

Boosting Vaccination Rates: Efficiently Informing Mass Vaccination Campaigns



VACCINATION ACCEPTANCE
RESEARCH NETWORK
SABIN VACCINE INSTITUTE

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Introduction to attitudinal segmentation

- Segmentation is a practice borrowed from commercial marketing and applied to public health challenges
- Human beings are not all the same. We have different hobbies, dreams, fears and interests
- Similarly our beliefs and intentions towards the COVID Vaccine are not the same
- Segmentation is a statistical tool to clusters people together with similar attitudes and behaviours, which allows public health programmers to focus and tailor the most impactful messaging to those who need the most



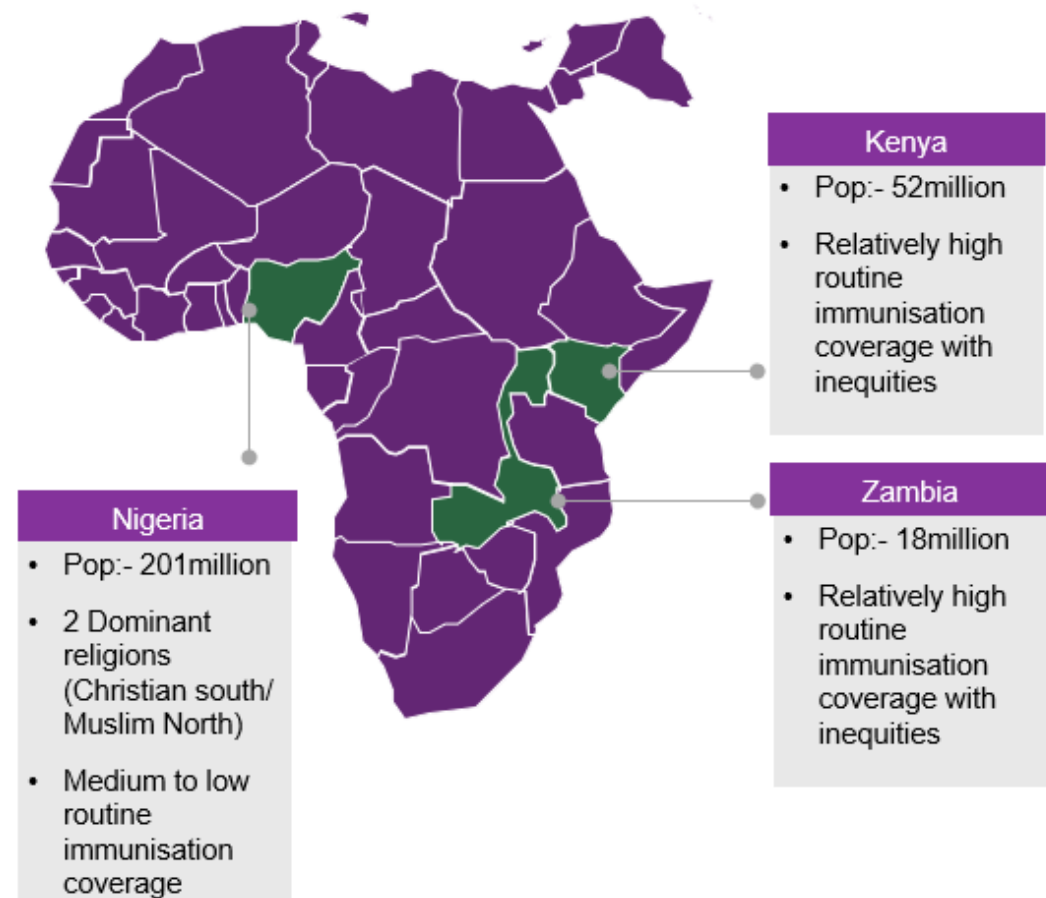
Using attitudinal segmentation to support COVID Vaccination campaigns in Sub Saharan Africa

- A proportion of the population will take the vaccine regardless, some will never take the vaccine and some are undecided
- To help the undecided, it is important to understand what their reasons against vaccinating are, and engage them in conversation on issues which matter to them
- Segmentation can be used to inform the content of messaging campaigns and even to support provider/ consumer consultations








