



# **COVID-19 Vaccine Personas:** Who They Are, How to Engage Them in Your Health Centers, and What's Next

Sema Sgaier, PhD

Surgo Ventures: Co-Founder and CEO

Adjunct Assistant Professor, Harvard T.H. Chan School of Public Health

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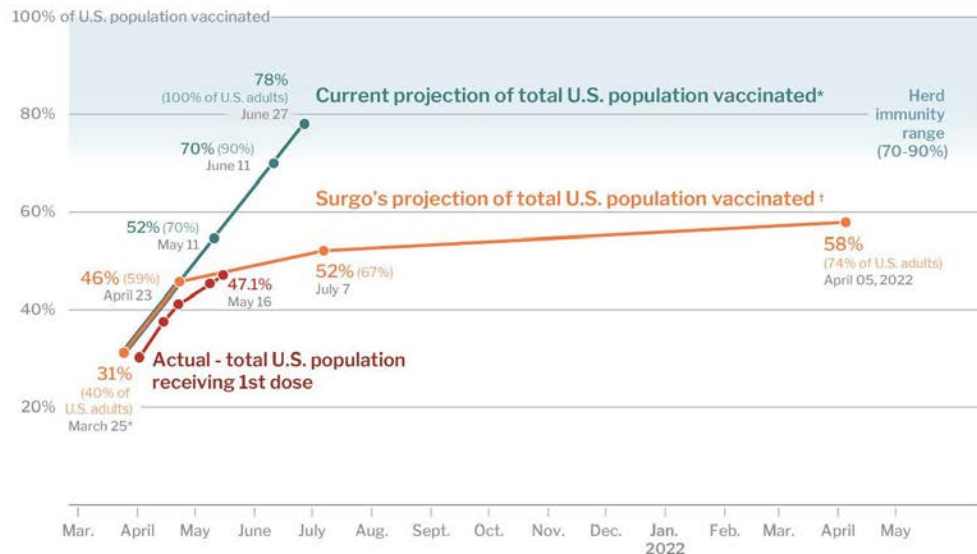


At Surgo Ventures, we bring precision to solutions that save and improve lives by integrating behavioral science, data science, and artificial intelligence.



# How do we close the gap in vaccine uptake?

By using a precision health approach that looks at specific vaccination **barriers and beliefs** at a **geographically granular** level.



\* Assuming vaccinations continue at current rate of 0.6% of adults per day receiving their first dose

† Calculated based on Surgo's nationally representative survey of 1,670 adults in the United States from March 18-March 25, 2021

