

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

Application of the IoGT Data Collection Tool across  
Five Countries in Eastern and Southern Africa

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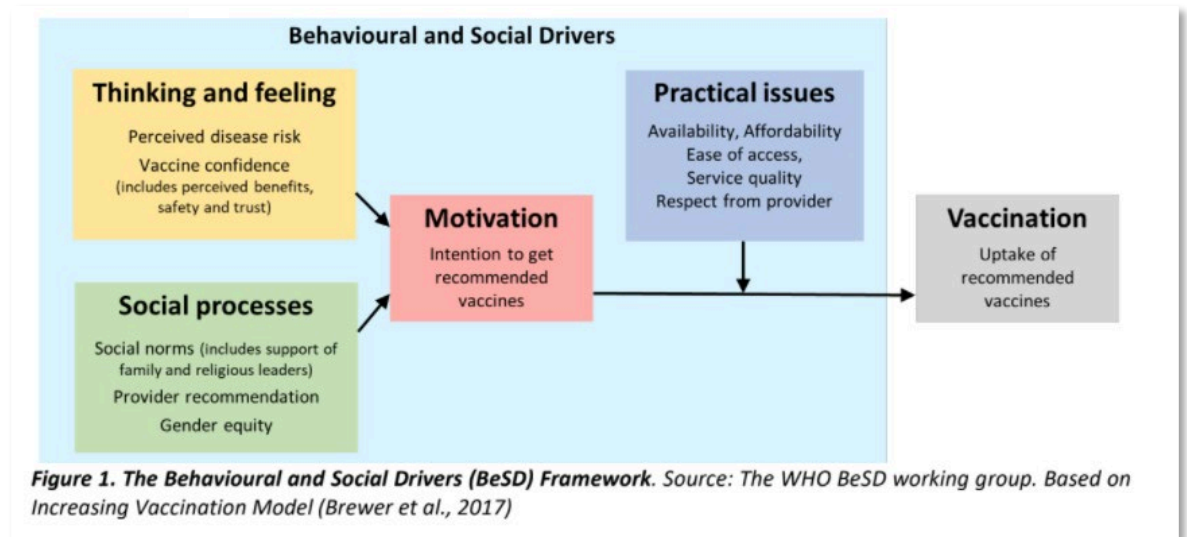
# BeSD of COVID-19 Vaccination Surveys for HW in ESAR

## 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.
- In analysis, multiple items compared and connected.

## Methodology

Five studies were included in this analysis, from February 2021 to August 2021. Each study employs items from the Behavioral & Social Drivers model (BeSD) of COVID-19 vaccination survey tools. Surveys were run through the Internet of the Good Things (IoGT), a UNICEF initiative to make information available 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, & geographic location.

