

The Public's Role in COVID-19 Vaccination

Comments to the NASEM Committee on Equitable Allocation of Vaccine for the Novel Coronavirus – 07 August 2020

Monica Schoch-Spana, PhD



JOHNS HOPKINS
BLOOMBERG SCHOOL
of PUBLIC HEALTH

Center for
Health Security

**The Public's Role in
COVID-19 Vaccination:**
Planning Recommendations Informed by
Design Thinking and the Social, Behavioral,
and Communication Sciences

Working Group on Readying Populations
for COVID-19 Vaccine

July 2020

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TEXAS STATE
ANTHROPOLOGY

“This report considers **human factors in relation to future vaccines** against the novel coronavirus (SARS-CoV-2), drawing on insights from design thinking and the social, behavioral, and communication sciences. It provides recommendations.... on **how to advance public understanding of, access to, and acceptance of vaccines** that protect against COVID-19.”

Working Group on Readying Populations for COVID-19 Vaccine

- Luciana Borio, MD
- Janesse Brewer, MPA
- Emily Brunson, MPH, PhD
- Joseph Buccina, MS, MA
- Nancy Connell, PhD
- Laura Lee Hall, PhD
- Nancy Kass, ScD
- Anna Kirkland, PhD, JD
- Lisa Koonin, DrPH, MN, MPH
- Heidi Larson, PhD
- Brooke Fisher Liu, PhD
- Rex Long, MA
- Saad Omer, MBBS, MPH, PhD, FIDSA
- Walter Orenstein, MD
- Gregory Poland, MD
- Lois Privor-Dumm, IMBA
- Sandra Crouse Quinn, PhD
- Sanjana Ravi, MPH
- Ali Ruth, AB
- Daniel Salmon, PhD
- Monica Schoch-Spana, PhD
- Marc Trotochaud, MSPH
- Alexandre White, PhD

Report Context



PANDEMIC
DISTRESS



VACCINE
PROMISE



UNCERTAIN
UPTAKE

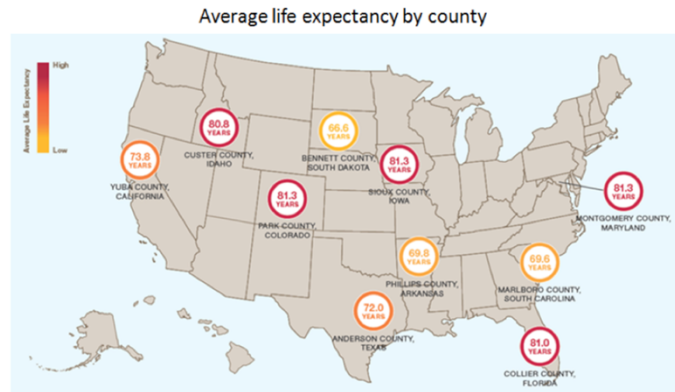


RECOMMENDATION: Communicate in meaningful terms, crowding out misinformation.



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RECOMMENDATION:
Earn the public's
confidence allocation
and distribution are
evenhanded.



Source: Robert Wood Johnson Foundation, Commission to Build a Healthier America

RECOMMENDATION:
Make vaccination
available in safe,
familiar, and
convenient places.



People wait to be tested for the novel coronavirus Monday in the parking lot of Enon Tabernacle Baptist Church. — Tribune Photo/Abdul R. Sulayman

RECOMMENDATION:
Establish
accountability systems
to instill public
ownership of vaccines.



One Vehicle to Advance Equity

- Support to STLT health departments to foster robust and lasting community partnerships – w/ grassroots groups, health provider organizations, researchers, and other stakeholders – to engage the public on COVID vaccine issues.
- These partnerships should:
 - Provide input into the development of equitable and effective COVID-19 vaccination delivery strategies;
 - Work to strengthen population uptake of vaccines especially among populations disproportionately affected by the pandemic; and
 - Provide collateral public health benefits such as enhanced diagnostic testing and contact tracing uptake, customization and amplification of risk communications, and other COVID-19 response and recovery activities.
- In pursuit of these goals, funding should be available to support outreach, engagement, and community-based research by local, nonprofit organizations that represent and serve underserved, minority and marginalized populations.



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Thanks.

Monica Schoch-Spana, mschoch@jhu.edu



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