

# Simple solutions leverage behavioral insights to support uptake of the COVID-19 vaccine.

## Behaviorally-informed solutions to overcome COVID-19 vaccine hesitancy and facilitate uptake across contexts

Sara Flanagan, Rahin Khandker, Stephanie Levy, and Jana Smith (ideas42); Gerard Epie and Rene Nkeny (BA Cameroon), Benjamin Soro (BA Côte d'Ivoire), Lindsey Leslie and Juliet Wilson (BA Liberia)


### INTRODUCTION

- Breakthrough ACTION led behavioral design activities related to COVID-19 vaccine acceptance and uptake in several countries including Liberia, Cote d'Ivoire, and Cameroon.
- We leveraged insights from behavioral science and qualitative, contextual investigation in each country to identify key behavioral barriers and channels to vaccination.
- Through co-creation workshops and iterative user testing, we developed and refined with partners behavioral solutions leveraging those insights to support vaccine uptake.


### LESSONS LEARNED

- While there are differences in specific vaccine concerns and priorities across countries, several behavioral insights resonate strongly across contexts and suggest promising design directions to support vaccine uptake.
- These include the importance of raising the visibility of peer vaccination and encouraging sharing between friends and colleagues to build trust and reduce hesitancy.
- Several innovative and behaviorally-informed solutions that resonated during the co-design and user testing process have been adapted to their respective country contexts.
- The solutions presented here were designed for facility-based health workers but could be adapted to other groups as well.


### SOLUTIONS



**WEARABLE ITEMS** raise the visibility of those who have successfully vaccinated and help to prompt questions and conversations, creating opportunities to encourage others. Drawing attention to peer norms can also motivate individuals who do not want to be seen as different to get vaccinated.



A **PEER REFERRAL SYSTEM** leverages social and professional networks by prompting individuals to appeal to their unvaccinated friends and colleagues, share their own vaccination experiences, and be a reliable source to counter misinformation.



Through discussion facilitated by respected experts, the **PROFESSIONAL VACCINE FORUM** prompts health workers to reflect on concerns related to the COVID-19 vaccine, provides reliable and tailored information to resolve questions, and encourages engagement with clients and colleagues around the vaccine.

### HIGHLIGHTS

#### Co-design workshops:



#### Prototyping:



#### User testing:



Contacts:  
[Sara@ideas42.org](mailto:Sara@ideas42.org)  
[GH@ideas42.org](https://github.com/ideas42)

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