Behavioral and Social Drivers of COVID-19 Vaccination in Health Workers

Application of Globally Standardized Data Collection Tools in Eastern and Southern

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BeSD of COVID-19 Vaccination Surveys for HW in ESAR

Figure 1. The Behavioural and Social Drivers (BeSD) Framework. Source: The WHO BeSD working group. Based on Increasing Vaccination Model (Brewer et al., 2017)

Objective

This analysis aims to identifying key trends and inform recommendations to increase demand for COVID-19 vaccines in five countries within the East and Southern Africa region.

Methodology

Five studies were included in this analysis, from February 2021 to August 2021. Each study employs seven adapted items from the Behavioral & Social Drivers model (BeSD) of COVID-19 vaccination survey tools (only five for South Sudan). Surveys were run through the Internet of the Good Things (IoGT), a UNICEF zero-rated digital initiative to makes information available and run surveys even on low-end devices.
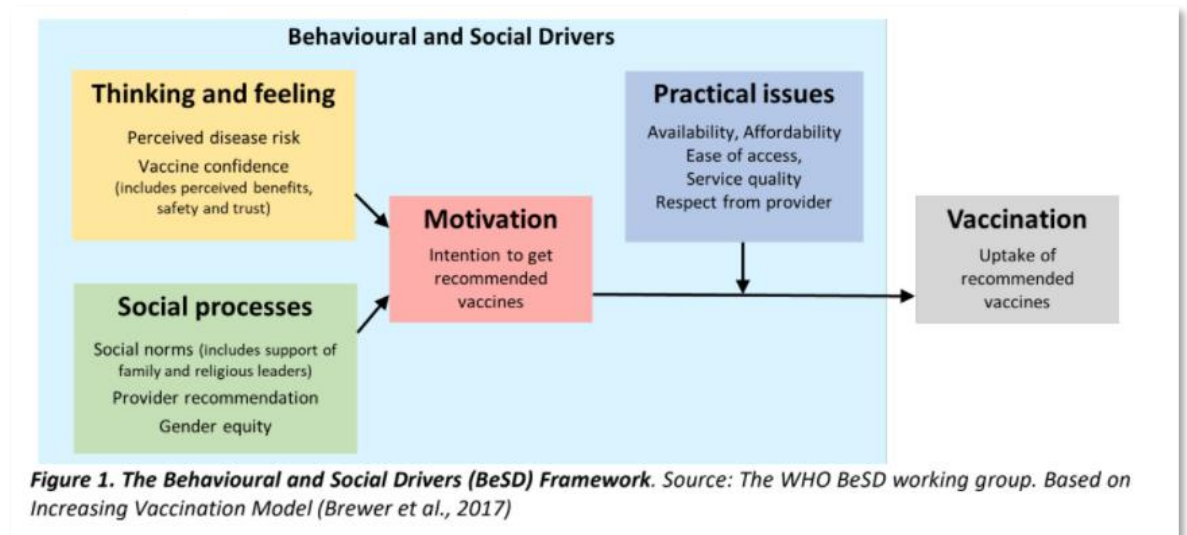
BeSD measures four domains that influence vaccine uptake:

(1) what people think and feel about vaccines;
(2) social processes that drive or inhibit vaccination;
(3) individual motivations (or hesitancy) to seek vaccination; and
(4) practical factors involved in seeking and receiving vaccination.

BeSD of COVID-19 Vaccination Surveys for HW in ESAR

Each sample has been weighted based on population-based ratios for gender & age.

Profile of included surveys

- Via Internet of Good Things (IoGT)
- 7 items (5 for South Sudan)

Limitations
- Variation in sample size; ideally all samples should have equal size.
- Self-selection of participants might create bias in results.
- We had to rely on population-based weighting as census data on HWs is not existing.
- The addition of a behavioral outcome (vaccine uptake) would have strengthened the study.

