located in the villages 58,531 locations, located in the sub-district administrative organization or sub-district municipality that have a subdistrict headman and a village headman 11,320 locations. Belonging to district government, 482 locations, city municipalities, 2,070 locations, municipalities 8,992 locations, and municipal district without a subdistrict headman and a village headman 503 locations, and others 2,420 locations.

When analyzing the broadcasting tower data, it's clear that the broadcasting tower has potential that has not yet been developed and used as a communication channel with the people in full efficiency. Due to the investment and installation of the infrastructure of 73,793 broadcasting towers completed and ready to use in all regions of the country. At the same time, the Department of Disease Control, Ministry of Public Health is still not enough communication channels to reach people who live outside the city comprehensively. Therefore, if the Department of Disease Control, the Ministry of Public Health will choose a broadcasting tower as another communication channel for people to receive COVID-19 vaccination service or other public health issues in the future, it is necessary to develop presenter skills and presenting interesting content to Village Health Volunteer to be a co-presenter together with the original presenter.



7.8 Empowering Village Health Volunteer with the concept of “Work less, get more work”.

Village Health Volunteer are personal media who are important in motivating people to receive the COVID-19 vaccination service successful because the people in the area have “confidence” and “trust” in Village Health Volunteer and both factors formed from different variables as shown in the table 13

Table 13 Variables that building confidence and trust in village health volunteer.

Confidence	Trust
(1) Readiness to serve the people (Service mind).	(1) Easy to access, close to people in the area.
(2) Demonstrate skills that reflect knowledge in that subject, resulting in tangible results.	(2) Listen to the problem.
(3) Act as a good role model for the public to believe.	(3) Things promised that can actually be implemented.

For communication skills that should be empowered to Village Health Volunteer received from the lesson learned stage.

(1) Design and produce media for Village Health Volunteer to use in communicating the COVID-19 vaccine.

(2) A short-term course to develop communication skills for the COVID-19 vaccine and include other dimensions of health communication.

(3) Develop communication channels through existing applications to be easily accessed, convenient to use, and stable.

(4) Empowered by taking care of additional welfare (e.g. Internet fee support, Certificate, Award)



7.9 Game communication to incentivize people to receive COVID-19 vaccination service.

When the number of people receiving the COVID-19 vaccination service has slowed down, stabilized, and began to decrease, the study found a case study in a province in the northeast region that organizes a COVID-19 vaccination event which has the right to draw lots to win prizes, with the grand prize being a breeding cow. An interesting result is that the number of people receiving the service has increased 3 times higher than before. However, even if the targeted results are achieved, it must (1) in exchange for the use of a high budget and it's not worthwhile when comparing the amount of investment and the individual worthiness, thus it's lacking long-term sustainability because (2) activities used to induce targeted behaviors are activities that can be completed in one go. It's not a game-like activity with a continuation of stimulating repetitive behaviors, crystallizing habits, or habitude. Therefore, the lesson learned is to be a guideline to elevate the activity to a game that can expect sustainable results as shown in the table 14

Table 14 Game communication design guidelines to motivate people to receive the COVID-19 vaccination service.

Activity	Game	Example of prize for COVID-19 vaccine recipients
Receive a COVID-19 vaccination service for draw lots to win prizes. It is a case study that will be extended to the game.	Accumulate points from receiving COVID-19 vaccination service and other vaccines in the future to redeem suitable rewards for people of different age groups.	Elderly people (aged 59 and over) <ul style="list-style-type: none"> • Consumer products (Home bound, Bed bound) • Retirement travel expenses discount (Social bound) • Free health check program (All elderly groups) • Additional old age allowance (All elderly groups) • Honorary awards such as certificates, etc. (All elderly groups)

Table 14 Game communication design guidelines to motivate people to receive the COVID-19 vaccination service. (next)

Activity	Game	Example of prize for COVID-19 vaccine recipients
		<p>Late working age group (43 - 58 years old)</p> <ul style="list-style-type: none"> • Free health check program • Additional government benefits (e.g. additional vacation days) • Tax reduction measures
		<p>Middle working age group (27 - 42 years old)</p> <ul style="list-style-type: none"> • Tax reduction measures • Special interest for housing/car loans with state banks • Special discounts on travel on public transport • Special discounts on accommodations for traveling
		<p>Adolescent and first jobber group (14 - 26 years old)</p> <ul style="list-style-type: none"> • Discounts/privileges to participate in social trending activities • Privileges for education loans (Student Loan Fund) • Privileges to work in a government institution • Medal of honor on social media
		<p>Children group (under 13 years old)</p> <ul style="list-style-type: none"> • Age-appropriate nutritional supplements • Privileges/discounts for attending public schools • Medal of honor on social media



The origin and importance

of taking communication lesson learned for people to receive the COVID-19 vaccination service

The target groups

who are participating in taking communication lesson learned for people to receive the COVID-19 vaccination service.