Source: Surgo Ventures



# We are using a segmentation approach to develop solutions to increase and promote equitable vaccine uptake in the US

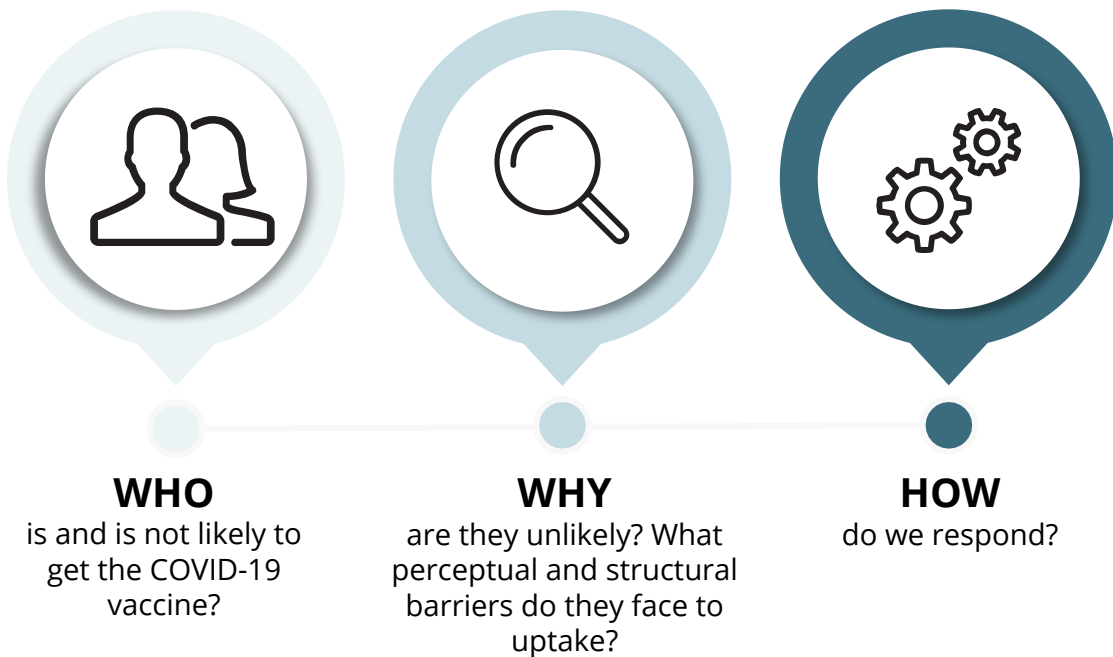
## KEY QUESTION

Which **types of people** should **community health organizations** target to increase vaccine uptake?

## OUR APPROACH

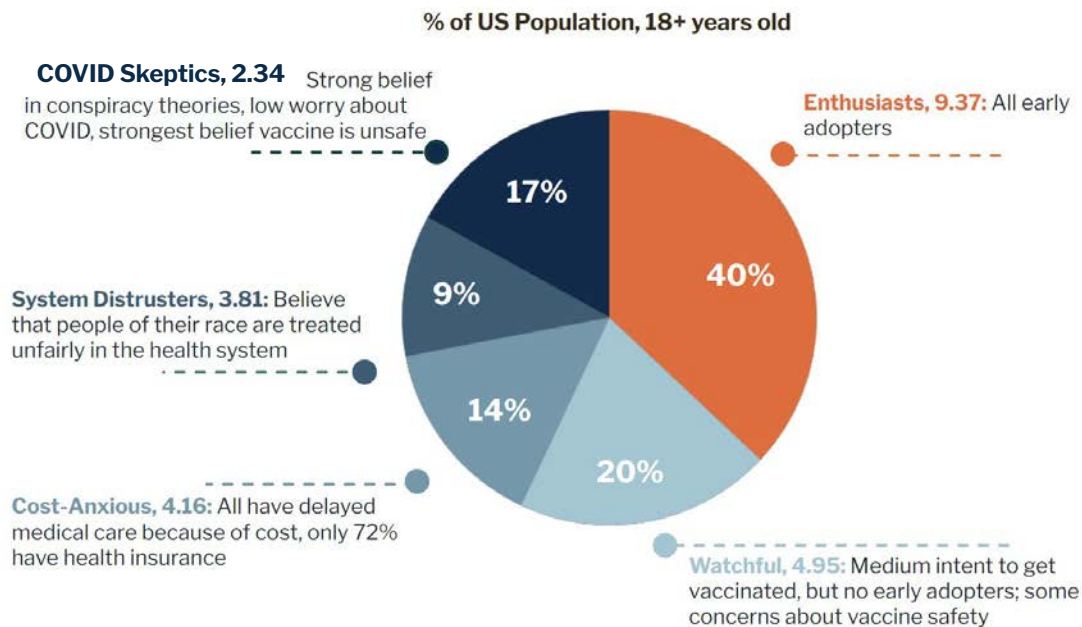
- Psychobehavioral segmentation
- Granular, local data
- Monitor over time

