



# Tackling Covid vaccines hesitancy

Insights from behavioural science; and from the further advanced Covid vaccines rollout in the UK

Dan Berry, Director of Behavioural Science,  
Hill+Knowlton Strategies @dan\_berry79



Neighbourhood  
Pharmacy  
Association of Canada

Association canadienne  
des pharmacies  
de quartier

February 19, 2021

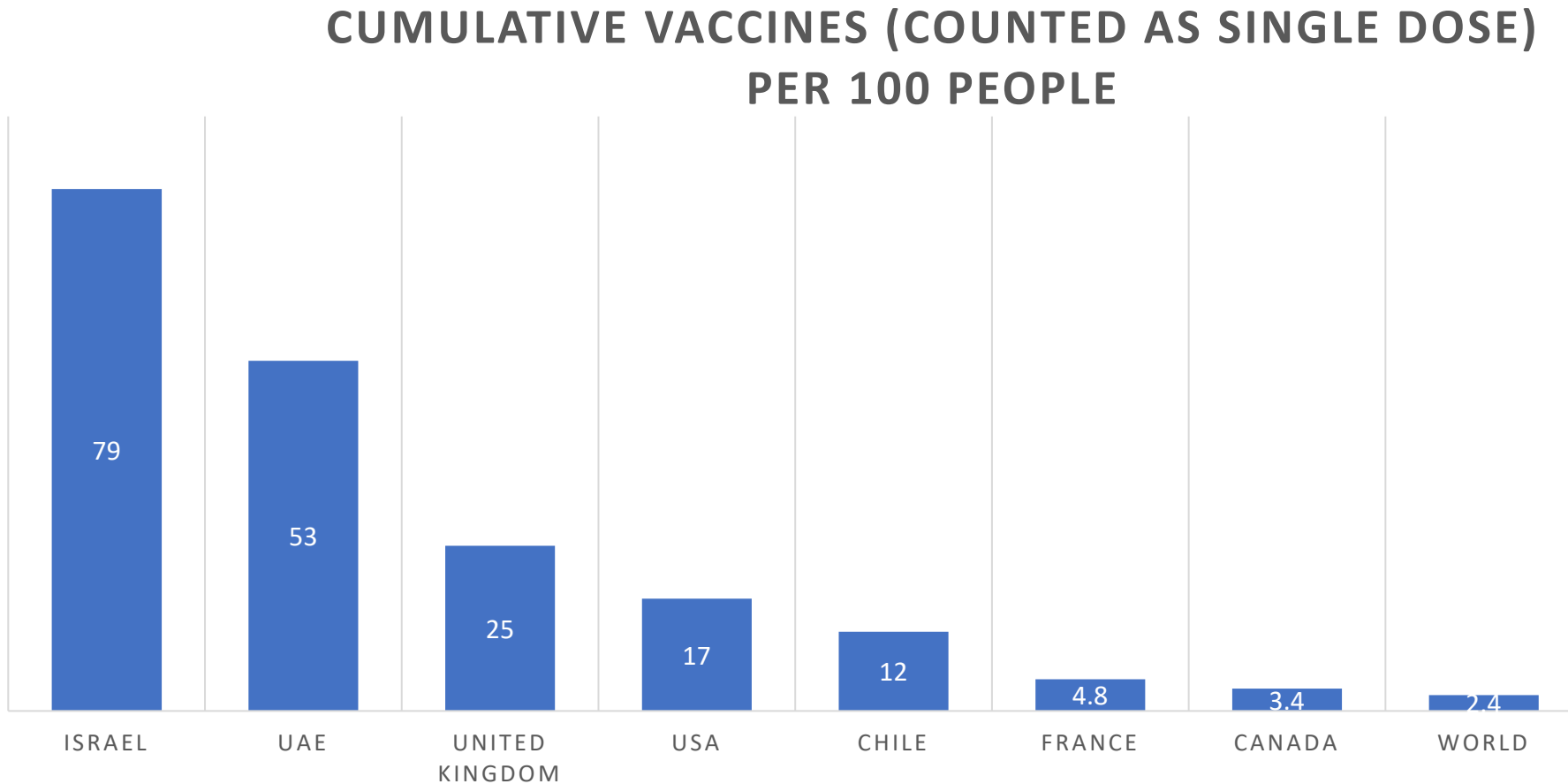
# Webinar this lunchtime

- An experiment
- The Covid-19 vaccines hesitancy challenge
- The science of understanding and influencing human behaviour
- What pharmacies can do: six evidence-based top tips
- UK experience
- Canada experience...



