Table 1. Messages seen by participants

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| **Vaccination Messages** | |
| *Risk-reducing* | *Health-enhancing* |
| 1a. By getting vaccinated against pandemic flu, you will prevent the infection from spreading to your family and work colleagues. | 1b. Getting vaccinated against pandemic flu will help you stay healthy, active, and able to look after your family during the current pandemic. |
| 2a. Have the pandemic flu jab today! It will prevent you from becoming infected and seriously ill with flu. | 2b. Getting vaccinated against pandemic flu will strengthen your body’s natural defences. |
| 3a. You should get vaccinated to protect yourself from getting pandemic flu. Vaccination will reduce your risk of infection. | 3b. You should get the pandemic flu vaccination. Vaccination will boost your natural immune system. |
| 4a. Getting vaccinated against pandemic flu reduces your chances of becoming infected and developing complications if you were to catch flu. | 4b. Have the pandemic flu jab today! It will help you maintain healthy levels of antibodies. |
| **Antiviral Messages** | |
| *Risk-reducing* | *Health-enhancing* |
| 5a. If you are in a priority group, taking antiviral medicines will reduce your risk of catching flu. | 5b. If you are prescribed antiviral medicines, you should take the full course to stay healthy, active, and able to look after your family. |
| 6a. Only by taking a full course of antiviral medicines like Tamiflu will you reduce your risk of becoming infected and seriously ill with flu. | 6b. If you are prescribed antiviral medicines by your GP, taking them will boost your body’s natural defences. |
| 7a. If you are in a priority group, taking antiviral medicines will prevent the infection from spreading to your family and work colleagues. | 7b. Only by taking a full course of antiviral medicines like Tamiflu will you maintain healthy levels of antibodies. |
| 8a. If you are prescribed antiviral medicines, you should take the full course to reduce your chances of becoming infected with pandemic flu. | 8b. If you are recommended antiviral medicines by your GP, taking them will boost your natural immune system. |
| **Emotion-focused, anticipated regret messages** | |
| 9. In this emergency situation it is essential to be vaccinated even though there may be a small risk of long-term side effects we don’t know about. | |
| 10. You are more likely to feel upset if you got pandemic flu and had not been vaccinated, than feel upset if you got vaccinated. | |
| 11. Nobody wants to do something they may regret, but the risk of harm from flu is much higher than the risk of side effects from vaccination. | |
| **Fact-focused, A/H1N1 legacy messages** | |
| 12. In the last pandemic, a large number of children were affected by swine flu. 11 children died out of every 100,000 children infected. | |
| 13. In the swine flu pandemic of 2009-2010, 70 children died. This is greater than the number of children who die from leukaemia each year. | |
| 14. The children who did die from swine flu had not been vaccinated against swine flu. Vaccination would have saved their lives. | |
| 15. About 1 million children were vaccinated against swine flu. While 11 experienced side effects, such as narcolepsy, none of them died. | |