Research Sites

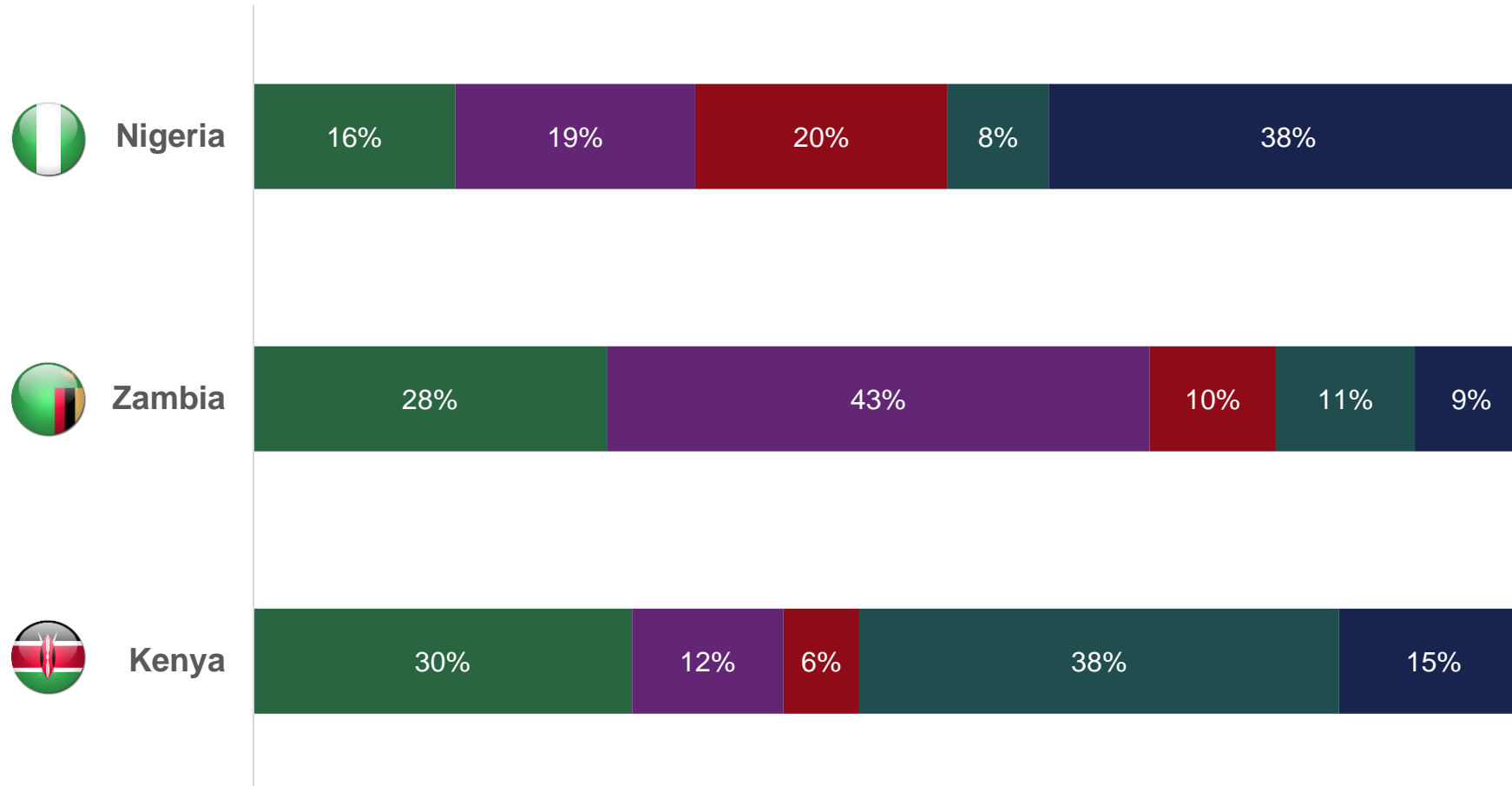
- Kenya, Zambia and Nigeria were chosen to represent Eastern, Southern and Western Africa respectively
- Over N= 800 respondents per market
- Sampling quotas
 - 50/50 male and female split
 - 33/33/33 split across low, medium and high poverty using Poverty Index scores



Meet the segments

	Segment 1	Segment 2	Segment 3	Segment 4	Segment 5
% of population	24%	25%	12%	19%	20%
					
Summary	Convinced of COVID threat and vaccine benefits. Would be quick adopters driven by social responsibility to protect their community.	Convinced of COVID threat, but scepticism around vaccine safety and efficacy inhibits perceived benefit and quick uptake.	Strongly hesitant of COVID threat and a COVID vaccine. Mistrust in the vaccine's purpose and advocates means they will be slow to vaccine adoption, if at all.	Convinced of COVID threat and merits of a vaccine, but inhibited by practical barriers. Cost-benefit analysis of the process could cause uptake delay.	Not convinced of the threat of COVID as a disease and lack motivation to seek a vaccine, but few barriers to uptake. Could be moved by social norms and strong messaging.
Likelihood to take a COVID-19 vaccine	Highly likely (98% willing)	Neither likely nor unlikely (55% willing)	Highly unlikely (0% willing)	Highly Likely (98% willing)	Fairly likely(76% willing)
Speed of uptake	As soon as possible	Wait at least 6-12 months	Never	As soon as possible	Wait at least 6-12 months
Perceived ease of getting the vaccine	Very easy	Fairly easy	Fairly easy	Not easy/not at all easy	Fairly easy
COVID disease perceptions	High perceived risk and severity	High perceived risk and severity	Low perceived risk and severity	High perceived risk and severity	Low perceived risk and severity
3 C's	Convenience, Confidence	Confidence	Confidence, Complacency	Convenience, Complacency	Complacency

Country segmentation distributions



Sum of high likelihood segments	Sum of moderate likelihood segment	Sum of moderately low or very low likelihood
24%	38%	39%
39%	9%	53%
68%	15%	18%

■ 1 Confident enthusiasts ■ 2 Vaccine sceptics ■ 3 Covid Cynics ■ 4 Enthusiastic Pragmatists ■ 5 Vaccine Ambivalents

Thank you.

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