



# Incentivized Peer Referral Approach for COVID-19 Vaccination

## IMPLEMENTATION GUIDE

# Contents

1. Overview
2. Roles of the Implementation Team
3. Key Decisions and Actions
4. Lessons Learned
5. Implementation Tools

# 1. Overview

- Context
- Solution
- Case Study
- Key Elements
- Referral Cascade

# Context

- In many communities, segments of the population still have not been vaccinated against COVID-19.
- Many are hesitant due to rumors, fears, or a lack of perceived need, but are not necessarily resistant to vaccination.
- Most programs do not have the financial or human resources to identify and reach these individuals.
- Our research in Côte d'Ivoire suggested that encouragement from a friend or family member can motivate a person to overcome their hesitation, however, few newly vaccinated people discuss their vaccination experience with their social network.



# Solution

**Recruit newly vaccinated individuals as peer mobilizers.**

Peer mobilizers are encouraged to share their experience with their social network, helping to dispel rumors and fears about vaccine safety, and reinforcing the perception that vaccination is increasingly widespread within the community.

This approach was developed and piloted in Côte d'Ivoire.



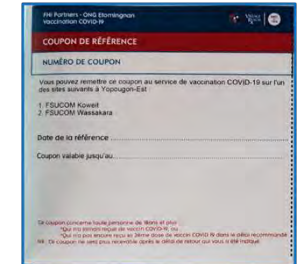
# Case Study



Mariame shares her vaccination experience with her sister, Beatrice, and gives her one of the coupons.



Beatrice's coupon is traced to Mariame, which triggers a small payment for Mariame.



Mariame is recruited as a peer mobilizer and receives coupons as she leaves the COVID-19 vaccination site.



Beatrice shows up at the same site to get vaccinated. She submits the coupon she received from Mariame.



Beatrice is invited to become a peer mobilizer and take coupons to distribute to people in her social network.

# Key Element 1: Referral coupon

- Serves as a **reminder for the peer mobilizer to share** their vaccination experience with others.
- Includes a **unique number** linking the referred person (Beatrice) to the peer mobilizer (Mariame) to ensure the peer mobilizer receives a small payment.

FHI Partners - ONG Etomingnan  
Vaccination COVID-19

VILLAGE  
RACH

SAH  
1998

### COUPON DE RÉFÉRENCE

NUMÉRO DE COUPON

Vous pouvez remettre ce coupon au service de vaccination COVID-19 sur l'un des sites suivants à Yopougon-Est :

1. FSUCOM Koweit
2. FSUCOM Wassakara

Date de la référence .....

Coupon valable jusqu'au.....

Ce coupon concerne toute personne de 18ans et plus :  
\*Qui n'a jamais reçue de vaccin COVID-19, ou  
\*Qui n'a pas encore reçu sa 2ème dose de vaccin COVID 19 dans le délai recommandé  
NB : Ce coupon ne sera plus recevable après le délai de retour qui vous a été indiqué

## Key Element 2: Referral from a friend or family member

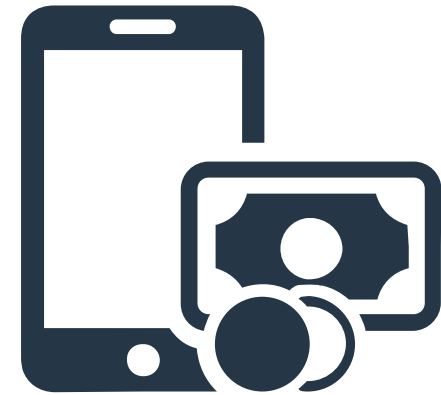
- The peer mobilizer (Mariame) **shares their vaccination experience** with a friend or family member (Beatrice) and gives them a coupon.
- This conversation helps to **dispel rumors and fears** and reinforces the perception that COVID-19 vaccination is increasingly widespread in the community.





# Key Element 3: Small payments

- The peer mobilizer receives a small payment for each successful referral to **compensate for their time and travel** expenses.



# Referral cascade

## Recruiting Agents\*

Full-time trained worker based at vaccination site. Recruits newly vaccinated people as they leave the vaccination site.

