



STEP 2: FOCUS AND CREATE

CREATIVE BRIEF TEMPLATE

Demand Creation and Advocacy for COVID-19
Vaccine Acceptance and Uptake

Creative Brief Template

Purpose of the Tool: A creative brief is a short document that guides the development of social and behavior change (SBC) activities and materials and is based on an SBC strategy. Each creative brief repeats some key information from the SBC strategy to ensure that each activity and material is in line with the strategy. Writing a creative brief is one of the first steps in developing materials and activities, especially if a design firm or outside creative consultant is being engaged. Creative briefs give everyone involved in developing materials and activities all the information they need in one place. They are also used to help create consensus among team members and stakeholders about the activity or material being developed.

This tool supports the implementation of the *Focus and Create* Tasks 2.2–2.4 in FHI 360’s [*Demand Creation and Advocacy for COVID-19 Vaccine Acceptance and Uptake: An Interim Quick Start Guide*](#).

How to Use this Tool: Refer to the Demand Creation and Advocacy Strategy Template to complete a creative brief for each material and activity or set of materials and activities proposed in the strategy. In general, each material or activity should have its own creative brief, although a single brief may suffice for a set of activities or materials designed for the same audience(s) and with the same communication objective(s). Refer to the strategy to fill in many components of the creative brief.

Use the example creative brief at the end of the document for inspiration.

Creative Brief Template

Problem Description: Summarize the problem description captured in Section A of the SBC strategy. Be sure to include the priority populations to receive vaccines and factors influencing acceptance and uptake of vaccines.

Activity Duration: State the timeframe of the activity (or the activity for which the material will be used).

Target Audience(s): Summarize the audience segments the activity will reach — both the primary audience segment(s) and the secondary audience (those that influence the primary audience).

Behavior Change Objective(s): List the behavior change objective(s), i.e., the action(s) you want the target audiences to take as a result of your activities. Behavior change objectives clearly and concisely state the intended outcomes of the program. Keep objectives SMART (specific, measurable, attainable, relevant, timebound).

Communication Objective(s): List the communication objectives, which state what the demand creation or advocacy intervention aims to change in order to achieve the behavior change objective(s) (addressing key determinants identified through your review of the research related to knowledge, attitudes, beliefs, self-efficacy, norms).

Key Promise: Provide the promise or benefit that the audience will experience by changing the behaviors. This should be a compelling, truthful, and relevant benefit.

Support Statements: Include the reasons the key promise outweighs the barriers and the reasons why what is promised or promoted is beneficial. These statements often become the key messages.

Tone: *What feeling or personality should your activity/material have, based on your key promise (e.g., humorous, logical, emotional, informative, surprising)?*

Key Content (Message Concepts): *This content should include the key messages you want your activity or material to convey. It is often best to present these messages in simple bullet points. If the messages should be organized in a certain way (e.g., certain messages presented first or last) you should note that here.*

Ask yourself: What is relevant to your audience in order to achieve your behavior change and communication objectives, keeping in mind that the best activities/materials are simple and clear?

Call to Action: *What are you asking the audience to do?*

Channels: *List formats/channels that will be used, e.g., radio, TV, social media, interpersonal communication, print.*

Creative Considerations: *Is there anything else the creative people need to know? Will the material or activity be in more than one language? What style and illustration type is preferred? How many local languages are needed? What are the reading levels of your audiences? Is there anything particular regarding style, layout, or visuals? What logos need to be used? How is this material branded? Can you leverage, align with national or other campaigns? Do you need approvals for the creatives?*

Example Creative Brief¹

Problem Description: *Summarize the problem description captured in Section A of the SBC strategy. Be sure to include the priority populations to receive vaccines and factors influencing acceptance and uptake of vaccines.*

Existing Survey Findings: In April 2021, a study was conducted to measure citizen's attitudes toward taking the vaccine and to track changes in attitudes since a similar survey, which was conducted in December 2020.

The study showed that, over the course of three months (Jan to Mar 2021), willingness to take the vaccine increased by 31% overall.

- Older people (age 45+) and residents of urban areas are now showing more openness to take the vaccine, moving from 40% to 80% who reported willingness to get vaccinated.
- Female acceptance to take the vaccine increased considerably, from 35% to 74%.