## 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

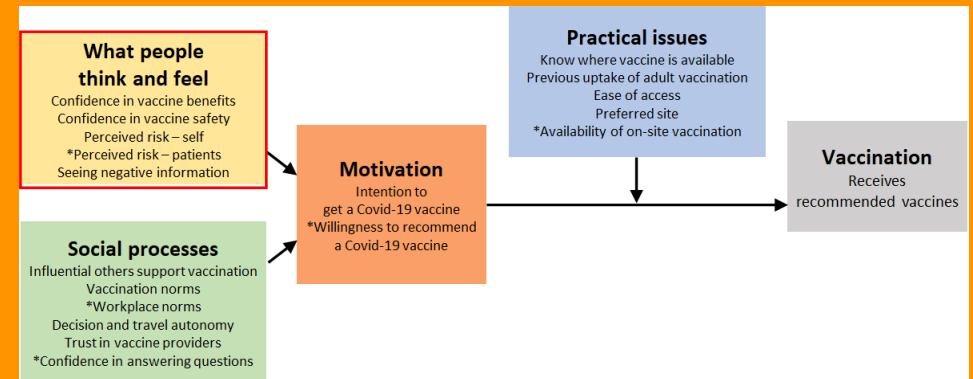
Malawi

May 2021  
Survey, N=80  
IoGT

South Sudan

August 2021  
Survey, N=713  
IoGT

# 01. Benefit versus Trust



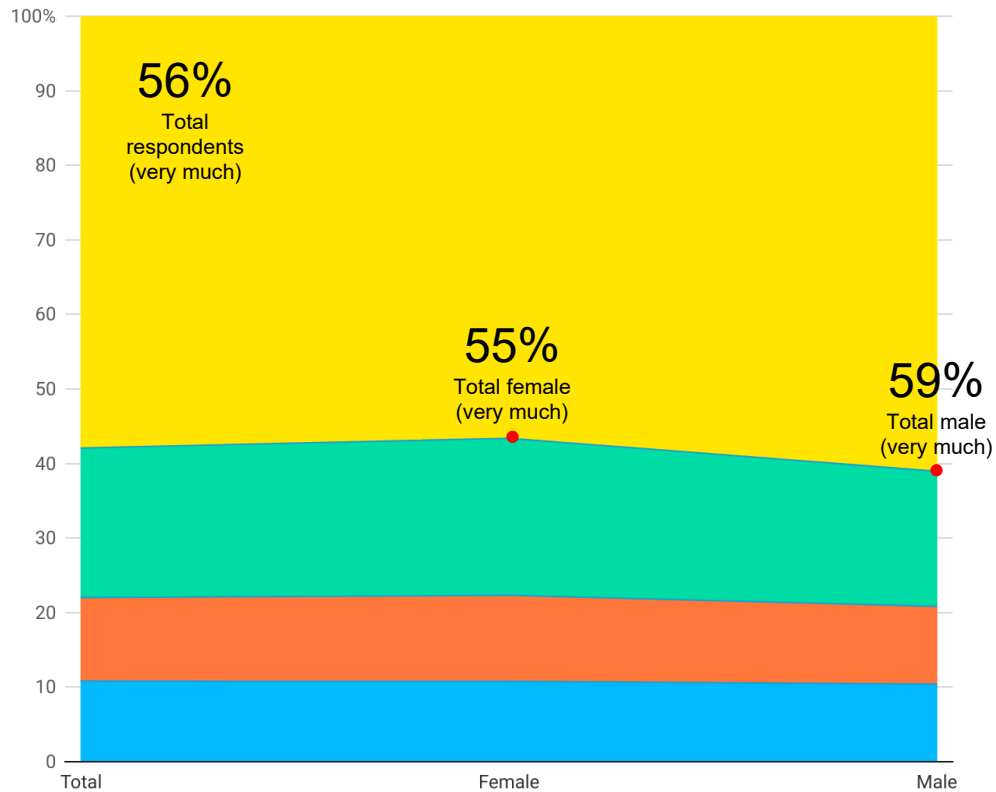
- ✓ How important do you think getting a COVID 19 vaccine will be for your health, would you say? [KE, SA, MO, MW]
  - ✓ How much do you think getting a COVID-19 vaccine for yourself will protect other people in your community from COVID-19? [SS]
- vs
- ✓ How much would you trust the new COVID-19 vaccine 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

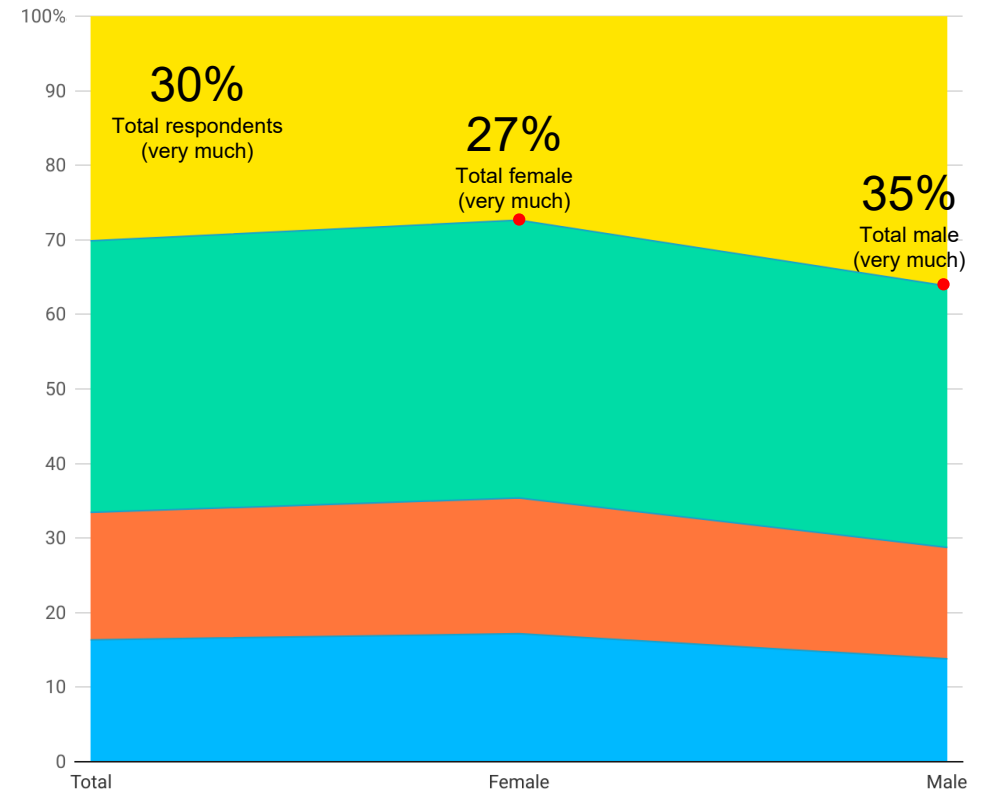


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## b. Trust

### Trust in New Vaccine

Not at all A little Moderately 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]

