



VIDEO DIARIES + SOCIAL STORIES GUIDE

BACKGROUND

COVID-19 has taken a tremendous toll across the globe. Fortunately, recently authorized vaccines give us some hope, as vaccination is an integral part in bringing the pandemic to an end. Experts anticipate that when a 75 -85% critical mass of the population is vaccinated, we can lift restrictions and go back to "normal".

However, a significant of people are hesitant to get the vaccine.

Because of this hesitancy, there is a need to bridge the gap between people's concerns and vaccine adoption. The purpose of Vitality's COVID-19 Vaccine Engagement toolkit is to help drive uptake of the COVID-19 vaccine. Behavior science principles provide the basis for developing effective strategies to do so. One such strategy is the harnessing of social influences. Video diaries and social stories provide social proof – a technique that is effective in shaping behavior.

This guide will provide tips for creating social stories and video diaries that will resonate with your population and encourage those individuals who are hesitant to adopt the vaccine.

FINDING THE RIGHT TALENT

- Use experts, leaders and peer testimonials from well-known, well-trusted health advocates.
- When you can, use experts first. Scientists and clinicians are the most trusted people to talk about the vaccine, across all segments.
- Whether you're using an expert, leader or peer, make sure they're respected and reflective of your population.
- For a Vitality population, an engaged Vitality member will likely resonate best.
- Start with a trusted expert on your staff such as your chief medical officer, company doctor, occupational health nurse or staff scientist.
- Trusted peers like wellness CHAMPS, or union stewards also have good potential.
- Company leaders like the CEO are also good candidates, if you know they will resonate with your population (Regardless, a genuine written statement from the CEO, top HR or medical executive should be distributed).

USE SEGMENTATION AND PERSONALIZATION

Consider several individuals who match the segments you've identified as most hesitant. For example, in the US: polls have shown younger people and Black Americans are more hesitant; also highlight a mix of all ethnicities and ages if possible. Additionally, use a complete representation of urban, suburban and rural segments area, depending on the make-up of your workforce (or population).

CONSIDER CHARACTERISTICS OF THE INDIVIDUALS' VACCINATION STORY

When possible, have the individual log their entire journey (via video, photographs, journal, etc.) and capture the following:

- Scheduling their appointment
- Their feelings about getting the vaccine
- Them going to the vaccination site
- The process of actually receiving the first dose of the vaccine
- How they felt after receiving the first dose of the vaccine
- Any prompts or information they received between the first and second dose.
- Feelings before, and experience of, receiving the second dose of the vaccine
- Feelings after the whole process is complete

CRAFTING THE SCRIPT FOR A VACCINATION STORY/VIDEO DIARY

Consider these points when creating the story. These tips are for the person creating the story while a set of questions for the person sharing the story is listed below under, "My Vaccine Diary".

- Use well-thought-out language.
- Follow the entire journey from registering for the vaccine to getting both doses.
 - Consider thoughts and feelings (both emotionally and physically) before and after each dose immediately and days after if relevant.
 - Prompts or education received in between doses and from whom
- Get the background of person's current situation and experience with COVID.
- Explore how they're feeling emotionally.
- Explore the physical effects.
- Describe why they're doing it and if there is any hesitation. If there is hesitation, explain why there is hesitation.
- Reinforce preventive measures going forward.

Show materials/visuals like the COVID Vaccination Record card, patient materials, digital app record.

Sample script flow

- "Here's my journey.
- I'm a nurse practitioner at [Hospital] and am fortunate enough to be in one of the earliest groups to get the vaccine.
- As a nurse, I've worked through the pandemic and have seen many lives impacted by this disease. I personally have not been infected as I followed strict protocols at work and at home.
- I am taking the vaccine as another step to overcoming this pandemic.
- Today I'm getting the first dose. I'm feeling [excited/nervous/proud]
- As part of taking the vaccine, I signed up for V-Safe. And have my appointment already set up for the second.
- Now that I got my second one...[this time the side effects were a doozy but sure beats getting COVID];[I saw way too many people really sick with COVID and this was nothing compared to that.]; [I was worried about side effects but I feel fine.]; [I will continue to wear a mask and socially distance because I understand the vaccine is only part of how I keep myself and my family safe.]; [I will continue to use extra caution as I know it takes a few weeks to kick in...]
- I'm now feeling [proud/grateful/hopeful/relieved]
- Now that I got my second dose, I got my Vitality points and became a Vitality VIP – check out my pin. Etc."

General Story questions (see member "My Vaccine Diary" participant guide for tools to give to your employee/member)

QUESTION	WHY IT'S IMPORTANT
1. Tell us a little about yourself a. what region of the country do you live in? b. what is your occupation?	To show they are genuine and someone to trust. This will also help paint a picture of the varying segments that you're targeting (as discussed above).
2. What has been your experience with COVID? a. have you experienced it personally? b. or has someone close to you experienced it?	Gives context and possible motivation for getting the vaccine and wanting this pandemic to end.
3. How did you become eligible for getting the vaccine?	To show context and to show that this is a process that will take time and that certain groups are being prioritized before others.
4. What motivated you to get the vaccine?	Find motivation that got them rallied around it to hopefully inspire others to get vaccinated.
5. What steps did you have to take to sign up for the vaccine? a. Dose 1 b. Dose 2	To give perspective and set expectations for others.

