



## PRIVATE SECTOR ENGAGEMENT SUPPORTING COVID-19 VACCINE ACCEPTANCE AND UPTAKE

## **HOW CAN WE REACH THE UNVACCINATED?**

Private sector interventions across 3 different levels.

As the COVID-19 pandemic evolves around the world, all sectors across society have played instrumental roles in support of national leadership efforts, driving vaccine development, delivery, and uptake. While each sector has made significant achievements, it is the collective "whole of society" response that is especially critical in combatting COVID-19 and achieving uptake.

Countries that have reached a stable supply of vaccines now need to focus on getting vaccines from "tarmac into arms" - so how can the private sector and nontraditional actors address this?





Providing Transportation



Providing Paid Time



Hosting Vaccination Sites



Providing Vaccine Information



Funding Vaccine Operations



Promoting Effective Status Quo Bias



Mandating the Vaccine



Supporting Health Professionals



Leveraging Trusted Individuals



Amplifying Local Influencers



Communicating Evolving Social Norms



Increasing Trust



Communicating Risk



Providing Non-Financial Incentives



Providing Financial Incentives

## WHO REMAINS UNVACCINATED?

Those who remain unvaccinated can be segmented into five "vaccine personas."



"I want to get vaccinated, but I don't know where the closest vaccination site is or how much it costs."

"The nearest vaccination site is hard to get to and I don't have a way of getting there."

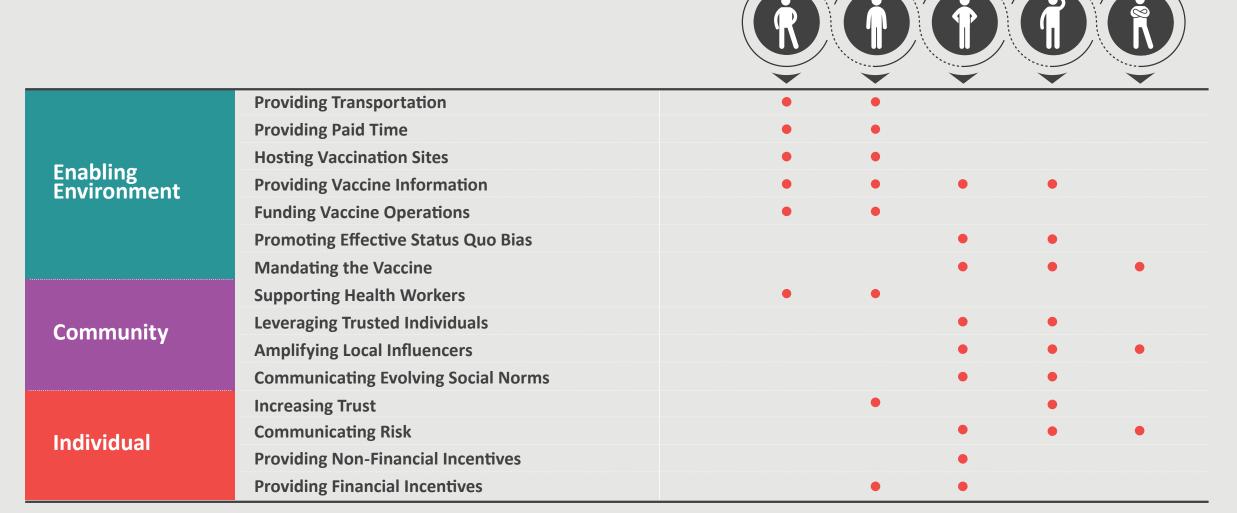
"I don't think
COVID-19 is a threat.
People are barely
getting COVID-19
nowadays."

"The vaccine was rushed.
I don't think it is safe and I don't trust the people who are promoting it."

"I think COVID-19 is fake. The pandemic was created by the government who are trying to manipulate and control me."

## WHAT ARE EFFECTIVE INTERVENTIONS FOR EACH VACCINE PERSONA?

Lining up personas against interventions can ensure effective allocation of resources and planning.



<sup>=</sup> leading interventions for each persona

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