

Addressing Local
Challenges in
COVID19 Vaccine
Distribution and
Uptake

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Maximizing
vaccine
uptake
requires
addressing 3
critical
behavioral
problems

1. Inconvenience
2. Complacency
3. Distrust



Solutions

- Focus on overcoming inconvenience through an enabling environment
 - Easy, quick, inexpensive
 - An experience with respect and dignity
 - Moving delivery to local pharmacy, fire station, church AND, importantly, trusted local health care provider.
- Work with social influences to overcome complacency
 - Messages are best heard by someone one relates to.
 - Perception of emerging norms can be powerful
- Leverage health professionals to overcome distrust
 - Training of these professionals around vaccine counseling will be critical

EAST Framework

- Easy – simplify requirements! Can appointments be assigned?
- Attractive – Quick, easy, and inexpensive.
- Social – Emphasize social norms that promote vaccination
- Timely – vaccination messages need to be presented in a timely manner, ideally when individuals are most susceptible to changing their behavior.

FEAST Framework

- FUN!
 - During Easter New Zealand's government declared the Easter Bunny an "essential worker" when urging families to celebrate the holiday in their home.
 - Maintaining fun and surprise is a key element to sustaining behavior change over time
- Easy – simplify requirements! Can appointments be assigned?
- Attractive – Quick, easy, and inexpensive.
- Social – Emphasize social norms that promote vaccination
- Timely – vaccination messages need to be presented in a timely manner, ideally when individuals are most susceptible to changing their behavior.