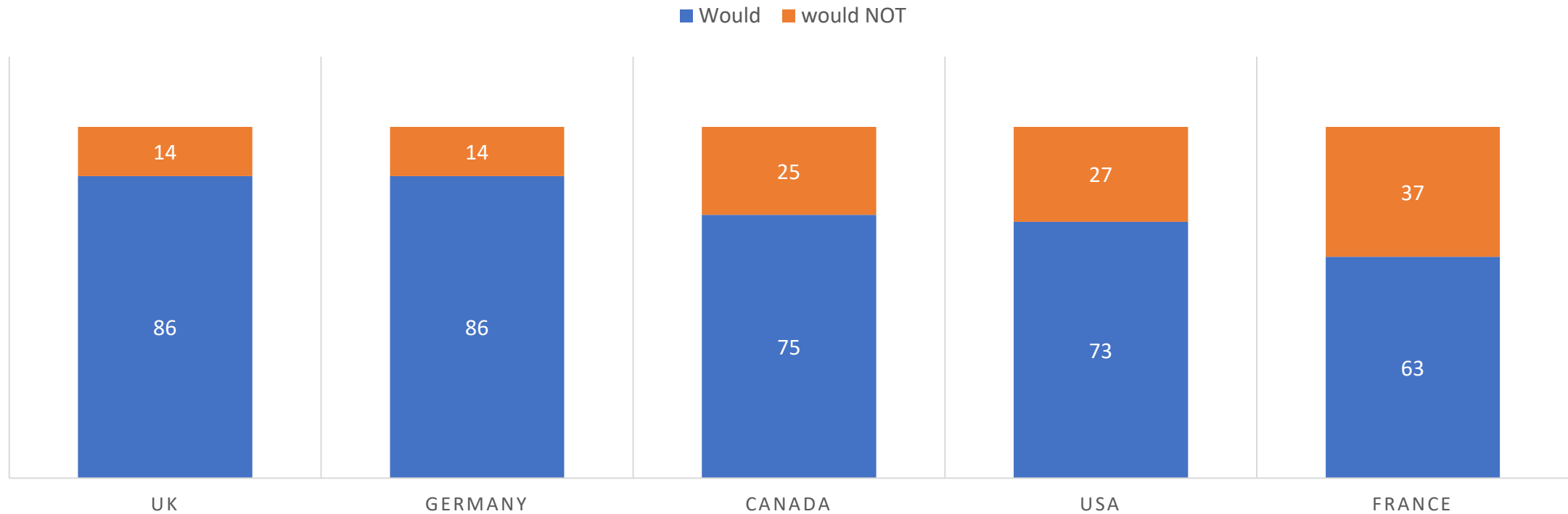
**Our challenge:  
Vaccines don't protect  
people, vaccinations do**

# Latest Covid vaccines data



# Attitudes: substantial country differences

WHAT WOULD YOU DO IF THE COVID-19 VACCINE WERE OFFERED  
TO YOU NEXT WEEK?



Survey by Swiss Re insurers, January 2021:

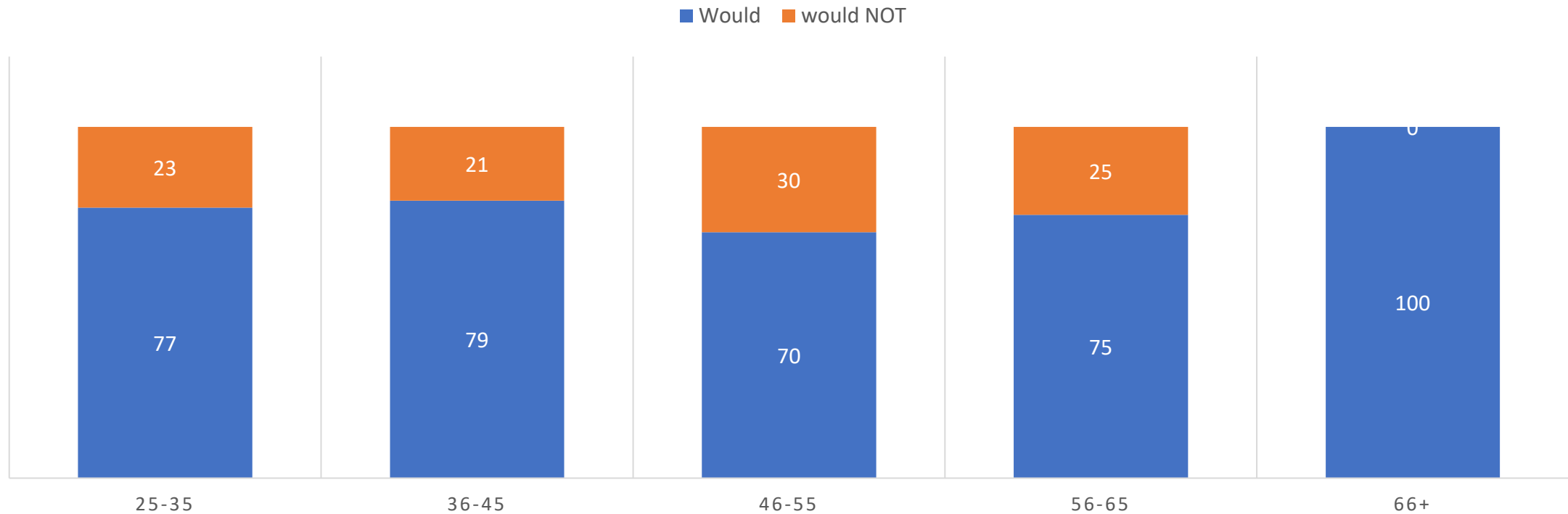
<https://www.swissre.com/institute/research/topics-and-risk-dialogues/health-and-longevity/behavioural-science-may-explain-vaccine-hesitancy.html>



Neighbourhood  
Pharmacy  
« pharmacie de quartier »  
des pharmacies de quartier

# Attitudes: substantial age differences

WHAT WOULD YOU DO IF THE COVID-19 VACCINE WERE OFFERED  
TO YOU NEXT WEEK?



