

COVID-19 VACCINE ADOPTION

Using behavioral science to boost
COVID-19 vaccine uptake

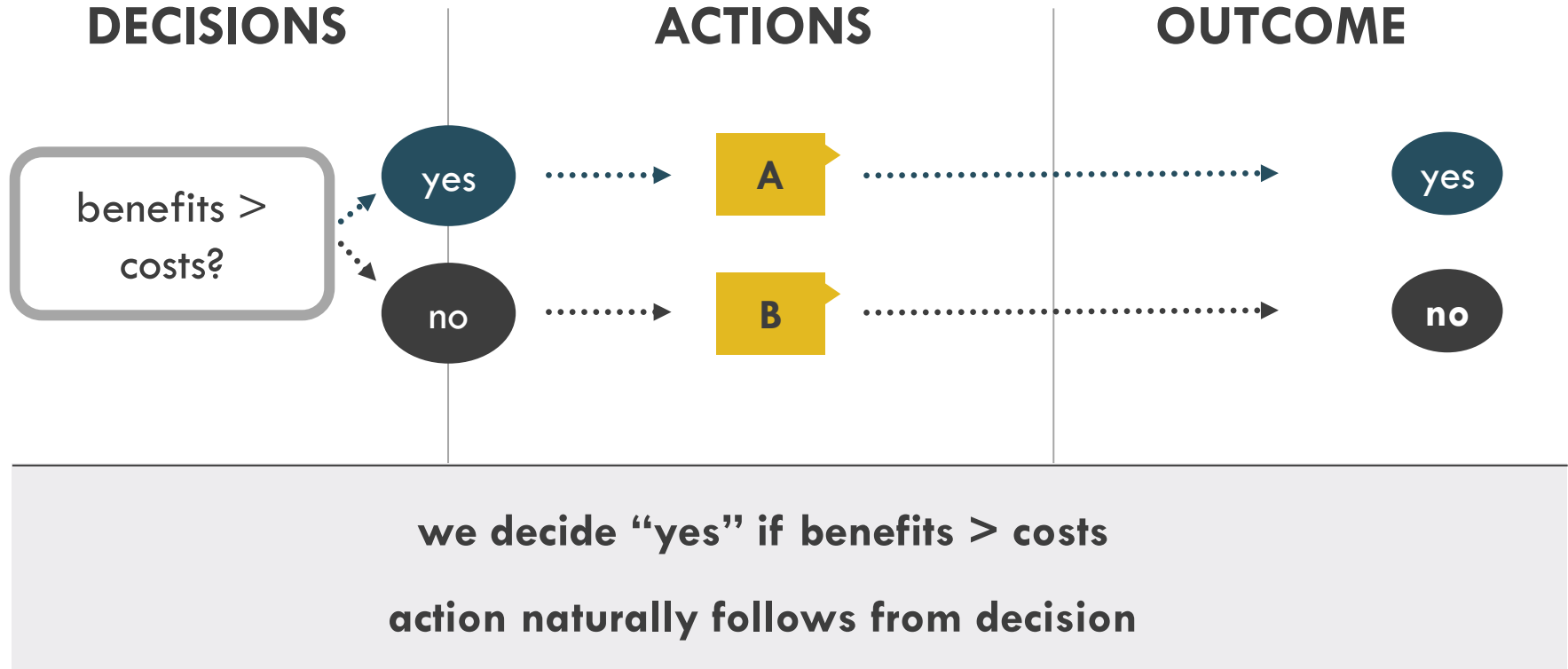
May 2021

WHAT DOES IT MEAN TO TAKE A BEHAVIORAL APPROACH?

