

## **COVID-19 Communications and Behavioural Advisory Group**

### **Meeting 8**

**Date:** 11/12/20

**Time:** 09: 00

**Venue:** Video Conference

**Attendance:** Deirdre Watters (DOH), Deirdre Robertson (ESRI), Liam Delaney (UCD), Marie Boran (DCU), Karl Purcell (SEAI), Rachel Wright (HSE), Rosaleen Harlin (DOH), Angela McGloinn (UL), Barbara Gormley (DCU), Gerard O'Neill (Amárach Research), Pete Lunn (ESRI), Molly Byrne (NUIG), Orla Muldoon (UL), Robert Murphy (DOH), Fiona Gilligan (DOH), Aileen McGloin (SafeFood).

**Apologies:** Sheila Caulfield (DOH) Lyndsey Drea (DOH), Elaine Scanlon (DFHERIS), Sinéad O'Donnell (DOH)

#### **Agenda**

1. Vaccine Process - Research Questions
2. Behavioural Research Brief
3. AOB

#### **Agenda Item 1:**

- Can we embed research into the rollout of the vaccine? Surveys in “waiting rooms” and/or surveys of did-not-attends and those who actively cancel appointment
- Could we ask people when they are vaccinating to provide the most insight into possible interventions that might encourage others to take action?
- How will people be invited to get the vaccine – come at this time or call to arrange a time?

#### **Agenda Item 2:**

- While it is key to inform policy with research as quickly as possible, vaccinations will likely be ongoing for at least a year and so building solid research practices into the rollout is also extremely important
- Can we test different interventions?
- Build in opportunity – the logistics of getting the vaccine
- Need to understand how vaccine will be delivered mass vaccination centres or through GP?

#### **Agenda Item 3:**

- Department of Health to share early examples of comms they are considering with the group

- Thinking about vaccination behaviour in terms of the COM-B model it is important to include all three aspects of capability, opportunity, and motivation
  - Comms campaign will focus very much on motivation and to some extent capability
  - More thought to be given to opportunity (how can people actually get vaccinated). This will likely have a large impact on behaviour. Making it easier to get the vaccine in terms of appointment time, location, rollout method will all be critical in maximising uptake