Measuring the Behavioural and Social Drivers (BeSD) of Vaccination
The rationale...

- Stagnating DTP3 coverage globally
- Backsliding in some regions and countries
- Measles outbreaks in all WHO regions
- Shifting social and political context
- Vaccine-preventable diseases less visible

**.... how, if at all, are these factors linked?**

- About 40% of countries assessed reasons for “hesitancy” in the last 5 years...
BeSD working group

Objectives:

- Provide a set of tools and guidance for programmes and partners to boost the availability, quality, and use of local and global data on acceptance and demand
- Support assessments of under-vaccination to inform policy-making and planning
- Facilitate the design and evaluation of interventions
- Track comparable trends over time at a sub-national, national, and global level
- Contribute to regional and global reporting processes, e.g. WHO/UNICEF JRFs
Expected outputs

• **Quantitative** survey tools - caregivers

• **Qualitative** interview tools - caregivers, health care workers, community health workers, and programme managers

• User-friendly practical **guidance** for local data collection, analysis and use
## Activities

<table>
<thead>
<tr>
<th>Activity</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Identify drivers of vaccination – literature review</td>
<td>Completed</td>
</tr>
<tr>
<td>Identify existing measures – literature review</td>
<td>Completed</td>
</tr>
<tr>
<td>Agree on model, constructs and testing process</td>
<td>Completed</td>
</tr>
<tr>
<td>Identify user needs and capacity – in-depth informant interviews</td>
<td>April – Aug. 2019</td>
</tr>
<tr>
<td>Identify and refine candidate question items</td>
<td>July – Oct. 2019</td>
</tr>
<tr>
<td>Cognitive testing in 5 countries</td>
<td>Q1 2020</td>
</tr>
<tr>
<td>Psychometric validation in same 5 countries</td>
<td>Q2+ 2020</td>
</tr>
<tr>
<td>Disseminate final draft tools and guidance</td>
<td>Q4 2020</td>
</tr>
</tbody>
</table>
Conceptual Model

What people think and feel
- Perceived risk, worry confidence, trust and safety concerns

Social processes
- Provider recommendation, social norms, gender norms and equity, information sharing, rumors

Motivation
- Readiness
- Willingness
- Intention
- Hesitancy

Practical issues
- Vaccine availability, convenience, costs, service quality and satisfaction, requirements, incentives, and intervention fatigue

Vaccination
- Schedule appointment, consent, accept vaccine, delay, refuse

For more information...

https://www.who.int/immunization/programmes_systems/vaccine_hesitancy/en/