



STEP 1: DEFINE AND UNDERSTAND

SITUATION ANALYSIS CHECKLIST

Demand Creation and Advocacy for COVID-19
Vaccine Acceptance and Uptake

Situation Analysis Checklist

Purpose of the Tool: The purpose of this tool is to support the gathering and organization of information as part of an analysis to define and understand the situation. This tool contains:

- A checklist of questions to answer as part of the situation analysis
- A list of global databases for behavioral research
- Guidance on where to look for local research, studies, and data

The tool focuses on collecting and organizing data to answer questions that inform Section A of the Demand Creation and Uptake Strategy. The tool supports the implementation of the *Define and Understand* step of FHI 360's [*Demand Creation and Advocacy for COVID-19 Vaccine Acceptance and Uptake: An Interim Quick Start Guide*](#). It links to Task 1.2 and Task 1.3 and operationalizes the *Global Booster: Known Top Factors Influencing Vaccine Acceptance and Uptake* in the Quick Start Guide.

How to Use this Tool: The databases and resources in this tool link to the growing knowledge base on the context, structures, attitudes, knowledge, and norms affecting COVID-19 vaccination demand and uptake. These resources are a starting point for programs to determine what is known and unknown.

Questions to Answer with Behavioral Research on COVID-19 Vaccination Demand and Uptake

The situation analysis will briefly summarize the situation in your country by answering the following questions. As you answer these questions, make sure you describe how context, structures, and attitudes, knowledge, and norms affect what is happening. Review the resources listed later in this document and any formative research you implement to answer the questions below.

Question Category	Do you have information to answer the questions below?
What is happening	<input type="checkbox"/> What is the problem? For most cases, this will be low demand and uptake of COVID-19 vaccinations.
Where	<input type="checkbox"/> Where is demand and uptake a problem?
Target Audiences	<input type="checkbox"/> Who is most affected by the problem (your target audience)? Which segments of the population will be targeted for COVID-19 vaccination? <input type="checkbox"/> Who are the people who directly influence these target audiences? These are people who have contact with target audiences and may also be directly affected by the problem; they could include partners, family members, and friends. <input type="checkbox"/> Who in the community allows for certain activities and controls resources, access to, demand for, and quality of services and products? These could include clinic workers or community leaders. <input type="checkbox"/> Who are the people, institutions, or organizations that indirectly influence these target audiences? These could include churches and religious leaders, business leaders, journalists, policymakers, and officials in the Ministry of Health (MOH).
With what effect	<input type="checkbox"/> What is happening because of low demand and uptake of COVID-19 vaccinations? <input type="checkbox"/> How does it affect where you are working? <input type="checkbox"/> How does it affect whom you are working with?
Potential <i>contextual factors</i> influencing COVID vaccination	<p>Environmental Context</p> <input type="checkbox"/> What policies exist that support or impede access to COVID vaccination? <input type="checkbox"/> How do political and religious conventions and norms influence access? Is there a social movement supporting access to COVID vaccination? Which opinion leaders support or impede vaccination? How can the program work with them?
	<p>Culture and Religion</p> <input type="checkbox"/> Are there any cultural or religious reasons why target audiences would not get the COVID-19 vaccine? If yes, describe. <input type="checkbox"/> Are there any cultural or religious reasons why other people would not get the COVID-19 vaccine? If yes, describe.
	<p>Social Norms</p> <input type="checkbox"/> Do audiences think most of their peers will get vaccinated against COVID-19 when they become available? Why/not?