# Segmentation allows us to take a precise approach to outreach





# There are 5 different types of people living in the US in terms of how they relate to the vaccine



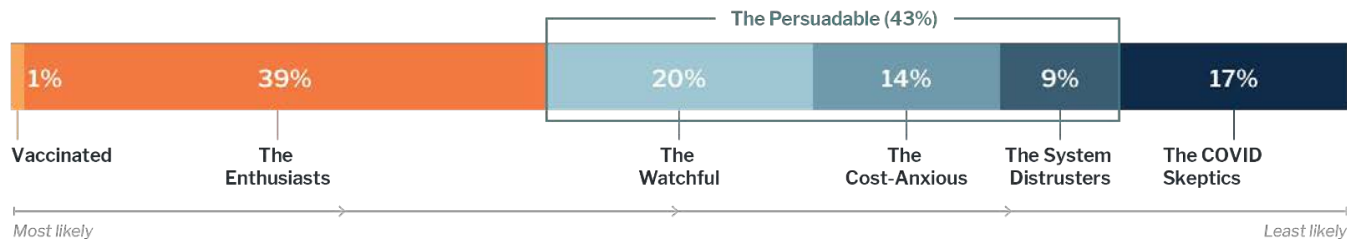
Base: all respondents, n=2747, January 2021

For more detail read our [full report](#)

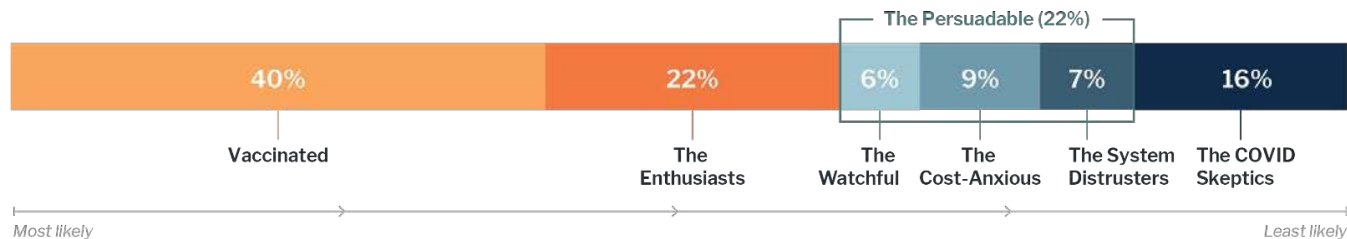


# We can see how the segment distribution has shifted nationally over time

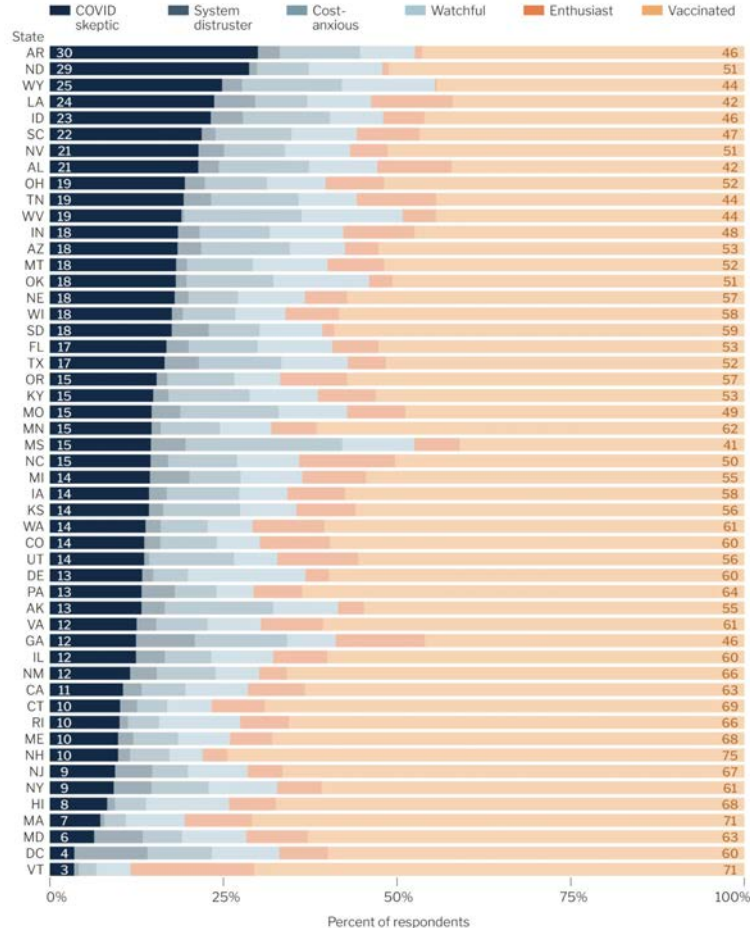
Surgo Ventures' first U.S. survey (conducted 12/21/20 - 1/4/21)