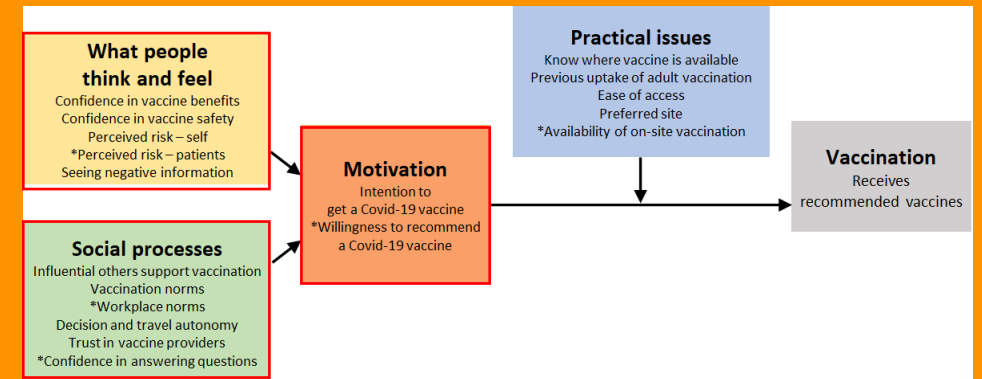
vs

✓ *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

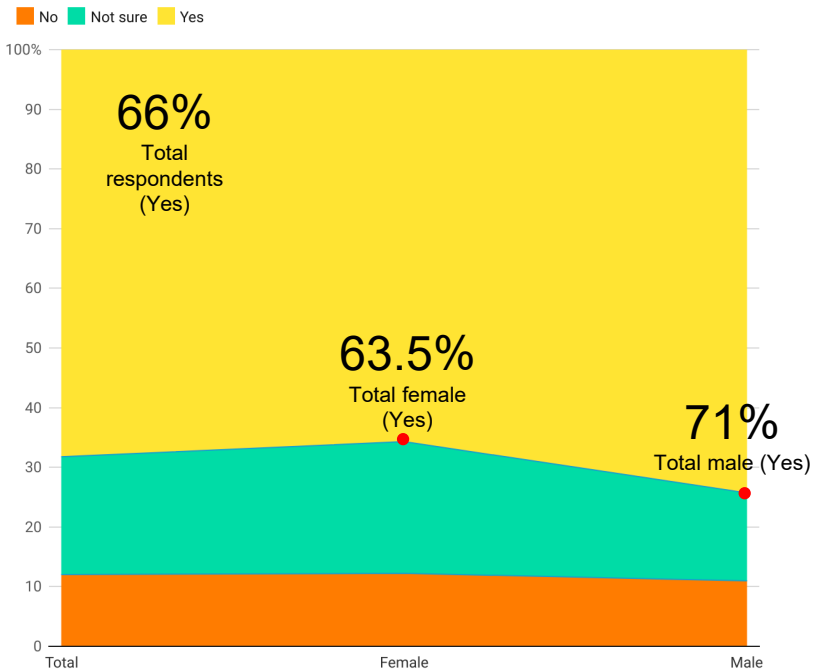
✓ How important do you think getting a COVID 19 vaccine will be for your health, would you say? [KE, SA, MO, MW]



