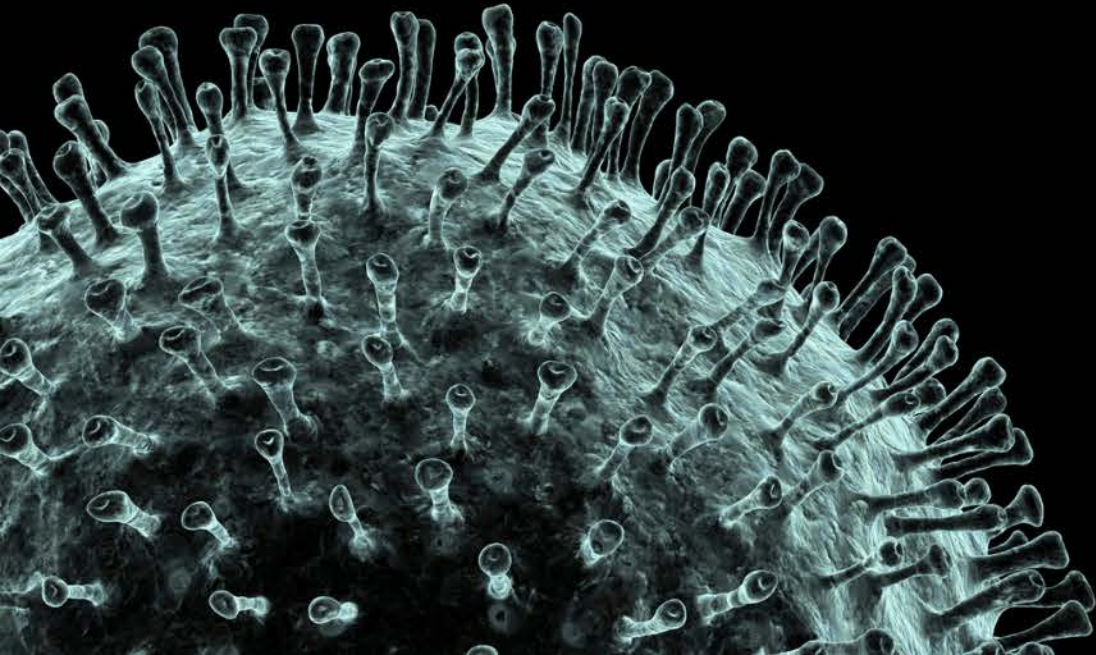


COVID-19 Conversations



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COVID19Conversations.org

[#COVID19Conversations](https://twitter.com/COVID19Conversations)



Increasing Vaccination Uptake

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UNC
GILLINGS SCHOOL OF
GLOBAL PUBLIC HEALTH

HPV IQ
Immunization Quality Improvement Tools



Increasing Vaccination: Putting Psychological Science Into Action

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Psychological Science in the
Public Interest