The objectives of taking

communication lesson learned for people to receive the COVID-19 vaccination service

The methods and procedures

of taking communication lesson learned for people to receive the COVID-19 vaccination service

The definition of terms

related to taking communication lesson learned for people to receive the COVID-19 vaccination service

The summarize of taking

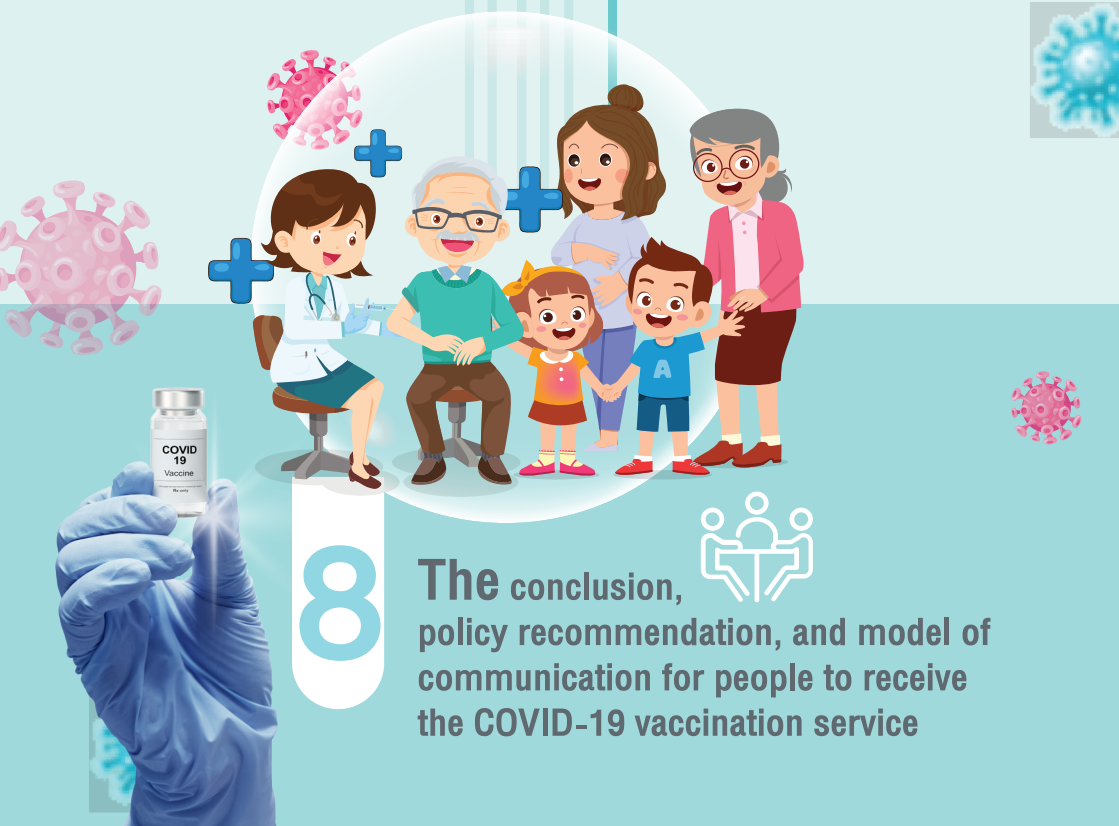
communication lesson learned for people to receive the COVID-19 vaccination service

The conceptual

framework for taking communication lesson learned for people to receive the COVID-19 vaccination service

The conclusion,

policy recommendation, and model of communication for people to receive the COVID-19 vaccination service



8

The conclusion,
policy recommendation, and model of
communication for people to receive
the COVID-19 vaccination service





Chapter

8

The conclusion, policy recommendation,
and model of communication
for people to receive the
COVID-19 vaccination service.