# You vs Others: Descriptive Social Norms

## a. You

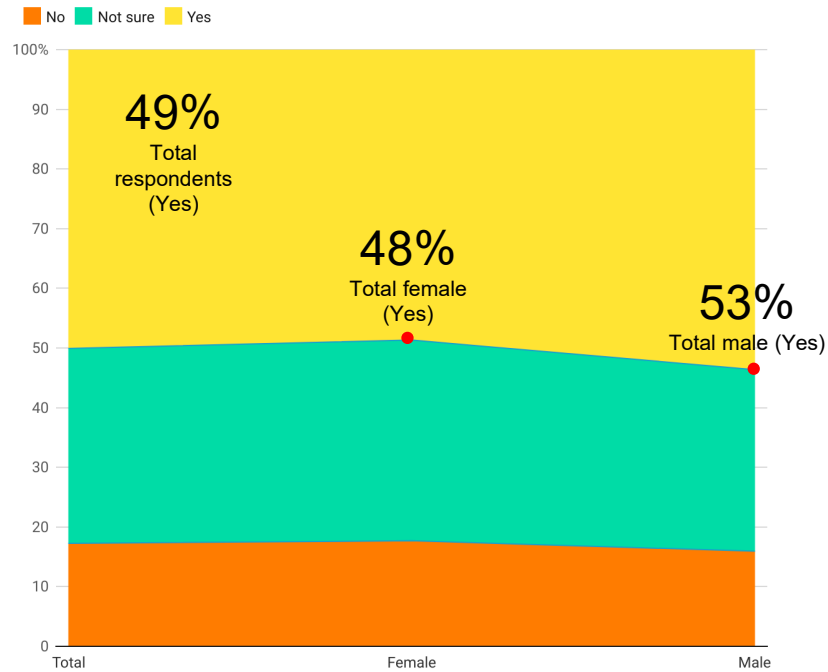
You Follow Recommendation



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## b. Other Adults

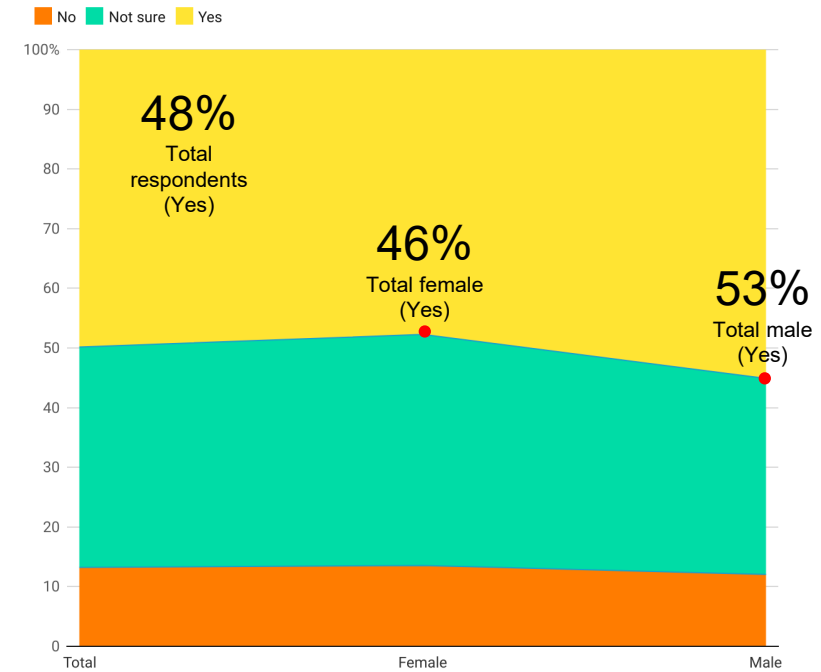
Other Adults Follow Recommendation



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## c. Co-workers

Co-Workers Follow Recommendation



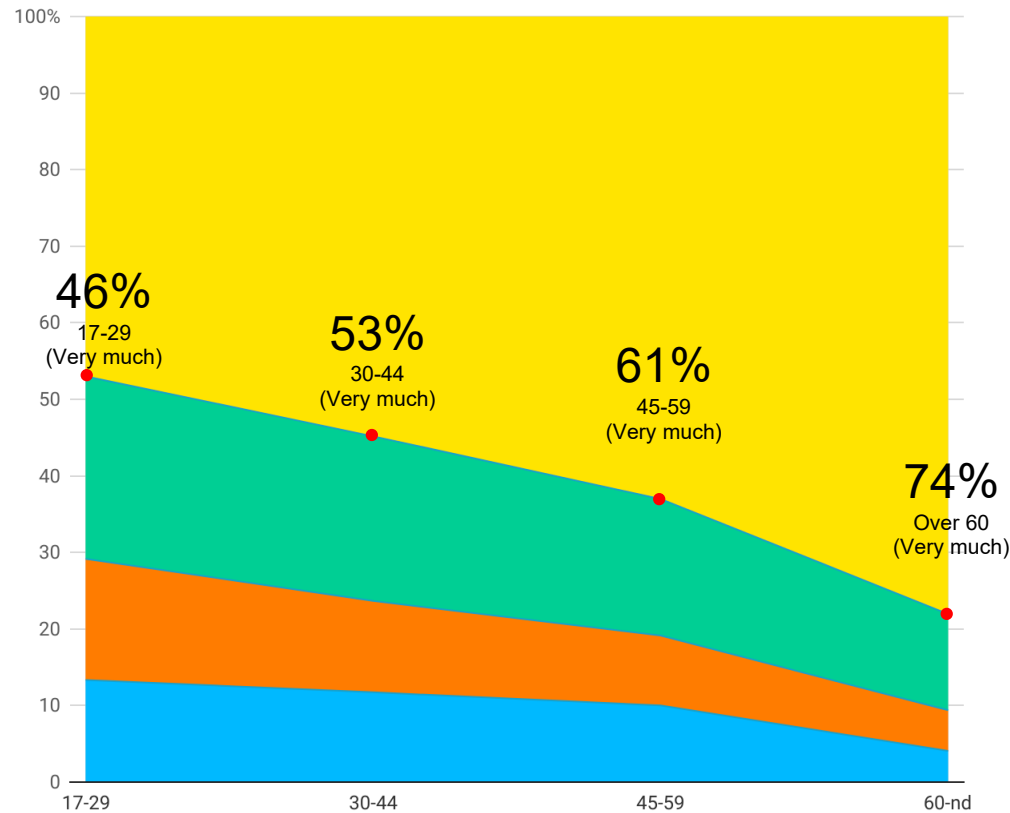
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# You vs Others: Descriptive Social Norms by Age