## Vaccinated peer mobilizer (level 1)

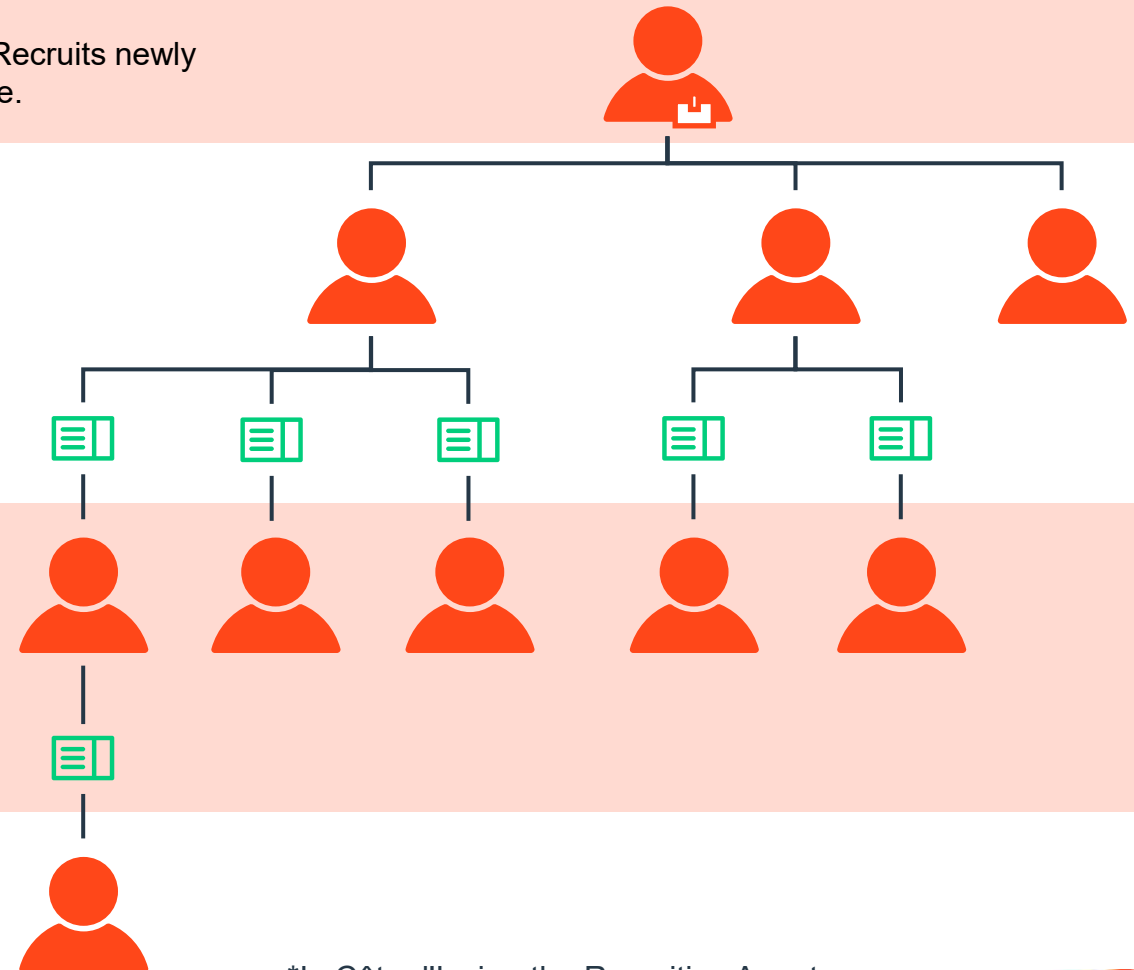
Decides to participate in the program and provides contact information. Receives referral coupons to distribute to people in their social network.

## Vaccinated peer mobilizer (level 2)

Accepts a referral coupon and brings it to the vaccination site. After being vaccinated, decides to participate and receives their own set of referral coupons.

## Vaccinated peer (level 3...)

Accepts a referral coupon and brings it to the vaccination site. After being vaccinated, decides to participate and receives their own set of referral coupons.