The conclusion of the communication to the people to receive the COVID-19 vaccination service in the past is the communication of the COVID-19 vaccine that responses expectations (Content and communication channels) have not covered people of all ages, thus causing a communication gap in people of certain ages (Generation gap) and in order to close the gap, the lessons learned stage reflects the important issues that need to be developed, namely

- (1) Selection of content and channel that can reach people of each age group
- (2) Policies to support work in the communication of a local institution/people
- (3) Expand knowledge cooperation and communication technology with the private sector to benefit all parties
- (4) Upgrading and developing the broadcasting tower to be a health communication channel
- (5) Developing a system to monitor and counter fake news in order to create understanding of facts along the perception path of people in each age group, and
- (6) Designing game for communication to motivate people of each age group to have behaviors in receiving vaccination services as a social norm as shown in the diagram 4

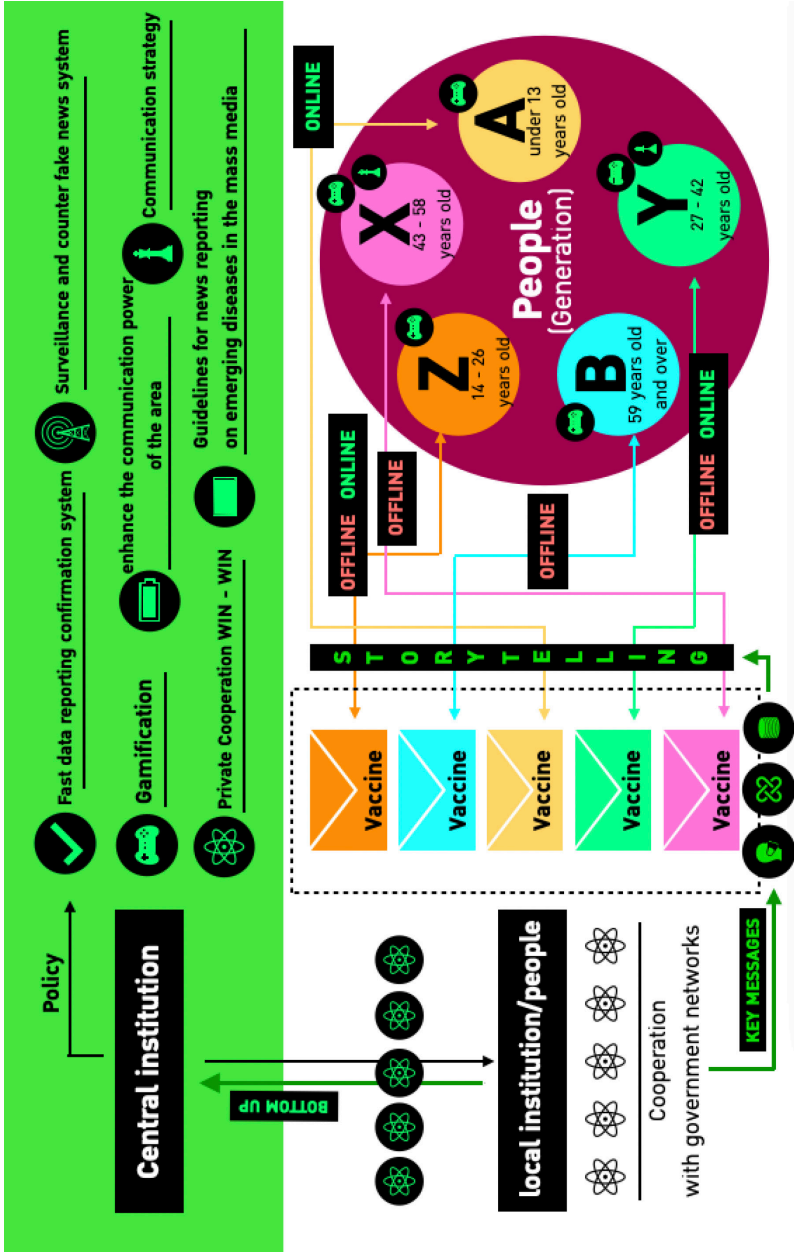


Diagram 4 Model of communication for people to receive the COVID-19 vaccination service.