## a. Self Perceiving Benefits

### Importance by Age

Not at all A little Moderately Very Much

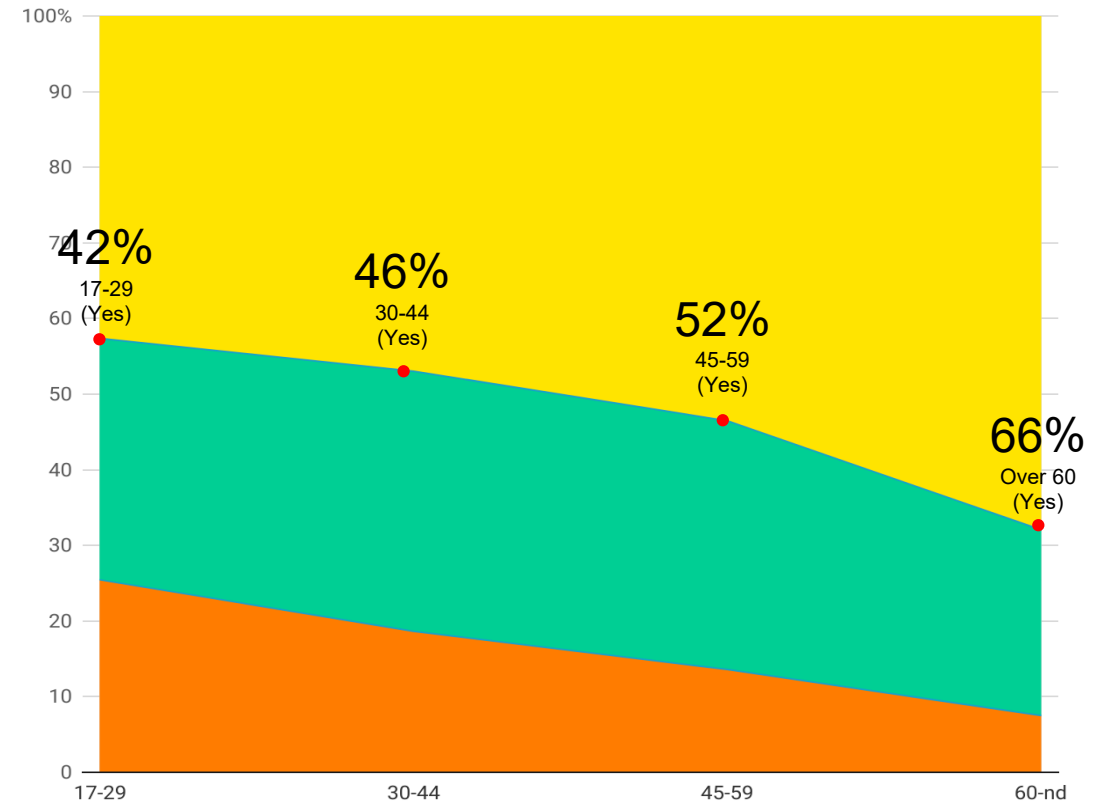


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## b. Perception of Others Following Recommendation

### Perceived Social Norms by Age

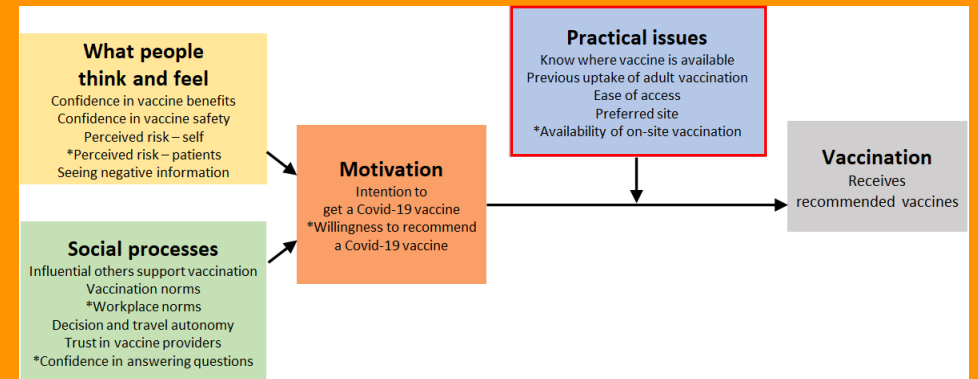
No Not sure Yes



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# 03. Ease of Access



- ✓ 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]