Question Category	Do you have information to answer the questions below?
	<ul style="list-style-type: none"> <input type="checkbox"/> Do audiences think most of their friends and family will get COVID-19 vaccines when they become available? Why/not? <input type="checkbox"/> Do audiences think faith and community leaders will support people getting COVID-19 vaccines when they become available? Why/not? <input type="checkbox"/> What influence do health facility's policies or management have on promotion of COVID-19 vaccination?
<p>Potential structural factors influencing COVID vaccination</p>	<ul style="list-style-type: none"> <input type="checkbox"/> What are the distance to, travel conditions to reach, and general access to vaccination services? <input type="checkbox"/> What is the quality of vaccination services? <input type="checkbox"/> What issues face delivery systems (lack of resources or strong logistics systems to prevent stock-outs, missed opportunities to promote vaccine uptake)? <input type="checkbox"/> What are the failures to offer vaccine at every opportunity (e.g., not screening, refusal to vaccinate due to false contraindications)? <input type="checkbox"/> What are the barriers to reliable service provision (e.g., health care provider absent, vaccine not available at time of request)?
<p>Potential knowledge factors influencing COVID vaccination</p>	<ul style="list-style-type: none"> <input type="checkbox"/> What have audiences heard about COVID-19 vaccines? <input type="checkbox"/> What questions do audiences have about COVID-19 vaccines? <input type="checkbox"/> What have audiences heard about the plan for distributing COVID-19 vaccines? When and where will COVID-19 vaccines be available? <p>Information Needs</p> <ul style="list-style-type: none"> <input type="checkbox"/> What information do health care workers, influencers, and community leaders need to effectively promote COVID-19 vaccines? <input type="checkbox"/> What training needs do health care workers have to feel confident to promote COVID-19 vaccines to patients?
<p>Potential motivation factors influencing COVID vaccination</p>	<p>Perceived Risk (Susceptibility)</p> <ul style="list-style-type: none"> <input type="checkbox"/> How serious do audiences believe it would be if they were to contract COVID-19? Why? <input type="checkbox"/> Do audiences believe they are likely to get COVID-19? Why do they believe this? <input type="checkbox"/> Do audiences believe someone in their household will get COVID-19? Why do they believe this? <p>Safety</p> <ul style="list-style-type: none"> <input type="checkbox"/> How safe do audiences think COVID-19 vaccines are? Why do they believe this? <input type="checkbox"/> What safety concerns do audiences have about COVID-19 vaccines? <p>Trust</p> <ul style="list-style-type: none"> <input type="checkbox"/> Do audiences trust the health system to be able to deliver COVID-19 vaccines

Question Category	Do you have information to answer the questions below?
	<p>to all citizens? Why/not?</p> <ul style="list-style-type: none"> <input type="checkbox"/> Do audiences trust the government to ensure all citizens get COVID-19 vaccines? Why/not? <input type="checkbox"/> Do audiences trust information they receive from the government about COVID-19 vaccines? Why/not? <input type="checkbox"/> What concerns do audiences have about getting COVID-19 vaccines? <p>Rumors and Misinformation</p> <ul style="list-style-type: none"> <input type="checkbox"/> Have audiences seen or heard anything that would stop them from getting the COVID-19 vaccine? If yes, describe. <input type="checkbox"/> Have audiences seen or heard anything that would stop them from promoting the COVID-19 vaccine to others (e.g., patients, family members, friends)? If yes, describe. <input type="checkbox"/> Have you heard of any influential individuals or groups that are encouraging people to not get vaccinated? <p>Self-Efficacy</p> <ul style="list-style-type: none"> <input type="checkbox"/> How comfortable are audiences with talking to members of their community about COVID-19 vaccines? Why? <p>Intentions</p> <ul style="list-style-type: none"> <input type="checkbox"/> Do audiences plan to get COVID-19 vaccines immediately when they become available? Why/not? <input type="checkbox"/> Do health care workers plan to promote the COVID-19 vaccine to patients? Why/not?
Channels to reach audiences	<ul style="list-style-type: none"> <input type="checkbox"/> Where have audiences been getting information about COVID-19? <input type="checkbox"/> Which people, information sources and channels do audiences trust the most to provide information about the COVID-19 vaccines? <input type="checkbox"/> What channel is the easiest for audiences to get information from? <input type="checkbox"/> What tools/job aids do health care workers, influencers, and community leaders need to effectively promote COVID-19 vaccines? <input type="checkbox"/> How would audiences like to receive information about the COVID-19 vaccines and distribution plan? <input type="checkbox"/> Do audiences receive updates and information from the government or other sources regarding the national response to COVID-19, including information about COVID-19 vaccines and plans for distributing them?

Global Databases for Behavioral Research on COVID-19 Vaccination Demand and Uptake

As you conduct your situation analysis, consider reviewing some of the databases and dashboards below that regularly collect and update behavioral data on COVID-19 vaccination demand and uptake. Many of the resources below have country-specific data that can be disaggregated by audience segments. If your country is not included in these databases, consider looking at regional-level data to get a sense of what is happening in your region or in a country like your own.