From the synthesis of communication lesson learned to the people to receive the COVID-19 vaccination service on the past topic leading to 9 policy recommendations to increase the efficiency of communication for people to receive the COVID-19 vaccination service in the future as follows



8.1 Development of cooperation with the private sector must be mutually beneficial for all parties.

Past lesson learned confirmed that “cooperation” between government institution, state enterprises and private sectors are the keys to success in mitigating the COVID-19 pandemic. However, such cooperation arises from the pressure situation that forces all parties to cooperate. And when the goal of cooperation is achieved, it will be downgraded and eventually terminated.

So, when cooperation is the key to success, and the situation of the COVID-19 epidemic is in a declination of COVID-19 cases phase, the Ministry of Public Health should choose a mutually beneficial approach for all parties (Win - Win) as a starting point to develop a framework for cooperation with government institution, state enterprises and private sectors in 4 issues, namely (1) communication for people to receive the COVID-19 vaccination service with all sectors to be sustainable (2) increase vaccination service points outside the public health service area in line with urban, suburban and out-of-town lifestyles to increase the opportunity to access the COVID-19 vaccine or other vaccines in the future (3) enhance the potential of the broadcasting tower as a communication channel for the COVID-19 vaccine or other vaccines and other public health issues in the future, and (4) design and develop game to use to communicate to motivate people of each age group to receive the COVID-19 vaccination service.



8.2 Drafting guideline for news reporting of emerging infectious diseases to prevent frightened image embedded in people's minds (Stigma).

The Ministry of Public Health should be established a working group to draft guidelines for news reporting of emerging diseases in online and offline media together with relevant associations and mass communication professional council, namely the Society for Online News Providers Association, the National Press Council of Thailand, the News Broadcasting Council of Thailand, Thai Journalists Association, Thai Broadcast Journalists Association to prevent the creation of frightened image embedded in people's minds (Stigma) that may hinder the communication process for people to receive the COVID-19 vaccination service in the future



8.3 Develop guidelines for reporting facts in line with public expectations.

The Ministry of Public Health should be established a working group to study guidelines for reducing the time spent in the fact-finding process. In particular, whether the cause of death or severe illness is claimed to be a side effect of receiving the COVID-19 vaccination service or not, in line with the expectations of the speed of people who need the facts to make a decision to receive or do not receive the COVID-19 vaccination service, and it also prevents the spread of fake news at the same time.



8.4 Develop a surveillance system and mechanism to counter fake news in a timely manner.

The Ministry of Public Health should be established a working group to study, design, and develop surveillance system and mechanism to counter fake news in a timely manner. Create a correct understanding with the public with facts that are up-to-date with the situation. Including studying relevant laws (such as the Computer-related Crime Act) and when an action is found that is an offense, the prosecution should be filed to be the norm of society.



8.5 Design and produce media for communication campaign to educate about the COVID-19 vaccine in collaboration with the work area.

The Ministry of Public Health should be in conjunction with the work area to create media for communication campaign to educate people to receive the COVID-19 vaccination service and other vaccines in the future, classified by age. And appropriate to the context of each area.



8.6 Survey media exposure behavior to plan a vaccine communication strategy to reach people of all ages.

The Ministry of Public Health should be study about media exposure behavior and health literacy level of people in each age group to use the research results as information for planning a vaccine communication strategy or other public health issues in the future to effectively reach to people of each age group.



8.7 Develop communication channels within the organization that are easy to access, convenient to use, and stable.

The Ministry of Public Health should be explored existing platforms that have sufficient potential to be developed as internal communication channels for personnel related to vaccine communications under the concept of easy access, convenient use and stability.



8.8 Design a curriculum to develop communication skills for Village Health Volunteer.

The Ministry of Public Health should study and develop the curriculum, and training for Village Health Volunteer in three issues: (1) personality development for community health leaders, (2) persuasive communication skills, (3) simple and practical media production skills with smartphones. The goal is to enhance the communication power for Village



Health Volunteer to use in real vaccine communication in each area. This will reduce the burden of central media production. In addition, the produced media will be suitable for each context, it's associated with identity and meet the needs of media use in each area. In addition, welfare should be taken care of to suit the increased workload.



