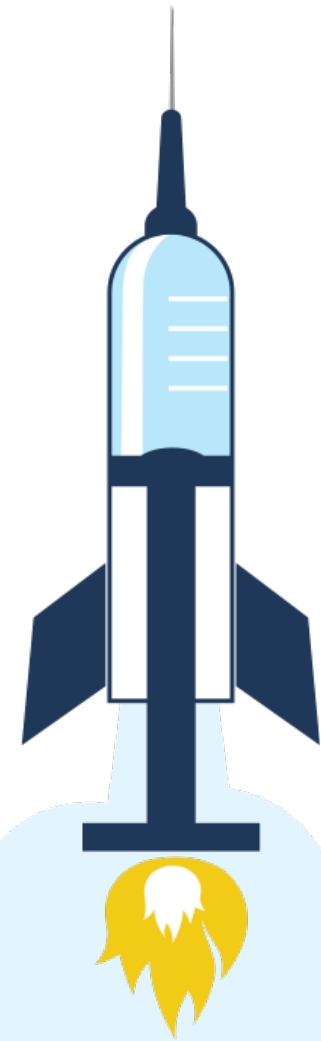


Give the BOOST a Shot!

Motivations for Vaccination

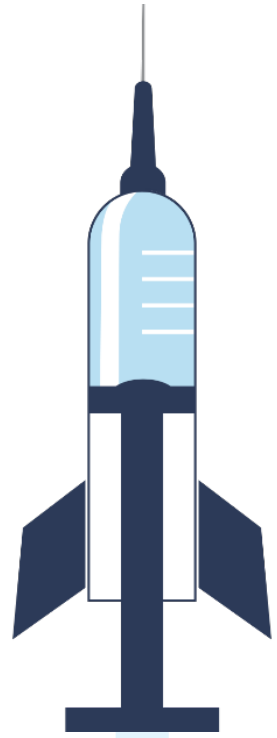


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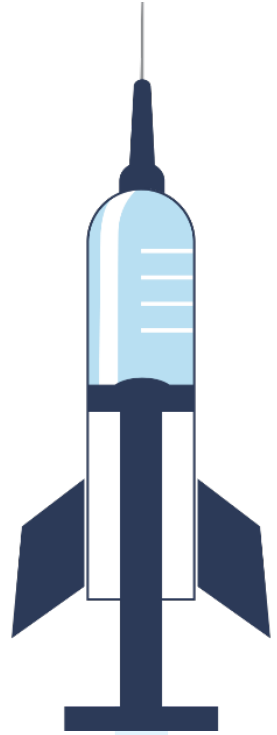
Question

What motivated you to get vaccinated?



Did You Know...

- A study conducted by the Harvard Business School and Bocconi University from December 2020 through July of 2021 provided insight into which messages were most effective in increasing people's willingness to get vaccinated.
- Researchers experimented with four messages in December 2020 to see how they would move people's intentions then and their actual behaviors six months later.



<https://www.nber.org/papers/w29741>

<https://www.vox.com/coronavirus-covid19/2022/2/17/22938873/covid-19-vaccines-skeptics-messaging>

Four Messages Utilized To Impact Vaccine Uptake

1. **Self-Protection** (If you get vaccinated, you could avoid getting infected.)
2. **Protecting Others** (If you get vaccinated, you could avoid passing the virus to others.)
3. **Protecting Health** (If you get vaccinated, it can help protect the health of people in your country.)
4. **Protecting the Economy** (If you get vaccinated, it can help bring a return to economic activity and reduce unemployment.)

Interesting Facts

One-third of the most ardent vaccine refusers got vaccinated within six months.

The **self-protection** message had a **small positive effect** in increasing people's vaccine intentions, but it was the smallest effect of the four and was not considered statistically significant.

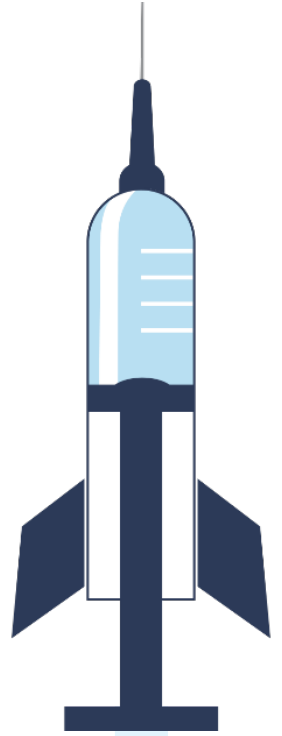
The **altruistic** messages — **Protecting Others or Health or the Economy** — had a more meaningful impact on people's intentions immediately afterward.

**Results apply to the whole population, from very pro-vax to the very anti-vax.*



What We Have Learned

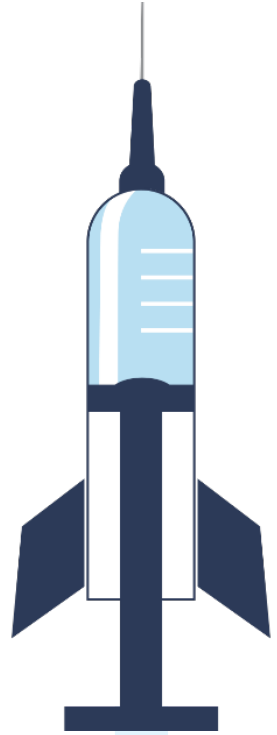
People can be persuaded to get vaccinated. It is not a lost cause. But we should be mindful that different messages work best with different people and construct our communications campaigns accordingly.