South Africa

February 2021
Survey, N=22,751
IoGT

Kenya

March 2021
Survey, N= 3,052
IoGT

Mozambique

March 2021
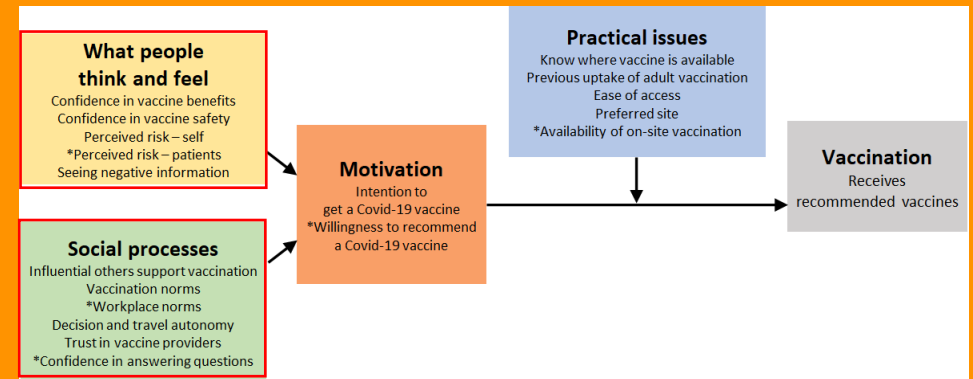Survey, N=644
IoGT

Malawi

May 2021
Survey, N=80
IoGT

South Sudan

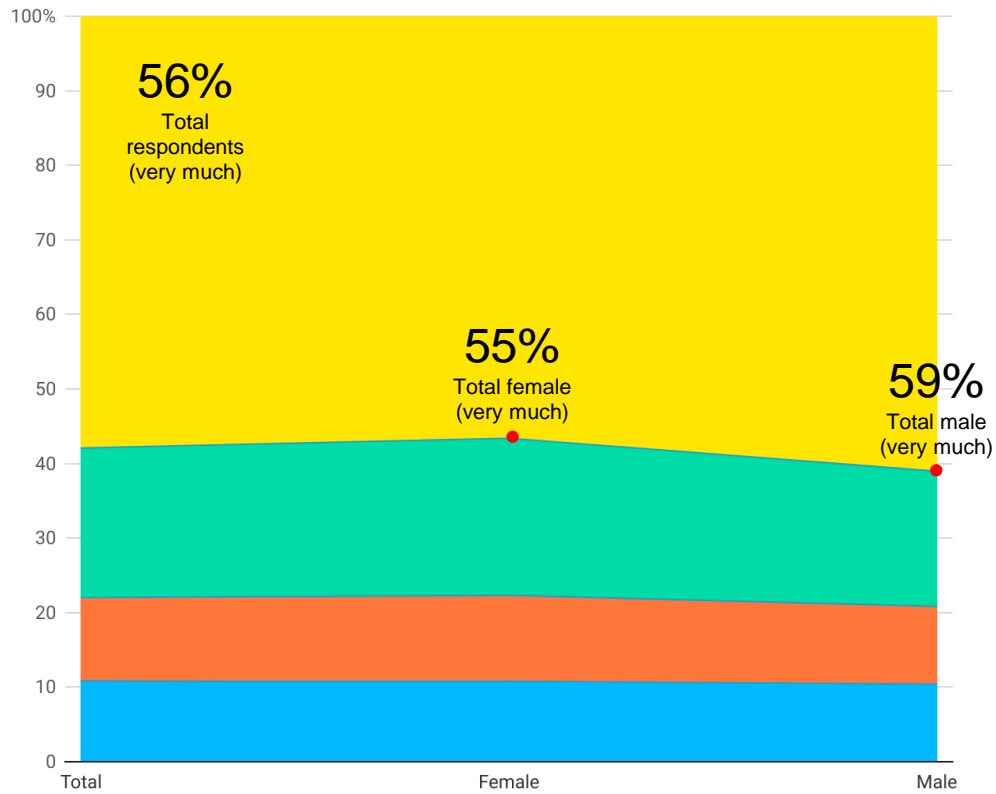August 2021
Survey, N=713
IoGT

01.
Benefit versus Trust

✓ How important do you think getting a COVID 19 vaccine will be for your health, would you say? [KE, SA, MO, MW]

✓ How much do you think getting a COVID-19 vaccine for yourself will protect other people in your community from COVID-19? [SS]

vs

✓ How much would you trust the new COVID-19 vaccine if it was available for you now? [KE, SA, MO, MW, SS]

Benefit versus Trust

a. Perceived Benefits for Self

Importance for Health
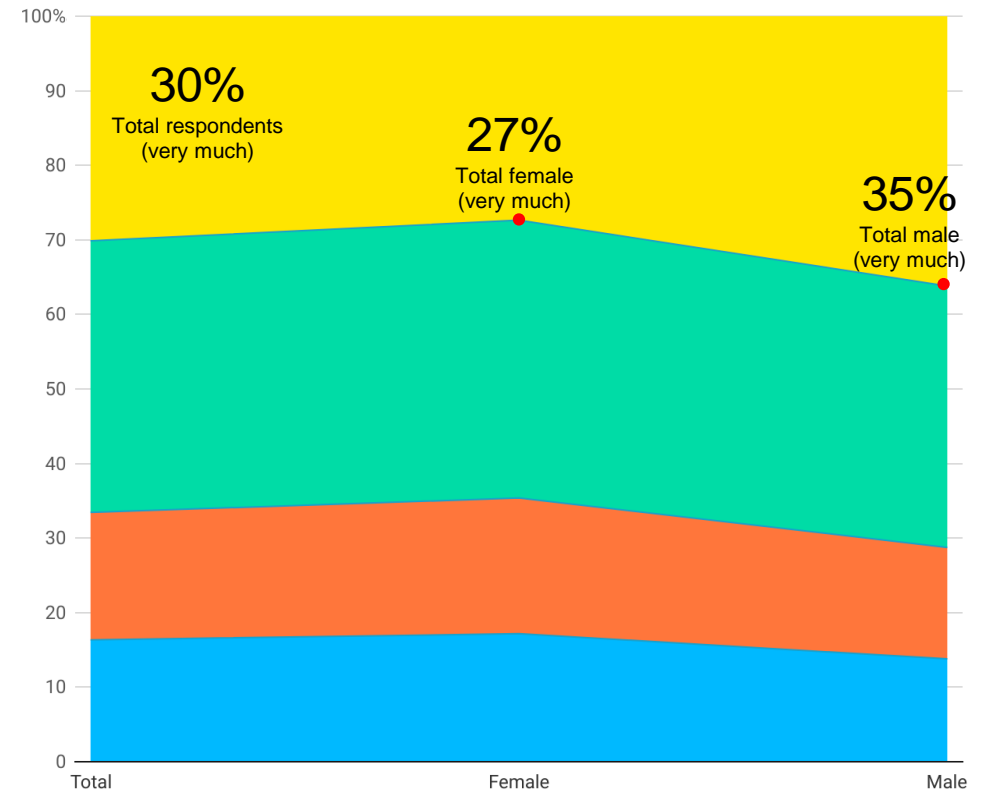
■ Not at all ■ A little ■ Moderately ■ Very Much

