

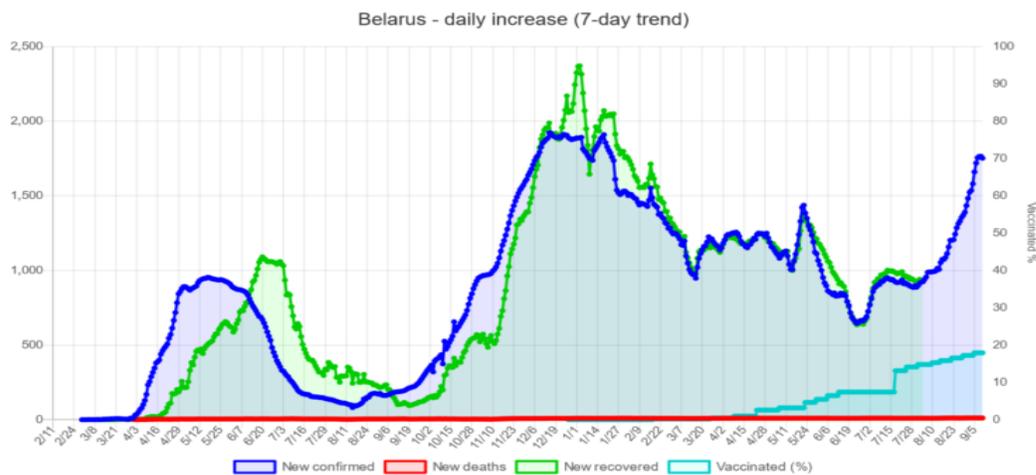
Formation of Negative Image of WHO-Approved COVID-19 Vaccines

Mikhail Doroshevich

mikhail.doroshevich@e-baltic.org

According to official data from the Ministry of Health of the Republic of Belarus, in the first ten days of September 2021, the total all time number of people infected with the COVID-19 coronavirus was approximately two thousand people. For example, on September 11, 2021 the total was 1887 people .

A negative trend is also visible on the graph of the global service which uses data from the World Health Organization (WHO / WHO), obtained in turn from the Ministry of Health:



This is reflected in particular by the fact that in the rating of publications in Belarusian telegram channels of September 10 and 11, 2021, despite serious political events, including talks on programs of union between the Republic of Belarus and Russian Federation, posts related to the topic of coronavirus pandemic were leading by the number of views:

	Сегодня в Дании полностью сняты коронавирусные ограничения.	244448	1	10 Sep, 11:20	1
	Рассказываем, что за скандалы сопровождали конкурс «Мисс Беларусь» в этом году и кто борется за победу. Почти треть	216554	2	10 Sep, 07:46	2
	«Пикетировала БЧБ-волосами» Девушку отштрафовали на 2320 рублей за цвет волос, пишет @vixna96 Утром 9 сентября на улице	201121	2	10 Sep, 14:31	3
	Агент КГБ Воскресенский провалил спецзадание 🇷🇺 Лакей не теряет надежд отбелить режим 🇧🇪 Лукашизм покарает лукашистов	161453	1	10 Sep, 09:22	4
	Сократил €5 млн, связь с Зейцевым и медаль от парафашиста. Кто такой Владимир Тельпук? Литовское издание Siena.lt опубликовало	83672	1	10 Sep, 09:05	5
	Ждем, конечно, инсайда от Шпица, но замер температуры на другом конце провода подтвердил все наши инсайды. Визит должен был	68903	7	10 Sep, 11:50	6
	«Вчерашняя встреча президентов плавно перетекла в день сегодняшний. ⌚Итого на таймере Пула Перого 7 часов. Как нам	62366	17	10 Sep, 08:21	7
	Дмитрий Песков о переговорах Путина и Лукашенко. «Речи о введении единой валюты РФ и Беларуси пока не идет, даже в	61305	16	10 Sep, 13:10	8
	Удары резиновым демократизатором: прямо сейчас литовские силовики начали жестко задерживать людей.	54687	5	10 Sep, 16:30	9
	Пут один канал устроил голосование. Какой ответ выбрать, все знает. Пусть ватаны утрутся.	45787	3	10 Sep, 20:07	10