Among those who are still hesitant or unwilling to take the vaccine, their main reported reasons were concerns about vaccine side effects.

Findings from Rapid Assessments conducted in April 2021

- There is a low perceived severity of COVID-19 among the general population, except for those who had already been infected with COVID-19 and health care providers, who noted the risks of uncontrollable spread among communities.
- Higher levels of vaccine hesitancy were reported in the northern region and in rural areas

The most frequently cited reasons for lack of willingness to take the COVID-19 vaccine were:

- Doubt about the vaccine's effectiveness in preventing the spread of COVID-19 and protecting individuals from getting infected
- Safety concerns and side effects of the vaccine, with many believing that the side effects could lead to death or disease, infections, seizures, allergic reactions, and infertility.
- Safety of the vaccine for pregnant and lactating women

Despite some decline in debate around the effectiveness of the COVID-19 vaccine since vaccine roll-out began, reports of vaccinated people dying of COVID-19 are still circulating, contributing to ongoing concerns regarding vaccine efficacy.

Activity Duration: *State the timeframe of the activity (or the activity for which the material will be used).*

June – September 2021 over two waves:

- The first wave will be launched in June 2021 and continue through July 2021.
- The second wave will be launched in August 2021 and continue to the end of September 2021.

Campaign roll-out will be carried out in coordination with Ministry of Health to ensure alignment with vaccine roll-out phases and priority populations and sectors.

¹ Adapted from USAID Jordan Community Health and Nutrition (CHN) activity COVID-19 campaign

Target Audience(s): Summarize the audience segments the activity will reach — both the primary audience segment(s) and the secondary audience (those that influence the primary audience).

Primary Target audience:

Our target audience is divided into two segments, described below. These audience segments will cut across all demographics.

- Unconcerned: those who have low perceived threat (risk and severity) of COVID-19 and consider the vaccine a low priority.
- Hesitant: Those who have concerns about safety and effectiveness, and who have low trust in the institutions promoting the vaccine and the government and their COVID-19 response and/or have low belief in vaccine effectiveness

The campaign's first wave will target hesitant audience segments (adult men and women) – citizens and non-citizens. Greater emphasis will be placed on men and women aged 45+ who are at greater risk from severe cases of COVID-19.

The campaign's second wave will continue targeting the hesitant group and will expand to target the unconcerned audience segment (adult men and women). Greater emphasis will be placed on women given that they still have higher levels of vaccine hesitancy, with specific messaging for pregnant and lactating women.

Across both waves of the campaign, we will seek to reach and engage influencing audiences (see secondary audiences listed below) in sharing accurate information through their existing networks and platforms and encouraging vaccine uptake.

Secondary Target audience (Influencers) to engage and promote target audience.

- Health service providers
- Community Leaders
- Religious Leaders
- Social media influencers

Behavior Change Objective(s): List the behavior change objective(s), i.e., the action(s) you want the target audiences to take because of your activities. Behavior change objectives clearly and concisely state the intended outcomes of the program. Keep objectives SMART (specific, measurable, attainable, relevant, timebound).

- People register on the electronic COVID-19 vaccination registration system and attend their appointments on time to receive the COVID-19 vaccine (one or two doses, as applicable).
- Individuals who have been vaccinated make their vaccination decision visible and celebrate it
- Community leaders and influencers take steps to build public trust and acceptance of the COVID-19 vaccine.

Communication Objective(s): *List the communication objectives, which state what the demand creation or advocacy intervention aims to change in order to achieve the behavior change objective(s) (addressing key determinants identified through your review of the research related to knowledge, attitudes, beliefs, self-efficacy, norms).*

By the end of COVID-19 campaign there will be an:

- Increase in the proportion of individuals who believe that getting a vaccine is the best way to protect themselves, their friends and family
- Increase in the proportion of people who believe the COVID-19 vaccine side effects are easier to manage and safer than getting infected
- Increase in the proportion of people who believe that the vaccine can be taken by most people, and that it is especially important for people who were already infected with COVID-19

Key Promise: *Provide the promise or benefit that the audience will experience by changing the behaviors. This should be a compelling, truthful, and relevant benefit.*