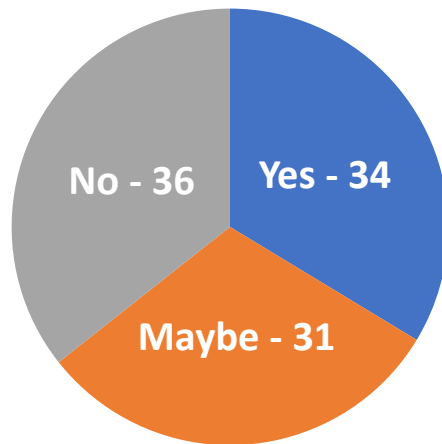
Survey by Swiss Re insurers, January 2021:

<https://www.swissre.com/institute/research/topics-and-risk-dialogues/health-and-longevity/behavioural-science-may-explain-vaccine-hesitancy.html>



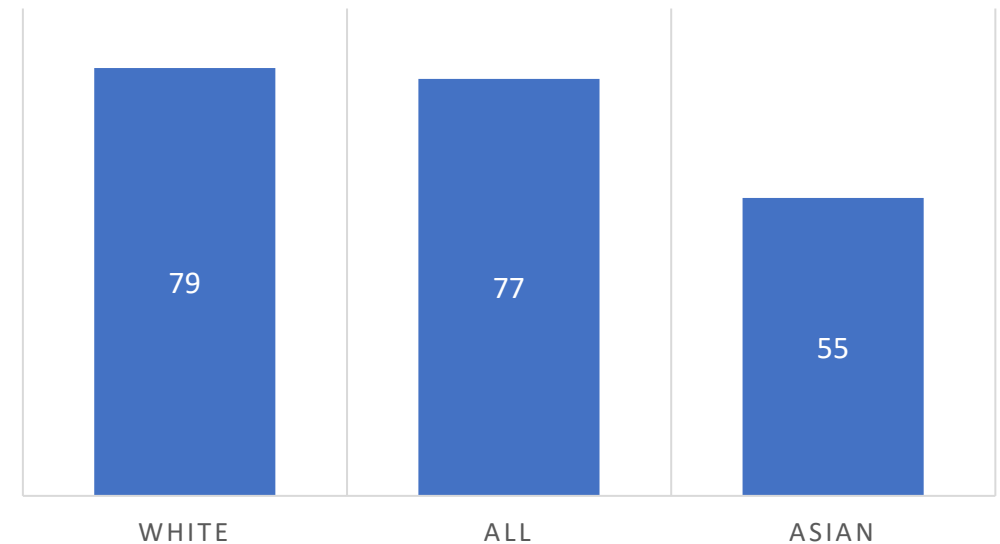
# Concerns among many healthcare staff and minority ethnic groups

IF NURSES WOULD  
VOLUNTARILY BE VACCINATED  
AGAINST COVID-19?



American Nurses Foundation's Pulse on the Nation's Nurses Survey Series (October 2020). Ref at [www.flipsnack.com/beworks/vaccine-hesitancy-a-behavioral-lens-on-a-critical-problem/full-view.html](http://www.flipsnack.com/beworks/vaccine-hesitancy-a-behavioral-lens-on-a-critical-problem/full-view.html)

COMPARING ETHNIC GROUPS:  
% WOULD DEFINITELY GET  
VACCINE (UK)



UK Royal Society for Public health, survey January 2021: Ref at <https://www.rsph.org.uk/about-us/news/new-poll-finds-bame-groups-less-likely-to-want-covid-vaccine.html>