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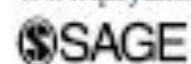
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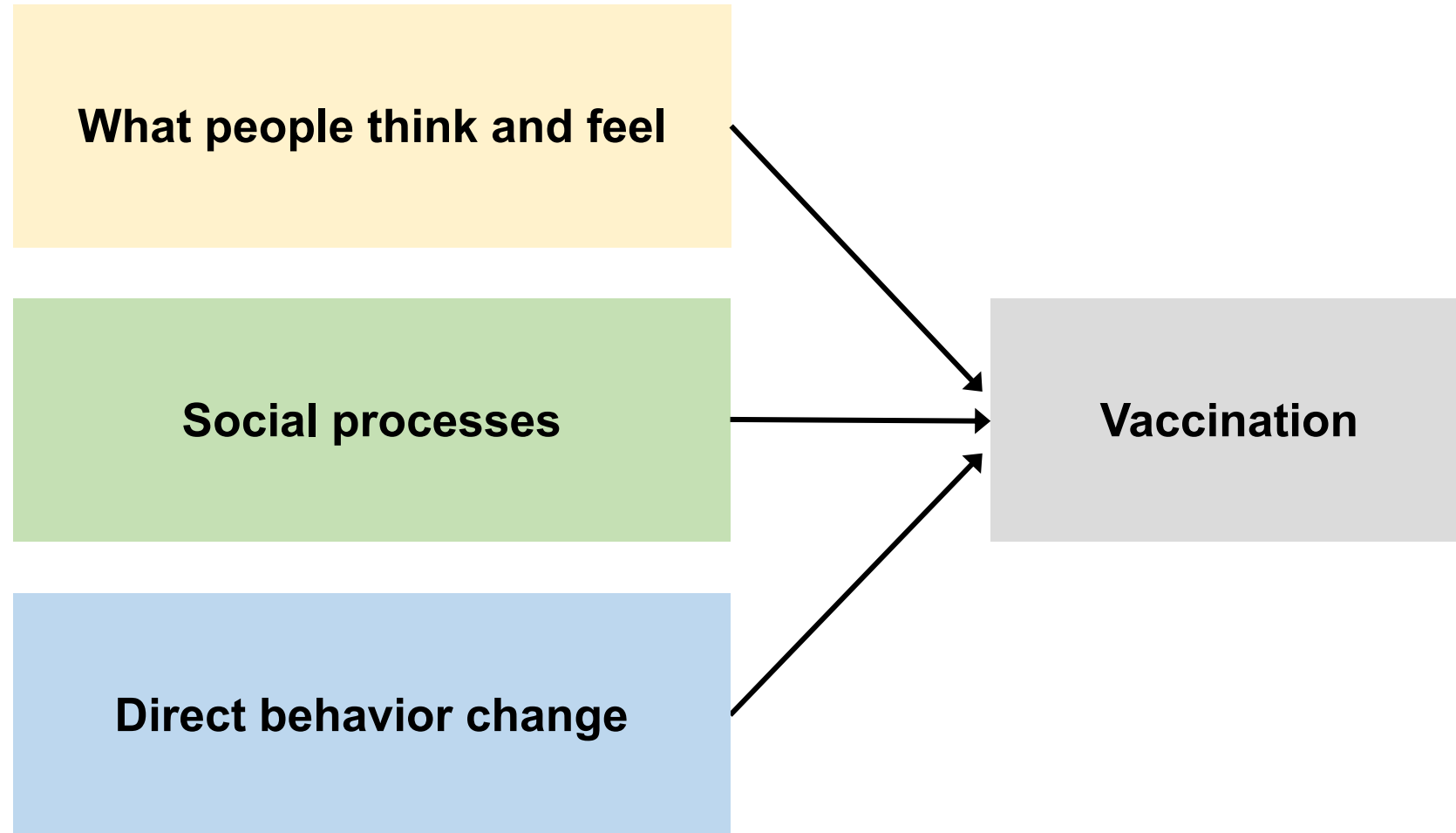
www.psychologicalscience.org/PSPi



Summary

Vaccination is one of the great achievements of the 20th century, yet persistent public health problems include

Increasing Vaccination Model



Evidence from randomized trials

What people think and feel

Likely impact

Messages that increase disease risk appraisals



Education campaigns that increase vax confidence



Decision aids



Motivational interviewing



None or
minimal

Modest

substantial

Evidence from randomized trials

What people think and feel

Likely impact

Messages that increase disease risk appraisals



Education campaigns that increase vax confidence



Decision aids



Motivational interviewing



None or
minimal

Modest

substantial

Social processes

Descriptive norm messages



Social network interventions that build on contagion



Messages that change altruism or freeriding beliefs



Evidence from randomized trials

What people think and feel

Likely impact

- Messages that increase disease risk appraisals
- Education campaigns that increase vax confidence
- Decision aids
- Motivational interviewing

○
○
○
○

- None or minimal
- Modest
- substantial

Social processes

- Descriptive norm messages
- Social network interventions that build on contagion
- Messages that change altruism or freeriding beliefs