56%
Total respondents (very much)

55%
Total female (very much)

59%
Total male (very much)

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b. Trust

Trust in New Vaccine

■ Not at all ■ A little ■ Moderately ■ Very Much

30%
Total respondents (very much)

27%
Total female (very much)

35%
Total male (very much)

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02.
You versus Others

Descriptive Social Norms

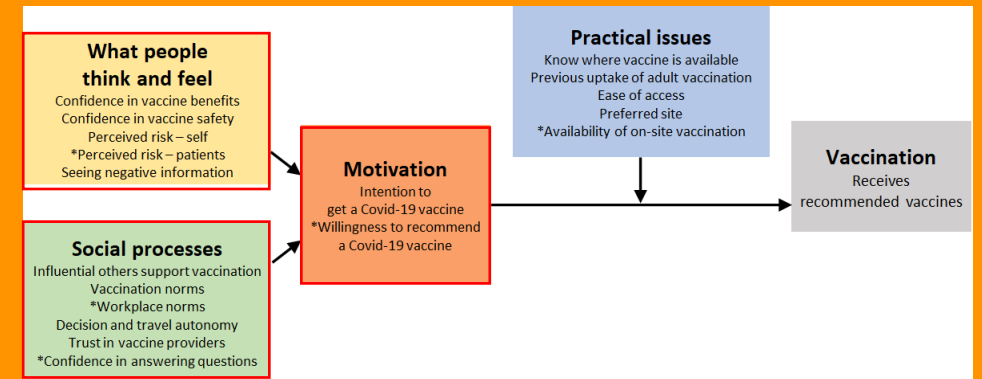- ✓ If a COVID 19 vaccine were recommended for you, would you get it? [KE, SA, MO, MW, SS]

vs

- ✓ *Do you think most adults you know will get a COVID 19 vaccine if it is recommended to them?* [KE, SA, MO, MW]

- ✓ *Do you think most of the people you work with will get a COVID-19 vaccine?* [KE, SA, MO, MW, SS]
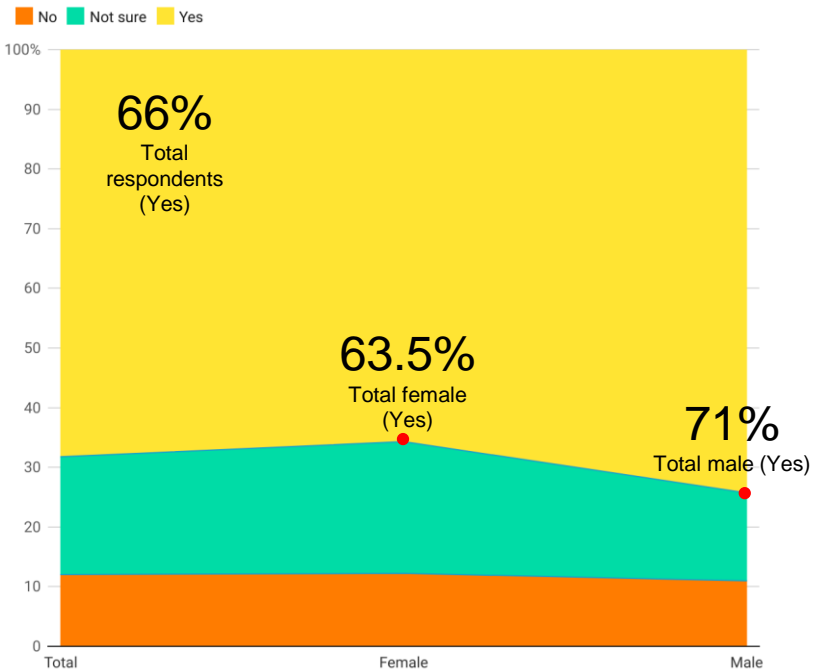
vs

- ✓ How important do you think getting a COVID 19 vaccine will be for your health, would you say? [KE, SA, MO, MW]
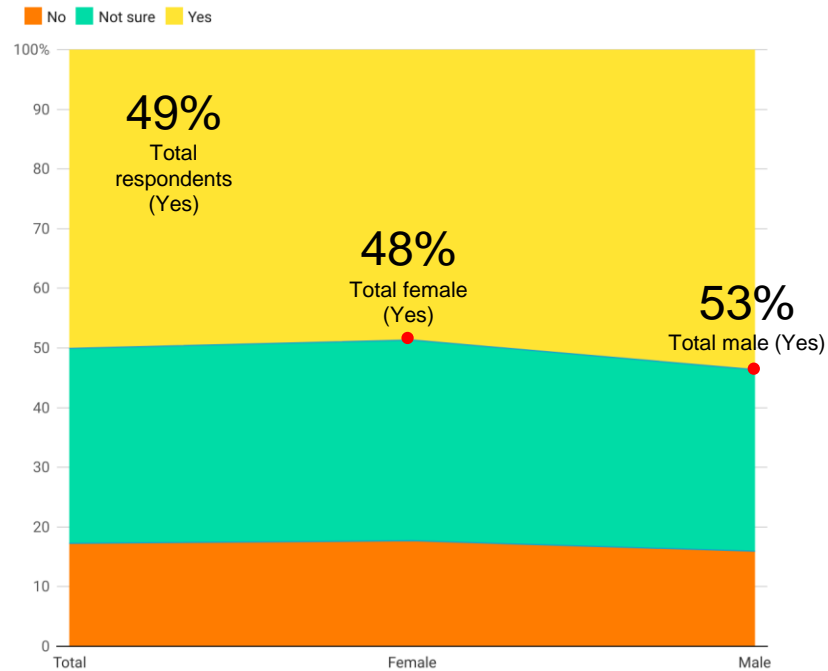
You vs Others: Descriptive Social Norms

