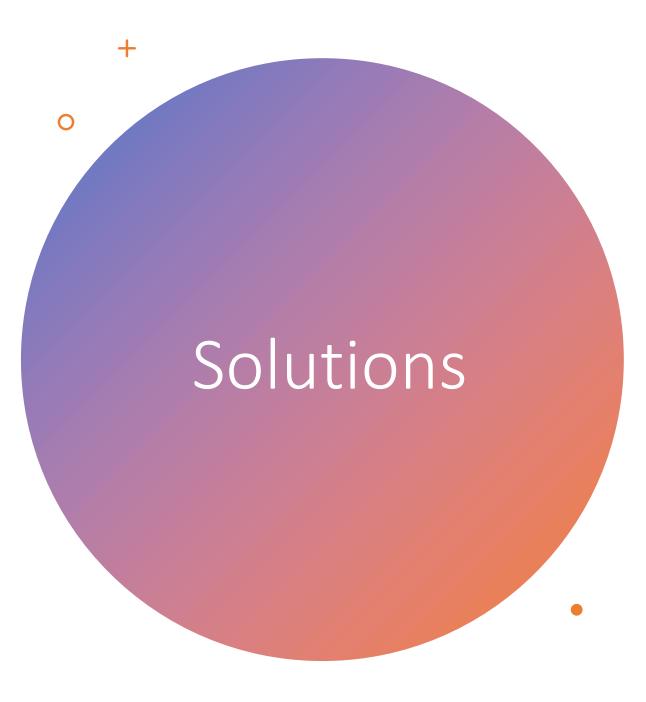
Addressing Local Challenges in COVID19 Vaccine Distribution and Uptake

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2/12/2021

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Maximizing vaccine uptake requires addressing 3 critical behavioral problems 1.Inconvenience2.Complacency3.Distrust



- 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.