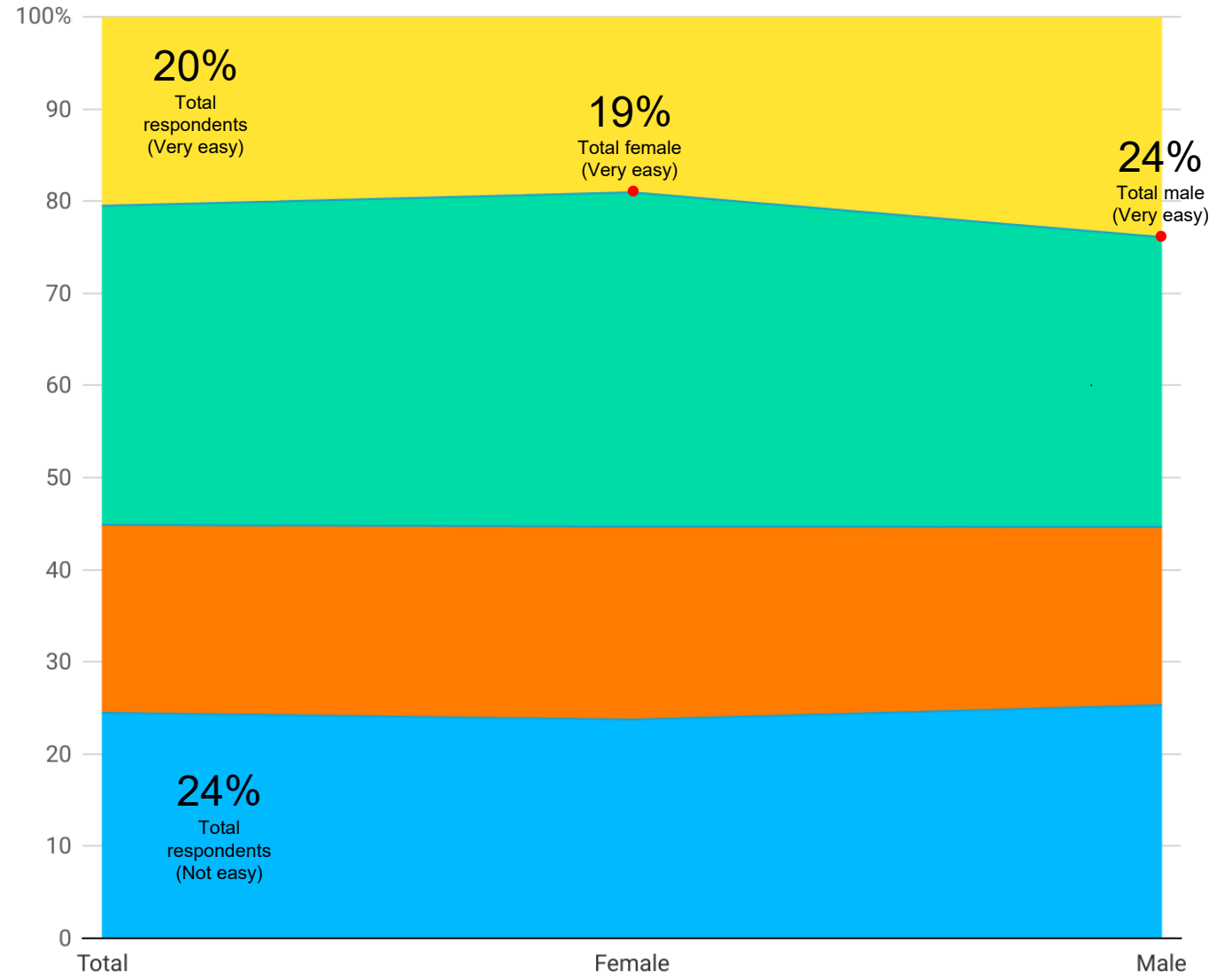
# Ease of Access

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

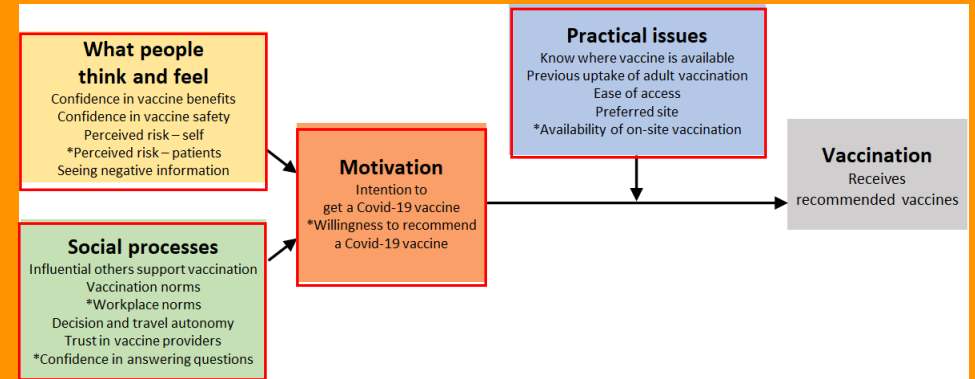
- Some are willing but have reported access issues in terms of time, convenience, and cost accessing the vaccination post.
- Lack of time due to domestic responsibilities.
- Women are unable to walk long distances to the vaccination site.
- Limited knowledge on the vaccination centers proximity /closeness to their areas.