a. You

b. Other Adults

c. Co-workers
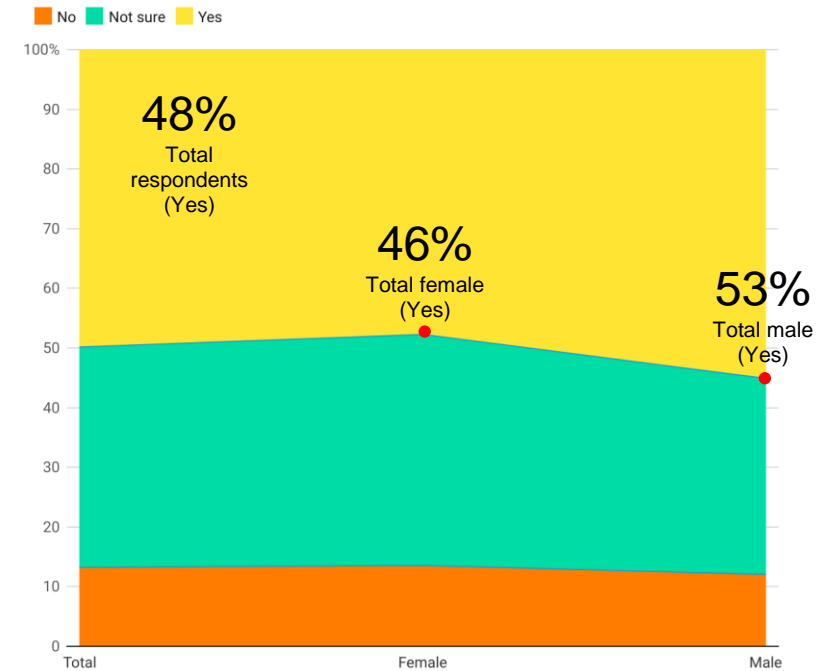
You vs Others: Descriptive Social Norms by Age

a. Self Perceiving Benefits

Importance by Age

Legend: ■ Not at all ■ A little ■ Moderately ■ Very Much

Data points:
- 46% 17-29 (Very much)
- 53% 30-44 (Very much)
- 61% 45-59 (Very much)
- 74% 17-29 (Very much)

X-axis: 17-29, 30-44, 45-59, 60-nd
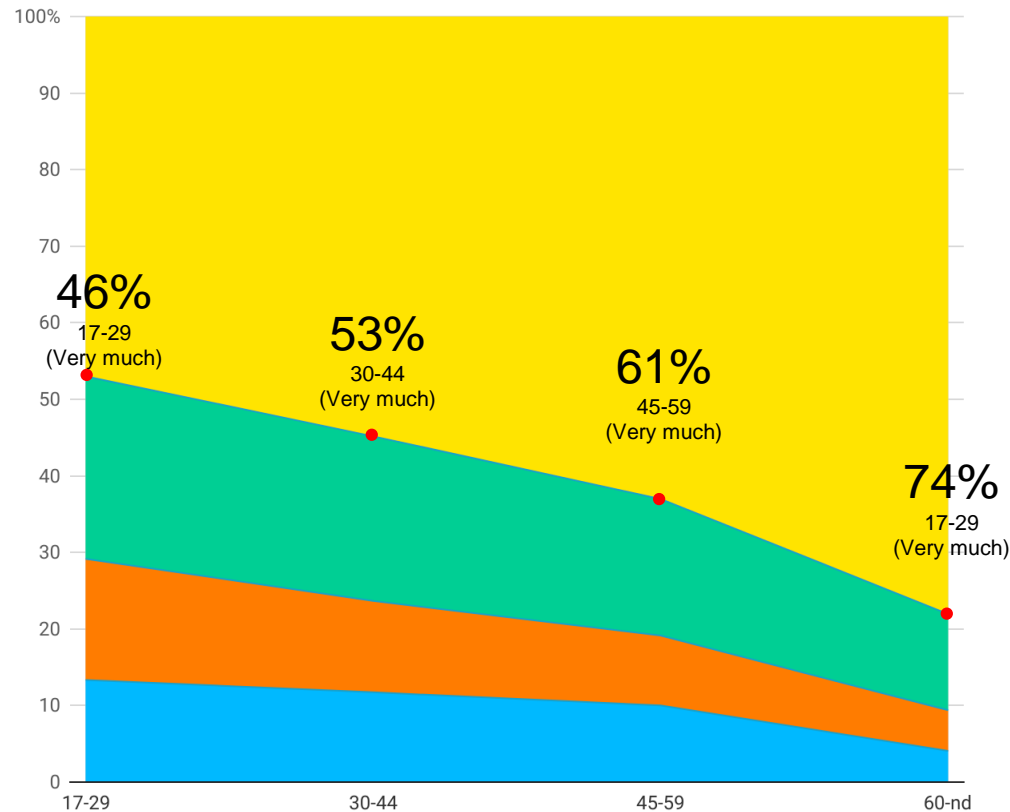
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b. Perception of Others Following Recommendation

Perceived Social Norms by Age

Legend: ■ No ■ Not sure ■ Yes

Data points:
- 42% 17-29 (Yes)
- 46% 30-44 (Yes)
- 52% 45-59 (Yes)
- 66% 45-59 (Yes)

