

HIGHLIGHTS

- [Survey results in Malaysia](#) show wide acceptance of a COVID-19 vaccine, with 57% responding “yes” and a further 33% responding “maybe” to whether they would get vaccinated, highlighting opportunities for CEA interventions to make an impact. The survey was jointly run by MRCS, WHO and IFRC.
- An IFRC Americas Region survey in Latin America shows that 74% of respondents believe preventative measures campaigns are no longer effective.
- Vaccine conversations are happening more frequently during [National Societies' work in the Africa Region](#), sparking discussions on safety, trust in testing procedures, and timeline for availability in African countries.
- [Vaccine trackers](#) are being more widely published, as COVAX begins distribution.

Data Trends

- **Vaccine acceptance is changing, but not in a single direction.** A recent survey conducted by Ipsos shows an increase year-on-year for those strongly agreeing to receive of a COVID-19 vaccine. This was a consistent result for all 15 countries sampled. Italy and Spain showed the greatest change from December 2020 to January 2021 (+28 points). Russia, Australia and South Africa had the smallest increases (+3, +5, +6). On the other hand, Johns Hopkins University has found that while European and North American countries have increased acceptance since July 2020, vaccine acceptance is down in Asia, the Middle East and South America. [\[1\]\[2\]](#)
- **Preventative measures show similar patterns as vaccine acceptance.** Data on people reporting following preventative measures such as mask wearing and physical distancing over the past six months has shown a similar decline in Asian and South American countries sampled, with increases in Europe and North America. [\[3\]](#)
- **Men are more likely than women to accept COVID-19 vaccines.** Data from multiple studies show that sex is a predictor for vaccine acceptance. Globally, men are more likely to express strong acceptance of the COVID-19 vaccine. [\[4\]\[5\]](#)

FURTHER RESOURCES



[Hotline in a Box](#) – Toolkit to help set up and manage communication with communities during humanitarian crises



[Johns Hopkins KAP Survey](#) – Vaccine acceptance dashboard exploring survey snapshot and wave results from 67 countries



[Ipsos Global Attitudes](#) – Results of Jan 2021 vaccines survey in 15 countries with the World Economic Forum