

PSYCHOLOGICAL SCIENCE MEETS POLICY



SYMPOSIUM LESSONS LEARNED FROM THE PANDEMIC



KU LEUVEN



PART 1: THEMATIC SESSIONS

Motivation and risk awareness



Vaccination and communication



Well-being

VACCINATION AND COMMUNICATION

Olivier Klein & Pascaline Van Oost

Vaccination and communication: key questions

- 1 How did support for vaccination evolve?
- 2 What factors influence the intention to be vaccinated?
- 3 Whom do people trust about vaccination?
- 4 How do people react to restrictive policies?

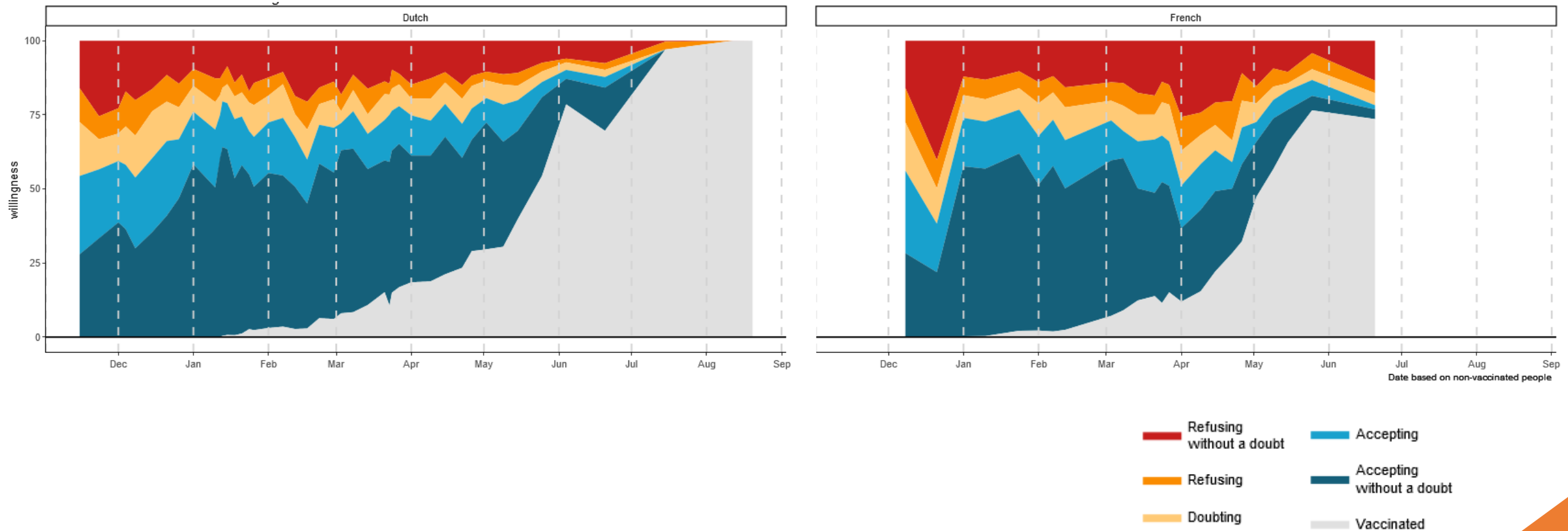
How did support for vaccination evolve?

Evolution of vaccination intention (1st dose)