\*In Côte d'Ivoire, the Recruiting Agents were community mobilizers supervised by a local organization. In other contexts, a service provider could play this role.

## 2. Roles of the Implementation Team

- Recruiting Agent
- Finance Manager
- Monitoring and Quality Control Manager

# Recruiting Agent

1. Recruit peer mobilizers
2. Enroll and register
3. Fill in referral coupons

## RECRUITING AGENT

# 1. Recruit peer mobilizers

The primary role of Recruiting Agents is to **recruit newly vaccinated individuals** as peer mobilizers and **orient them** to the different elements of the program:

Take referral coupons

FHI Partners - ONG Etominingnan  
Vaccination COVID-19

**COUPON DE RÉFÉRENCE**

NUMÉRO DE COUPON

Vous pouvez remettre ce coupon au service de vaccination COVID-19 sur l'un des sites suivants à Yopougon-Est :

1. FSUCOM Koweit
2. FSUCOM Wassakara

Date de la référence .....

Coupon valable jusqu'au .....

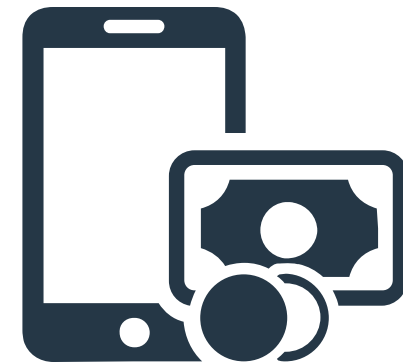
Ce coupon concerne toute personne de 18ans et plus  
\*Qui n'a jamais reçue de vaccin COVID-19, ou  
\*Qui n'a pas encore reçu sa 2ème dose de vaccin COVID 19 dans le délai recommandé  
NB: Ce coupon ne sera plus recevable après le délai de retour qui vous a été indiqué



Share your experience and give coupons to people in your social network



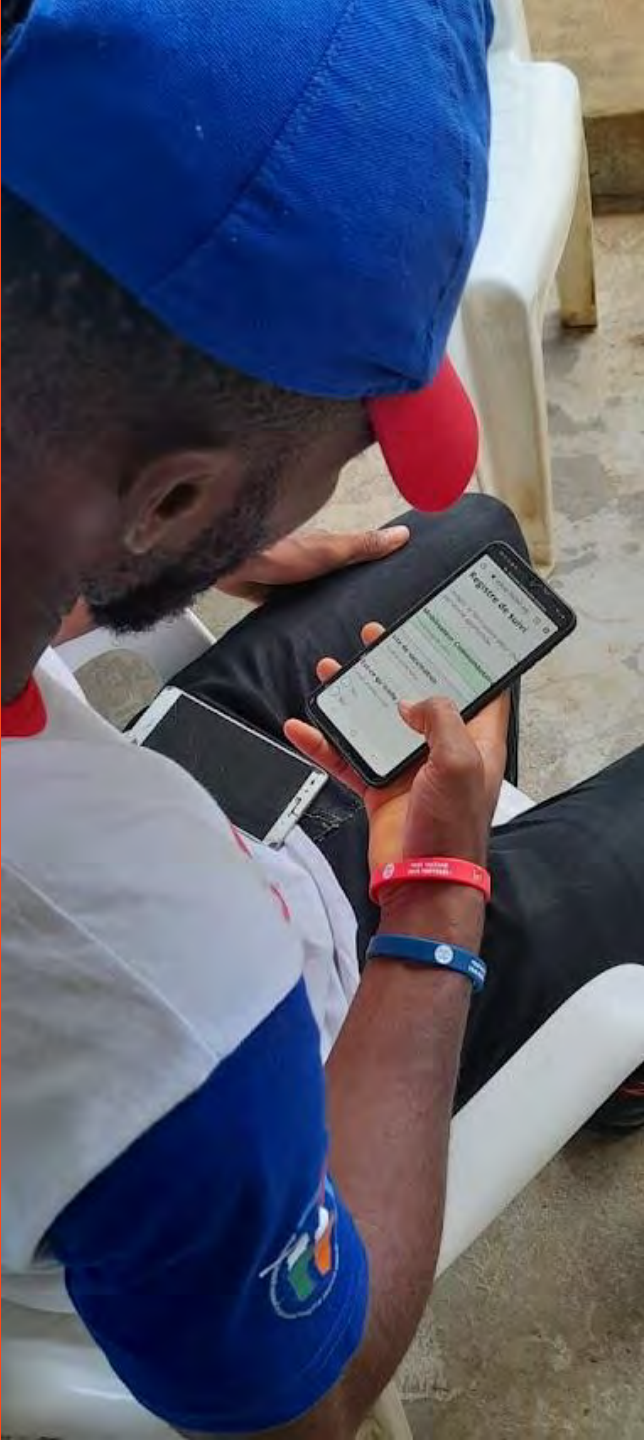
Receive a small payment for each successful referral