Second survey (conducted 3/18/21 - 3/25/21)



Segment types by state, sorted by COVID skeptic



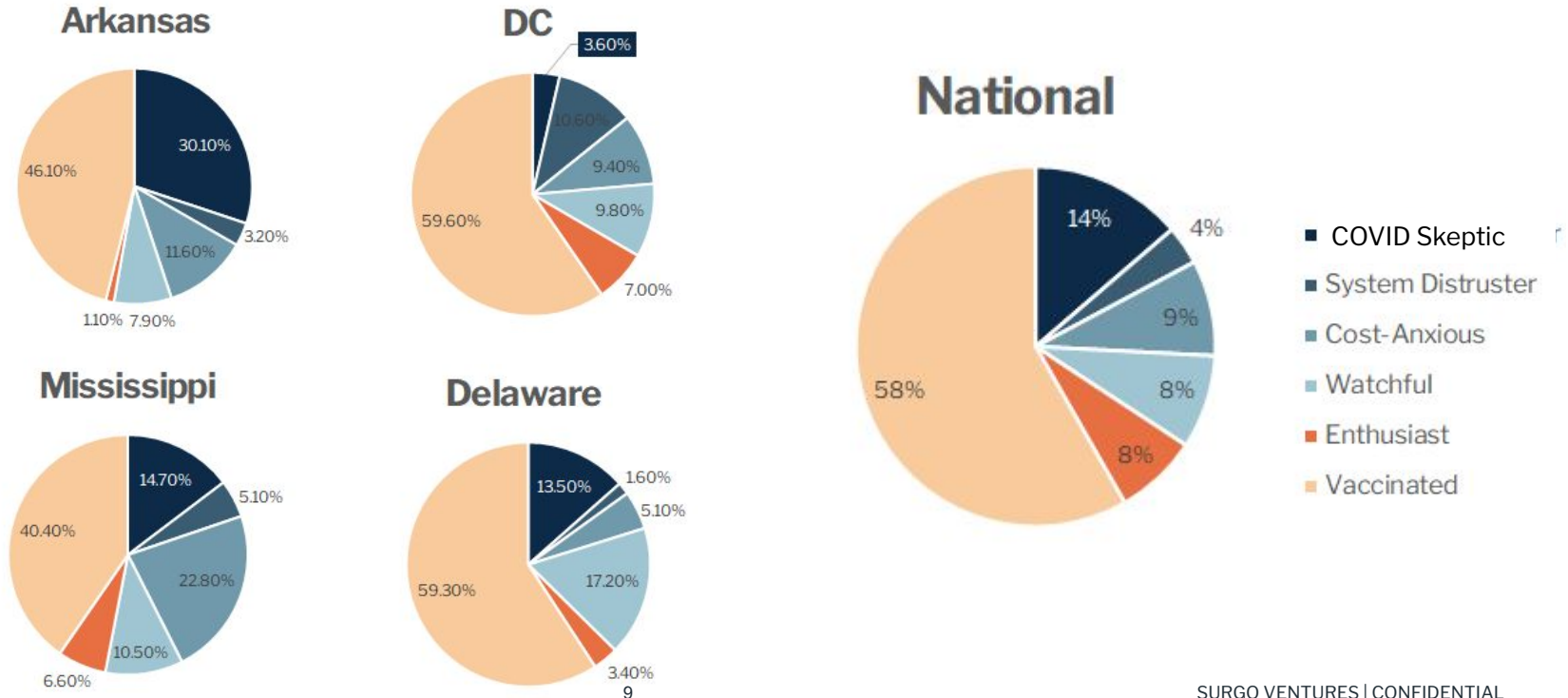
Mississippi has the highest % Cost-Anxious