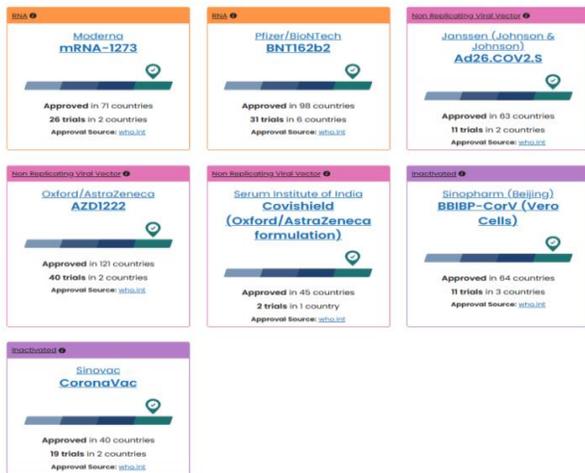
September 11:

Публикация	Просмотры ↓	Репосты	Дата/время		
	Россия рассказала, сколько вакцин провела Беларусь. Кажется, привитых у нас почти на 40% меньше, чем заявили власти.	191202	3	11 Sep, 08:44	1
	А мячине отмечают день города в правильных цветах!	130710	1	11 Sep, 10:14	2
	Дабранак, Мінск!	73404	0	11 Sep, 10:13	3
	Сегодня день рождения у Светланы Тихановской избранному президенту Беларуси сегодня исполняется 39 лет. Редакция нашего	56309	1	11 Sep, 09:02	4
	Сегодня так называемый «суд» Добруцкого района наказал 22-летнего ролера Евгения Петрова, обвиненного в создании	49837	2	11 Sep, 15:14	5
	Лавров заявил, что США пытаются создать автокефальную незаконную церковь в Беларуси	48660	1	11 Sep, 14:21	6
	20 лет назад произошел крупнейший теракт в истории человечества. Вспоминаем день, когда мир изменился навсегда https://real.onliner.by	42361	0	11 Sep, 09:53	7
	Партизанский привет! Операция «Жар» продолжается. Интеллектосводка №18 - взлом внутренней сети департамента охраны	37099	10	11 Sep, 20:45	8
	Белорус нацел на карте сожженных фашистами деревень малую родню своим родителям. Все бы ничего, но на самом деле Гончарову	32720	1	11 Sep, 13:51	9
	На этот раз 30 лет Белгэпромабану, если верить читателям! Или мисс Беларусь. Мерт, всё пропустил	29751	0	11 Sep, 00:10	10

As of September 10, 2021, WHO approved 7 vaccines:

Last Updated 10 September 2021.

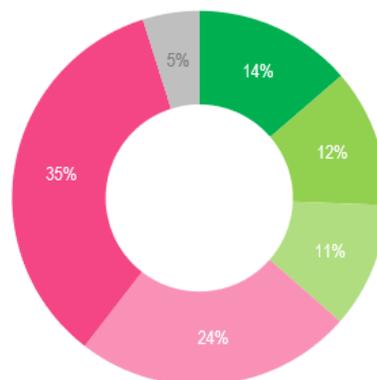
7 Vaccines Approved for Use by WHO



of these, only the Chinese-made Sinopharm (Beijing) vaccine is approved for use in Belarus: BBIBP-CorV (Vero Cells). PRC aid should be noted, as the cargo with 1.5 million vaccines against COVID-19, arrived in Belarus on September 5, 2021 . Belarus received 500 thousand doses of vaccine as gratuitous aid, and another 1 million doses were purchased under a contract. In other words, 1.5 million doses were purchased, and a 30% discount was received.

According to the August survey conducted by the Baltic Internet Policy Initiative, just over a third of the respondents are ready to get vaccinated, while the majority are not yet ready:

Readiness to be vaccinated



- Yes, and already vaccinated
- Yes, but not yet vaccinated
- Rather yes than no
- Rather no than yes
- No
- Unable to answer