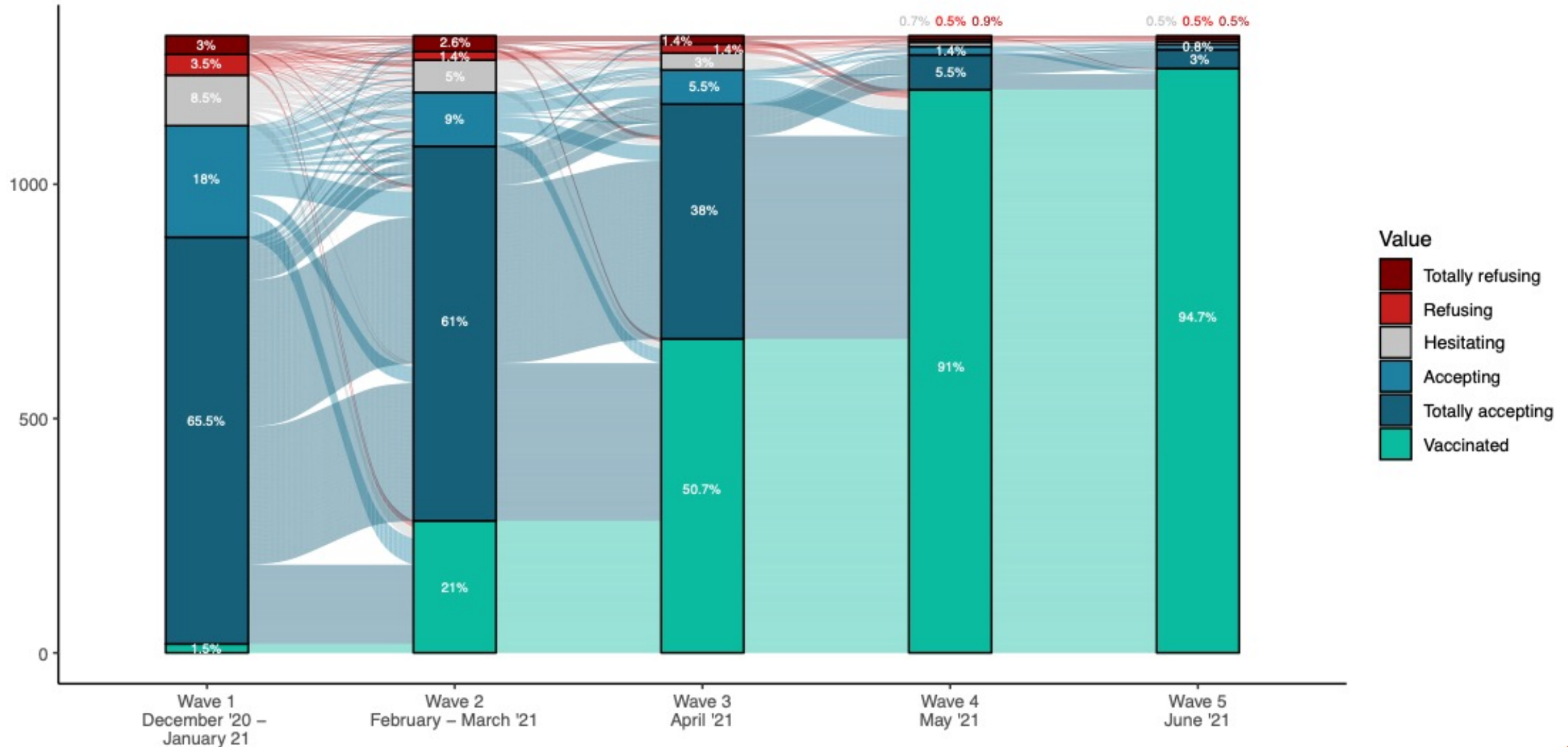


Evolution of vaccination intention (1st dose)

Evolution of vaccination willingness over time among Dutch-speaking and French-speaking participants



Evolution of vaccination intention (1st dose)