X-axis: 17-29, 30-44, 45-59, 60-nd
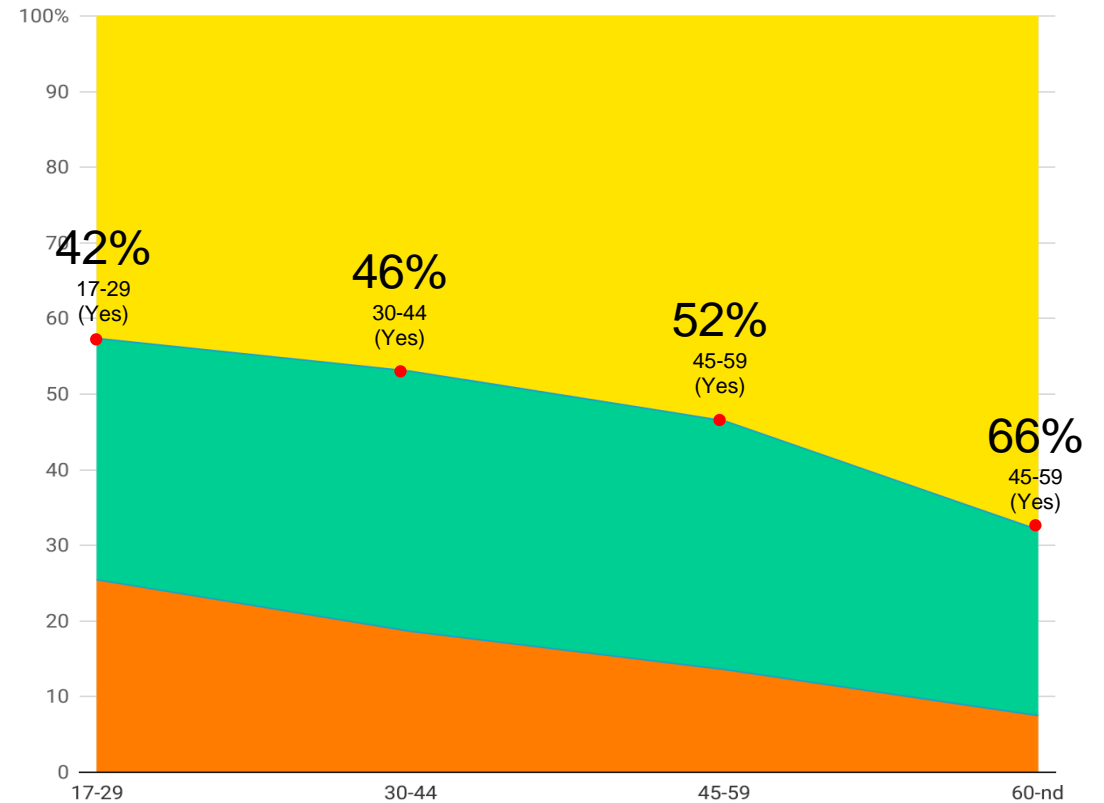
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03.
Ease of Access

What people think and feel
Confidence in vaccine benefits
Confidence in vaccine safety
Perceived risk – self
*Perceived risk – patients
Seeing negative information

Social processes
Influential others support vaccination
Vaccination norms
*Workplace norms
Decision and travel autonomy
Trust in vaccine providers
*Confidence in answering questions

Motivation
Intention to get a Covid-19 vaccine
*Willingness to recommend a Covid-19 vaccine

