Social media campaign and research program to address COVID-19 vaccine hesitancy in pregnancy: Correspondence

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Social media campaign and research program to address COVID-19 vaccine hesitancy in pregnancy: Correspondence

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Conflict of interest

None

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Dear Editor, we would like to share ideas on the publication “One Vax Two Lives: a social media campaign and research program to address COVID-19 vaccine hesitancy in pregnancy [1]. Marcell et al. reviewed the campaign's lessons learned and how the most effective elements might be applied to relevant areas of maternal public health [1]. We can all agree that the COVID-19 vaccine's detrimental effects on vaccination apprehension are a substantial issue that, if not addressed, may have an impact on other commonly used vaccines and healthcare services. It is critical to stress that a person's decision to receive the COVID-19 vaccination can be influenced by a number of circumstances, including the location and severity of the outbreak. The level of trust people had in their local public health system impacted their propensity to adopt.

Their willingness to implement public health measures during the COVID-19 outbreak was influenced by their level of faith in their local public health system [2]. Adoption rates may alter considerably when additional information on the efficacy and safety of various vaccination types becomes available [2]. People's accepting preferences alter with time, according to a Hong Kong study [3]. Instead of the traditional cross-sectional or retrospective study on document design, a longitudinal study paradigm should be used to analyze the outbreak's repercussions and factors associated to immunization.
References

