

Examples of Evidence-Based Solutions to Increase Vaccine Confidence and Uptake



U.S. Department of
Health and Human Services
Centers for Disease
Control and Prevention



COVID-19 Vaccine Confidence: Rapid Community Assessment Tool

This table provides a list of solutions/interventions to address specific issues identified by rapid community assessment.

Domain: What People Think and Feel

PROBLEM AREAS	INTERVENTION CATEGORY AND DESCRIPTION
<p>Community members have low trust in vaccines.</p> <p>Community members do not feel that vaccines are safe or effective.</p> <p>Community members do not feel that vaccines are important for COVID-19 prevention.</p>	<ol style="list-style-type: none"> 1. Educational campaign: <ol style="list-style-type: none"> a. Educational campaign consisting of informational posters with disease risk, letters, educational materials, group educational session highlighting disease salience and importance of vaccine, posters encouraging vaccination to protect yourself^{1, 2} b. Personalized education about vaccine³ c. Employee health education in workplace settings⁴ d. Decision aid that guides individual through vaccination decision-making process⁵ e. Health risk appraisal (assessing health risk behaviors and uptake of preventive care)⁶ f. TV/media ads to raise awareness about disease and response efficacy for a specific population (e.g., 65+ and 50+)⁷ 2. Institutional recommendation: <ol style="list-style-type: none"> a. Institutions and workplaces encourage vaccination and provide vaccination stickers^{2,8,9} 3. Not categorized: <ol style="list-style-type: none"> a. Vaccination campaign in a workplace or congregate setting consisting of a mandatory declination policy where HCWs sign a form saying they are declining the vaccine and understand the risks of non-vaccination to themselves and others⁹

Domain: Social Processes

PROBLEM AREAS	INTERVENTION CATEGORY AND DESCRIPTION
Community lacks strong social norm emphasizing vaccination.	<ol style="list-style-type: none"> 1. On-site vaccination: <ol style="list-style-type: none"> a. Increase convenient access to and affordability of vaccine by providing vaccination on site or at workplace⁴ 2. Institutional recommendation: <ol style="list-style-type: none"> a. Institutions and workplaces encourage vaccination and provide vaccination stickers^{2,8,9} 3. Not categorized: <ol style="list-style-type: none"> a. Institutions and workplaces encourage vaccination and provide vaccination stickers^{9,10}

Domain: Practical Issues

PROBLEM AREAS	INTERVENTION CATEGORY AND DESCRIPTION
Community experiencing barriers to accessing the vaccine	<ol style="list-style-type: none"> 1. On-site vaccination: <ol style="list-style-type: none"> a. Increasing vaccination access with vaccination offered near hospital/clinic entrances⁹ b. Increasing vaccine accessibility in work site/high traffic areas⁸ c. Vaccination at clinics, conferences, and house staff lounges¹¹ d. Increasing accessibility (e.g., mobile carts, during night and weekend shifts)^{1, 4} e. Offer an option of getting vaccinated at home¹² 2. Free/Affordable Vaccines: <ol style="list-style-type: none"> a. Free vaccines, free vaccination services^{2, 4, 1, 3, 14}

Domain: What People Think and Feel

PROBLEM AREAS	INTERVENTION CATEGORY AND DESCRIPTION
<p>Community members have low trust in vaccines.</p> <p>Community members do not feel that vaccines are safe or effective.</p> <p>Community members do not feel that vaccines are important for COVID-19 prevention.</p>	<ol style="list-style-type: none"> 1. Educational campaign: <ol style="list-style-type: none"> a. Educational campaign consisting of informational posters with disease risk, letters, educational materials, group educational session highlighting disease salience and importance of vaccine, posters encouraging vaccination to protect yourself^{1, 2} b. Personalized education about vaccine^{3, 12, 16} c. Employee health education in workplace settings¹⁻⁴ 2. Reminders and recall <ol style="list-style-type: none"> a. Letter, telephone, and email reminders^{11, 15-17} b. Walk-in clinics^{14, 16} c. Patient outreach for reminder and assistance with follow-up and appointments¹⁶ 3. Message Framing: <ol style="list-style-type: none"> a. Messaging that emphasizes the disadvantages of not getting vaccinated¹⁸ b. Letters/messaging that emphasize vaccination norms (that most people get vaccinated)¹⁹ 4. Incentives <ol style="list-style-type: none"> a. Incentives for vaccination, including free lunches, raffles, lottery tickets, and cash prizes⁴ b. Monetary incentives for vaccination^{9, 20} 5. Institutional Recommendation <ol style="list-style-type: none"> a. Institutions and workplaces encourage vaccination and provide vaccination stickers, thereby creating an institutional norm to get vaccinated^{2, 9-11} 6. Vaccine champions: <ol style="list-style-type: none"> a. Vaccine champions: Influential figures get vaccinated and promote vaccination¹⁵

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