UNDERSTANDING WHO WE ARE AS PEOPLE



THE STANDARD MODEL



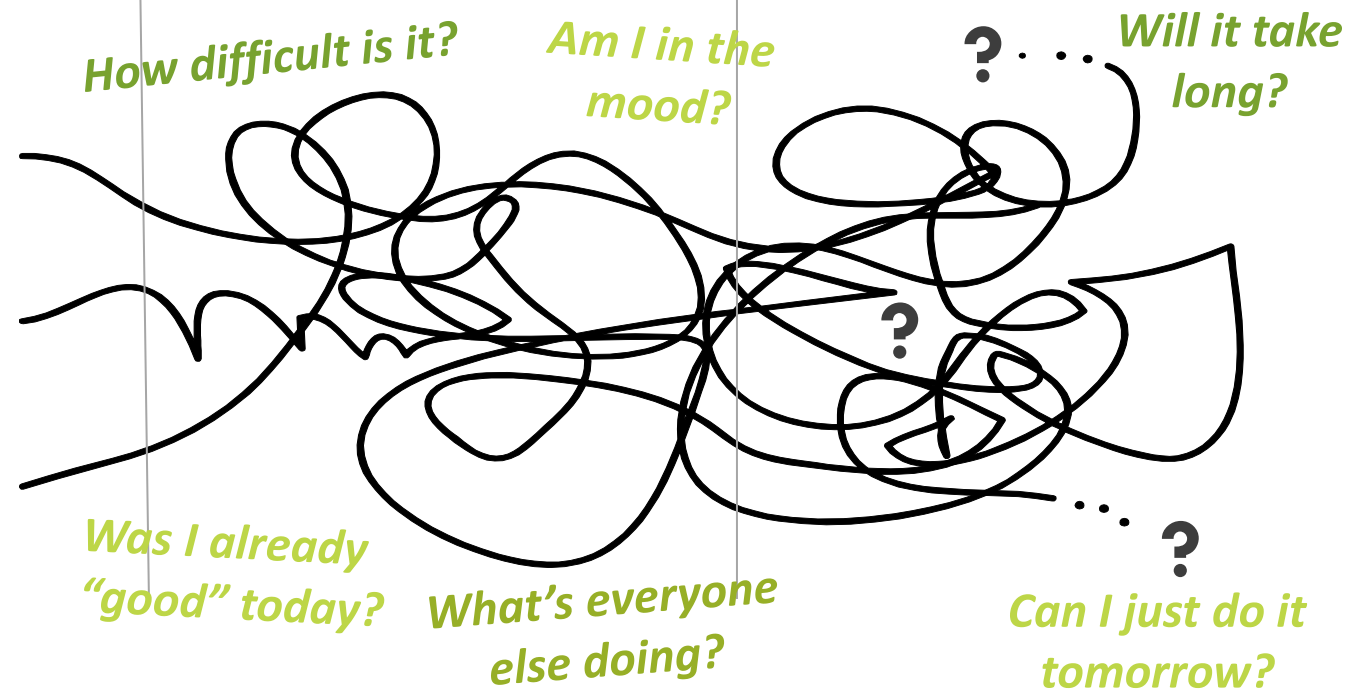
THE BEHAVIORAL MODEL?

DECISIONS

- Yes
- No
- I don't know

ACTIONS

OUTCOME



WHAT DO BEHAVIORAL SOLUTIONS LOOK LIKE?

PROBLEM

STANDARD APPROACH

BEHAVIORAL APPROACH

Improved nutrition

Patient Education

Behaviorally-informed shopping guides |
Checklists with implementation intentions

Benefits recertification

Highlight Deadline

Timely reminders | Simple step-by-step
instructions | Messaging that invokes loss aversion

Court appearances

Increase Penalties

Timely SMS reminders | Actionable info at top of
ticket | Consequences of missing clearly stated

UNPACKING BEHAVIORAL INFLUENCES ON COVID-19 VACCINE UPTAKE

**THE ENVIRONMENT CAN *MAKE ACTION HARDER*,
REQUIRING GREATER MOTIVATION...**



...OR IT CAN **MAKE ACTION EASIER**, REQUIRING
WEAKER MOTIVATION



WHETHER A CHOICE ENVIRONMENT FACILITATES OR FRUSTRATES ACTION DEPENDS ON “**FRICTION**”



VS



The image displays three distinct forms from the California Department of Motor Vehicles (DMV):

- Form 1 (Top Left):** "DRIVER LICENSE OR IDENTIFICATION CARD APPLICATION" (DL 44). This form includes sections for "BASIC LICENSE", "NON-COMMERCIAL LICENSE", "FIRE FIGHTER", "ANNUAL CERTIFICATE", and "QUESTIONS". It also features a "STOP" instruction at the bottom: "STOP Do not sign until instructed to do so".
- Form 2 (Top Right):** "APPLICATION FOR TENNESSEE DRIVER LICENSE". This form is for individuals applying for a Tennessee driver's license and includes sections for "PERSONAL INFORMATION", "IDENTIFICATION", and "EXAMINATIONS".
- Form 3 (Bottom):** "APPLICATION FOR PERMIT, DRIVER LICENSE, OR NON-DRIVER ID CARD" (DL 44). This form is for individuals applying for a permit, driver's license, or non-driver ID card. It includes sections for "PERSONAL INFORMATION", "IDENTIFICATION", "EXAMINATIONS", and "SIGNATURE".