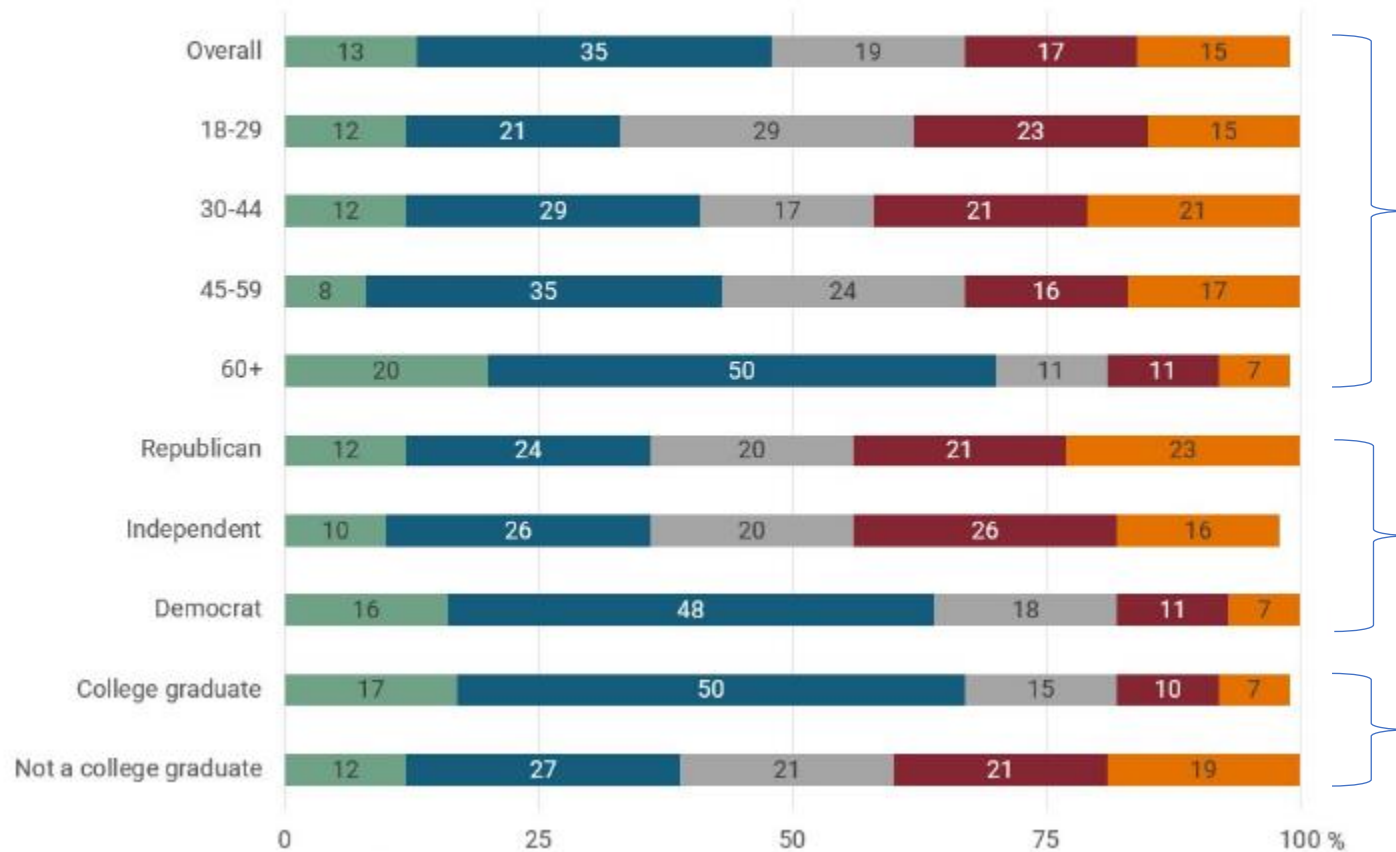


# Other demographic differences

## When a COVID-19 vaccine is available to you, would you...

Percent of adults

■ Already received ■ Definitely will ■ Probably will ■ Probably will not ■ Definitely will not



University of Chicago research available at:  
<https://apnorc.org/projects/safety-concerns-remain-main-driver-of-vaccine-hesitancy/>

# The science of understanding and influencing human behaviour





# Slow / reflective

- Reflective
- Controlled
- Effortful
- Slow
- Conscious
- Rational



---

# Fast / automatic

- Automatic
- Uncontrolled
- Effortless
- Fast
- Unconscious
- Affective







**Does the way we engage the public about vaccines have a Sherlock Holmes bias?**

# 'Four Cs' model of vaccine non-attendance



## Convenience

Practicalities of attending/booking, e.g. availability and urgency



## Calculation

Weighing up available info, e.g. free-riding on herd immunity, side-effects



## Confidence

Attitudes towards vaccines and their effectiveness; trust in public authorities



## Complacency

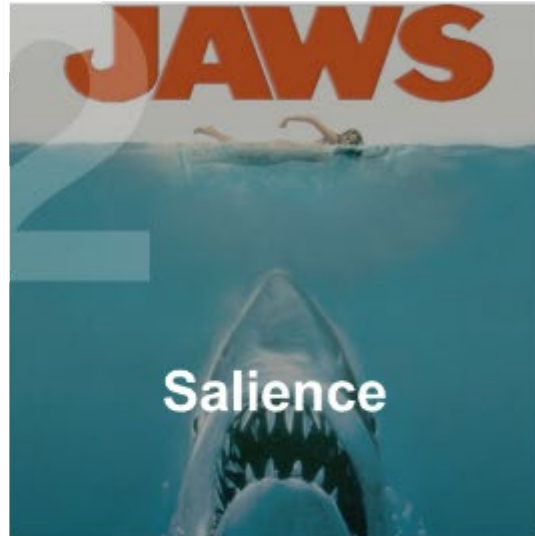
Risk perceived as low and prospect of infection not threatening

Betsch, C., Böhm, R., & Chapman, G. B. (2015). Using behavioral insights to increase vaccination policy effectiveness. *Policy Insights from the Behavioral and Brain Sciences*, 2(1), 61-73.

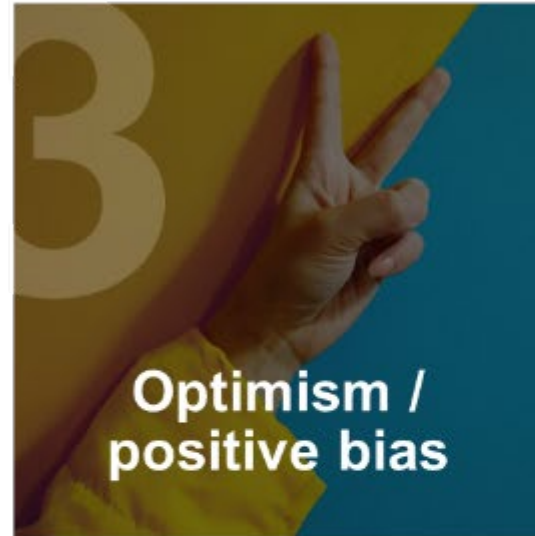
# Potentially overlooked motivational factors



We tend to copy the behaviour of those around us, especially those perceived as similar to us.



We give undue attention to risks and benefits that are salient: those that readily come to mind in a visible, vivid, and relatable way



We tend to believe we are at a lesser risk of experiencing a negative event compared to what is objectively true.