8.9 Designing game measures to communicate to the public to receive the COVID-19 vaccination service.

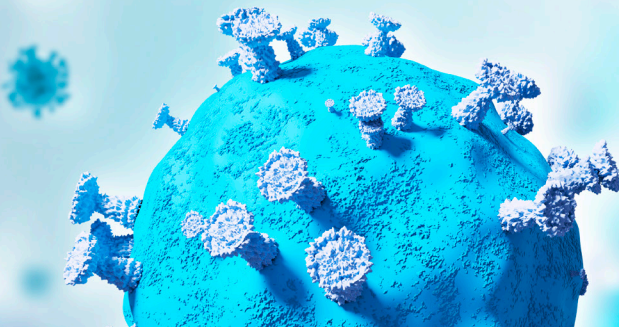
In the increasing trend of COVID-19 cases situation, policies to limit social interaction through various measures such as prohibiting travel, prohibiting service, prohibiting aggregation, if the conditional vaccination service is not provided, etc. It is a policy that people can understand and accept, but had to come at the cost of economic damage. However, such a policy is not suitable for the declination of COVID-19 cases situation and data from the lesson learned has been found showing that the period in which games were used to communicate with people to receive vaccination service was twice as effective in increasing the number of people receiving vaccination service compared to period when non-gaming activities were used, for example, those who receive vaccination services have the right to draw lots to win prizes, with the grand prize being a breeding cow, etc.

Therefore, the Ministry of Public Health should be established a working group to study the feasibility of designing game activities (Gamification) for appropriate incentives for people of each age group to receive vaccination service to elevate it to be the norm of society in the long run. For example, accumulate points from receiving vaccination service to get a tax deduction as a reward, cost of living reduction, public transport fees reduction, or awarding a symbol of commendation (like a donating blood), etc. However, such policies require cooperation with government institution, state enterprises and private sector, including budget management in driving measures compared to the expected value from the results.





Appendix



Procedure in summarize of taking communication lesson learned for people to receive the COVID-19 vaccination service.

1. **Case study and In-depth interviews.** Meeting with Public Health Departments and relevant stakeholders. By that, develop a draft question using in-depth research and interview tools to cover case studies from two in Chonburi and Lopburi provides.

For Chonburi, on April 7, 2023, at the Public Health Office of Chonburi, representatives from the Chunburi Provincial Public Health Office and Pantong Hospital, Health Promotion District Hospital, Village Health Volunteers, and Representatives of the Civil Sector.



For Lopburi, On April 10, 2023, at Tawoong Hospital was consist of representatives from the Lopburi Provincial Public Health Office, Tawoong Hospital, Health Promotion District Hospital, Village Health Volunteers, and Representatives of the Civil Sector.





2. Meeting in a workshop form lesson learned, (World Café) held a workshop to summarize of taking communication lesson learned for people to receiving COVID-19 vaccination services on May 25th - 26th, 2023, at Divana Plaza Phuket Patong in Phuket province. Opening ceremony by Dr. Jurai Wongsawat Medical Physician, Advisory Level. Department of disease control



A panel discussion was held with the themes of: The operation and lesson learned of COVID-19 vaccination service and communication for people receiving the vaccine and the implementation of the next phase in Thailand The panel discussion was conducted by Dr. Jurai Wongsawat Medical Physician, Advisory Level. Department of disease control, Dr.Tawee Chotpitayasunondh, a senior doctor, an associate professor from the National Institute of Child Health, Dr.Thanawadee Thantithaveewat, Deputy Director the Division of Communicable Diseases, and Dr. Muanprae Boonlorm, Deputy Director of Phuket Provincial Public Health office.





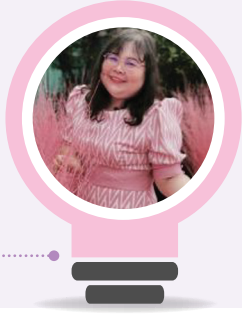
Infodemics lectures on the incorrect information provided by COVID-19 vaccination services led to the full popularization of COVID-19 vaccination services. COVID-19 vaccination services led to the full popularization of COVID-19 vaccination services. The lecture was given by Dr. Chaninan Sonthichai, Deputy Director of the Department of Division of Communicable Diseases and Chief of Vaccine Preventable Diseases Section, Department of Disease Control which support and emphasize the infodemics by Dr. Chawetsan Namwat, Thai Co-Director of Thailand MOPH - U.S. CDC Collaboration (TUC)



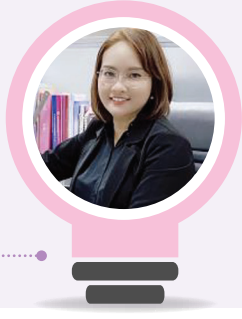
The workshop groups of the taking communication lesson learned for People to receive the COVID-19 vaccination service

The summarize of taking communication lesson learned for people to receive the COVID-19 vaccination service by World Cafe, lecturer by the team of the Division of Communicable Diseases and Rampaiphani Rajabhat University School and Faculty of Communication Arts to exchange issues with attendees, Health care workers public health personnel, and relevant networks.