Practical issues
Know where vaccine is available
Previous uptake of adult vaccination
Ease of access
Preferred site
*Availability of on-site vaccination
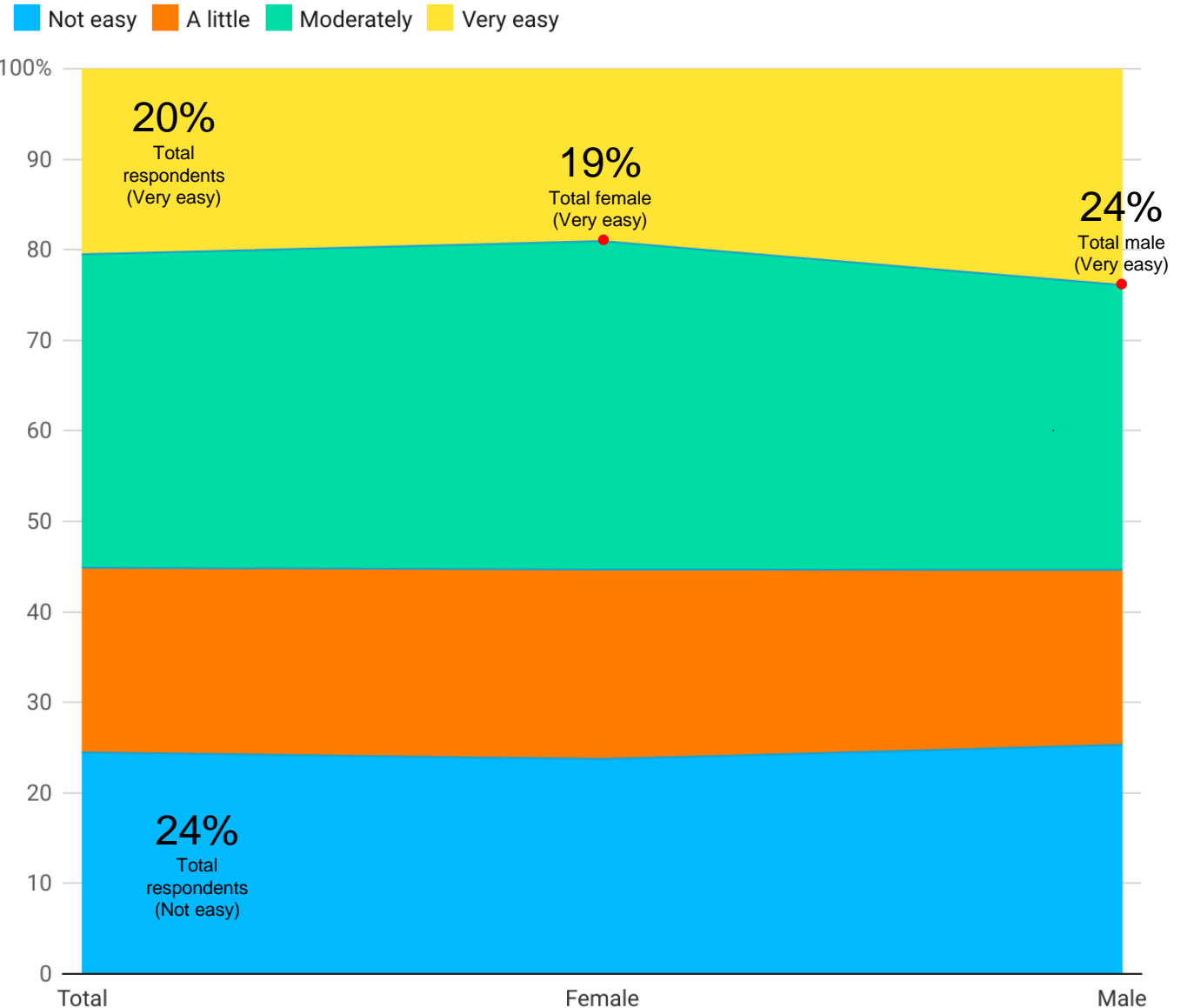
Vaccination
Receives recommended vaccines

✓ How easy do you think it will be to get vaccination services for yourself when the vaccine becomes available, would you say? [KE, SA, MO, MW]

✓ What makes it hard for you to get vaccinated? [SS]
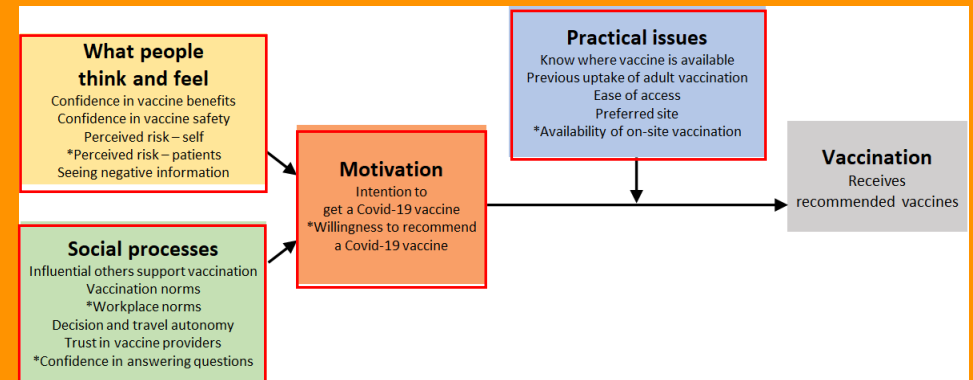
Ease of Access

What makes it hard for you to get vaccinated? Example from South Sudan

- Some are willing but have reported access issues in terms of time, convenience, and cost accessing the vaccination post.

- Lack of time due to domestic responsibilities.

- Women are unable to walk long distances to the vaccination site.

- Limited knowledge on the vaccination centers proximity /closeness to their areas.

Ease of Access

Legend: Not easy | A little | Moderately | Very easy

20% Total respondents (Very easy)

19% Total female (Very easy)

24% Total male (Very easy)

24% Total respondents (Not easy)

Total · Female · Male

Created with Datawrapper

04.
Gender Considerations

✓ How important do you think getting a COVID 19 vaccine will be for your health, would you say? [KE, SA, MO, MW]

✓ How much do you think getting a COVID-19 vaccine for yourself will protect other people in your community from COVID-19? [SS]

✓ How much would you trust the new COVID-19 vaccine if it were available for you now? [KE, SA, MO, MW, SS]

vs

✓ *Do you think most adults you know will get a COVID 19 vaccine if it is recommended to them?* [KE, SA, MO, MW]

✓ *Do you think most of the people you work with will get a COVID-19 vaccine?* [KE, SA, MO, MW, SS]

vs

✓ If a COVID 19 vaccine were recommended for you, would you get it? [KE, SA, MO, MW, SS]