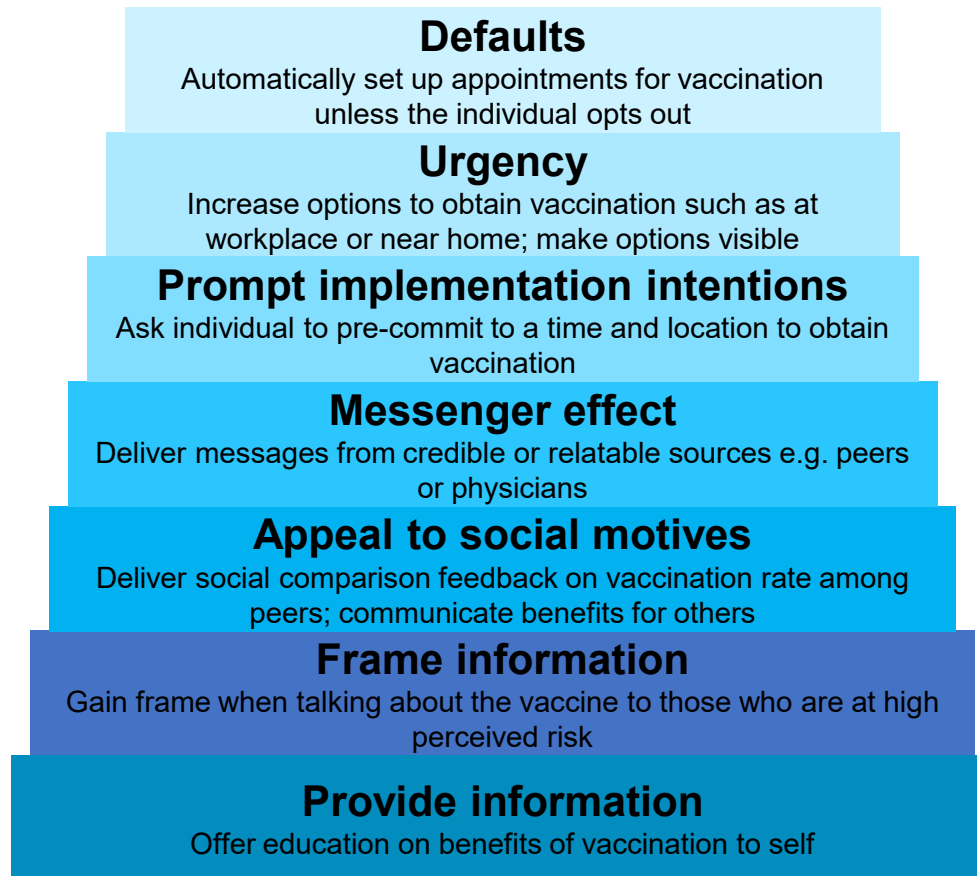
We give stronger weight to immediate payoffs. Once rewards become distant, they cease to feel valuable.



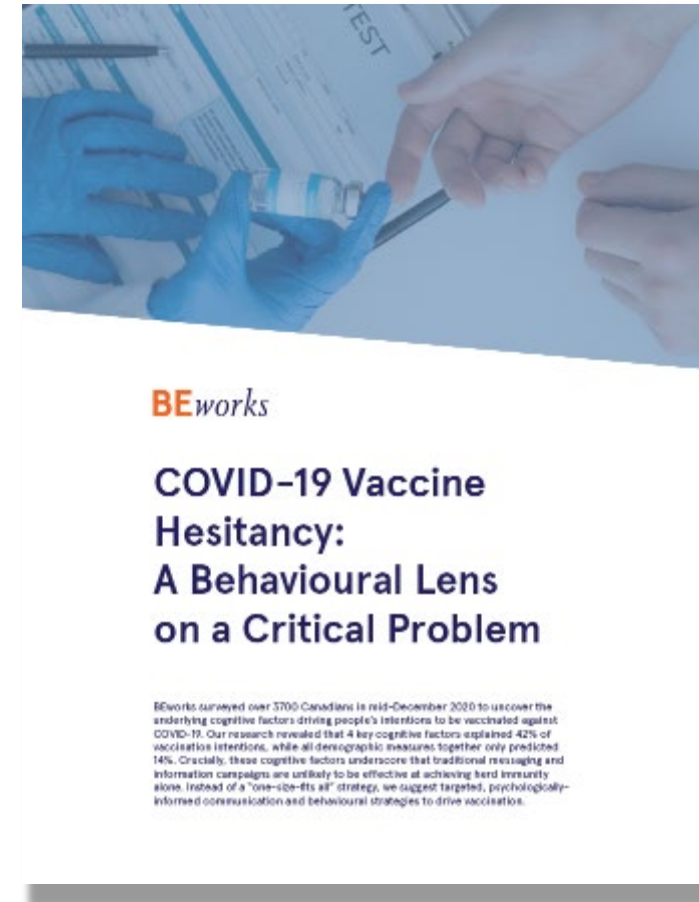


# What pharmacies can do to influence the 'moveable middle'

# Organising the evidence



*Adapted from Patel, M. S. (2018). Nudges for influenza vaccination. Nature human behaviour, 2(10), 720-721.*