Getting the COVID-19 vaccine is essential to protect yourself and your loved ones. When you get the COVID-19 vaccine, you will be protected from severe illness and you will be able to return to work, school, and safer socializing

Support Statements: *Include the reasons the key promise outweighs the barriers and the reasons why what is promised or promoted is beneficial. These statements often become the key messages.*

- You have the opportunity to protect yourself and your loved ones from COVID-19 by getting vaccinated.
- Vaccination is safe and effective, and highly effective against COVID-19 virus, which can be fatal and have long-term health consequences.
- When you are eligible to receive the vaccine, do not delay; it is important for your health and the health of loved ones around you that you are protected.
- The country is following international best practices, guidance, and standards to ensure its vaccine rollout is carried out safely and effectively.

Tone: *What feeling or personality should your activity/material have, based on your key promise (e.g., humorous, logical, emotional, informative, surprising)?*

- Encouraging, positive, empathy and protecting those you love.
- Include positive emotions and avoid communication (including nonverbal) that heightens negative emotions, such as fear or shame.

Key Content (Message Concepts): *This content should include the key messages you want your activity or material to convey. It is often best to present these messages in simple bullet points. If the messages should be organized in a certain way (e.g., certain messages presented first or last) you should note that here.*

Ask yourself: What is relevant to your audience in order to achieve your behavior change and communication objectives, keeping in mind that the best activities/materials are simple and clear?

The following areas to be covered:

- Benefits of vaccination, including for those who have already had COVID-19.
- Eligible individuals to take the COVID-19 vaccine.
- What to expect when vaccinated

Messages to be avoided

- Promoting any specific vaccine
- Discussing effectiveness and safety of any specific vaccine
- Naming or promoting any source of the vaccines
- Discussing Approval / registration process of any specific vaccine
- Encourage individual's preference of any type of COVID-19 vaccines
- Discussing contraindications of any specific vaccine

Call to Action: *What are you asking the audience to do?*

- Ensure you get your vaccine appointment as soon as possible by registering on the electronic COVID-19 vaccine registration system
- Make your decision to get vaccinated visible and celebrate it!
- If you have questions about COVID-19 vaccination, talk to your healthcare provider

Channels: *List formats/channels that will be used, e.g., radio, TV, social media, interpersonal communication, print.*

The SBC campaign concept, messages, media, and implementation plan will be developed in close coordination with the selected creative agency.

At minimum, the campaign materials will include: TVCs, radio spots, digital ads to be used on social media and other platforms, social media content, and tools to support community outreach activities to be delivered by health service providers, community leaders, influencers, and religious leaders.

Materials will include:

- For health service providers: Short online training videos on strategies for effective vaccine communication, vaccine messaging guide for healthcare providers, "I got my COVID-19 vaccine" buttons or stickers
- For community leaders: vaccine messaging guide for community leaders, community outreach kit, community outreach activities guidance, "I got my COVID-19 vaccine" buttons or stickers
- For religious leaders: vaccine messaging guide for religious leaders, community outreach kit, community outreach activities, "I got my COVID-19 vaccine" buttons or stickers

- For social media influencers: vaccine messaging guide for social media to facilitate sharing of accurate content through existing platforms and accounts, shareable social media profile picture frame saying “I got my COVID-19 vaccine”

These materials will be used to implement a coordinated mass and social media campaign, which will be combined with community outreach activities, led by community and religious leaders, volunteers, and CBOs representatives.

Creative Considerations: *Is there anything else the creative people need to know? Will the material or activity be in more than one language? What style and illustration type is preferred? How many local languages are needed? What are the reading levels of your audiences? Is there anything particular regarding style, layout, or visuals? What logos need to be used? How is this material branded? Can you leverage, align with national or other campaigns? Do you need approvals for the creatives?*

- Branding and Marking: FHI 360 logo, donor, and Ministry of Health logos to be applied.
- All information will use simple language and terminology that ordinary people can understand.
- The visuals and content need to target all citizens; however, there should be a heavier emphasis on women and populations most at risk of severe COVID-19, i.e., adults age 45+ and those with long term conditions and should be relatable to rural audiences.
- The campaign will be presented as part of national efforts to combat the COVID-19 pandemic
- All final products need to be approved by the project, Ministry of Health, donor before launching.