QUESTION

WHY IT'S IMPORTANT

6. How were you feeling (emotionally) before Dose 1?
a. if they were hesitant, explore why?

To help allay others' concerns when seeing/hearing how a peer/leader worked through their concerns, gives an example of how I might work through mine.

This is a key point to drive home as our objective is to drive uptake and especially move those who are hesitant to take the vaccine.

This will help paint a picture of the varying segments that you're targeting based on reasons for hesitancy (as discussed above).

7. How were you feeling before Dose 2?

To help allay others' concerns when seeing/hearing how a peer/leader worked through their concerns, gives an example of how I might work through mine.

8. What side effects or physical effects did you feel after taking the vaccine? (and how did you deal with them) Dose 1 and Dose 2

To maintain transparency and let others know what to expect. And to show that side effects can be managed.

9. What preventive measures are you still taking?
a. and why?

To remind everyone that the vaccine is one step and many preventive steps are necessary right now.

10. What materials/visuals like the COVID Vaccination Record card, patient materials, VSafe app, etc.

To show proof and to show their pride.

11. What's your general feeling now?

To inspire others

WHEN PRODUCING AND EDITING

FRAME THE MESSAGE TO BE MOTIVATIONAL

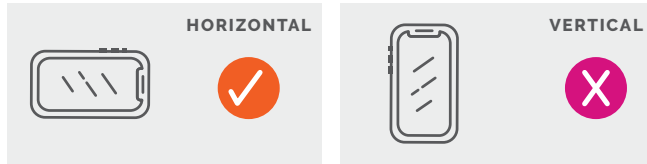
LEAN TOWARD THIS	STEER AWAY FROM THIS
The vaccine protects you from becoming ill	It's the right thing to do
Getting the vaccine will give you the freedom to travel and socialize	You should get it for your own good
The vaccine protects your family from becoming ill	Do it for the good of everyone
Getting the vaccine is a key step in the return to normal	The vaccine is the solution
The vaccine development process was reviewed and approved for safety at every phase	Myth #1: The vaccine changes your DNA Myth #10: Drug companies sped up the process

TECHNICAL GUIDELINES FOR VIDEO DIARY

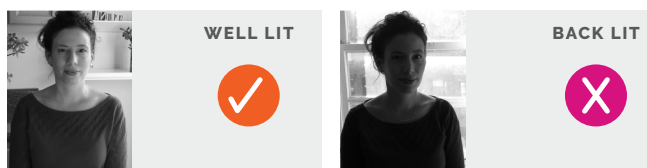
Below are a few pointers that will help you provide the best video possible. You may not be able to follow all of these guidelines (aside from filming horizontally), which is okay. Just try as best you can.

1 If you have access to a newer model phone, please use that for the video. I.e. If you have an iPhone 6 and a family member or a close friend has an iPhone 10

2 Please film with your phone horizontally.



3 Try to place yourself in a well-lit area so that your face is visible. To accomplish this, choose a spot with plenty of indirect natural light, such as a window, and try to position yourself so light hits you from the front/side. Try to avoid having a lot of light directly behind you.



4 If possible, place the phone on a level, stable surface in front of you so the camera doesn't shake. You can make your own stand by stacking sturdy materials (such as books) to create a surface to lean against. Having another person film may help if you're unable to set up the phone this way.

5 To ensure sound quality, try to pick a location without a lot of background noise. If you can't do that, using headphones that have a microphone will help.

PHOTO INSTRUCTIONS

In addition to documenting your experience via video, please consider adding photos of your experience as well.

Below are a few pointers that will help you provide the best photos possible. You may not be able to follow all of these guidelines, which is okay. Just try as best you can.

- **Document everything.** The more photos you take of your process, the better. This will provide the production team with ample resources to use.
- **Get someone else to take the photo.** Sometimes selfies are inevitable, but when possible, try to get someone else to take a photo of you (i.e. when you're standing in front of the clinic preparing to get the vaccine, when you're actually receiving the vaccine, you holding up paperwork after you've received the vaccine, etc.).
- **Be mindful of lighting.** It won't always be possible to control lighting, but when possible, make sure the photo is well-lit.
- **Avoid zooming in.** When you take a photo from a distance, it's tempting to zoom in on something specific you're trying to capture. But it's actually better not to zoom in — doing so can make the photo appear grainy, blurry, or pixelated.

OTHER HELPFUL HINTS

It may be challenging to capture the entire vaccination journey in a vlog. Instead consider:

- ask participants to introduce themselves on video and document the rest of the story through photographs and a written log.
- put together a montage of clips that showcase one single question like: Why did you decide to vaccinate?