

# 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?



## WHO REMAINS UNVACCINATED?

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



# WHAT ARE EFFECTIVE INTERVENTIONS FOR EACH VACCINE PERSONA?

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



		EASY SELLS	POORLY REACHED	UNCONCERNED	HESITANT	ACTIVE RESISTERS
Enabling Environment	Providing Transportation	●	●			
	Providing Paid Time	●	●			
	Hosting Vaccination Sites	●	●			
	Providing Vaccine Information	●	●	●	●	
	Funding Vaccine Operations	●	●			
	Promoting Effective Status Quo Bias			●	●	
	Mandating the Vaccine			●	●	●
Community	Supporting Health Workers	●	●			
	Leveraging Trusted Individuals			●	●	
	Amplifying Local Influencers			●	●	●
	Communicating Evolving Social Norms			●	●	
Individual	Increasing Trust		●		●	
	Communicating Risk			●	●	●
	Providing Non-Financial Incentives			●		
	Providing Financial Incentives		●	●		

● = leading interventions for each persona