Arkansas and North Dakota have highest % of COVID Skeptics

Delaware has highest % Watchful



# Communities should focus on interventions that build confidence based on the most prevalent personas



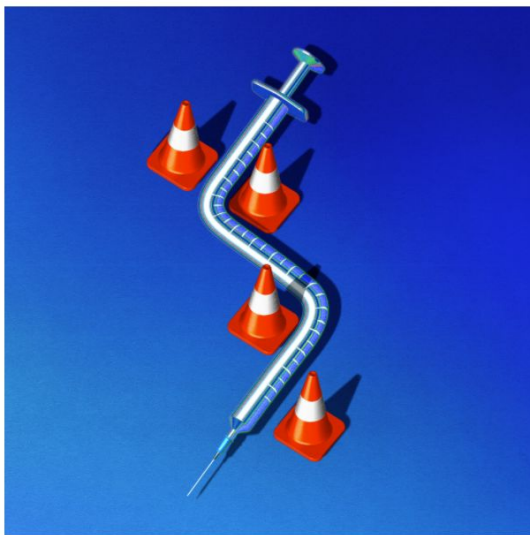
# These results were published in a NYTimes Op Ed last week



OPINION

## Meet the Four Kinds of People Holding Us Back From Full Vaccination

By Sema K. Sigler  
May 18, 2021



In the United States overall...

**8% are Watchful.** They're waiting to see what happens next.



**9% are Cost-Anxious.** They want the vaccine but can't afford the time or cost.



**4% are System Distrusters.** They feel the health care system doesn't treat them fairly.



**14% are Covid Skeptics.** They don't believe the threat.



[Link](#)

# We tracked the experienced and anticipated barriers to vaccination

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Not having the time to schedule or go to an appointment