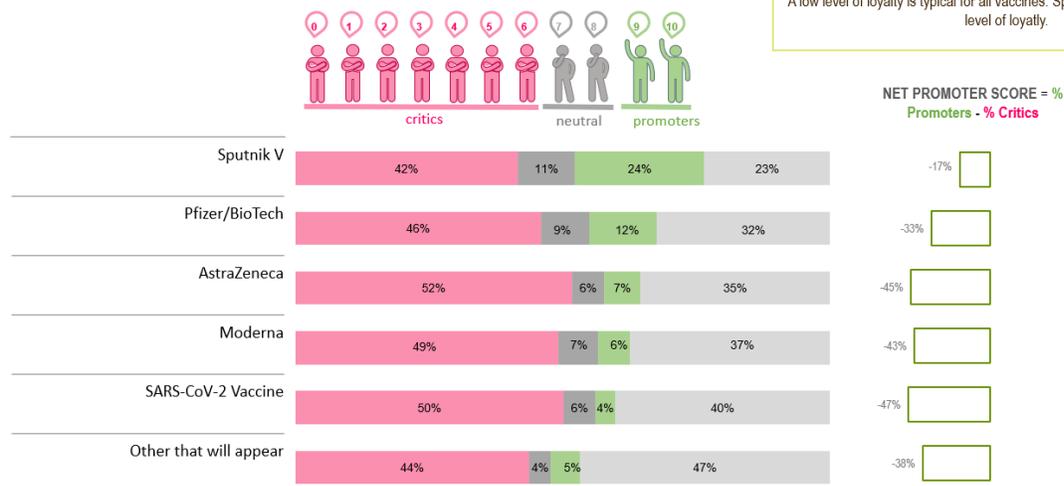
About a third of the respondents were sick with the coronavirus disease COVID-19. A significant part - about 20%, do not know for sure whether they were sick. A little more than a third of the respondents are ready to be vaccinated, the majority are not yet ready.

Respondents are a national representative sample of the Internet audience aged 18-74. The next important point is loyalty to existing vaccines:

Loyalty to vaccines

If you had an opportunity to choose a vaccine for vaccination against coronavirus disease COVID-19, which would you have chosen personally for yourself or recommended to friends and relatives?*

A low level of loyalty is typical for all vaccines. Sputnik V has a relatively high level of loyalty.



Source: MTÜ Baltic Internet Policy Initiative, 08/2021

Sample 1208

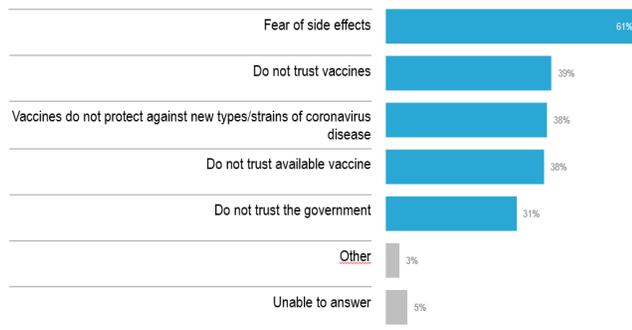
For the success of a vaccination campaign, it is necessary to communicate the most truthful and honest information about **all** WHO-approved and available vaccines in the country using all available means. This is because the absolute majority - 61% of the respondents note the fear of side effects after using the vaccine.

The rest of the reasons were mentioned with the same frequency:

Reasons to refuse vaccination

Why do you think people do not want to be vaccinated against the coronavirus disease COVID-19 in Belarus? *

The absolute majority - 61% of the respondents note the fear of side effects after the use of the vaccine. The rest of the reasons were mentioned with the same frequency.



Source: MTÜ Baltic Internet Policy Initiative, 08/2021

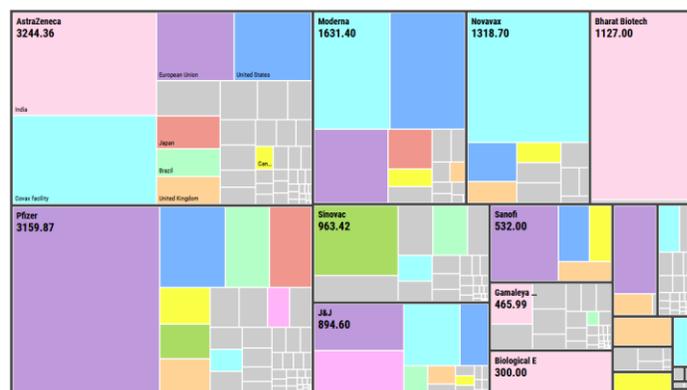
Sample 1208

Consider the publications related to the mention of the Pfizer vaccine as the first approved vaccine by the WHO, the second in the number of contracts in the world:

Contracts by manufacturer

U.S.
 Japan
 China
 U.K.
 European Union
 Covax facility
 India
 Brazil
 Canada
 African Union

million doses



The number of mentions of Pfizer in Belarusian telegram channels for the period from January 1 to August 31, 2021, according to Telegram Analytics, amounted to 1,667 publications in 243 channels.

The largest number of references was on the telegram channel [BeITA](#) , the main state news agency, 91 times.

