

## Increasing Uptake Of Covid-19 Vaccination Through Requirement And Incentive Programs

As the COVID-19 pandemic enters its third year, the emergence of highly transmissible variants and the increase in cases, hospitalizations, and deaths among the unvaccinated reinforce the urgency to increase vaccine uptake. Decision makers across the country have been implementing various interventions to encourage vaccinations. The latest guidance from the Societal Experts Action Network (SEAN) identifies considerations for state and local decision makers when designing COVID-19 vaccine requirement and booster incentive programs to increase vaccine uptake.

### Key Considerations for Designing Vaccine Requirement Programs

- **Public health and ethical considerations have been applied:** Before implementing requirements, consideration needs to be given to certain public health and ethical criteria, including ensuring that the safety of vaccines has been communicated, other mitigation strategies have not worked, barriers to access have been addressed, and voluntary uptake amongst groups subject to the requirements has not reached sufficient levels.
- **Requirements are balanced:** Requirement programs need to balance excessive leniency, which allows people to exempt themselves easily, and excessive strictness, which does not allow any exemptions at all.
- **Requirements are targeted:** Compared with requirements applied to the general population, targeted requirements focused on subpopulations are more likely to succeed as they have a limited scope and are easier to implement and enforce. Examples of such targeted requirements includes school and employer mandates.

### Key Considerations for Designing Vaccine Booster Incentive Programs

- **The incentive is known and well-advertised:** The target population needs to be aware of the availability of the incentive.
- **The incentive is delivered immediately:** Incentives that are provided right after vaccination are more likely to be effective than those people must wait for.
- **The incentive is valued:** The more valuable the incentive is to the recipient, the more impact it will have.
- **The incentive is cost-effective:** A cost-effectiveness analysis can be performed to determine whether incentives are more cost-effective than other program strategies.
- **The incentive meets ethical and health equity criteria:** The incentive needs to help advance health equity and not unfairly disadvantage any vulnerable group.
- **The potential risks of implementing the incentive program are carefully weighed:** Incentive programs carry some risks, including the possibility that people will start to expect payment for future vaccines and will think that the rewarded behavior is risky.

[Read the Rapid Expert Consultation](#)

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