The forms are partially overlapping, with the bottom form (DL 44) being the most prominent and showing the most detail. The forms are filled out with handwritten information, including names, addresses, and dates.

APPLYING FOR A CREDIT CARD = LOW FRICTION CHOICE/ACTION ENVIRONMENT

You've been pre-approved for the new Meridian Visa Platinum Cash Back Card – including a \$75 Visa Gift Card, no annual fee for the first year and 2% cash back.



YOU'RE
PRE-APPROVED!

GET YOUR CARD >



Promo code: GIFT75

When we designed the Meridian Visa Platinum Cash Back card, our goal was straightforward - create a credit card that made our Members feel as good as they do about banking with us. We think you're going to love this card.

There's no annual fee for the first year², for you or any additional cards you get for your family – that's a saving of at least \$49.

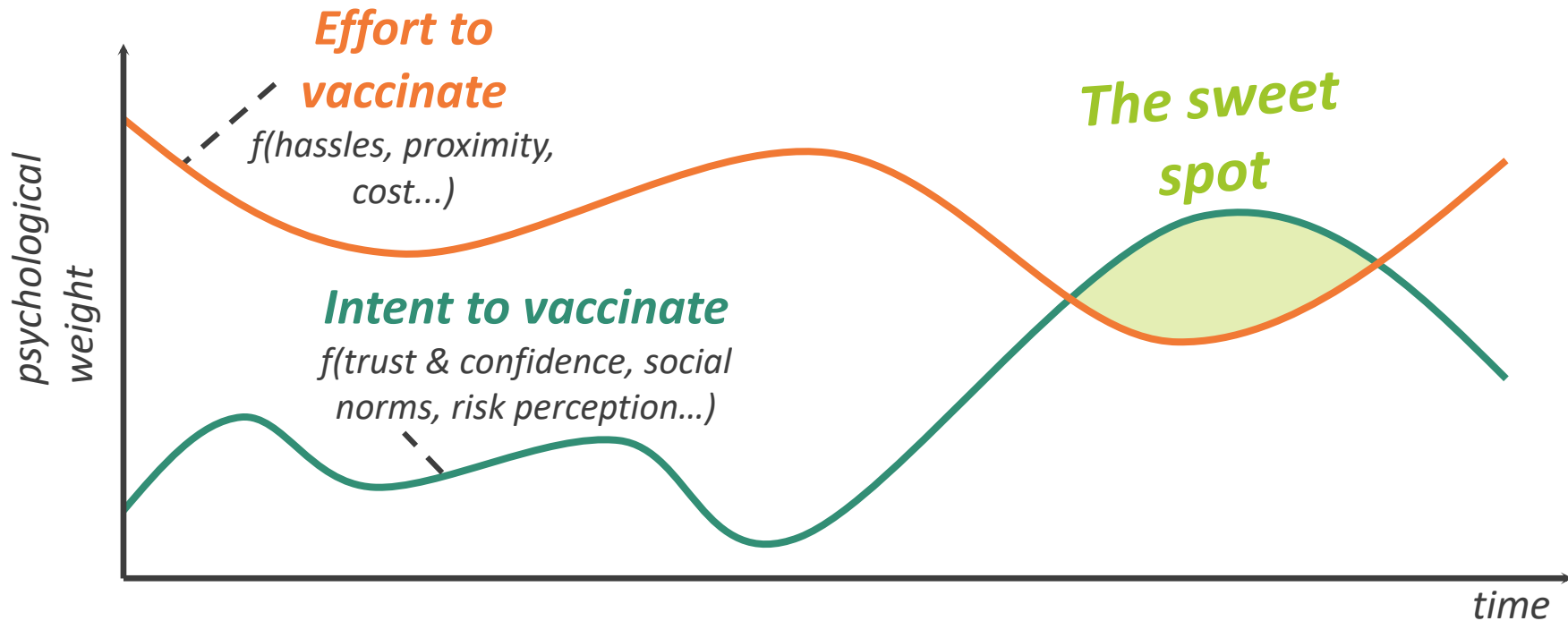
You'll also earn up to 2%³ in cash rewards¹ on gas, groceries, pharmacy and utility bill payments plus 1% cash back for all other everyday purchases. Whether it's dining out with friends, getting a haircut or seeing the latest movie at a theatre, you'll earn cash reward points that can be redeemed for your choice of account credit, merchandise, event tickets or gift cards.

Plus, when you apply by June 15, 2018, you'll receive a \$75 Visa Gift Card⁴ once your Visa card application is approved.