Database and Dashboards	Description
COVID-19 World Survey Map	Includes cases, symptoms, preventative behaviors, and vaccine acceptance rates at the country level; feeds into the Data4Good COVID Survey data.
Data4Good Survey	Uses Facebook data to offer insights into COVID-19 vaccine uptake, acceptance, and hesitance, as well as reasons behind hesitance by country; can sometimes segment data within a country by province or county.
Global Vaccine Live Dashboard	CrowdTangle (public social media content) can be used as a social listening tool to see what people are talking and asking about regarding vaccines.
IFRC COVID-19 Community Feedback Dashboard	Summarizes IFRC’s findings from its community feedback efforts around COVID-19. Data can be displayed by region, country, and type of feedback. There are two dashboards: <ul style="list-style-type: none"> • Africa COVID-19 Community Feedback • Asia Pacific COVID-19 Community Feedback Dashboard
COVID Behaviors Dashboards	An online dashboard tracking and measuring how vaccine acceptance is changing over time in 67 countries. The data can be represented by country, WHO region, and survey “wave” (every two-week period). The data can be viewed by how audiences segmented by certain demographic variables responded to questions. Includes knowledge, attitudes, and behavioral COVID data, global vaccine acceptance, Trend Analysis for 23 countries with trusted messenger data, and US and UK subnational views.
Our World in Data	The Coronavirus page brings together published literature and research on COVID-19 to visualize research findings. This resource includes 207 country profiles.
Partnership for Evidence-based Response to COVID-19 (PERC)	A public-private partnership that supports evidence-based measures to reduce the impact of COVID-19 on African Union member states. PERC collects social, economic, epidemiological, population movement, and security data from 20 African Union member states to help determine the acceptability, impact, and effectiveness of public health and social measures for COVID-19.
RCCE Knowledge Hub	The Collective Service for Risk Communication and Community Engagement (RCCE) enables collaboration between a wide range of organizations to increase the scale and quality of RCCE approaches. It catalyzes and accelerates expert-driven, collaborative, consistent, and

Database and Dashboards	Description
	<p>localized RCCE support for governments and partners involved in the national response to COVID-19 and beyond.</p> <ul style="list-style-type: none"> • The Knowledge Hub has links to other databases and dashboards to consult • The data portal pulls together behavioral indicators and tracks surveys and datasets
<p>UNICEF’s Country Level Dashboard</p>	<p>This dashboard captures country-level conversations about COVID-19 and COVID-19 vaccines.</p>
<p>WHO’s Early AI-supported Response with Social Listening</p>	<p>Provides insights into people's questions and concerns to learn about what matters to communities in response to COVID-19. This social listening platform aims to show real time information about how people are talking about COVID-19 online, so we can better manage information as the pandemic and the infodemic of misinformation about COVID-19 evolve. The platform shows how people are talking about COVID-19 online in 20 pilot countries.</p>

Where to Look for Local Sources of Behavioral Research on COVID-19 Vaccination Demand and Uptake

Large and small organizations and universities often do research for their own purposes, and much of it is never published. Consider organizations or government ministries that may have data of interest. Contact them and request available data, some of which could be analyzed further to answer questions about challenges the program is addressing. At the same time, it is a good idea to find out about any research being planned in the community and explore whether some of the program's research questions could be added.

At this point, a great deal of local and country-specific research and data on COVID-19 are available. Local World Health Organization (WHO) offices and MOH websites are a good starting point.

A few studies that might be useful are:

Study	Description
COVID-19 Vaccine Perceptions: A 15-country Study	The aim of this study is to investigate public knowledge and perceptions of both the COVID-19 pandemic itself and COVID-19 vaccine acceptance among adults (ages 18 years and older) in 15 African countries. This study will help identify knowledge gaps, beliefs, and attitudes that can help inform Africa CDC and other immunization stakeholders in their strategies for supporting the roll-out of Covid-19 vaccines in the continent.
Vaccine Hesitancy and Acceptance in sub-Saharan Africa	In November 2020, GeoPoll conducted a study in Côte D'Ivoire, the Democratic Republic of Congo, Kenya, Mozambique, Nigeria, and South Africa to gauge how lives have changed in 2020, people's views on the future, and their willingness to take a vaccine. This report compares results from this most recent study with GeoPoll's previous studies, which covered topics from perception of the disease to the economic impact of COVID-19 in multiple African countries. The main topics covered in this study are: changes in routines and mental and physical health since COVID-19; the ongoing economic impact of COVID-19; changes in consumer spending, ecommerce, and mobile money usage during COVID-19, and predicted holiday spending in 2020; and perceptions of vaccines and willingness to take a COVID-19 vaccine.

What Next?

As you review this checklist, you may find there are questions you cannot answer based on existing data (those listed here and those you identify locally). In that case, it might be time to consider conducting formative research. Such research can be quick and rapid or more in-depth, depending on your needs, timing, and available budget. Use the [Rapid Audience Assessment Tool](#) to fill in gaps.

The WHO has [Survey and interview guides](#) you can use to assess the full range of behavioral and social drivers of COVID-19 vaccination. Developed based on the latest global evidence and expertise, these guides can be used to adapt or deploy surveys. Even if you cannot or do not need to conduct surveys, this is a good resource to consult to identify questions that you may want to ask your audience to fill information gaps.