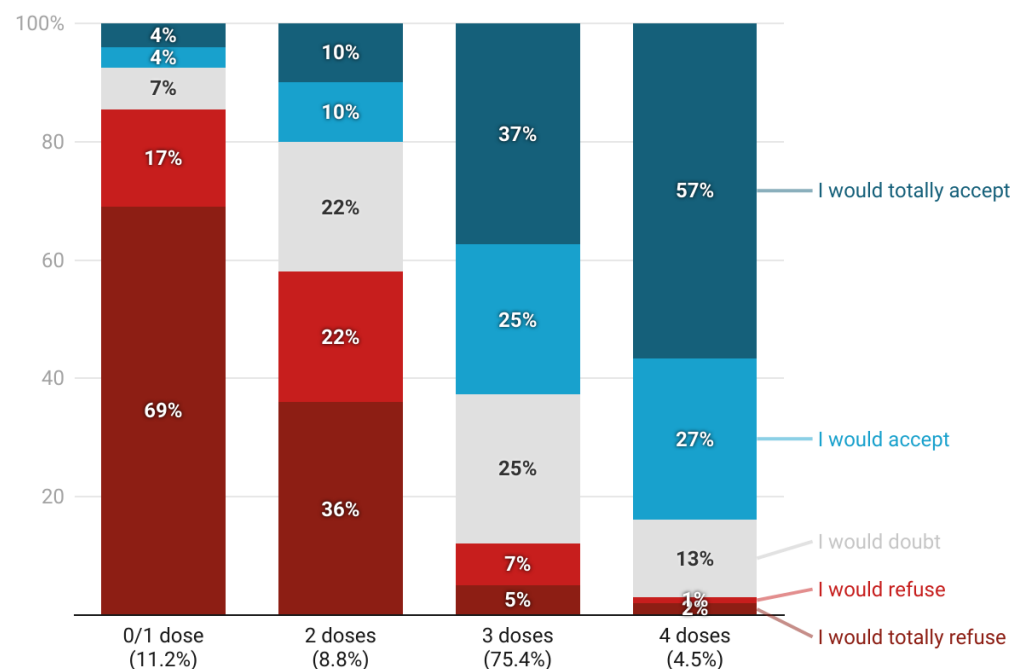


What about 4th dose and yearly dose?

Invitation for a yearly dose

Suppose you received a new invitation to be vaccinated. How would you react to this invitation?

By number of received vaccination doses (% in the sample)



Weighted data by age group, gender, education level and region
N = 31,472 in April and May, 2022

Chart: Motivationbarometer • Created with Datawrapper

What factors influence the intention to get vaccinated?

What factors influence vaccination intention?

January 2021: Experiment manipulating predictors of vaccination: (Morbée et al., under revision)

- Confidence:
 - Side effects
 - Efficiency
- Effort
 - Location
 - Number of doses
- Social Motives
 - Social Norms
 - Framing (individualistic vs. Altruistic)

At the motivational level...