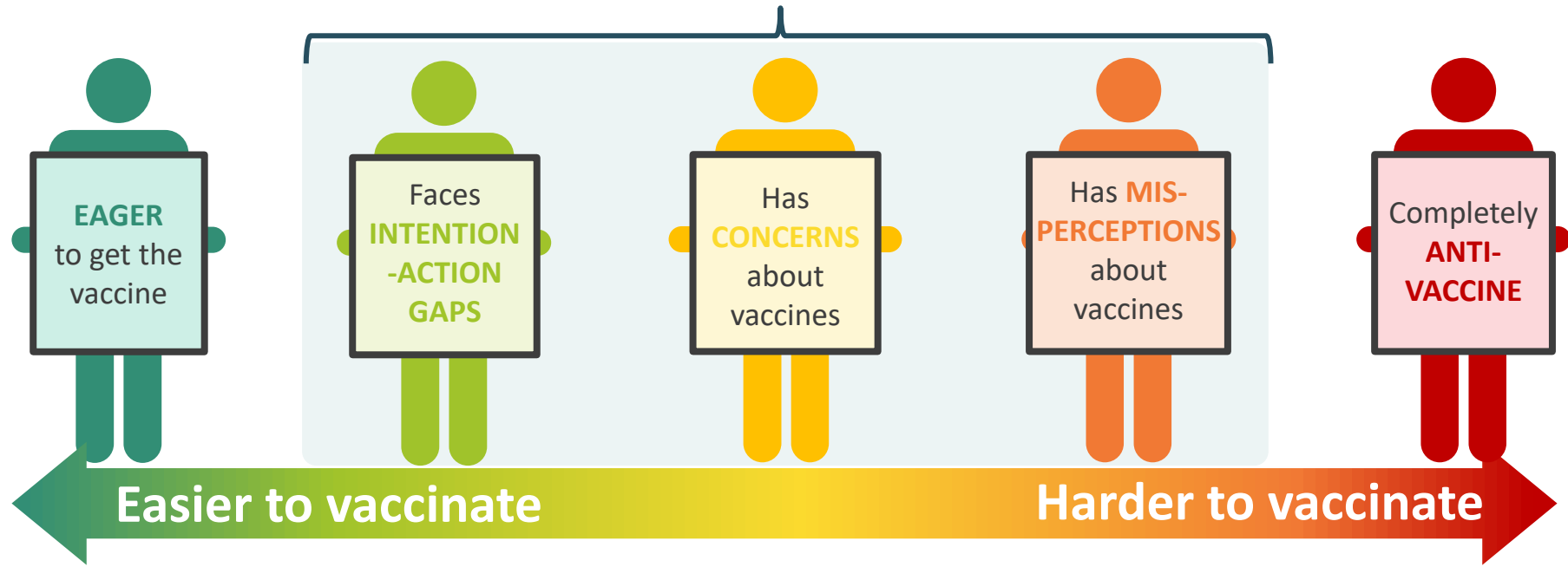
***TO BOOST VACCINATION RATES, WE MUST
BUILD MOTIVATION AND REMOVE FRICTION***

PEOPLE GET VACCINATED WHEN PROMPTED IN A CONTEXT WHERE **INTENT** > **EFFORT** TO VACCINATE

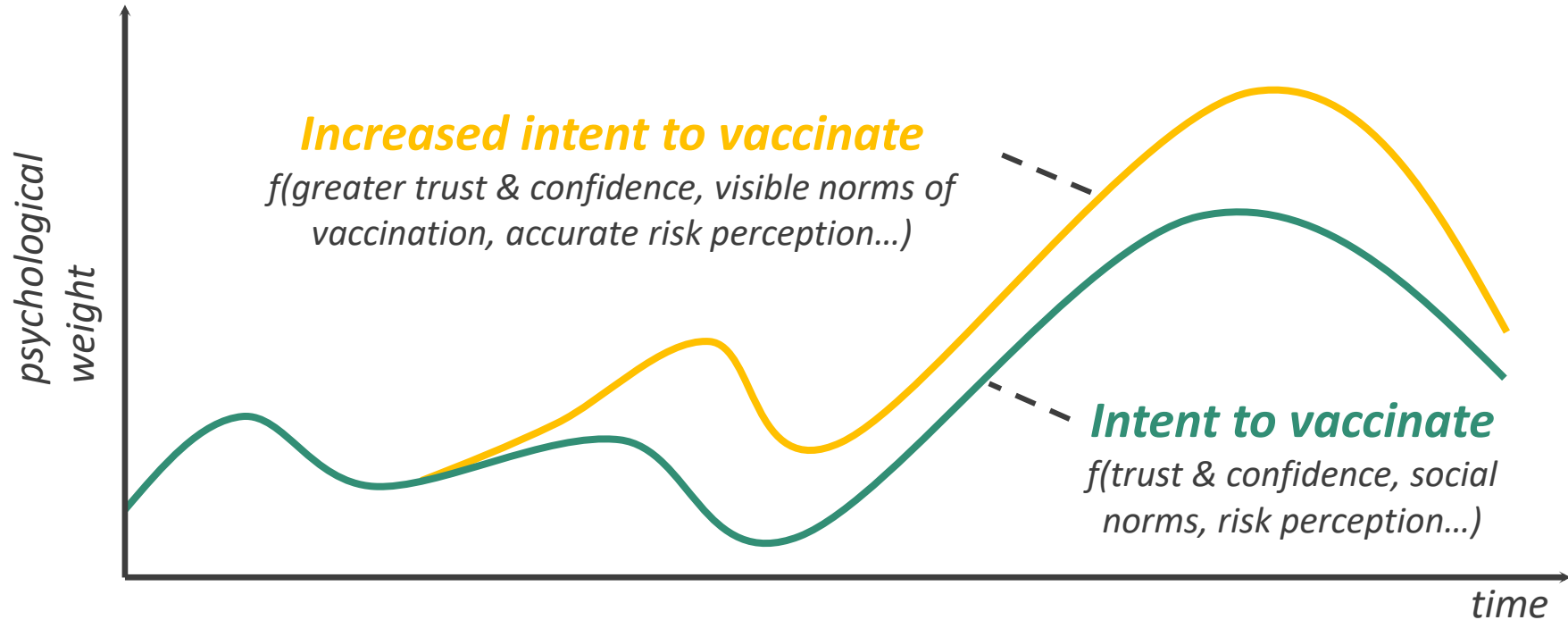


PEOPLE CAN BE GROUPED BASED ON HOW THEIR INTENTIONS RELATE TO THE EFFORT TO VACCINATE

The “Movable Middle”



THERE ARE WAYS WE CAN **BOOST INTENT TO VACCINATE** BY BUILDING MOTIVATION...





WHAT KINDS OF THINGS REDUCE INTENT TO VACCINATE?

HEALTH AND SCIENCE

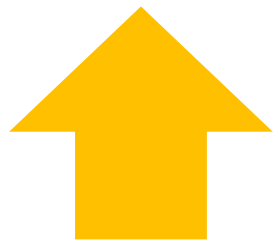
Pfizer CEO says third Covid vaccine dose likely needed within 12 months