●
●
○

Direct behavior change


- Presumptive healthcare provider recommendations
- Reminders and recalls
- Implementation intention interventions
- Mere measurement interventions
- Onsite vaccination
- Default appointments
- Incentives
- Vaccination requirements

●
●
●
●
●
●
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●

Evidence from randomized trials


What people think and feel

Likely impact


- | | | |
|--|---|-----------------------|
| Messages that increase disease risk appraisals |  | <input type="radio"/> |
| Education campaigns that increase vax confidence | | <input type="radio"/> |
| Decision aids | | <input type="radio"/> |
| Motivational interviewing | | <input type="radio"/> |

- None or minimal
- Modest
- substantial

Social processes

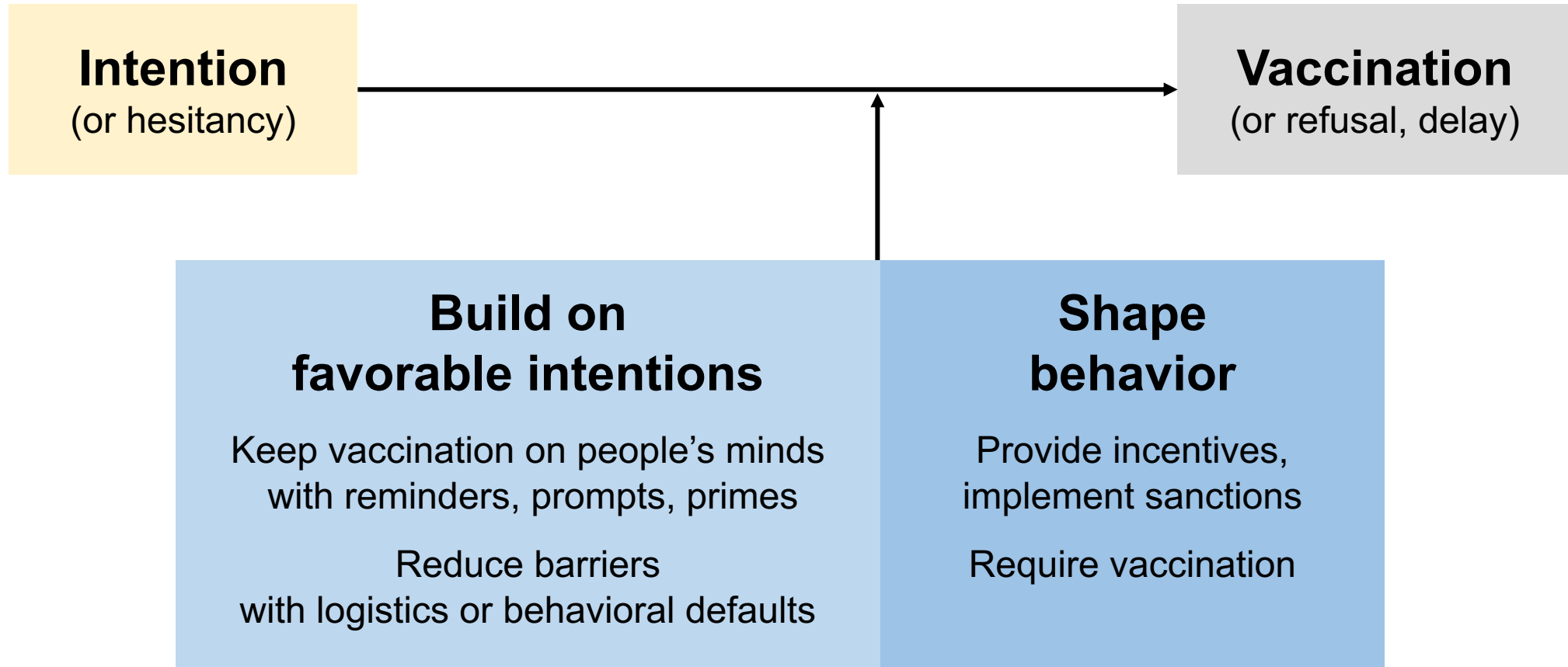
- | | | |
|--|---|----------------------------------|
| Descriptive norm messages |  | <input checked="" type="radio"/> |
| Social network interventions that build on contagion | | <input checked="" type="radio"/> |
| Messages that change altruism or freeriding beliefs | | <input type="radio"/> |