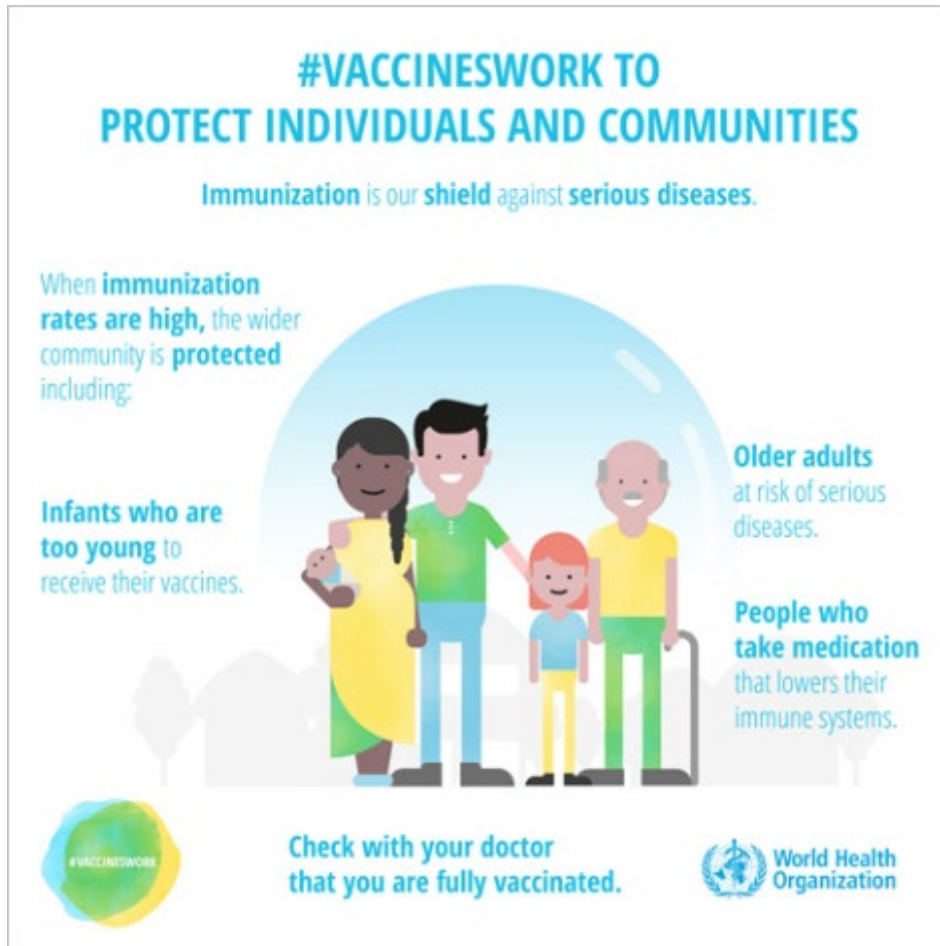


<https://beworks.com/covid-19/>

# Six recommendations you can implement today

1. Appeal to social motives
2. Consider the best messenger
3. Help people follow through with good intentions
4. Showcase the positive norm
5. Ensure actions are easy and specific
6. Guide choice through defaults

# 1: Appeal to social motives



- Indirect effects of being vaccinated on other individuals who are too young or ill to vaccinate themselves (Betsch et al, 2013; Shim et al, 2012).
- Describing vaccines as protection for babies rather than themselves increases vaccination in mothers (Wiley et al, 2015)
- feeling like they should set an example for others (Poland, 2010)
- Social responsibility (Bonell et al, 2020)

## 2: Consider the best messenger



- Lack of physician recommendation is among the most common reasons for non-vaccination (Johnson et al, 2008).
- The strength of a recommendation is key: people receiving strong recommendations are 4 times more likely to be vaccinated than those who receive recommendations that were not strong (Rosenthal et al, 2011).
- We adopt behaviours and attitudes displayed by prestigious or self-similar others (Henrich, 2016).
- Experience-based accounts from parents about treatments are recalled and passed on more accurately than expertise-based accounts from HCPs (Jimenez et al, 2018).

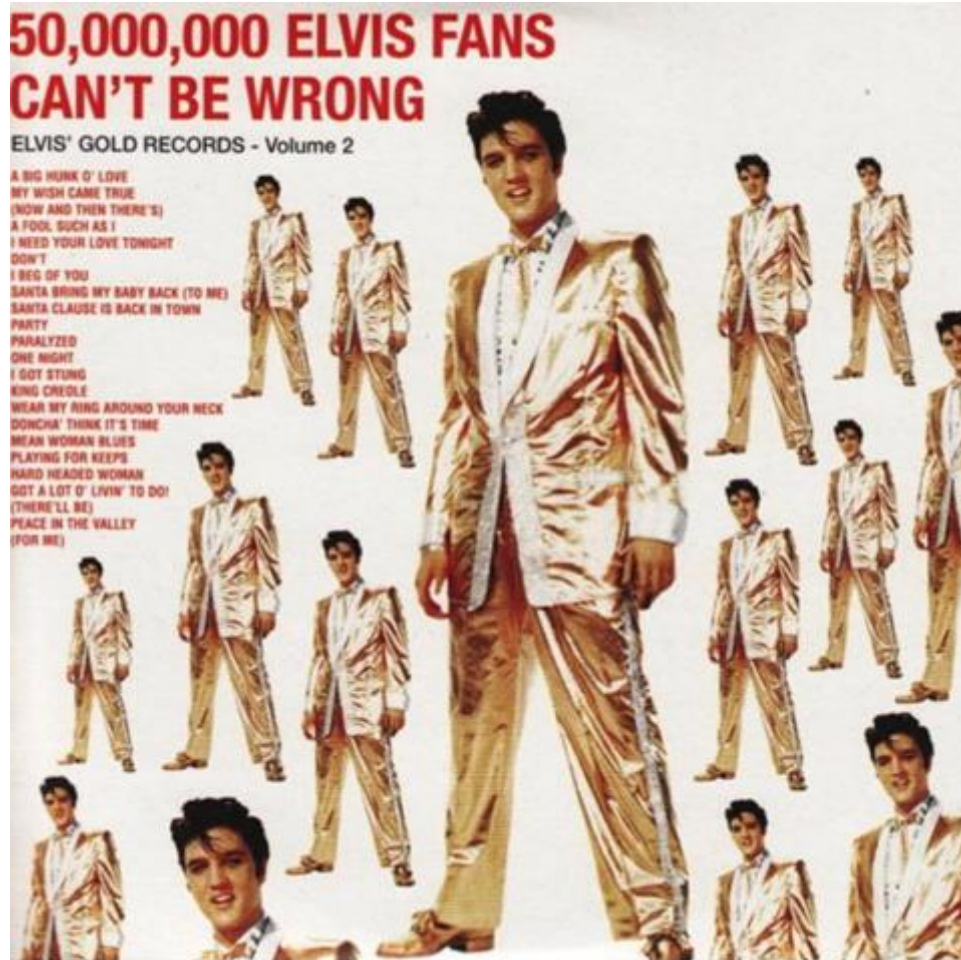
# 3: Following through with good intentions



- Likelihood of receiving a flu vaccination increases if patients are encouraged to write down the date and time they plan to get their vaccination (Dubov & Phung, 2015)
- An intention prompt that involves concrete and specific whens, wheres and hows increases vaccinations (Milkman et al, 2011)
- The more complete the implementation intention in terms of the specificity of the when, where and how to attend a vaccination appointment, the more successful (Vet et al, 2014).

