

Development, dissemination and use of an online tailored Corona vaccination decision aid in the Netherlands

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Introduction

- During the COVID-19 pandemic, vaccines were rapidly developed
- Once available, part of the population hesitated in their decision about vaccination*
- Decision aids are effective means to support decision making**

→ Urgency for quick development and dissemination of a decision aid tailored to the Corona vaccination

Objective: support users to weigh values and preferences and to make an informed decision about the corona vaccination

Innovation development

- Target group: individuals hesitating about vaccination including individuals with low health literacy levels
- Rationale based on principles of informed decision making and former evidence-based decision aids on vaccination***
- Modules of the decision aid:
 - Relevant information at B1 level, grouped in blocks
 - Support decision making, reflection on values and experiences
 - Facilitating users in their decision
- Tailored feedback in 'My choice' module (figure 1)
- Tested by experts, community panel and low literacy panel

Dissemination:

- Online via news articles, social media outlets and websites
- Printed leaflets at general practitioners (figure 2)

Hulp bij het maken van een keuze over de Corona-vaccinatie?

Kijk voor informatie en hulp bij de keuze op coronavaccinatie-keuzehulp.nl of scan de QR code.



Figure 2. Detail of the printed leaflet with QR code linking to the webpage of the decision aid

Results

- Development period: 4 months
- Final version live on May 18 2021
- From launch to end 2021: 51.909 users
- Gender: 61% female, 39% male users
- Average time spend: 3.5 min
- Users within different age groups (figure 3)
- Wide geographical reach across the Netherlands