PUBLISHED THU, APR 15 2021-1:23 PM EDT | UPDATED THU, APR 15 2021-3:13 PM EDT

 Berkeley Lovelace Jr.
@BERKELEYJR

SHARE    

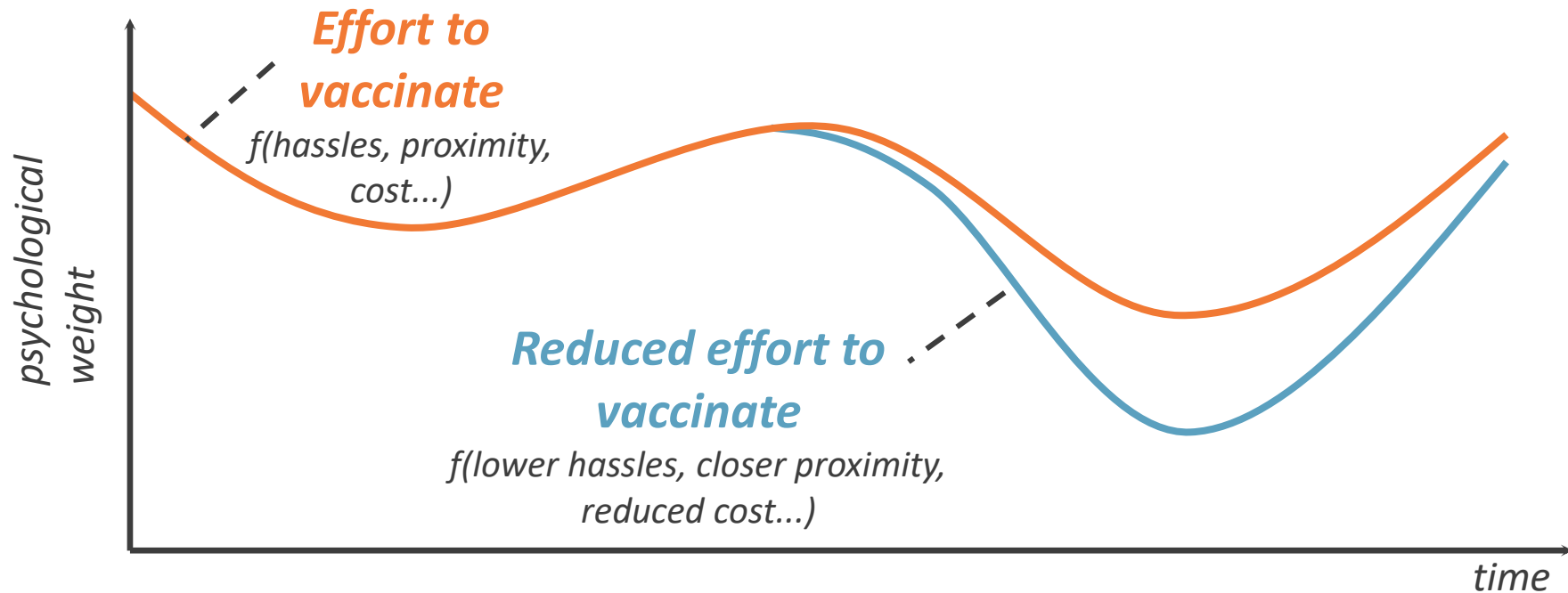




WHAT KINDS OF THINGS CAN BOOST INTENT TO VACCINATE?