- Autonomous motivation
- Distrust-based amotivation

Motivation for 1 st dose

Autonomous

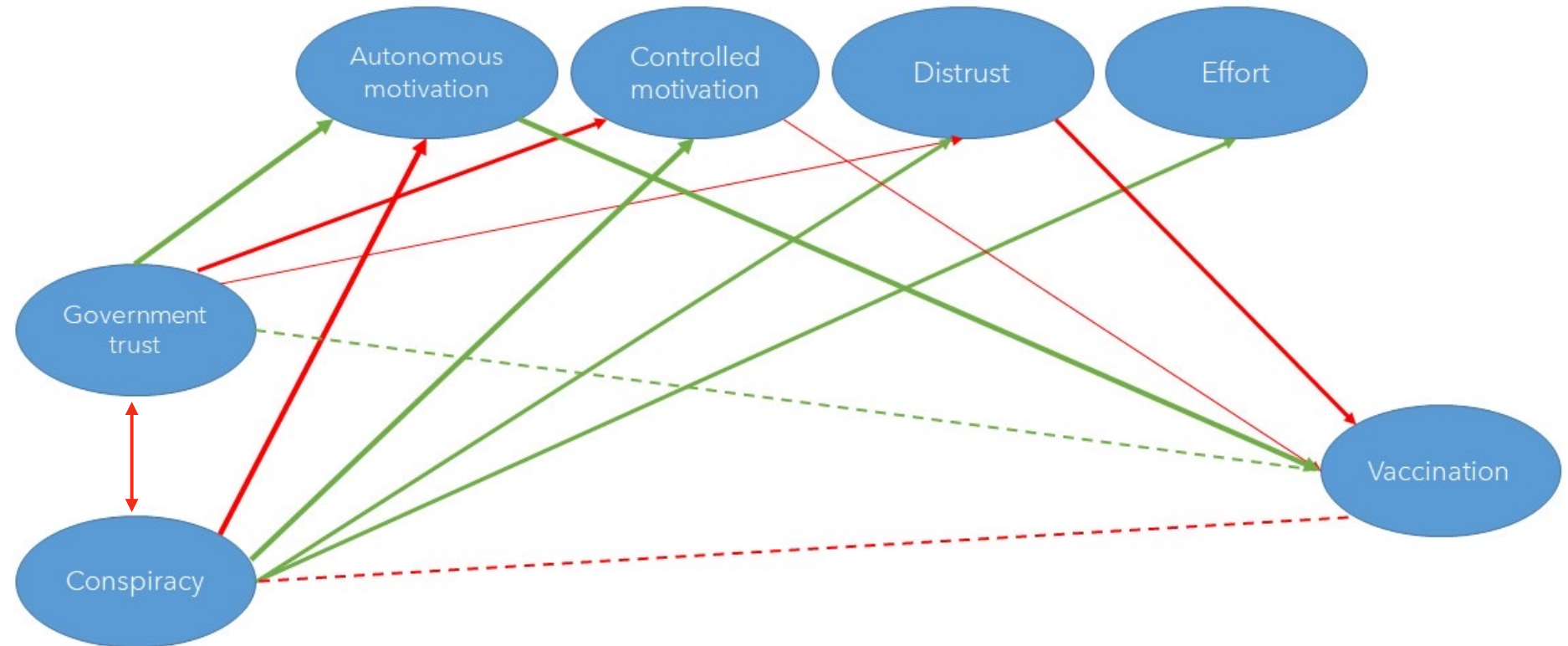
Controlled



Booster

Booster Acceptance

Beyond the individual, vaccination is a social issue

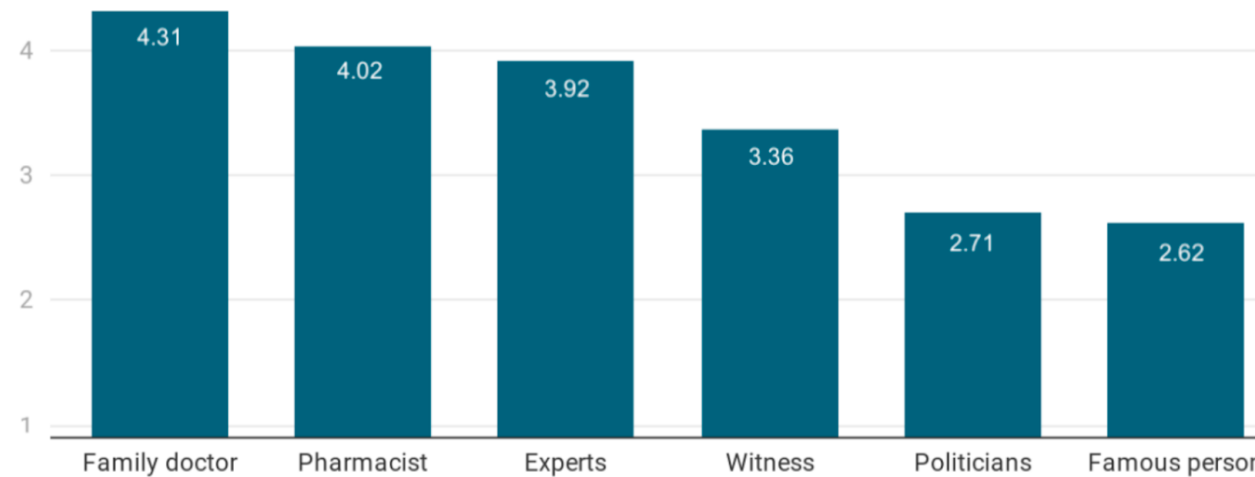


Vaccination campaigns are large scale initiatives by authorities. Trusting the authorities reinforces autonomous motivation. Clear and transparent communication from authorities is key. Other channels (eg., doctors) can also foster autonomous vaccination.

Who do people trust about vaccination?

Who do people trust about vaccination?

'To what extent would you be influenced by the following people if they asked you to get vaccinated?'



N = 6056

What is important is not only who says what but what they say and how they say it:

1

Frame
vaccination
as an act of
solidarity

2

Personalize
the
message

3

Use a motivational
style. Do not put
pressure.