### Ease of Access

Not easy A little Moderately Very easy



# 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]

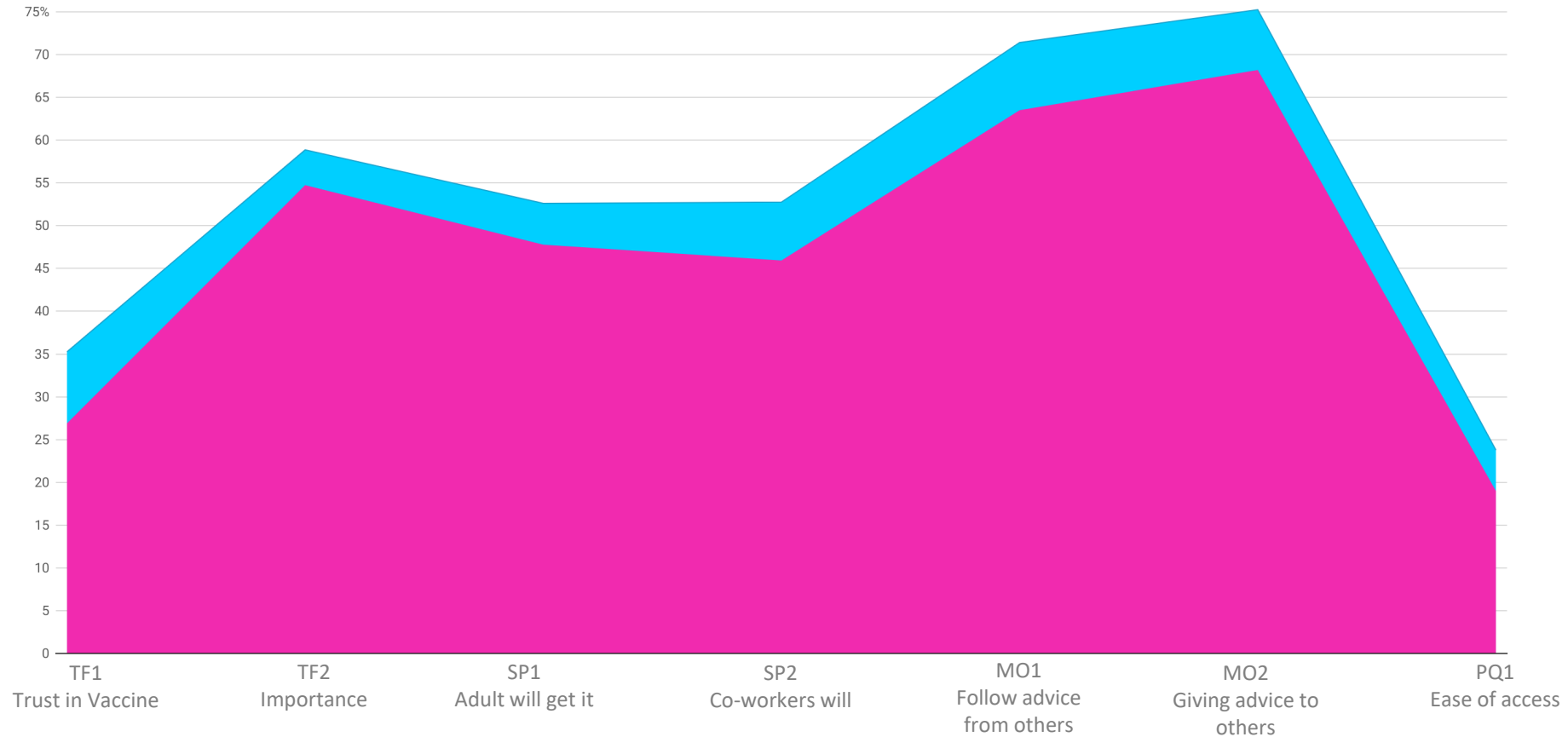
# Gender Considerations

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".

