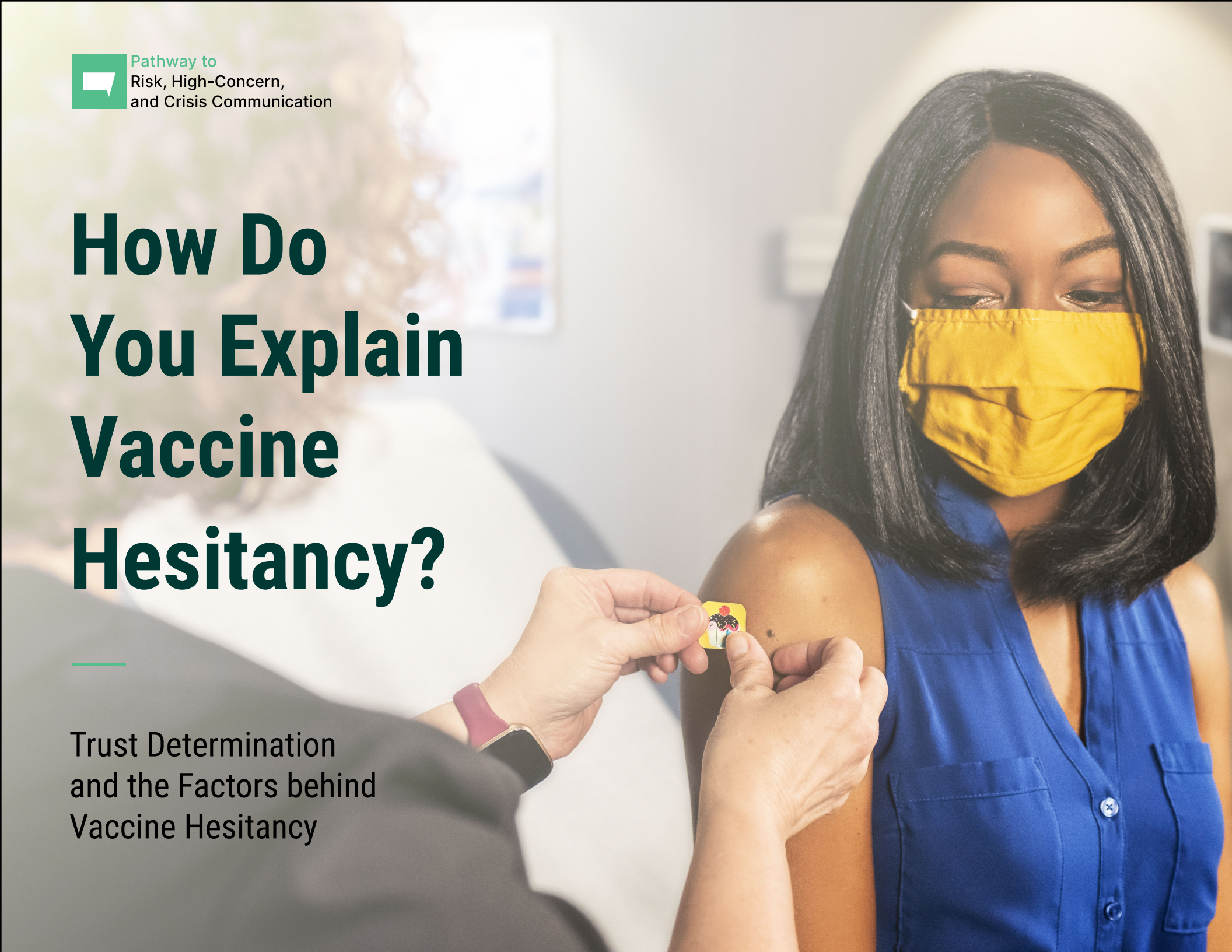




Pathway to
Risk, High-Concern,
and Crisis Communication

How Do You Explain Vaccine Hesitancy?

Trust Determination
and the Factors behind
Vaccine Hesitancy



How Do You Explain Vaccine Hesitancy?



The rollout of vaccines for COVID-19 has resulted in a division between those eager to get the vaccine and those experiencing some level of vaccine hesitancy.

BUT WHAT ACCOUNTS FOR THIS VACCINE HESITANCY?

Vaccine hesitancy is the refusal of or delay in accepting vaccines. This hesitancy ranges from those who fully accept vaccination to those who delay vaccination to those who completely reject it.

The History

Vaccine hesitancy has been an issue ever since vaccines were invented.

In the United States, approximately one in five children have a parent who is hesitant to have their child vaccinated for childhood diseases such as measles.

For seasonal influenza vaccination, in 2020, less than half (48.4%) of adults received the flu vaccine.

For the COVID-19 pandemic that began in 2020, a sizable portion of the population in the US reported they either did not plan to, or were unsure about, getting vaccinated with vaccines approved by the US Food and Drug Administration.

Moreover, being employed in the health-care sector did not appear to significantly influence COVID-19 vaccine hesitancy.

What Drives Vaccine Hesitancy?

Evaluation research indicates vaccine hesitancy for COVID-19 and other diseases is complex and

varies across time, place, and populations.

But a universal truth is that risk perceptions and levels of concern about vaccination are seldom consistent with the actual risks of vaccination.

Vaccine hesitancy is driven primarily by complacency, convenience, trust, and confidence, which are in turn driven by individual, organizational, and socioeconomic factors.

These factors are themselves driven by diverse contextual factors, individual and group factors, and vaccine-specific factors.

Contextual Factors for Vaccine Hesitancy for COVID-19 and Other Vaccines

The following are the contextual factors associated with vaccine hesitancy:

- Trust
- Mainstream and social media environment
- Influential leaders
- Vaccination program gatekeepers
- Anti- and pro-vaccination lobbies
- Historical factors
- Religion/culture/gender/socioeconomic factors
- Political factors
- Geographical factors
- Perceptions of the pharmaceutical industry



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Individual and Group Factors for Vaccine Hesitancy for COVID-19 and Other Vaccines

- Trust
- Personal, family, and community experience with vaccination
- Knowledge and awareness
- Trust and personal experience with the health system and health-care providers
- Perceived risks, costs, and benefits of vaccination
- Social norms
- Perception of a high risk for severe infection
- Prioritization of groups

Trust Determination

Considering the role trust plays in vaccine hesitancy and in other risk-related communications, readers will likely be interested in module three ("Trust Determination") of Dr. Vincent Covello's video-based course Pathway to Risk, High-Concern, and Crisis Communication.

This module focuses on the attributes of trust, first impressions, the trust ladder, and ways to overcome distrust.

More information about the course is available at the website listed below.

