

COVID-19 Vaccine Messaging, Part 1



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ClinicalTrials.gov Identifier: NCT04460703

[Recruitment Status](#) ⓘ : Completed

[First Posted](#) ⓘ : July 7, 2020

[Last Update Posted](#) ⓘ : May 5, 2022

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Sponsor:

Yale University

Information provided by (Responsible Party):

Yale University

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[No Results Posted](#)

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Study Description

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Brief Summary:

This study tests different messages about vaccinating against COVID-19 once the **vaccine** becomes available. Participants are randomized to 1 of 12 arms, with one control arm and one baseline arm. We will compare the reported willingness to get a COVID-19 **vaccine** at 3 and 6 months of it becoming available between the 10 intervention arms to the 2 control arms.

Study participants are recruited online by Lucid, which matches census based sampling in online recruitment.

Condition or disease ⓘ	Intervention/treatment ⓘ	Phase ⓘ
Vaccination COVID-19	Other: Control message Other: Baseline message Other: Personal freedom message Other: Economic freedom message Other: Self-interest message Other: Community interest message Other: Economic benefit message Other: Guilt message Other: Embarrassment message Other: Anger message Other: Trust in science message Other: Not bravery message	Not Applicable

Study Design

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[Study Type](#) ⓘ : Interventional (Clinical Trial)

Actual [Enrollment](#) ⓘ : 4000 participants

Allocation: Randomized

Intervention Model: Parallel Assignment

Intervention Model Description: In this study, 2/15 of participants will be assigned to a control message (bird feeding passage), 3/15 of sample to a baseline vaccine message, and 1/15 to each of the 10 other treatment arms.

Masking: None (Open Label)

Primary Purpose: Other

Official Title: Persuasive Messages for **COVID-19 Vaccine** Uptake: a Randomized Controlled Trial, Part 1

Actual Study Start Date ⓘ: July 3, 2020

Actual Primary Completion Date ⓘ: July 8, 2020

Actual Study Completion Date ⓘ: July 8, 2020

Resource links provided by the National Library of Medicine





MedlinePlus related topics: [COVID-19 \(Coronavirus Disease 2019\)](#) [COVID-19 Vaccines](#) [Vaccines](#)

[U.S. FDA Resources](#)


Arms and Interventions

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Arm ⓘ	Intervention/treatment ⓘ
Sham Comparator: Control Control message about birdfeeding	Other: Control message 2/15 of the sample will be assigned to the pure control group, which is a passage on the costs and benefits of bird feeding.
Active Comparator: Baseline message These participants will be assigned a message about the benefits of vaccination. All other treatment arms include this baseline language.	Other: Baseline message 3/15 of the sample will be assigned to a control group with a message about the effectiveness and safety of vaccines .
Experimental: Personal freedom Experimental message arm.	Other: Personal freedom message 1/15 of the sample will be assigned to this intervention, which is a message about how COVID-19 is limiting people's personal freedom and by working together to get enough people vaccinated society can preserve its personal freedom.
Experimental: Economic freedom Experimental message arm.	Other: Economic freedom message 1/15 of the sample will be assigned to this intervention, which is a message about how COVID-19 is limiting peoples's economic freedom and by working together to get enough people vaccinated society can preserve its economic freedom.
Experimental: Social benefit, self-interest Experimental message arm.	Other: Self-interest message 1/15 of the sample will be assigned to this intervention, which is a message that COVID-19 presents a real danger to one's health, even if one is young and healthy. Getting vaccinated against COVID-19 is the best way to prevent oneself from getting sick.
Experimental: Social benefit, community interest Experimental message arm.	Other: Community interest message 1/15 of the sample will be assigned to this intervention, which is a message about the dangers of COVID-19 to the health of loved ones. The more people who get vaccinated against COVID-19, the lower the risk that one's loved ones will get sick. Society must work together and all get vaccinated.
Experimental: Economic benefit Experimental message arm.	Other: Economic benefit message 1/15 of the sample will be assigned to this group, which is a message about how COVID-19 is wreaking havoc on the economy and the only way to strengthen the economy is to work together to get enough people vaccinated.
Experimental: Social pressure- guilt Experimental message arm.	Other: Guilt message 1/15 of the sample will be assigned to this message. The message is about the danger that COVID-19 presents to the health of one's family and community. The best way to protect them is by getting vaccinated and society must work together to get enough people vaccinated. Then it asks the participant to imagine the guilt they will feel if they don't get vaccinated and spread the disease.