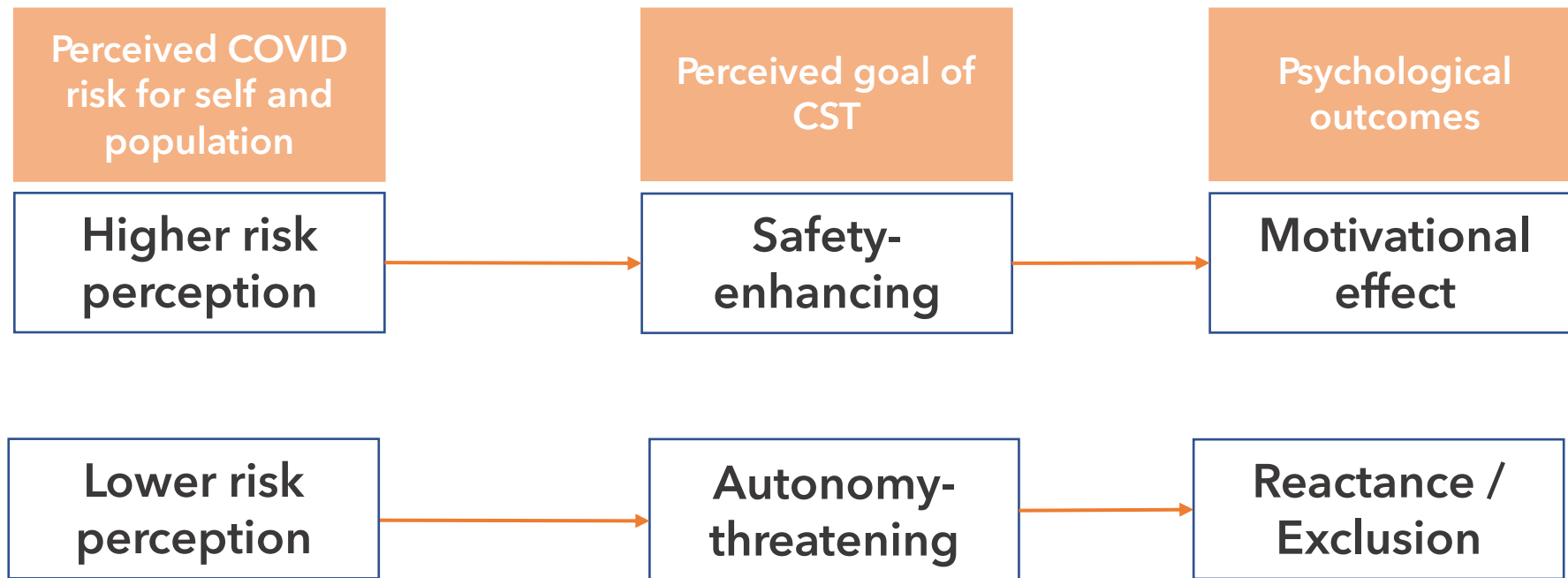
The government should make decisions based on scientific experts, who are also among the most trusted sources.

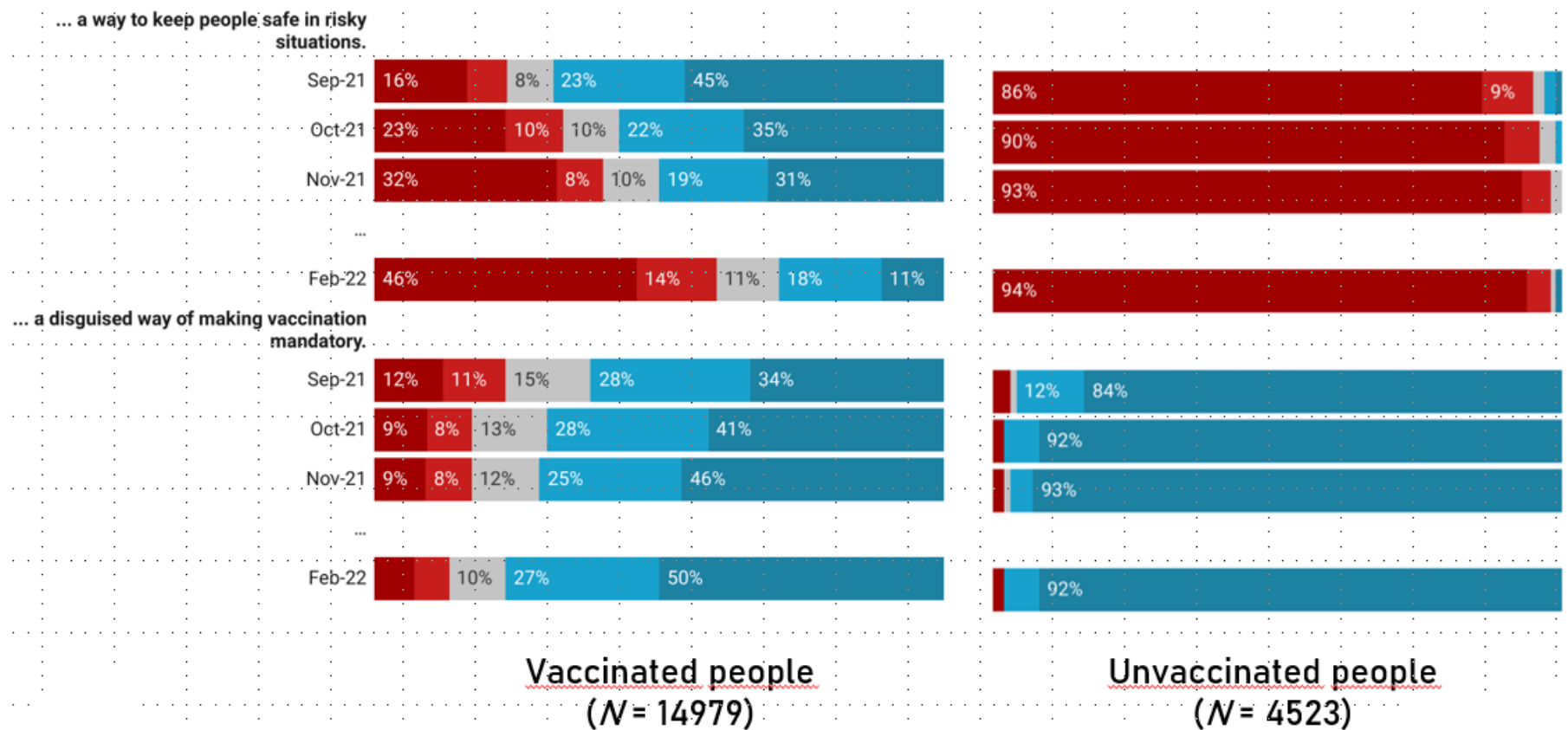
Inform pharmacists, GPS etc. on these findings and train them in Motivational Interviewing.

