

Invitation to participant in an interview about COVID-19 vaccine confidence

Would you be interested in having a say about how COVID-19 vaccine policy gets communicated?

The COVID-19 pandemic is evolving daily and public health information must try and keep pace to support community well-being. At the University of Waterloo, School of Pharmacy researchers led by Kelly Grindrod and Nancy Waite are investigating how we follow the COVID-19 information stream and looking to make communication easier. Can we improve how vaccine information is disseminated and build confidence in vaccines?

We are currently seeking volunteers to take part in research interviews about their experience of how vaccine policy was communicated. Participants may include community members who have a voluntary or non-professional role in discussing vaccine policy, as well as healthcare professionals. The study will analyze what went well and what didn't when we discuss vaccine roll-out. We hope to be able to make recommendations for the future.

If you're interested in participating in our study, we ask you to get in touch via cvstudy@uwaterloo.ca

Participation is voluntary and you can withdraw at any time. We will conduct an interview via MS Teams for approximately 40-60 minutes and record your responses, with your permission.

This study has been reviewed and received ethics clearance through the University of Waterloo Research Ethics Board (#43633).