## RECRUITING AGENT

# 2. Enroll peer mobilizers

Recruiting Agents use a **standard registration form** to enroll peer mobilizers into the program. This form should collect information necessary to link coupons back to the peer recruiter and facilitate payment of their incentives. You might also collect other information relevant to your program. Our program used an electronic form on REDCap, but paper registers work too.



**Registre de suivi**

remplir le formulaire pour chaque personne approchée.

Mobilisateur Communautaire: ESSAN Kouadio Marus Henoc

site de vaccination: FSUCOM Wassakara

Est-ce qu'il/elle a été vacciné?  Yes  No

Type de pair?

numéro du PV (numéro du coupon de base OU du coupon collecté)

Combien de coupons ? 9

Nom et Prénom

Numéro de téléphone (associé avec un compte WAVE) +225-

Date de naissance

The registration form used in our program was digitized with REDCap.

## RECRUITING AGENT

### 3. Fill in referral coupons.

The Recruiting Agent then prepares referral coupons, filling in the **peer mobilizer's assigned code**, so they are easily linked back to them. Once completed, these coupons are provided to the peer mobilizer. See Implementation Resources for more information on how to assign peer mobilizer codes.



## RECRUITING AGENT

Note: Recruiting Agents can be **program staff** or **community mobilizers** hired full-time for this role, or the same **providers** who deliver the vaccine. What is important is that they must be **present at the site full-time** to receive the coupons.





# Finance Manager

1. Consult data dashboard
2. Make payments
3. Document payments

## FINANCE MANAGER

1. The Finance Manager should **consult the data dashboard** weekly to determine amounts to be paid. Our program used PowerBI to facilitate these reviews.
2. They also **make payments** to peer mobilizers (via mobile money, in cash, or in kind). Our program made weekly payments to keep peer mobilizers motivated.
3. And importantly, they **document payments** with a *Payments Made* form. Our program used a form on REDCap.

PV éligible	Coupons retournés	Prime gagné	Paiement déjà reçu	Reste à payer
101	5	10000	2000	8000
100	2	4000		4000
101-3	1	2000		2000
109	1	2000		2000
110	1	2000		2000
208	1	2000		2000
300	1	2000		2000
<b>Total</b>	<b>12</b>	<b>24000</b>	<b>2000</b>	<b>22000</b>

**Paiements effectués** AAA

remplir pour chaque paiement effectué

1) date payé  Today 0-MY  
\* must provide value

2) Numéro de coupon (code du pair à qui le paiement était envoyé)   
\* must provide value

3) numéro de téléphone WAVE (+255) -   
0 characters remaining  
\* must provide value

4) Combien payé aujourd'hui?   
\* must provide value

5) ID de la transaction

Powered by REDCap

# Monitoring and Quality Control Manager

1. Train Recruiting Agents
2. Monitor the first peer mobilizer enrollments
3. Create a chat group
4. Correct errors
5. Review data daily to identify errors
6. Review data dashboard to share results