Direct behavior change

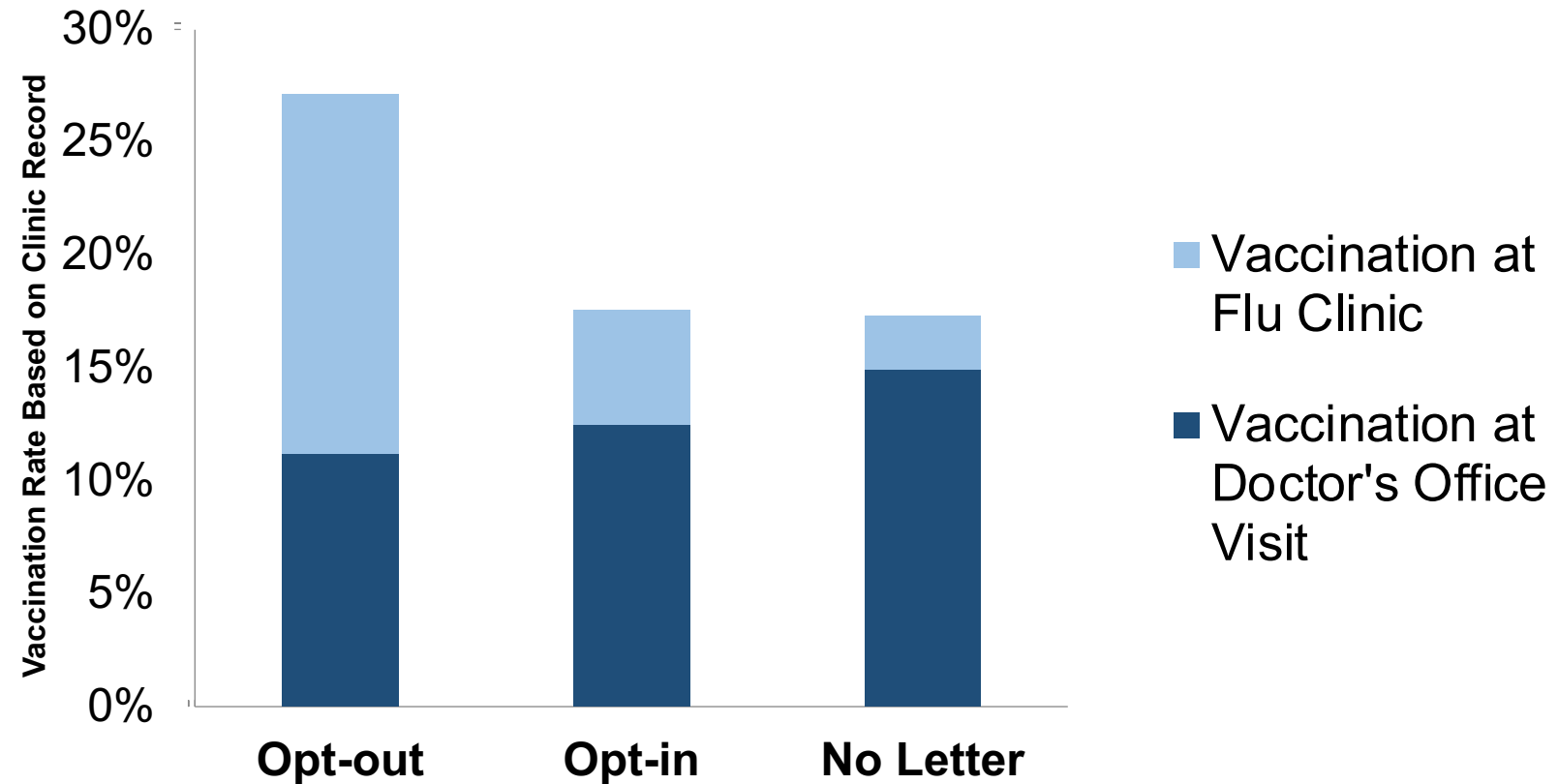
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|---|--|----------------------------------|
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| Reminders and recalls | | <input type="radio"/> |
| Implementation intention interventions | | <input type="radio"/> |
| Mere measurement interventions | | <input type="radio"/> |
| Onsite vaccination | | <input checked="" type="radio"/> |
| Default appointments | | <input checked="" type="radio"/> |
| Incentives | | <input checked="" type="radio"/> |
| Vaccination requirements | | <input checked="" type="radio"/> |