How do people react to restrictive policies?

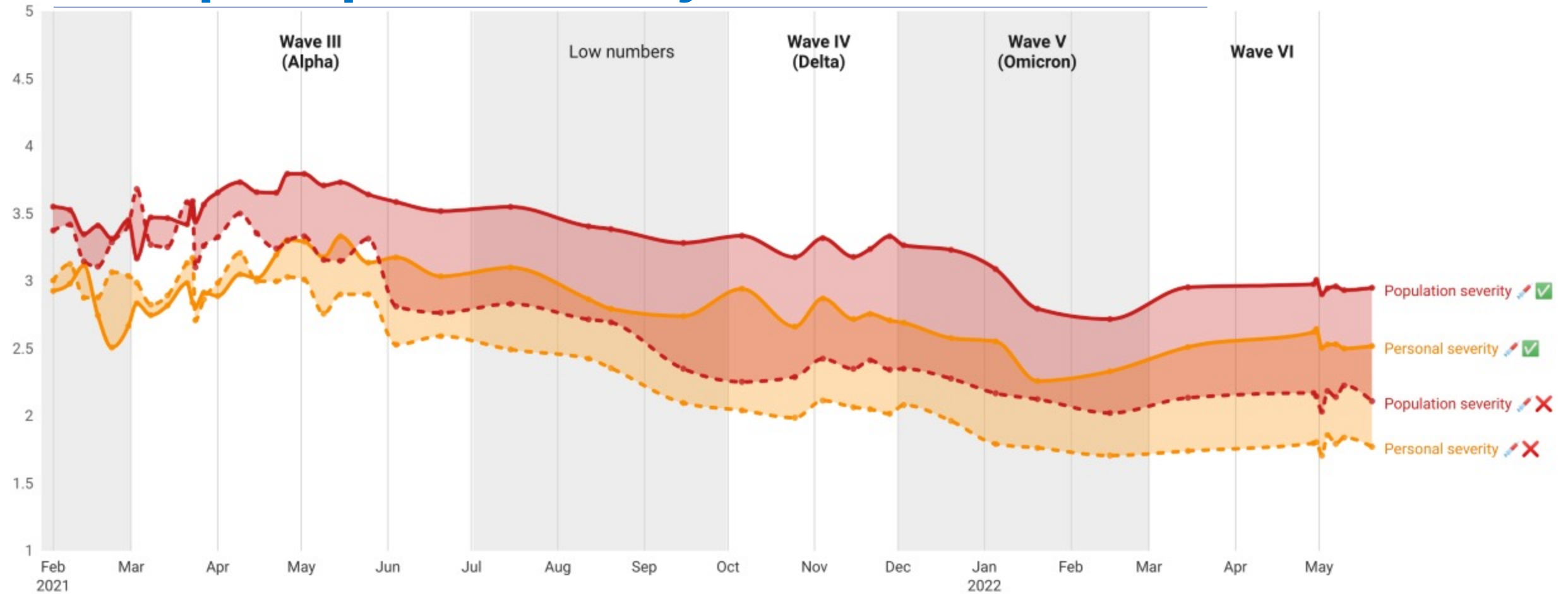
How do people react to the CST?

Support for CST depends on risk perception.