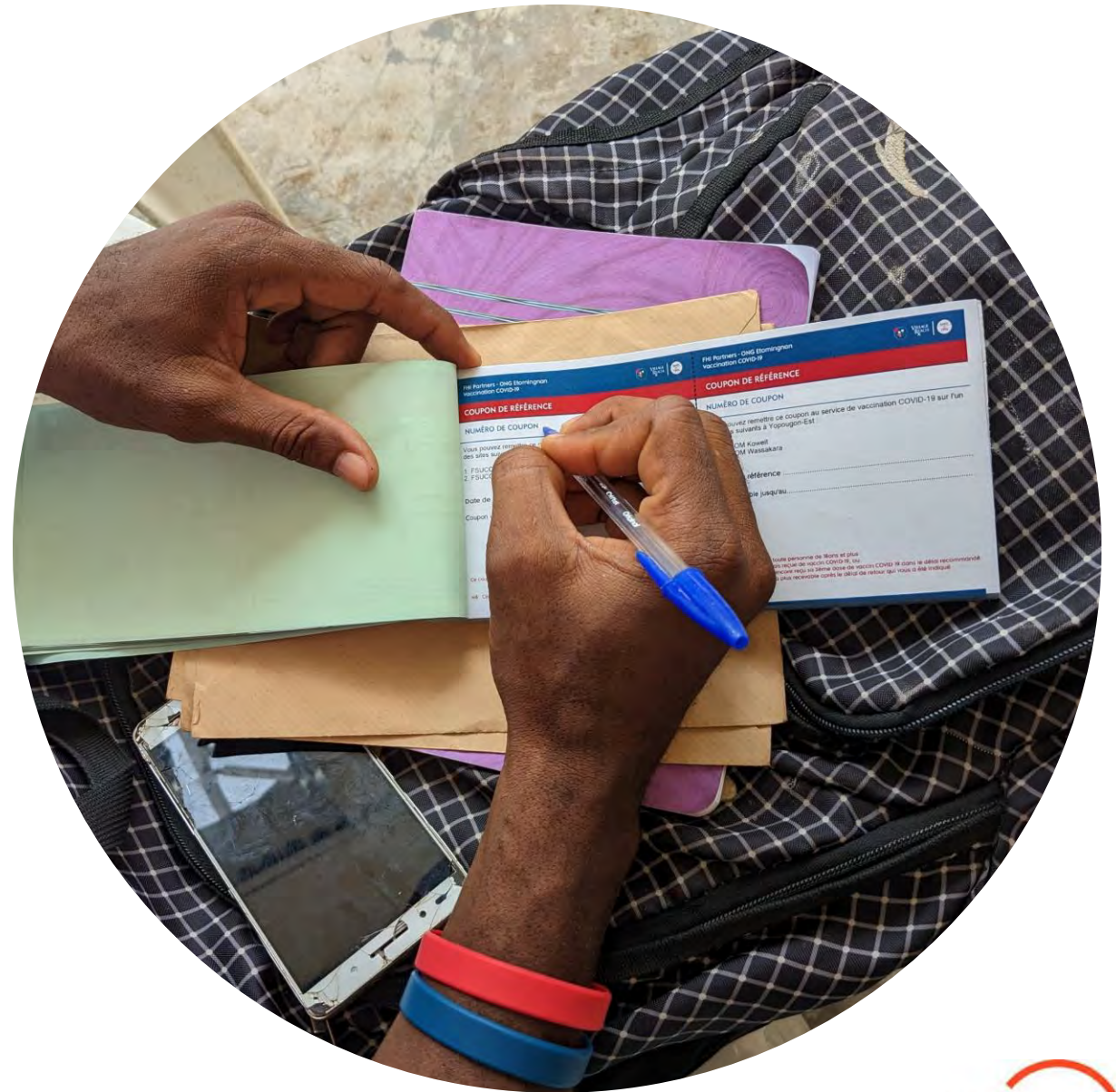
# 1. Train Recruiting Agents

In our program, the Monitoring and Quality Control manager was responsible for training Recruiting Agents. Since correct coding of referral codes is key to the smooth operation of the program, much time should be dedicated in this training to **explaining, practicing, and coaching** Recruiting Agents on code development. See Implementation Tools for a sample agenda from our training of Recruiting Agents.