Proposition 3. Direct behavior change influences vaccination

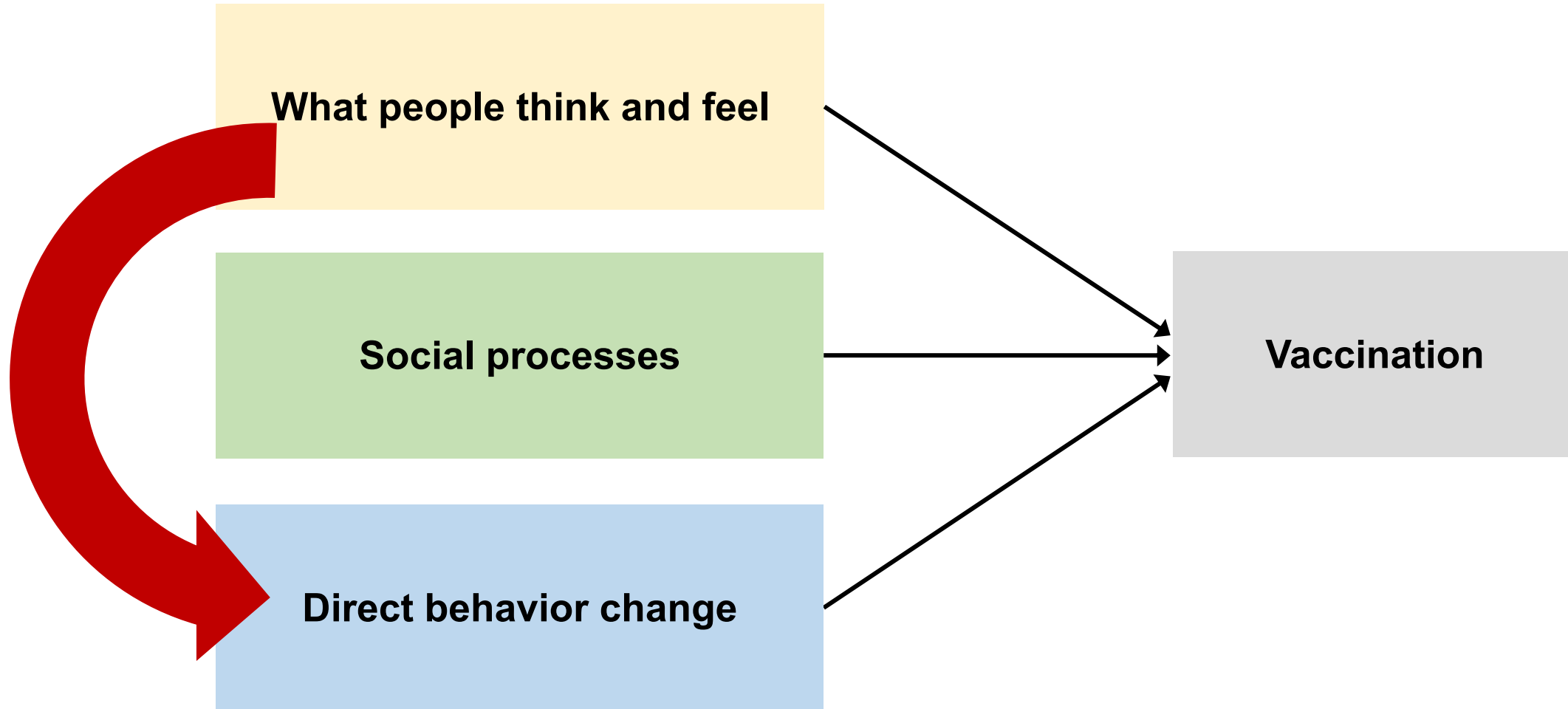
▶ Clear evidence from interventions



Example: Default appointments



Increasing Vaccination Model



Will vaccination lead people to take risks?

Probably not

Only matters when a vaccine is not very effective

Lyme vaccination and other preventive behaviors
Brewer et al., 2007, *JBM*

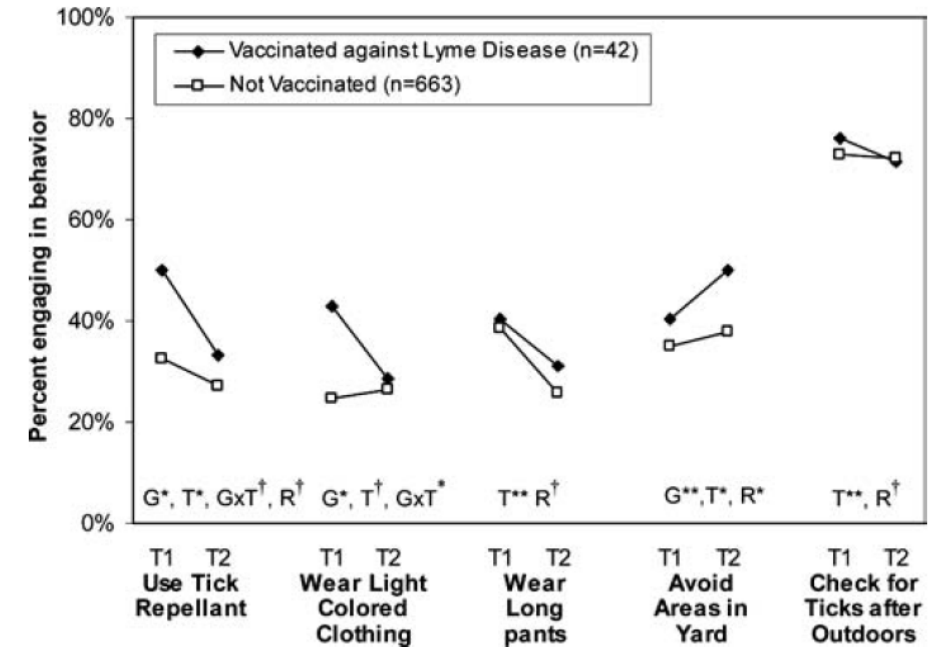


Table 1 | Effect of wearing face masks on hand hygiene in a community setting for managing the spread of respiratory viral infections

Study	Effect on hand hygiene	
	Hand washing	Sanitiser use
Alfelali 2019 ⁴²	+	0
Aiello 2012 ⁴³	0	0
Cowling 2008 ⁴⁴	+	Not reported
Cowling 2009 ⁴⁵	0	0
Larson 2010 ⁴⁶	Not assessed	0
Simmerman 2011 ⁴⁷	0	Not assessed

See supplementary file on bmj.com for details of the studies.

+ =Increased hand hygiene, 0=no effect. No studies reported a decrease (risk compensation).

Mask wearing and hand hygiene
Mantzari, Rubin, & Marteau, 2020, *BMJ*