THERE ARE WAYS WE CAN **REDUCE EFFORT TO VACCINATE** BY REMOVING FRICTIONS

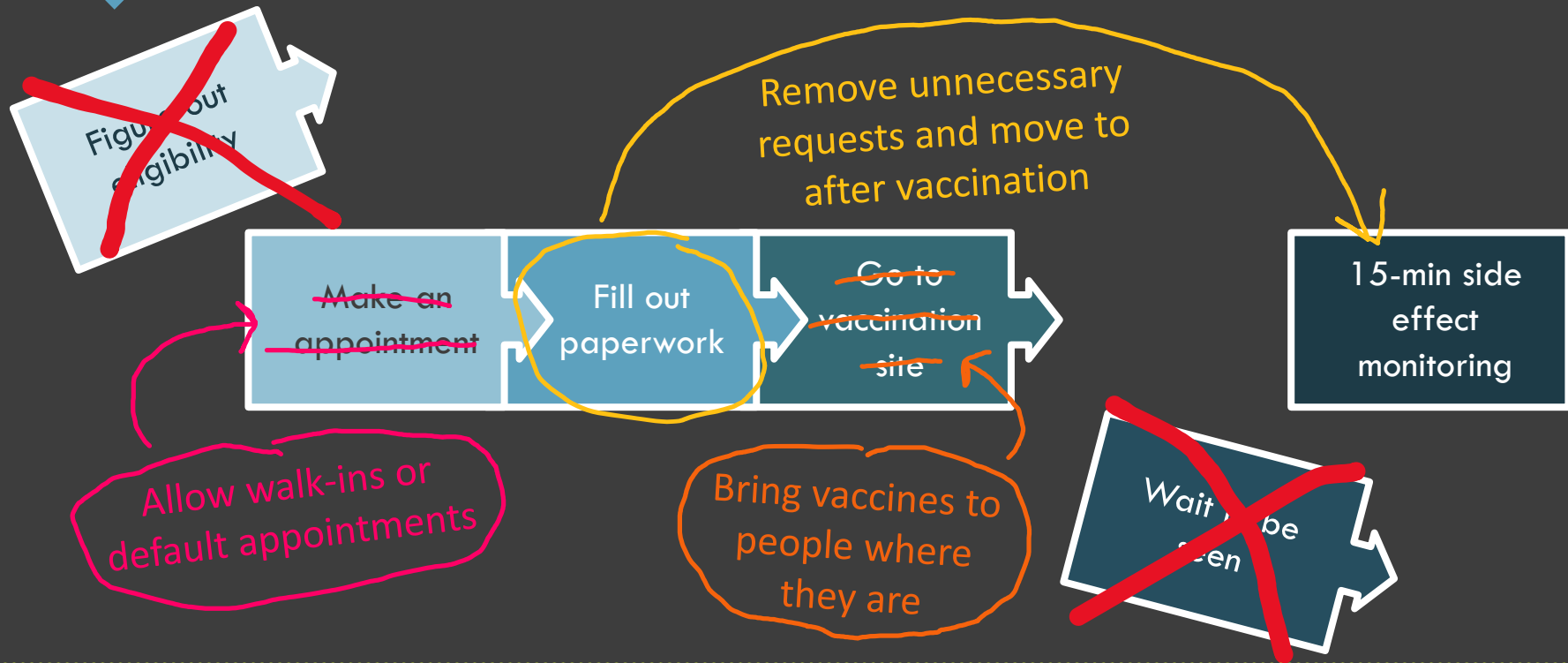




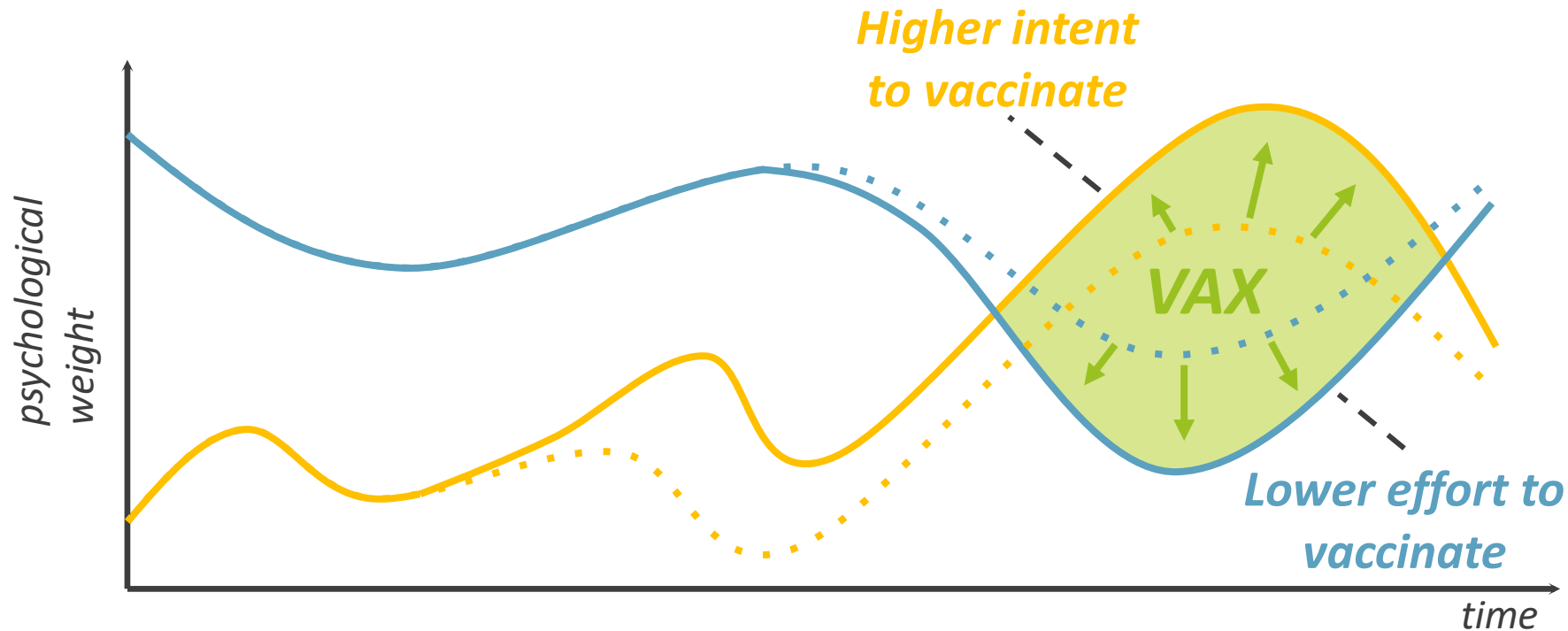
WHAT KINDS OF THINGS INCREASE EFFORT TO VACCINATE?



WHAT KINDS OF THINGS CAN LOWER EFFORT TO VACCINATE?