## 2. Monitor the first peer mobilizer enrollments

The Monitoring and Quality Control Manager should be **on-site during the first few days** of peer mobilizer enrollments to provide supervision and coaching support to Recruiting Agents. Supporting them to correctly recruit and assign their first few codes will ensure the quality of program data.





3. In our program, the Monitoring and Quality Control Manager **created a chat group**, using WhatsApp, to quickly communicate with Recruiting Agents.

4. The Monitoring and Quality Control Manager used this chat group to **correct errors and share lessons** with all Recruiting Agenda.

## MONITORING &amp; QUALITY CONTROL MANAGER

5. Each day, the Monitoring and Quality Control Manager should **review data to identify and correct:**

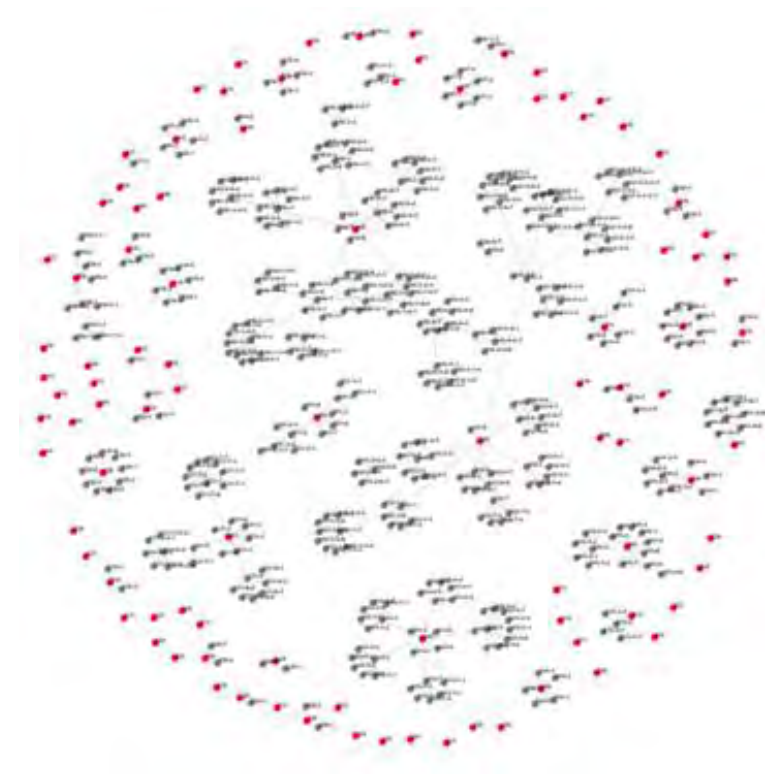
- Duplicates
- Missing data
- Entries in wrong order

Survey Timestamp registre_de_suivi_ timestamp	Date (AUTOMATED) date	Mobilisateur Communautaire mc	site de vaccination site	Est-ce qu'il/elle a été vacciné? vaxed	Est-ce que vous voudrez participer à la pilote? participant
[not completed]	26-04-2023				
04-27-2023 10:23	27-04-2023	BEHINAN Loué Arsène Fabrice (4)	FSUCOM Koweit (0)	Yes (1)	Yes (1)
04-27-2023 10:44	27-04-2023	TORAH Elie Junior (6)	FSUCOM Wassakara (1)	Yes (1)	Yes (1)
04-27-2023 12:30	27-04-2023	DJA Anne ALICE (1)	FSUCOM Koweit (0)	Yes (1)	Yes (1)
04-27-2023 13:21	27-04-2023	Mariame (7)	FSUCOM Wassakara (1)	Yes (1)	Yes (1)
04-27-2023 15:00	27-04-2023	Mariame (7)	FSUCOM Wassakara (1)	Yes (1)	No (0)
04-27-2023 23:04	27-04-2023	TORAH Elie Junior (6)	FSUCOM Wassakara (1)	Yes (1)	Yes (1)
04-29-2023 18:55	29-04-2023	EHOUMAN Kouao Jean Baptiste (5)	FSUCOM Wassakara (1)	Yes (1)	Yes (1)
05-01-2023 12:16	01-05-2023	YEO Mama Ouattatra (3)	FSUCOM Wassakara (1)	Yes (1)	Yes (1)
05-01-2023 21:18	01-05-2023	BEHINAN Loué Arsène Fabrice (4)	FSUCOM Wassakara (1)	Yes (1)	Yes (1)
06-06-2023 11:38	06-06-2023	EHOUMAN Kouao Jean Baptiste (5)	FSUCOM Wassakara (1)	Yes (1)	Yes (1)
06-06-2023 12:10	06-06-2023	EHOUMAN Kouao Jean Baptiste (5)	FSUCOM Wassakara (1)	Yes (1)	Yes (1)

