Increasing Vaccination 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

Source: The BeSD expert working group. Based on: Brewer NT, Chapman GB, Rothman AJ, Leask J, and Kempe A (2017). Increasing vaccination: Putting psychological science into action. *Psychological Science for the Public Interest*. 18(3): 149-207