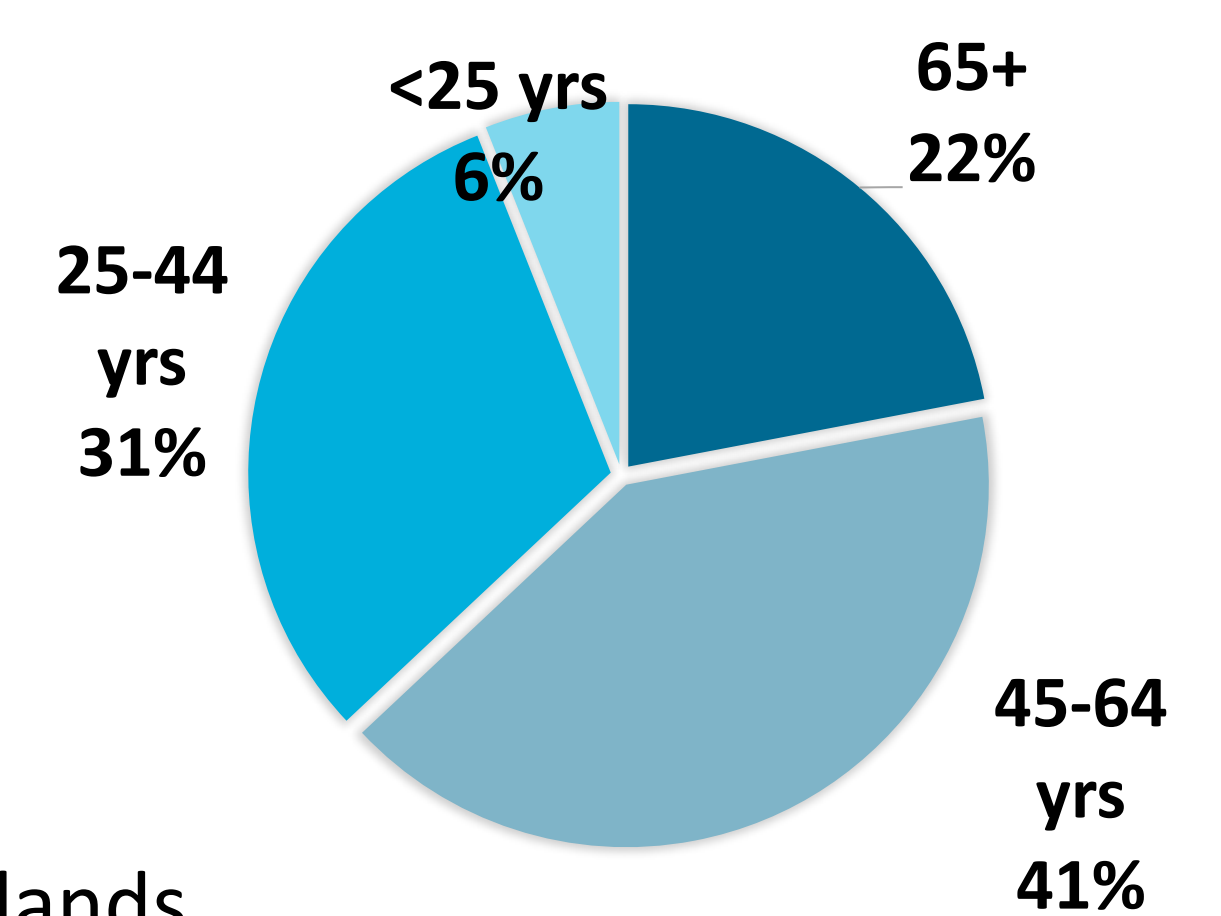


Figure 3. Age distribution of users

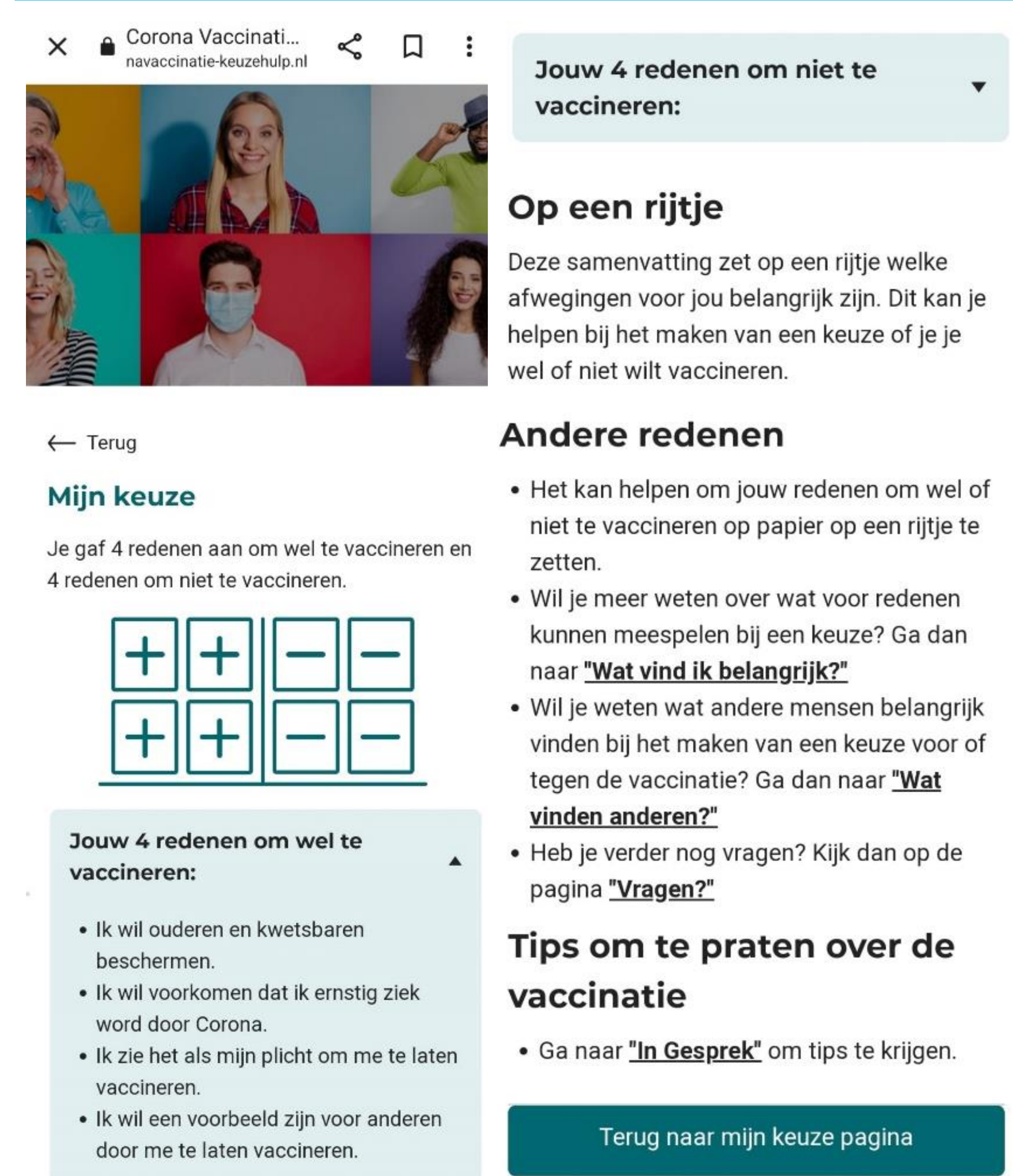


Figure 1. Screenshot of the summary users receive after finishing the 'My choice' module. Within this module users are stimulated to weigh their pro's and con's and to indicate their preferences.

Discussion

- Involvement of experts and users, including people with low health literacy skills, proved essential
- Quick development possible due to use of a former evidence-based decision aids***
- After the launch, regular updates were needed
- Due to our short time frame we were not able to evaluate effectiveness

Conclusion: based on former evidence-based decision aids, we were able to develop an online tailored corona vaccination decision aid within a short time frame

* Expressions of doubt and concern in relation to COVID-19 vaccination: a mixed methodological approach. RIVM Corona Behavioural Unit. 2021. ** Vujovich-Dunn et al. 2021 *** Pot et al. 2018; Anraad et al (under review).



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