## MONITORING & QUALITY CONTROL MANAGER

6. And finally, the Monitoring and Quality Control Manager should **review data dashboard to share results with team each week**. This helps to motivate the team by indicating progress. Our program used PowerBI to create dashboards (see at right) that showed:

- Number of coupons distributed
- Number of people returning to the site with coupons
- Coupon return rate
- Network visualizations





# 3. Key Decisions and Actions

- Develop a timeline
- Determine small payments
- Define eligibility for payments
- Identify and engage recruiting agents
- Select sites
- Design and print coupons

# Develop a timeline

It is important to map out key tasks in a timeline for your program. Below is an example from ours.

## Preparation

### WEEKS 1–4:

- Recruit agents
- Finalize schematic and print coupons
- Determine compensation amounts and payment systems
- Supply products in kind for compensation
- Site selection
- Logistics set-up
- Meetings with district, community, and religious leaders
- Vaccination data collection (intervention and non-intervention sites)

## Pilot

### WEEK 1:

- Train recruiters and service providers
- Begin mobilization
- Set up logistics
- Site selection

### WEEKS 2–4:

- Coupon distribution and collection
- Qualitative interviews
- Vaccination data collection
- Documentation of lessons learned

### WEEKS 5–7:

- Collection of remaining coupons
- Tabulation of results
- Qualitative analysis
- Changes to the implementation approach

## Implementation

### WEEKS 1–8:

- Retrain recruiters and providers based on lessons learned
- Coupon distribution and collection
- Vaccination data collection

### WEEKS 9–10:

- Collection of remaining coupons
- Ongoing mobilization
- Tabulation of results
- Quantitative analysis

### WEEKS 11–14:

- Documentation and dissemination of results

# Determine small payment

As explained earlier, small payments given to peer mobilizers for each referral coupon that returns to the site are central to this program. It is important to take time to consider a few things:

- **Amount**
  - Compare with similar programs
  - Consult local authorities
  - Decide whether there will be a ceiling to limit possible gains
- **Payment frequency**
  - Weekly payment is recommended
- **Format**
  - Money (mobile or cash)
  - In kind (soap, bleach, other)
  - Mobile airtime credit

# Define eligibility for payments

If you are using this approach to reach specific populations, you will need to define eligible criteria for payments. In practice, this means that coupons returned by a peer who does not meet your criteria would result in non-payment to the peer mobilizer. Applying such criteria will encourage peer mobilizers to better target their coupon distribution.

In our program, we used the following criteria for payments:

- Is eligible for first or second dose
- Is 18 years of age or older
- Holds no position of power in the community

Any referred peer who did not meet this criteria was vaccinated but did not trigger a payment to the peer mobilizer.



# Identify and engage recruiting agents

Determine whether current service providers can serve as Recruiting Agents. If not, identify personnel who can be present at implementation sites on a full-time basis for the duration of the program.



