Examples of Evidence-Based Solutions to Increase Vaccine Confidence and Uptake

U.S. Department of Health and Human Services
Centers for Disease Control and Prevention

Vaccinate with Confidence
Strategy to Reinforce Confidence in Covid-19 Vaccines

COVID-19 Vaccine Confidence: Rapid Community Assessment Tool

This table provides a list of solutions/interventions to address specific issues identified by rapid community assessment.

Domain: What People Think and Feel

PROBLEM AREAS	INTERVENTION CATEGORY AND DESCRIPTION
Community members have low trust in vaccines. Community members do not feel that vaccines are safe or effective. Community members do not feel that vaccines are important for COVID-19 prevention.	**1. Educational campaign:** a. Educational campaign consisting of informational posters with disease risk, letters, educational materials, group educational session highlighting disease salience and importance of vaccine, posters encouraging vaccination to protect yourself[1, 2] b. Personalized education about vaccine[3] c. Employee health education in workplace settings[4] d. Decision aid that guides individual through vaccination decision-making process[5] e. Health risk appraisal (assessing health risk behaviors and uptake of preventive care)[6] f. TV/media ads to raise awareness about disease and response efficacy for a specific population (e.g., 65+ and 50+)[7] **2. Institutional recommendation:** a. Institutions and workplaces encourage vaccination and provide vaccination stickers[2,8,9] **3. Not categorized:** a. Vaccination campaign in a workplace or congregate setting consisting of a mandatory declination policy where HCWs sign a form saying they are declining the vaccine and understand the risks of non-vaccination to themselves and others[9]

Domain: Social Processes

PROBLEM AREAS	INTERVENTION CATEGORY AND DESCRIPTION
Community lacks strong social norm emphasizing vaccination.	**1. On-site vaccination:** a. Increase convenient access to and affordability of vaccine by providing vaccination on site or at workplace[4] **2. Institutional recommendation:** a. Institutions and workplaces encourage vaccination and provide vaccination stickers[2,8,9] **3. Not categorized:** a. Institutions and workplaces encourage vaccination and provide vaccination stickers[9,10]

Domain: Practical Issues

PROBLEM AREAS	INTERVENTION CATEGORY AND DESCRIPTION
Community experiencing barriers to accessing the vaccine	**1. On-site vaccination:** a. Increasing vaccination access with vaccination offered near hospital/clinic entrances[9] b. Increasing vaccine accessibility in work site/high traffic areas[8] c. Vaccination at clinics, conferences, and house staff lounges[11] d. Increasing accessibility (e.g., mobile carts, during night and weekend shifts)[1, 4] e. Offer an option of getting vaccinated at home[12] **2. Free/Affordable Vaccines:** a. Free vaccines, free vaccination services[2, 4, 1,3, 14]

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