Vaccine website or phone line crashing



No available appointments



Not knowing how to schedule an appointment



Information not available in my native language



Limited access to internet or phone to schedule an appointment



Concern about out-of-pocket cost of vaccine



No vaccine clinics close by



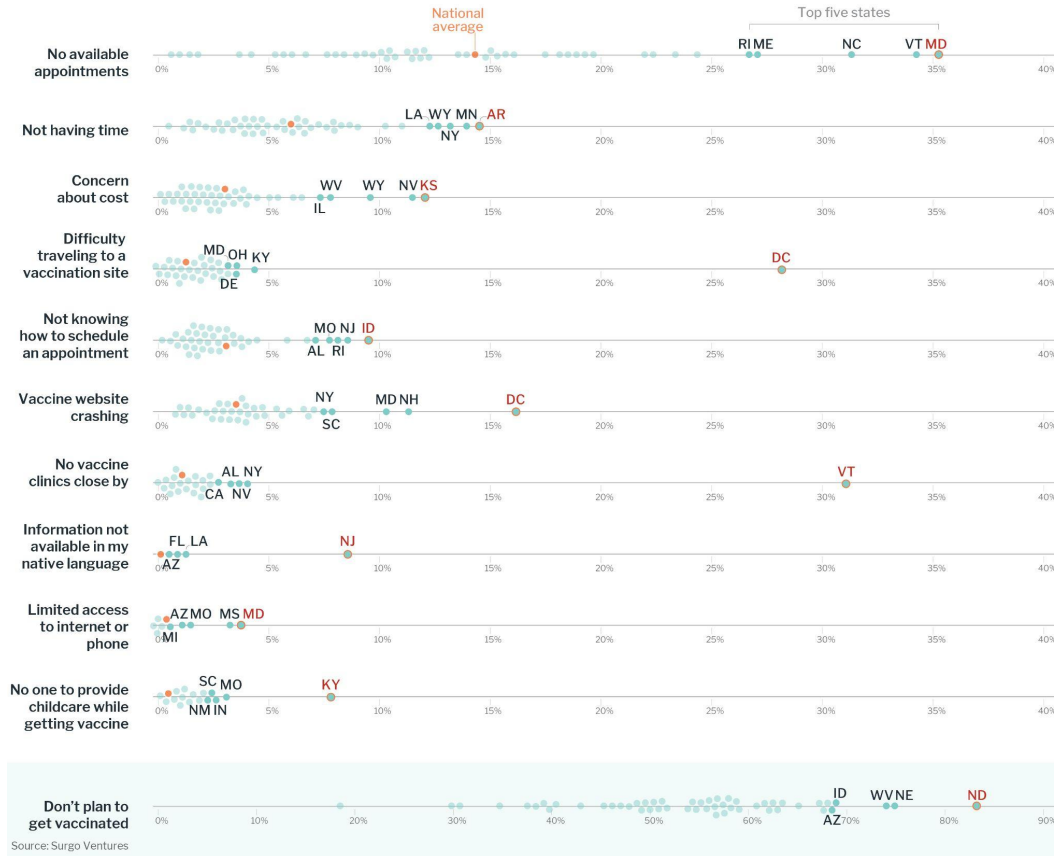
Difficulty traveling to a vaccination site



No one to provide childcare while getting vaccine

## What are the main anticipated vaccine barriers for people in each state?

Barriers identified by U.S. adults who have not yet been vaccinated.

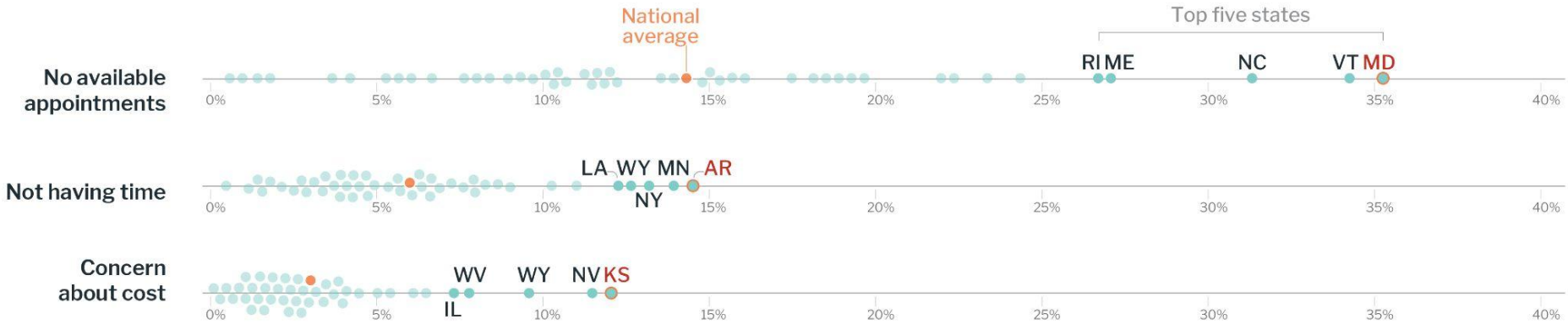


The top reported challenges

A large % don't plan to get vaccinated

# What are the main anticipated vaccine barriers for people in each state?

Barriers identified by U.S. adults who have not yet been vaccinated.