Risk perception: severity

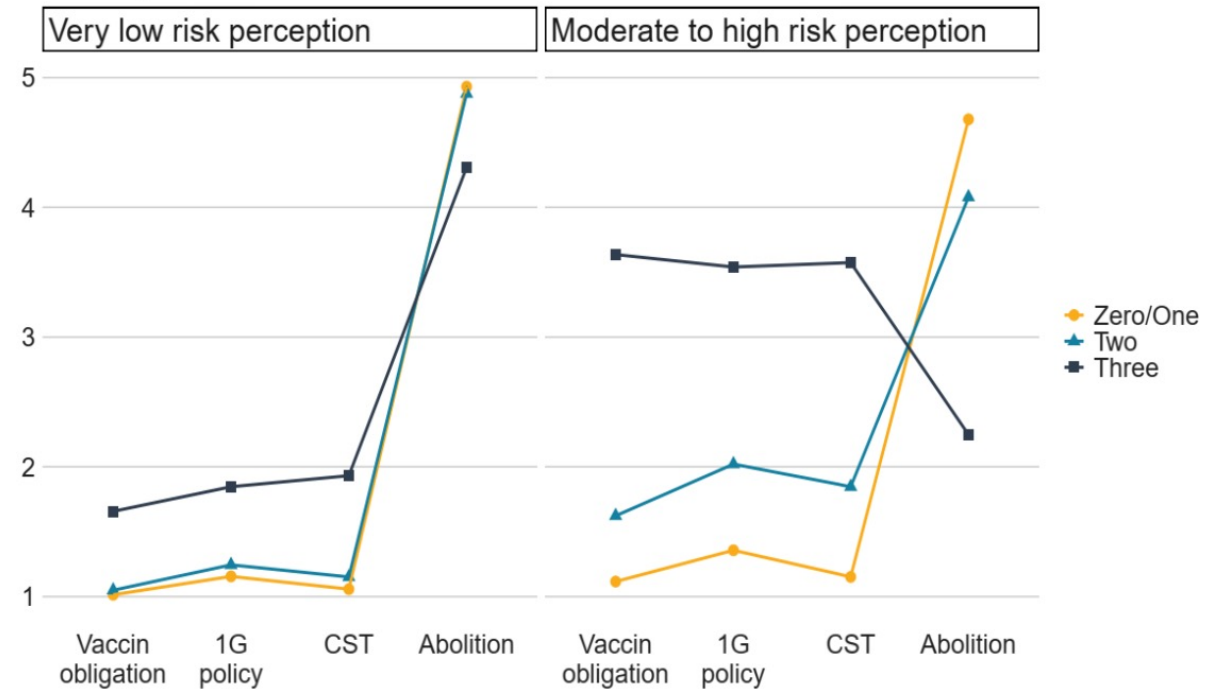


Weights are based on age, gender, education and region
Source: Motivationbarometer • Created with Datawrapper