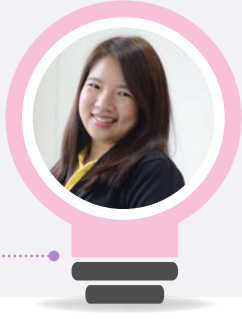
Lecturer of Division of Communicable Diseases, Department of Disease Control



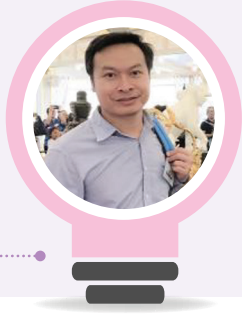
• Pornnapa Makkasan



• Prangnapitch Wihanthong

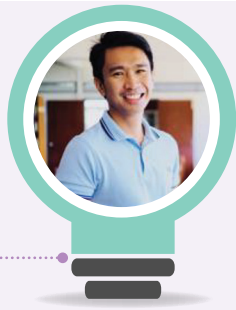


• Natthaphorn Paramee



• Padejsak Chobtum

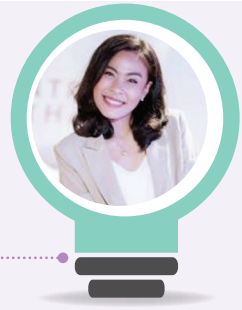
Process team of Faculty of Communication Arts, Rambhai Barni Rajabhat University



• Dr. Bavonsan Chiadamrong



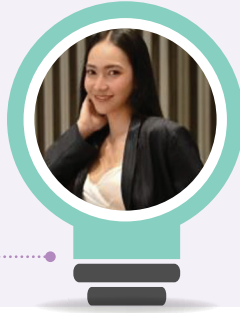
• Dr. Muanfun Kongsomsawaeng



• Dr. Maythaya Preeyanon



• Passorn Boonpitak



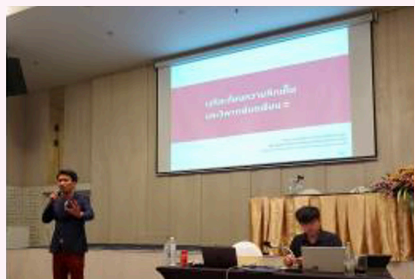
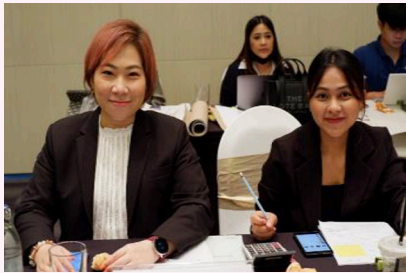
• Kwanruthai Suriya



• Suttichai Phetsri

Group practices and learning exchanges







3. **Case study and brainstorming** in selecting the two provinces for case study. The two selected provinces shall not participate in the workshop to eliminate the experience and lesson learned for people to receiving the COVID-19 vaccination service. For the sake of caution, and to check the accuracy of the triangular course draft, namely Kanchanaburi and Ayutthaya

Chao Khun Piboon Hospital at Kanchanaburi Province



Phra Nakhon Si Ayutthaya Provincial Public Health Office





4. July 7, 2023, the summarize of taking communication lesson learned for people to receive the COVID-19 vaccination service in the Chom Thepayasuwan conference room, 5th floor building 3 of the Department of Disease Control. Chaired by Dr. Wichan Bhunyakitikorn, Director of the Communicable Diseases, and Dr. Churai Wongsawat, Medical Mission, Advisory level. Department of Disease Control, feedback by Division of Communicable Disease, Division of Disease Control in Emergencies and Bureau of Risk Commication and Health Behavior Development suggestions and improve the course summary to communicate with the public and accept the Covid-19 vaccine service to be more complete proposed by Dr. Bowonsan, Assistant Professor of Faculty of Communication Arts from Rampaiphani Rajabhat University. It also to plans the preparation of content and disseminate the results of lesson learned for people to receive the COVID-19 vaccination services to executives and relevant personnel further.







The Summarize

of Taking Communication Lesson Learned for People
to Receive the COVID-19 Vaccination Service