# We have developed a menu of actionable outreach solutions for each of the five vaccine personas

Segment % Population	 <b>COVID Skeptics,</b> 17%	 <b>System Distrusters,</b> 9%	 <b>Cost-Anxious,</b> 14%	 <b>Watchful,</b> 20%	 <b>Enthusiasts,</b> 40%
Likelihood (X/10)	2.34	3.81	4.16	4.95	9.37
Solutions	Enlist trusted figures as vaccine ambassadors  Communicate relative risk of vaccination and discuss the trade-offs to trigger anticipated regret	Pair people with a vaccinated peer in their community to talk them through the process  Track and illuminate efforts for equity in vaccine distribution	Prioritize communication that vaccination is completely free  Make the process easy by sending text reminders and creating a streamlined way to sign up	Make it visible that others have been vaccinated  Provide a “vaccinate later” option  Set expectations for vaccination experience	Make it easy for them to get the vaccine  Make it visible that they’ve been vaccinated  Leverage them as vaccine ambassadors

# We have developed a COVID-19 Vaccine Persona™ tool to track segments and inform solutions

The tool can type an individual with over 90% accuracy into one of our segments!

## COVID-19 Vaccine Persona™ Tool

- 1. Early Adoption:** Would you be willing to take the COVID-19 vaccine in the first three months that it is available to you?  
☐ Yes ☐ No ☐ Not Sure
- 2. Delay in Seeking Medical Care Due to Cost:** In the past year, have you ever delayed or not sought medical care because of cost?  
☐ Yes ☐ No
- 3. Health Racial Equity** How much do you agree or disagree with the following statement? People of my race are treated fairly in a healthcare setting.  
☐ Strongly Disagree ☐ Disagree ☐ Agree ☐ Strongly Agree
- 4 and 5. Conspiratorial Beliefs** To the best of your knowledge, which of the following statements are true and which are false?
  - A.** COVID-19 was caused by a ring of people who secretly manipulate world events.
  - B.** The COVID-19 pandemic is being exploited by the government to control people.☐ Definitely false ☐ Probably false ☐ I really have no idea  
☐ Probably true ☐ Definitely true
- 6. COVID-19 Worry** How much do you worry about catching COVID-19?  
☐ Not at all ☐ Not much ☐ A moderate amount ☐ A great deal

Segment % Population	Conspiracy Believers, 17%	System Distrusters, 9%	Cost- Anxious, 14%	Watchful, 20%	Enthusiasts, 40%
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The 5 Vaccine Personas



# This tool can be leveraged in several ways

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1. Informing interaction between patient and provider

2. Patient accesses tool through app to get a customized message




3. Health centers can run this survey on their providers





# The typing tool can be taken online

The five Vaccine Personas



- The Enthusiasts
- The Watchful
- The Cost-Anxious
- The System Distrusters
- The COVID Skeptics

**Identify a COVID-19 Vaccine Persona**

Do you know someone who is unsure about taking the COVID-19 vaccine? If so, knowing their barriers and beliefs can help you understand how to start a conversation with them.

⌚ Takes 1 min

**Start** press Enter ↵

[Link](#)

## Next Steps

We are collecting data on the personas and barriers at the county-level in partnership with Facebook and CMU

# Questions?

# Appendix

We conducted three national surveys, all representative of the U.S. population when weighted to population benchmarks



NORC Survey



2<sup>nd</sup> NORC Survey



Facebook Survey

### National-Level Insights

- **Sample:** NORC AmeriSpeak - English and Spanish-speaking, online + landline
- **Sample size:** 2747 respondents (14% Black, 18% Hispanic)
- **Field Period:** December 21 to January 4, 2021

- **Sample:** NORC AmeriSpeak - English and Spanish-speaking, online + landline
- **Sample size:** 1670 respondents
- **Field Period:** March 18 to March 25, 2021

### State-Level Insights

- **Sample:** English-speaking Facebook users
- **Sample size:** 17907 respondents
- **Field Period:** February 23 - April 14, 2021

## Our survey constructs included:

- COVID-19 Vaccination Likelihood and Concerns
- COVID-19 Knowledge and Beliefs
- Structural Barriers
- Social Norms
- Influencers and Information Channels
- Demographics