Arm 	Intervention/treatment 
Experimental: Social pressure- embarrassment Experimental message arm.	Other: Embarrassment message 1/15 of the sample will be assigned to this message. The message is about the danger that COVID-19 presents to the health of one's family and community. The best way to protect them is by getting vaccinated and by working together to make sure that enough people get vaccinated. Then it asks the participant to imagine the embarrassment they will feel if they don't get vaccinated and spread the disease.
Experimental: Social pressure- anger Experimental message arm.	Other: Anger message 1/15 of the sample will be assigned to this message. The message is about the danger that COVID-19 presents to the health of one's family and community. The best way to protect them is by getting vaccinated and by working together to make sure that enough people get vaccinated. Then it asks the participant to imagine the anger they will feel if they don't get vaccinated and spread the disease.
Experimental: Trust in science Experimental message arm.	Other: Trust in science message 1/15 of the sample will be assigned to this message about how getting vaccinated against COVID-19 is the most effective way of protecting one's community. Vaccination is backed by science. If one doesn't get vaccinated that means that one doesn't understand how infections are spread or who ignores science.
Experimental: Not bravery arm Experimental message arm.	Other: Not bravery message 1/15 of the sample will be assigned to this message which describes how firefighters, doctors, and front line medical workers are brave. Those who choose not to get vaccinated against COVID-19 are not brave.

Outcome Measures

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Primary Outcome Measures

1. Intention to get COVID-19 **vaccine** [Time Frame: Immediately after intervention, in the same survey in which the intervention message is provided]

This is a self reported measure, immediately after the intervention message, of the likelihood of getting a COVID-19 vaccination within 3 months and then 6 months of it becoming available. During analysis, responses among those assigned to different intervention messages will be compared to those in the control group.

Secondary Outcome Measures

1. **Vaccine** confidence scale [Time Frame: Immediately after intervention, in the same survey in which the intervention message is provided]

This is a validated scale. This scale will be used to assess the impact of the messages on **vaccine** confidence. (Outcome assessed only for the half of the sample that answers these items post-treatment)

2. Persuade others item [Time Frame: Immediately after intervention, in the same survey in which the intervention message is provided]

This is a measure of a willingness to persuade others to take the COVID-19 **vaccine**.


3. Fear of those who have not been vaccinated [Time Frame: Immediately after intervention, in the same survey in which the intervention message is provided]

This is a measure of a comfort with an unvaccinated individual visiting an elderly friend after a **vaccine** becomes available

4. Social judgment of those who do not vaccinate [Time Frame: Immediately after intervention, in the same survey in which the intervention message is provided]

This is a scale composed of 4 items measuring the trustworthiness, selfishness, likeableness, and competence of those who choose not to get vaccinated after a **vaccine** becomes available

Eligibility Criteria

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Choosing to participate in a study is an important personal decision. Talk with your doctor and family members or friends about deciding to join a study. To learn more about this study, you or your doctor may contact the study research staff using the contacts provided below. For general information, [Learn About Clinical Studies](#).

Ages Eligible for Study: 18 Years and older (Adult, Older Adult)
Sexes Eligible for Study: All
Accepts Healthy Volunteers: Yes

Criteria


Inclusion Criteria:

- At least 18 years of age
- US resident

Exclusion Criteria:

- Younger than 18 years of age
- Non-US resident
- Do not consent

Contacts and Locations

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Information from the National Library of Medicine



To learn more about this study, you or your doctor may contact the study research staff using the contact information provided by the sponsor.

Please refer to this study by its ClinicalTrials.gov identifier (NCT number): **NCT04460703**

Locations


United States, Connecticut

Yale University
New Haven, Connecticut, **United States**, 06510

Sponsors and Collaborators

Yale University

More Information

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Publications of Results:

[James EK, Bokemper SE, Gerber AS, Omer SB, Huber GA. Persuasive messaging to increase COVID-19 vaccine uptake intentions. Vaccine. 2021 Dec 3;39\(49\):7158-7165. doi: 10.1016/j.vaccine.2021.10.039. Epub 2021 Oct 22.](#)

Responsible Party: Yale University
ClinicalTrials.gov Identifier: [NCT04460703](#) [History of Changes](#)
Other Study ID Numbers: 2000027983
First Posted: July 7, 2020 [Key Record Dates](#)
Last Update Posted: May 5, 2022
Last Verified: April 2022

Individual Participant Data (IPD) Sharing Statement:

Plan to Share IPD: Yes
Plan Description: Anonymized data and analysis code will be posted in a public replication archive after publication.
Supporting Materials: Study Protocol
Statistical Analysis Plan (SAP)
Informed Consent Form (ICF)
Analytic Code
Time Frame: After publication
Access Criteria: Anonymized data and analysis code will be posted in a public replication archive

Studies a U.S. FDA-regulated Drug Product: No

Studies a U.S. FDA-regulated Device Product: No

Keywords provided by Yale University:
messaging

Additional relevant MeSH terms:

COVID-19	Coronavirus Infections
Pneumonia, Viral	Coronaviridae Infections
Pneumonia	Nidovirales Infections
Respiratory Tract Infections	RNA Virus Infections
Infections	Lung Diseases
Virus Diseases	Respiratory Tract Diseases