The headlines that have garnered the most views:

1. In Mexico, a nurse partially paralyzed after being vaccinated with the Pfizer vaccine (source - RT) Date of publication: 01/06/2021
2. A resident of Colombia was vaccinated against COVID-19 seven times (source - MIR 24) Date of publication: 08/25/2021
3. In Ukraine, a man died after being vaccinated with the Pfizer vaccine (source - RIA Novosti) Date of publication: 07/02/2021
4. In Singapore, a teenager suffered a heart failure after being vaccinated with the Pfizer vaccine (Source - TASS) Date of publication: 07/05/2021
5. In the United States, dozens of adolescents revealed heart problems after vaccination with Moderna and Pfizer (Source - The New York Times) Date of publication: 05/24/2021
6. A fully vaccinated patient died from COVID-19 in Greece for the first time (Source - TASS) Date of publication: 08/16/2021
7. In Norway, 23 people died after being vaccinated with Pfizer (Source - RT) Date of publication: 1/14/2021

Of all publications, less than 25% did not report on vaccine supply issues, side effects, and so on.

Telegram channel [ATN NEWS](#) (ATN: News of Belarus and the World / TV News Agency) mentioned Pfizer - 68 times.

The headlines that have garnered the most views:

1. In the United States, 55 people died within a few days after vaccination with Moderna and Pfizer (Source - RT) Date of publication: 01/17/2021

2. A loud scandal erupted in Kiev! Some top government officials have been secretly vaccinated against the coronavirus. Date of publication: 06.01.2021
3. "Sputnik V" recognized in Hungary as the safest and most effective vaccine against COVID-19. Date of publication: 04/25/2021
4. "The EU regulator has asked Pfizer and Moderna for data on new adverse reactions to their vaccines, such as skin allergies, kidney inflammation (glomerulonephritis) and nephrotic syndrome. Date of publication: 12.08.2021
5. French region ordered 500 thousand Sputnik V vaccines. Date of publication: 04/14/2021
6. Pfizer will inform the US authorities about the need for the third dose of its vaccine (Source - TASS) Date of publication: 07/11/2021
7. A doctor who was vaccinated with Pfizer vaccine was hospitalized in Mexico (Source - TASS) Date of publication: 01/02/2021

Less than 20% of publications about the Pfizer vaccine were positive or neutral in nature. The rest reported on the number of people who died from the side effects of the vaccine in different countries of the world.

Pfizer was mentioned 66 times in the publications of the ONT NEWS telegram channel (Official Telegram - ONT TV channel).

The headlines that have garnered the most views:

1. In Canada, vaccination with AstraZeneca will be allowed to be combined with other vaccines (source - TASS) Date of publication: 06/01/2021
2. The American medical regulator FDA approved the third dose of Pfizer and Moderna vaccines for immunocompromised persons (source - RIA Novosti) Date of publication: 08/16/2021
3. Pfizer and Moderna increase prices for their coronavirus vaccines amid rising global demand (source - TASS) Published Date: 08/02/2021

4. Sputnik Light vaccine is needed as a third component for those who have been fully vaccinated with two doses of Pfizer to increase the level of protection against the Delta strain (source - RIA Novosti) Date of publication: 17.08.2021
5. US to buy 500 million doses of Pfizer's coronavirus vaccine to send to other countries (source - TASS) Date of publication: 06/11/2021
6. In Britain, seven people vaccinated with AstraZeneca died after they had blood clots (source - TASS) Date of publication: 04/03/2021
7. Pfizer and BioNTech said they will provide US and EU regulators with data on the booster dose of their coronavirus vaccine in the coming weeks (source - RIA Novosti) Date of publication: 07/09/2021

About 45% of publications contain positive or neutral information about the Pfizer vaccine.

It is worth noting that information sources of most of the news about the Pfizer vaccine were from Russian Federation. To form an objective and unbiased news picture about medical supplies related to the global coronavirus pandemic COVID-19, it is necessary to use information from verified international news sources as much as possible.

Conclusion:

Thus to increase the number of vaccinated citizens of the Republic of Belarus, for all media of various forms of ownership, including those financed from taxes of citizens of the country, it is necessary to work on the formation of a positive image of vaccination, explain the need for it, talk about the achievements of medical science, about the breakthroughs that are now being made in treatment processes, about pharmaceutical and diagnostic discoveries used, which gives humanity hope for getting out of the post-COVID crisis renewed and more resistant to various kinds of diseases.