✓ Would you recommend a COVID-19 vaccine to eligible adults when it becomes available? [KE, SA, MO, MW]

vs

✓ How easy do you think it will be to get vaccination services for yourself when the vaccine becomes available, would you say? [KE, SA, MO, MW]
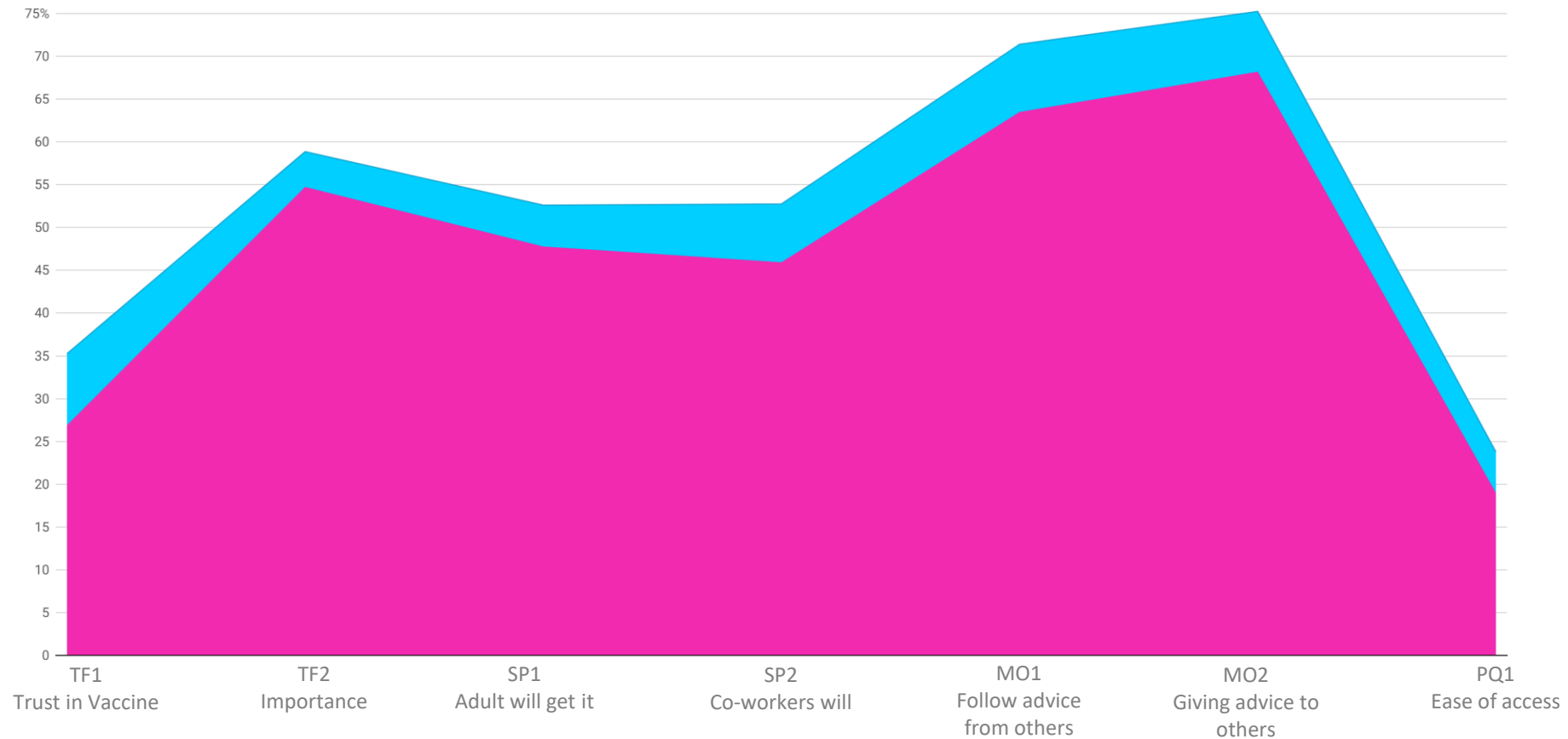   What makes it hard for you to get vaccinated? [SS]

Gender Considerations

Only most positive responses included here, for example: *"Very much important"*; *"Yes, I do think most adults will get the vaccine"*; *"Yes, I would get the vaccine when recommended to me"*.
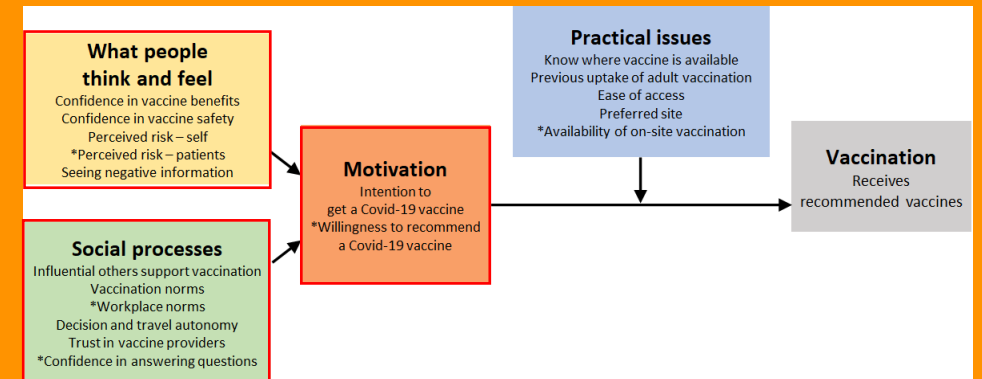
All BeSD Constructs