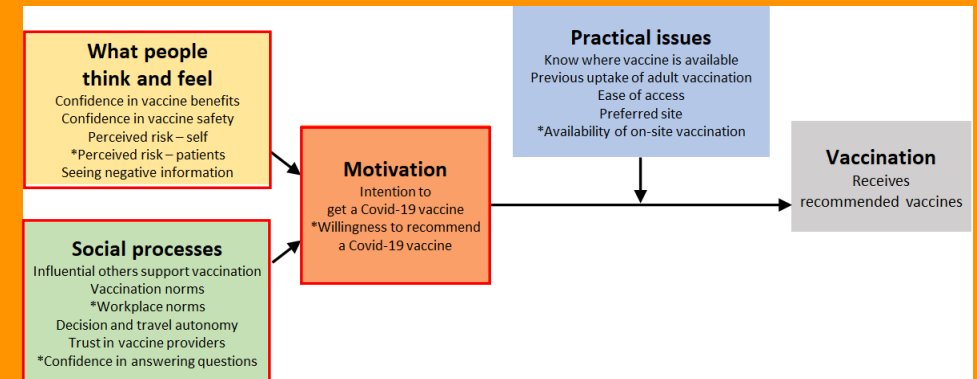
## All BeSD Constructs

Gender Considerations

Female Male



# 05. Model Testing

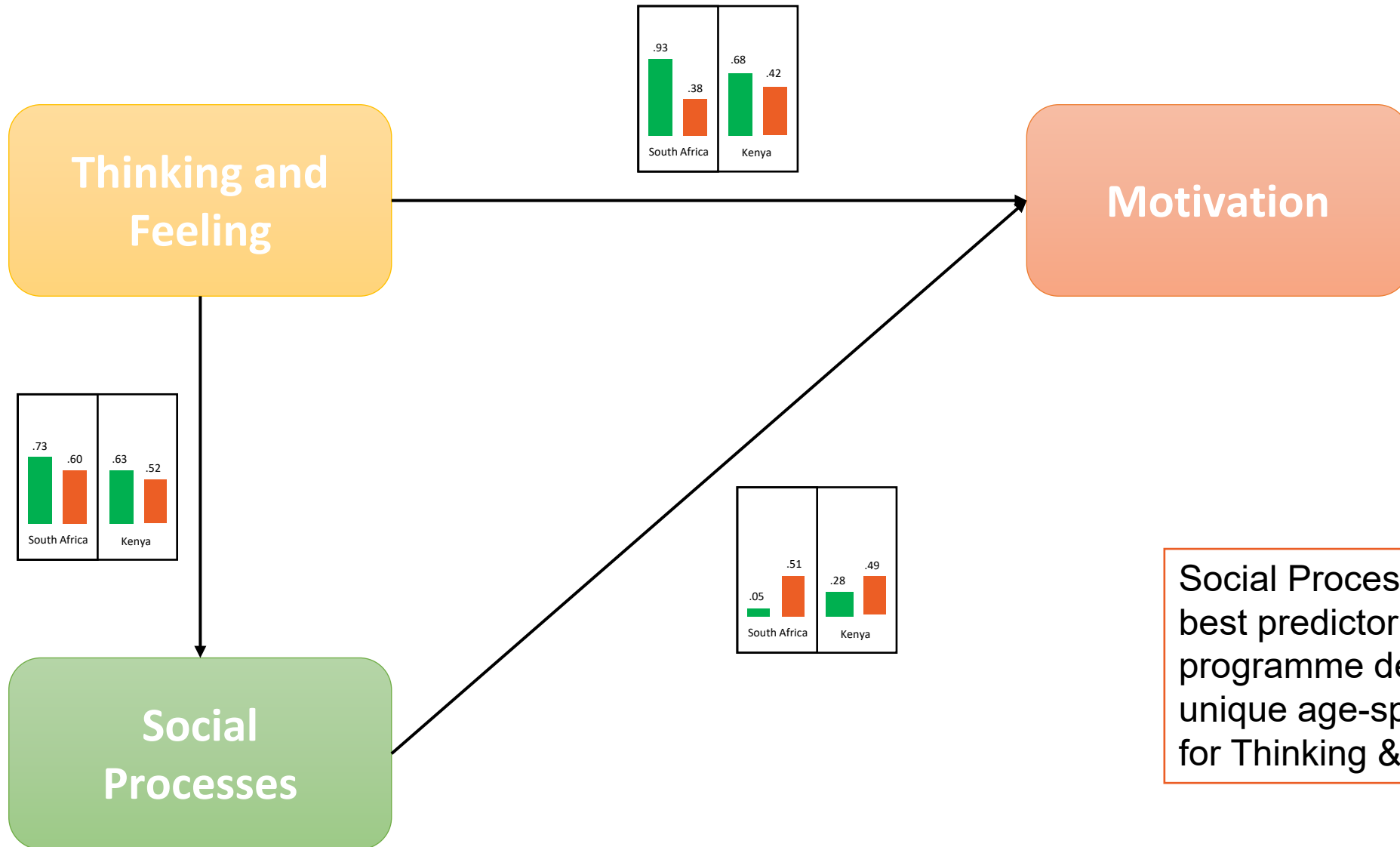


- ✓ How important do you think getting a COVID 19 vaccine will be for your health, would you say? [KE, SA]
- ✓ How much would you trust the new COVID-19 vaccine if it were available for you now? [KE, SA]
- vs
- ✓ *Do you think most adults you know will get a COVID 19 vaccine if it is recommended to them?* [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]



Main Model

Main Model + moderation of Thinking and Feeling by Age



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

# Key findings

## PART ONE: MAIN FINDINGS ON THE 4 DRIVERS

**Dissonance between confidence in the benefits of vaccination and trust:** 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 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.**

# Recommendations

## Methodological benefits:

1. Multiple items / BeSD
2. Examine relationships

## 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 where people can get vaccinated

Promote “day off” for vaccination

Develop interventions aiming at facilitating access to elderly



# Thank you!

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