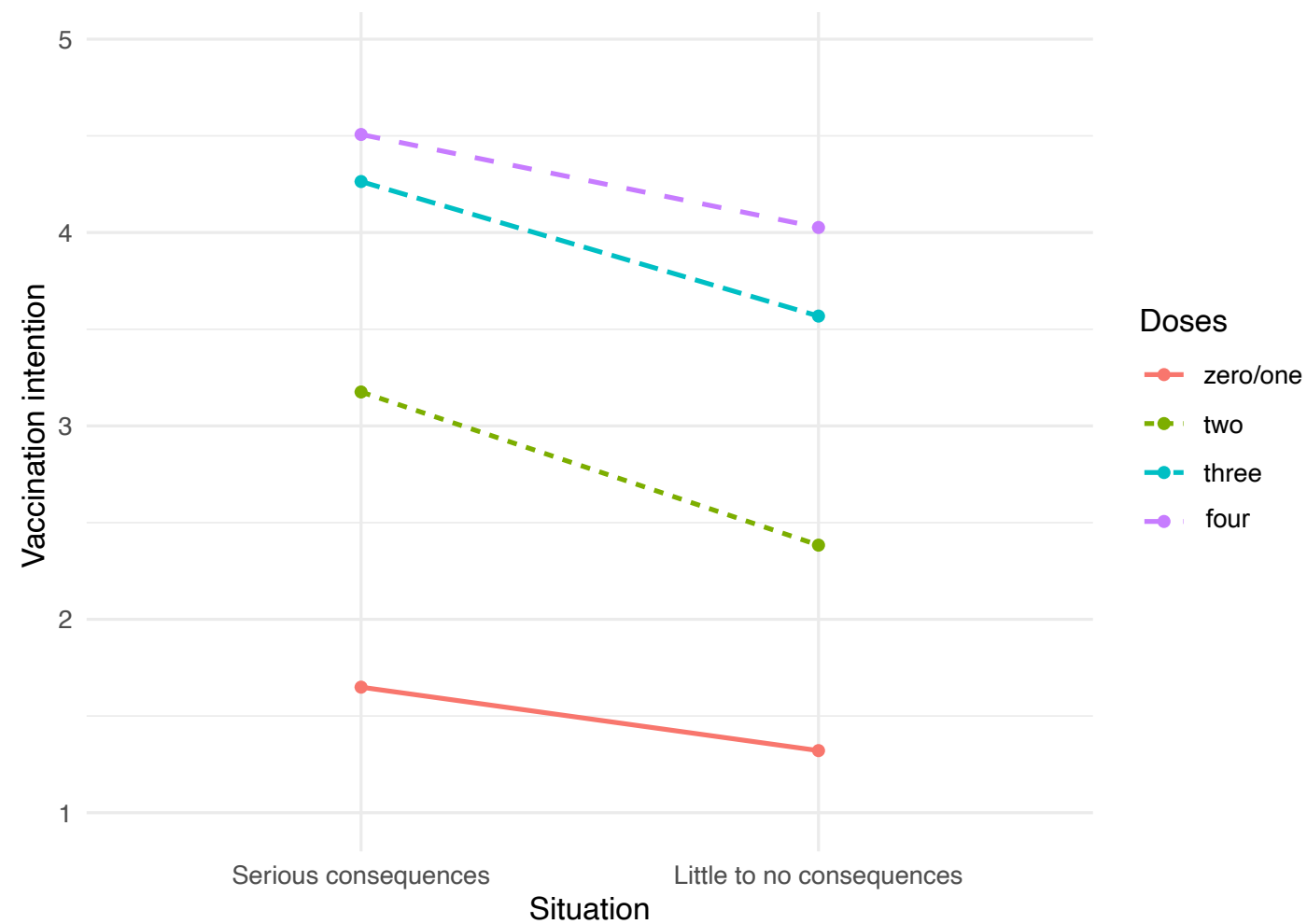
How do people react to restrictive measures?

Only people who perceive high risk and are vaccinated 3 times support compulsory vaccination.

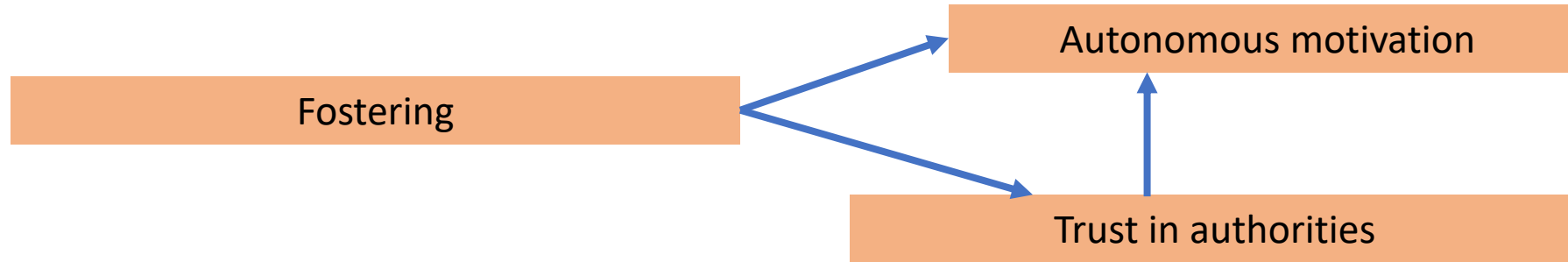
Support for compulsory vaccination



Additional dose



Key messages



Cooperate with healthcare workers

Barometer

Evaluate risk

CST

PART 2: PANEL DISCUSSION

Government commissioner covid-19 reflections



Panel discussion



Minister reflections



Closing reflections

GOVERNMENT COMMISSIONER COVID-19 REFLECTIONS: EVIDENCE-BASED POLICY



PEDRO FACON

PANEL DISCUSSION:



MAARTEN VANSTEENKISTE



ERIKA VLIEGHE



CHRISTIE MORREALE



CATHERINE FONCK



ANNE-SOPHIE LEURQUIN



MAXIE ECKERT

CLOSING REFLECTIONS



VINCENT YZERBYT

MINISTER REFLECTIONS



FRANK VANDENBROUCKE