

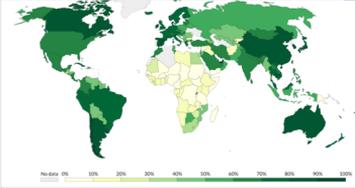
Strategies to Promote Covid-19 Vaccination

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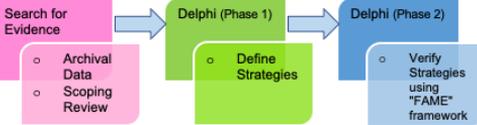
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Background: The reluctance of some individuals to receive the Covid-19 vaccine has raised concerns about collective immunization and the management of the current pandemic. Different countries have used various strategies for vaccination. However, their effectiveness is questionable. This creates need for designing effective evidence-based interventions for promotion of vaccination, well-suited for the context of each country.



Aims: This study aims to identify and classify effective strategies and provide a model to promote Covid-19 vaccination.

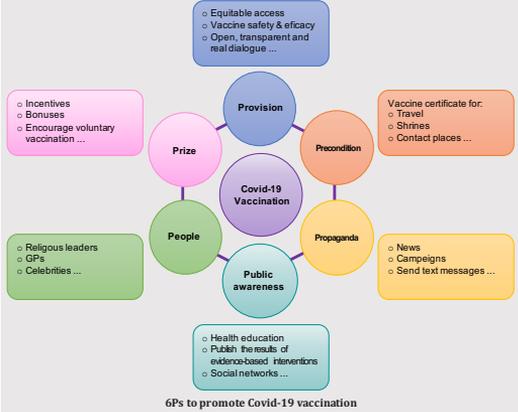
Methods: This research was conducted using mixed method approach. First, evidence based strategies were defined through archival data and scoping review. Strategies for persuading people to get Covid-19 vaccine were searched in the Embase, PubMed, Medline, Web of Science, Scopus databases and Google scholar search engine up to November 21, 2021. Screening and evaluation of 1728 identified articles resulted in 197 eligible documents. Thematic content analysis was used to identify and classify strategies.



Then, 30 health experts were purposefully chosen to participate in the study.

Participants expressed their views on the evidence based strategies via an online questionnaire in the 1st phase of Delphi. In the 2nd phase, strategies were verified using “FAME” Framework. Feasibility, acceptance, meaningfulness and efficacy of each strategy were scored from 1 to 5, using a Likert scale. Strategies with the mean score of 3.5 and more were considered valid.

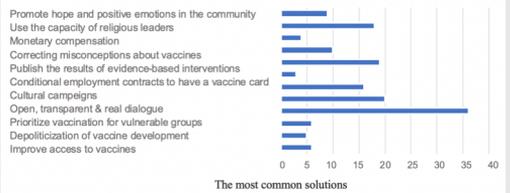
Results: 131 valid strategies to promote Covid-19 vaccination were identified. Valid strategies were classified in six groups including Provision, Precondition, Propaganda, Public awareness, People and Prize.



Provision, Precondition and Propaganda were scored the highest. Public awareness, People and Prize had the lowest scores.

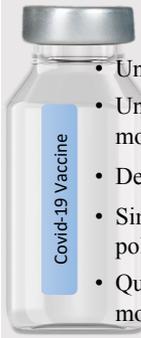
The results of ranking solutions from the perspective of experts based on the average scores given

Rank	Strategy	Average points	Feasible	Appropriate	Meaningful	Effective
1	Provision	3.32	3.34	3.26	3.24	3.43
2	Precondition	3.29	3.27	3.22	3.35	3.33
3	Propaganda	3.23	3.33	3.24	3.20	3.16
4	Public awareness	3.10	3.15	3.10	3.07	3.10
5	People	3.10	3.19	3.09	2.94	3.19
6	Prize	3.08	3.21	3.07	2.94	3.11



Conclusion: Addressing the skepticism of the Covid-19 vaccine requires an understanding of the underlying reasons and applying a systemic interventional approach consisting of:

- Understanding human behaviors
- Understanding preferential cognitive motivations
- Designing human-centered programs
- Simultaneous implementing of all 6 policies
- Quickly developing quantitative policy monitoring guidelines



Some references: French J, Deshpande S, Evans W, Obregon R. Key guidelines in developing a pre-emptive COVID-19 vaccination uptake promotion strategy. International journal of environmental research and public health. 2020 Jan;17(16):5893. Salali GD, Uysal MS. Effective incentives for increasing COVID-19 vaccine uptake. Psychological Medicine. 2021 Sep 20:1-3. Jose S. COVID vaccine and generation Z—a study of factors influencing adoption. Young Consumers. 2021 Aug 15. Volpp KG, Cannuscio CG. Incentives for immunity—strategies for increasing Covid-19 vaccine uptake. New England Journal of Medicine. 2021 Jul 1;385(1):e1. Liu S, Liu J. Understanding behavioral intentions toward COVID-19 vaccines: Theory-based content analysis of tweets. Journal of Medical Internet Research. 2021 May 12;23(5):e28118.