MORE PEOPLE WILL GET VACCINATED IF WE ALIGN MOMENTS OF HIGH INTENT WITH EASY ACCESS



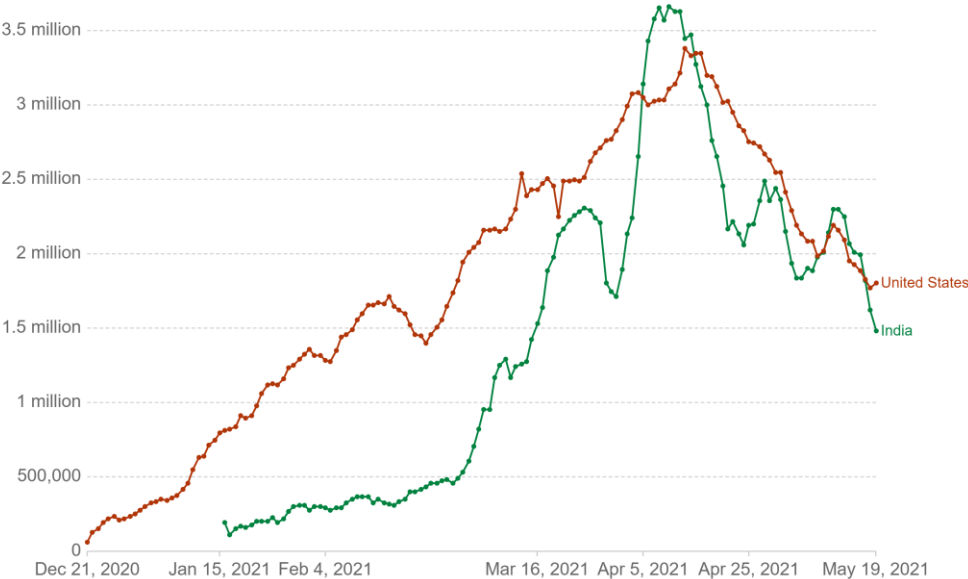
COVID-19 VACCINATION IN INDIA – WHERE WE ARE?



COVID-19 VACCINE UPTAKE IS MINISCULE AS A PROPORTION OF POPULATION SIZE

Daily COVID-19 vaccine doses administered

Shown is the rolling 7-day average. This is counted as a single dose, and may not equal the total number of people vaccinated, depending on the specific dose regime (e.g. people receive multiple doses).



Source: Official data collated by Our World in Data – Last updated 20 May, 15:10 (London time)

OurWorldInData.org/coronavirus • CC BY



Covid Tracking India
@CovidTrackingIn

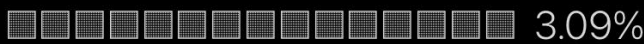
20 May: COVID-19 vaccinations 🇮🇳

Partially Vaccinated:



10.55%

Fully Vaccinated:



Speed: 14L doses /day

Time to VAX 50% pop : 845 Days, 12 Sep 2023

“VACCINE HESITANCY DOWN DUE TO SURGE IN COVID CASES” – SURVEY

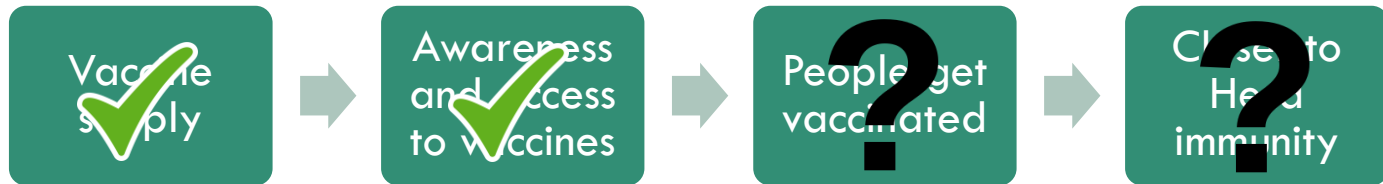
As per the latest survey reported on April 4th, people willing to take the jab has gone up from 38% to 77% in 75 days, after the start of vaccination drive in India*.

BUT INTENTION STILL DOES NOT GUARANTEE ACTION

* - Among 1.1,500 people across 299 districts, Source: <https://timesofindia.indiatimes.com/india/vaccine-hesitancy-now-down-to-23-due-to-surge-in-covid-19-cases-survey/articleshow/81897044.cms>

ENSURING SUPPLY AND ACCESS TO VACCINES IS NECESSARY BUT NOT SUFFICIENT

EXPECTATION
v/s REALITY



AS SUPPLY AND ACCESS IMPROVE, THE EASY TO REACH AND WILLING POPULATION WOULD GET VACCINATED AND THEN THE RATES ARE LIKELY TO PLATEAU

SOME BEHAVIORAL BARRIERS DRIVING VACCINE HESITANCY



People lack social proof of vaccine's uptake and safety



People do not have the right information



People have predefined mental models around the vaccination experience

42
ideas
THANK YOU