Final Thoughts

It is tempting to think of vaccination intentions as static. You will or won't, for whatever reason—ideology, trust in institutions, personal assessment of your risk, etc. And those variables have indeed been instrumental to people's choices about getting the COVID-19 vaccines.

But people can be moved according to these findings—not necessarily by emphasizing their health, but by persuading them that they will do good for the people around them and the country.



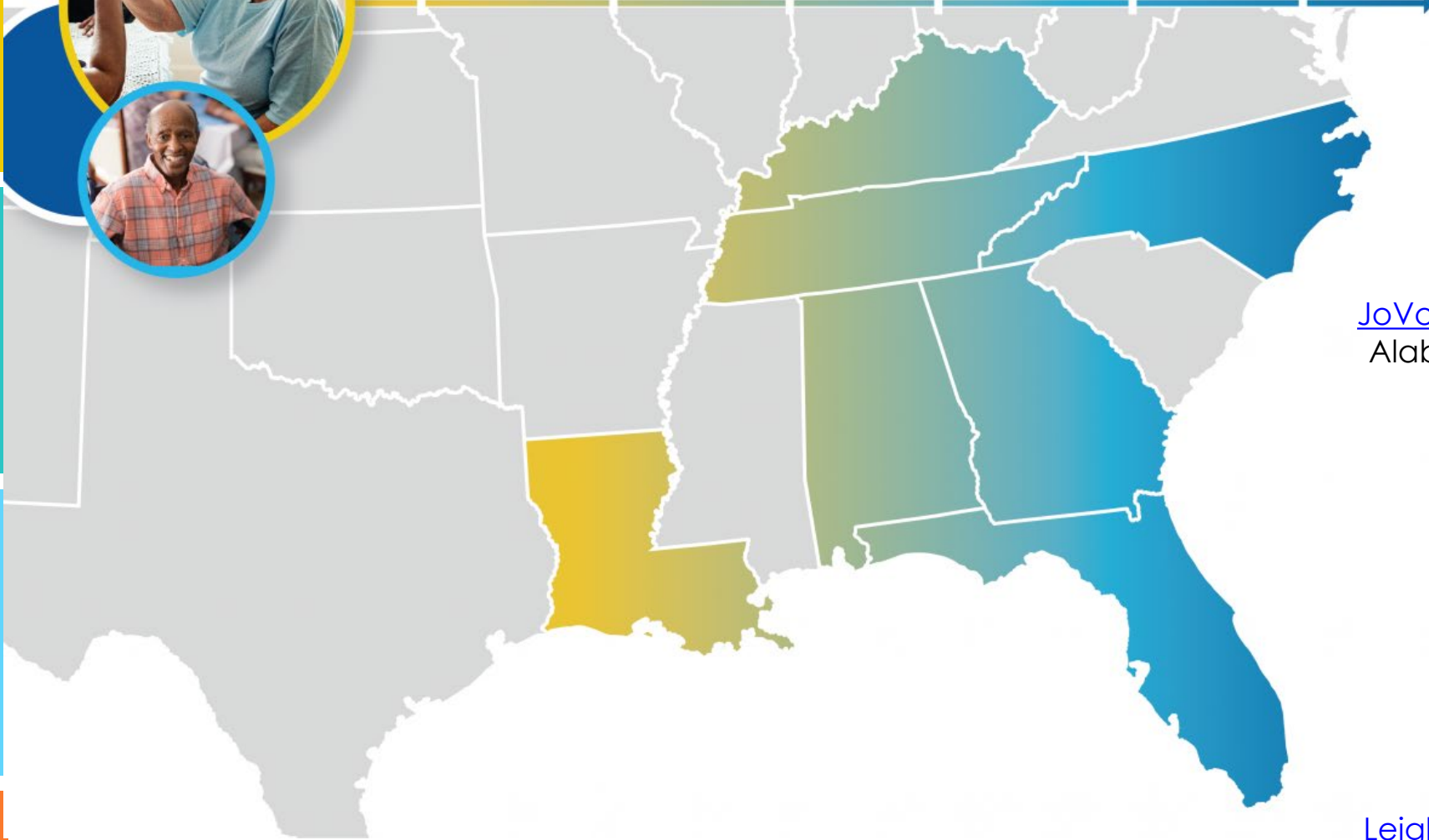
Thoughts?

Best Practices?

Questions?



Making Health Care Better *Together*



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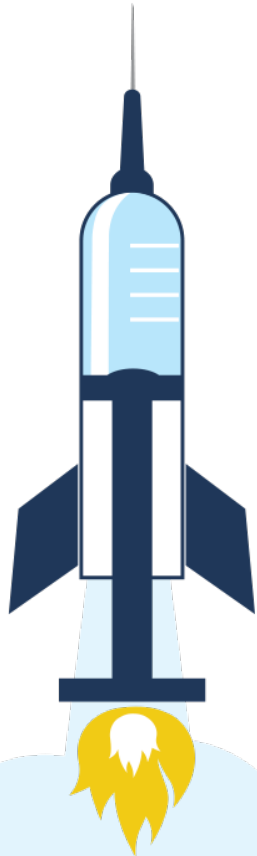


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