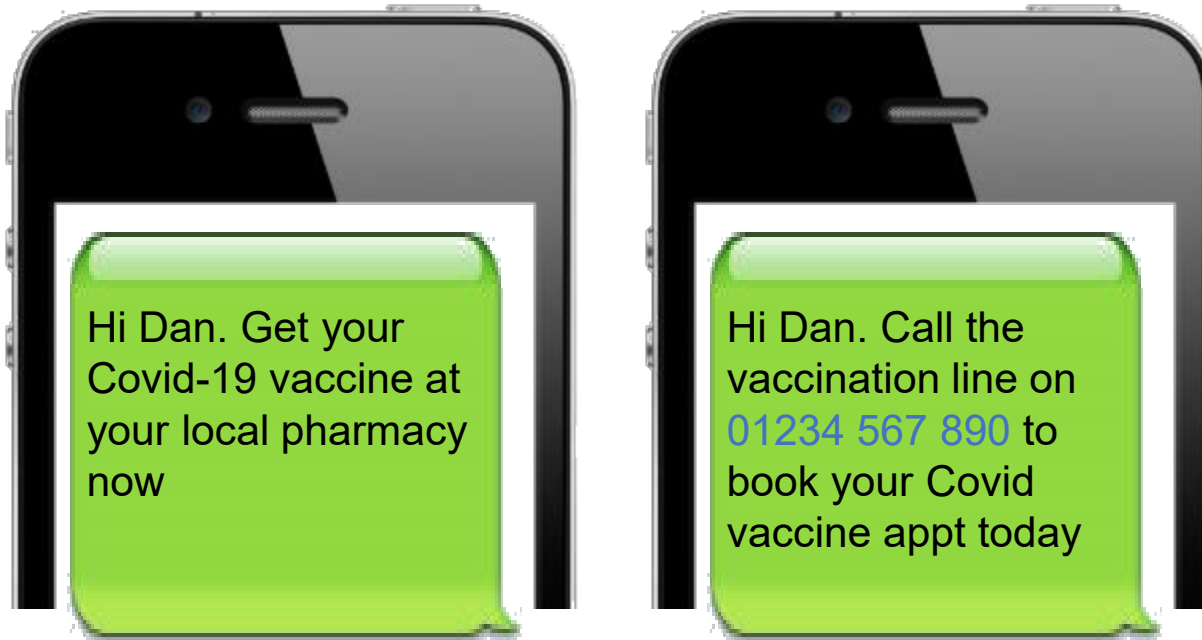


# 4: Showcase the positive norm



- Top predictors of health prevention behaviours include whether people view their peers as doing that same behaviour (Koeber et al, 2006).
- Doctors were less likely to prescribe unnecessary courses of antibiotics when they were told how their prescribing rates differ from the norm (Hallsworth et al, 2017)
- Pro-environmental behaviours can be 'nudged' by showcasing the pro-environmental social norm, as opposed to pro-environmental messages (Goldstein, 2008)
- The more complete the implementation intention in terms of the specificity of the when, where and how to attend a vaccination appointment, the more successful (Vet et al, 2014).

# 5: Ensure actions are easy and specific



- Accessibility plays a role in nudging people to get vaccines. Placing a vaccination clinic in a location within a workplace that employees would regularly walk past resulted in a 6.4% increase in vaccination rate (Beshears et al, 2016).
- Vaccine uptake is strongly affected by the presence of reminders in the environment (Briss et al, 2000; Groom et al, 2015;).
- Using the phrase “you are due to attend” rather than “invited” increases personal relevance and urgency, which results in greater intention to attend (Sallis et al, 2016)



# 6: Guide choice through defaults

**Anytown Practice**  
Any Road, Anywhere, AN1 2WR

**NHS**  
Providing NHS services

Name .. Paul ..

An Appointment has been made for you to attend

On .. Fri 20th Feb .. at 8:00 o'clock

..... at ..... o'clock

- Setting an appointment time without consulting the patient first was 36% more effective in achieving vaccination attendance compared to not setting a time for them (Colby & Li, 2020)
- Automatically-scheduled appointments that patients must opt out of rather than opt in to increase the probability of attending flu vaccination (Chapman et al, 2010)
- Opt-out flu vaccination appointments increased vaccination rates by 10% with no evidence of a displacement effect (Chapman et al, 2016)

# The UK experience

# Relatable messengers



# Engaging with minorities





# Easy to book and attend



The screenshot shows the NHS website interface for confirming a coronavirus vaccination. At the top is the NHS logo and navigation links: 'Health A-Z', 'Use this site', 'Care and support', and 'Preparing'. Below the navigation bar, the page title is 'Confirm your coronavirus vaccination'. A yellow box states 'You are selected' and explains that the NHS is performing selection for vaccination based on family genetics and medical history. It says, 'You have been selected to receive a coronavirus vaccination.' Below this, it instructs users to use the service to confirm their COVID-19 vaccination. A list of requirements is provided: 'You will need to: • have 2 doses of the coronavirus vaccination at 2 appointments • book both appointments at the same time • get the 2nd dose 11 to 12 weeks after getting your 1st dose'. A section titled 'Who can use this service' explains that the service is for those who have received an email/SMS invitation and that they can reject the invitation if they are not the intended recipient. At the bottom, there are two buttons: 'Reject invitation' (red) and 'Accept invitation' (green).



