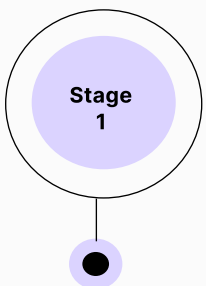
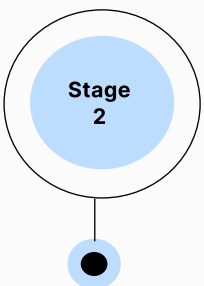
CAN VARYING MESSAGE TYPES ENHANCE THE INTENTION TO RECEIVE THE COVID-19 VACCINATION?

BACKGROUND

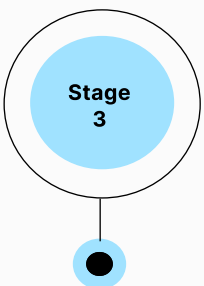
- Approximately 82.5% of Malaysians received two COVID-19 vaccine doses, but booster uptake dropped to 49.2%.
- A behavioural intervention was developed, based on global best practices and public engagement.
- The project aimed to assess communication efforts and improve public health messaging.



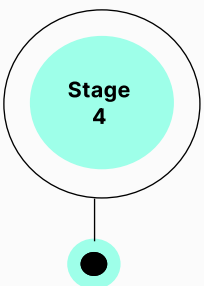
Conducted a global literature review to identify principles for good communication materials promoting COVID-19 protective behaviours.



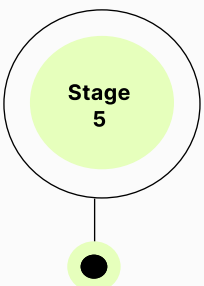
A focus - group discussions was conducted to assess public perceptions and the acceptability of newly developed "Living with the Virus" communication materials.



Reviewed comprehensive surveys and data to reflect current trends and behavioural insights of Malaysian in terms of the acceptance of COVID-19 vaccination and "Living with the Virus".



Performed a series of semi-structured interviews with selected participants via online to gather feedback and refine the newly developed materials.



Administered online surveys with more than 4,000 participants to measure impact of the interventions.

Discussion

1. Malaysians show high intent for self-testing, self-isolation and protective behaviours, as well as interest in booster doses.
2. Misinformation, tech issues with MySejahtera, and logistical challenges hinder vaccine uptake.
3. Behaviourally-designed communication materials increases vaccine intention but needs enabling factors.

Conclusion

1. Concrete recommendations were shared with the MOH to improve "Living with the Virus" communication materials.
2. Broader insights on evidence, principles and methods were provided to optimize public health communication.

A project by the Institute for Health Behavioural Research (IHBR), The Behavioural Insights Team and World Health Organizations