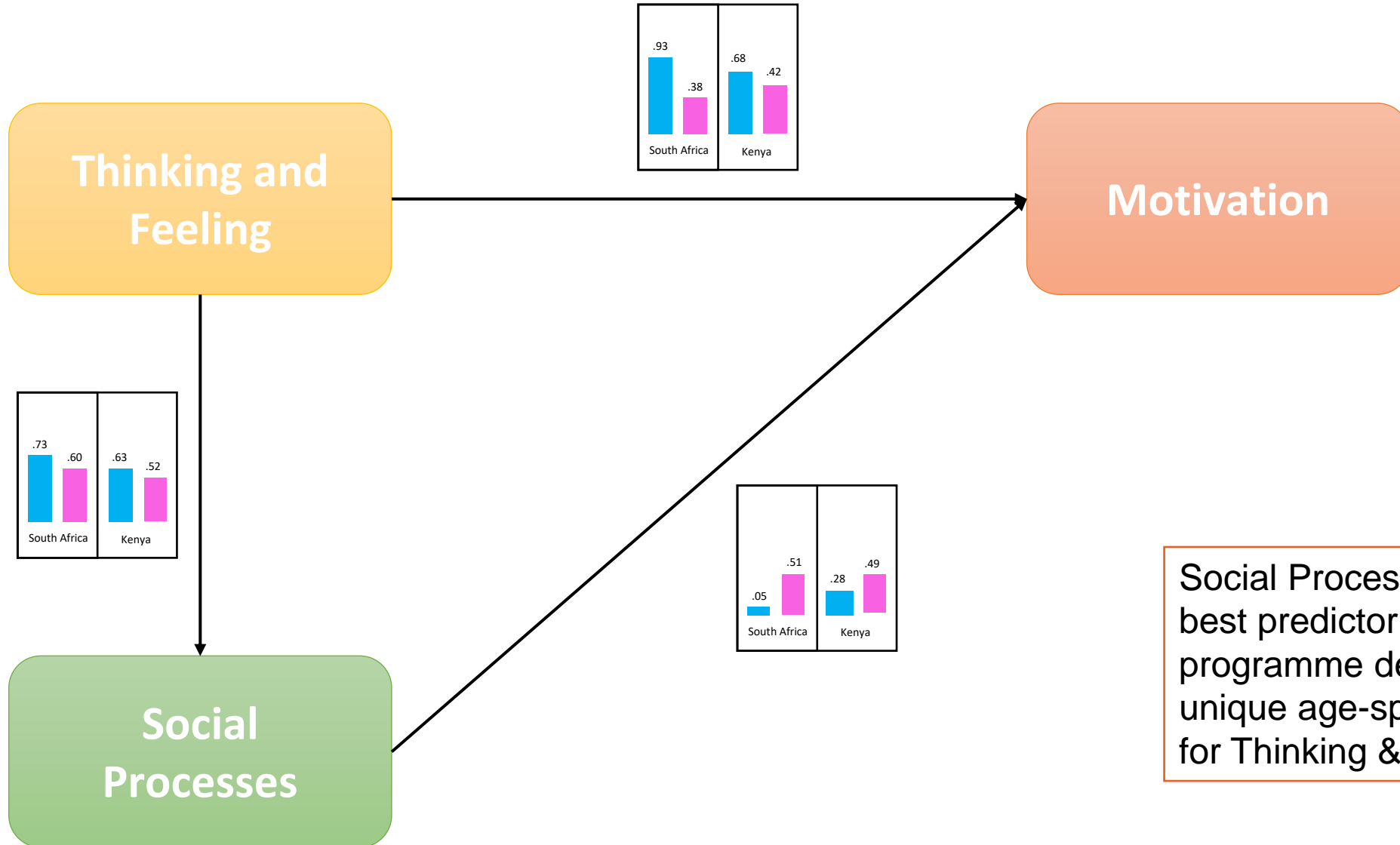**Gender Considerations**

■ Female ■ Male

05. Model Testing

✓ How important do you think getting a COVID 19 vaccine will be for your health, would you say? [KE, SA]

✓ How much would you trust the new COVID-19 vaccine if it were available for you now? [KE, SA]

vs

✓ *Do you think most adults you know will get a COVID 19 vaccine if it is recommended to them?* [KE, SA]

✓ *Do you think most of the people you work with will get a COVID-19 vaccine?* [KE, SA]

vs

✓ If a COVID 19 vaccine were recommended for you, would you get it? [KE, SA]

✓ Would you recommend a COVID-19 vaccine to eligible adults when it becomes available? [KE, SA]

Key findings

Dissonance between confidence in the benefits of vaccination and trust in vaccines: Most respondents thought the vaccine was very important for their health, but under 30% would trust it very much.

Descriptive social and workplace norms are not well established: Almost 66% of all respondents would take the vaccine if recommended to them, but only 49% thought most adults would, and only 48% thought their co-workers would

Access was highlighted as a crucial barrier, with less than a quarter reporting that accessing vaccination services for themselves would be very easy.

Responses from women highlighted slightly less trust and confidence, willingness to give or follow a recommendation, intention to vaccinate, ease of access, and less-established social norms

Older people are more inclined to get vaccinated (high perception of benefits of the vaccine + well established social norm), however despite HWs being a priority group coverage rates are still low.

PART 2: MODEL TESTING

Social Processes becomes the best predictor of Motivation when program designers create **unique age-specific interventions for Thinking & Feeling.**

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Recommendations

REINFORCE TRUST-BUILDING INTERVENTIONS

Disseminate information on vaccine safety and efficacy through trusted channels

Provide safe discussion spaces with experts to answer questions

Tailor interventions to specific age groups and gender

PUBLICIZE PRO-VACCINATION SOCIAL AND WORK NORMS

Showcase influencers getting vaccinated and recommending vaccination

Publicize the % of vaccinated people, including HWs

FACILITATE VACCINE ACCESS

Extended / flexible service hours

Publicize when and were people can get vaccinated

Promote "day off" for vaccination

Develop interventions aiming at facilitating access to elderly

Thank you!

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