The screenshot shows the NHS website interface for booking an appointment using the NHS e-Referral Service - NHSVaccination. The page title is 'Book an appointment using the NHS e-Referral Service - NHSVaccination'. Below the title, there is a blue bar with the NHS logo and the text 'Test and Trace'. The main heading is 'This is a public health message from NHS'. The text explains that as part of the government's coordinated response to Coronavirus, NHS is performing selections for coronavirus vaccination on the basis of family genetics and medical history. It states, 'You have been selected to receive a coronavirus vaccination.' Below this, it instructs users to use the service to confirm/reject their COVID-19 vaccination. There are two links: '>> NHS - Accept invitation' and '>> NHS - Decline invitation'. A note states: 'NOTE: The coronavirus (COVID-19) vaccine is safe and effective. It gives you the best protection against coronavirus.' A section titled 'Who can use this service' explains that the service is for those who have received an email/SMS invitation. At the bottom, there are two buttons: 'Reject invitation' (red) and 'Accept invitation' (green).



Department of Health and Social Care @DHSCgovuk · 1m

A new 'Vaxi Taxi' scheme has been launched.

The pilot scheme, which is being funded by the Covid Rescue Foundation, aims to help ferry supplies and patients to temporary #COVID19 clinics set up in faith and community centres across London.

Read more



'Vaxi Taxi' scheme launched to transport people to vaccine clinics

A new "Vaxi Taxi" scheme which sees black cabs transport people to pop-up coronavirus vaccine clinics in London has been launched.

standard.co.uk



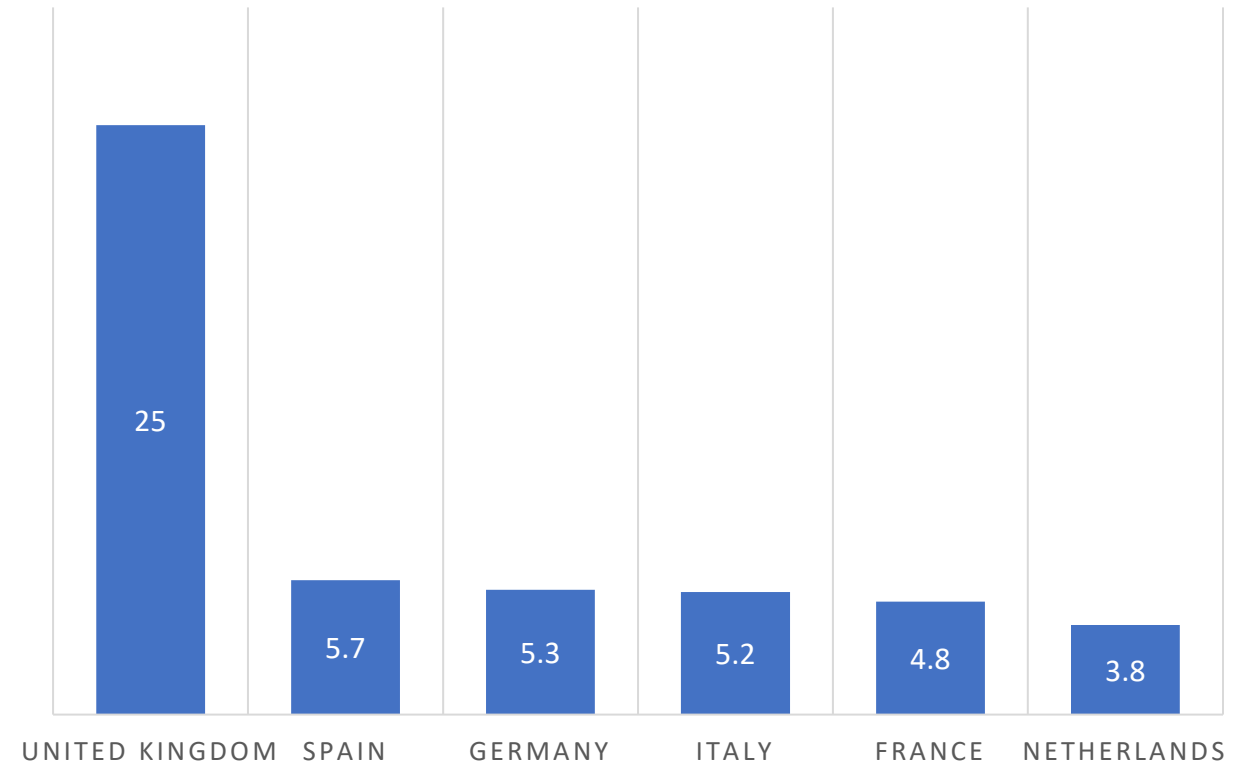
Neighbourhood  
Pharmacy

Pharmacie  
des pharmacies  
de quartier

# Celebrating the norms (and friendly competition)


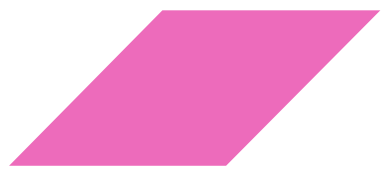


## CUMULATIVE VACCINES PER 100 PEOPLE



Source: Our World in Data. Accessed on 18 February 2021 <https://ourworldindata.org/covid-vaccinations>



- 
- 
1. Appeal to social motives
  2. Consider the best messenger
  3. Help people follow through with good intentions
  4. Showcase the positive norm
  5. Ensure actions are easy and specific
  6. Guide choice through defaults