In our program, we used the following eligibility criteria for Recruiting Agents:

- Completed secondary school
- Two years of experience in community mobilization
- Has a smartphone (for REDCap software)
- Able to correctly complete required forms (following training)
- Organized and welcoming
- Available for the duration of the program
- Good listening skills
- Flexible

# Select sites

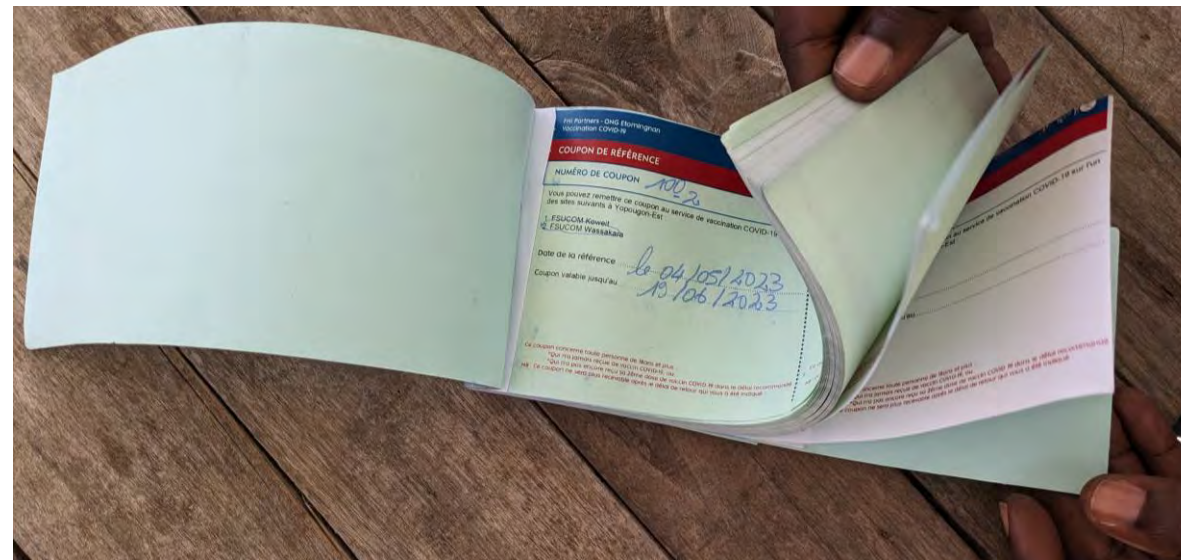
It is unlikely you will have sufficient Recruiting Agents to cover all your vaccination sites. You will need to decide which sites you will include in your program, this way you can position your Recruiting Agents at those sites. Importantly, you can also clearly communicate to peer recruiters where coupons must be returned to receive payments.

In our program, we selected two sites based on the volume of vaccinations they were completing each week. Since this approach relies on recruiting newly vaccinated people as peer recruiters it is best to start with sites that have higher volumes.



# Design and print referral coupons

Referral coupons are the most important tool in this program. Be sure to design a referral coupon that meets your tracking needs and is easily understood by both your Recruiting Agents and peer mobilizers. In our program we printed coupons with three stubs and two coupons per page. Our referral coupon can be used as a template, you can download it [here](#).



# 4. Lessons Learned



# Lessons Learned

- Reinforce with peer mobilizers the importance of distributing coupons only to eligible peers.
- Remind all peer mobilizers at the time of recruitment that payments are intended only as compensation for their time and transport to assist in referrals.
- Gain the trust and support of local authorities and partners by providing them with regular updates on the program and answer questions to allay concerns about coercion and sustainability.
- Select sites for success or tailor to them:
  - Choose high volume sites where peers can be quickly recruited by full-time, on-site recruitment staff
  - In low volume sites, task service providers with on-site recruitment and employ complementary approaches, such as door-to-door mobilization
- Consult implementers and local authorities to determine appropriate compensation
  - Monitor program activity to confirm compensation amount is appropriate to cover approximate transportation and communication costs and is not coercive

# 5. Implementation Tools

- Recruiting Agent training agenda
- Sample recruitment script
- Code development
- Guide for note taking
- Key performance indicators

# Recruiting Agent training agenda

# Recruiting Agent training agenda

## Day 1

- Approach objectives, methodology, and tools
- Role of the recruiting agent
- Role play using the recruitment script
- Overview of code development for coupon numbering
- Practical coupon numbering exercises – as group on flipchart then individually using printed coupons
- Practical registration form exercises – paper version and digital (if applicable)

## Homework

- Complete three registration forms with three referral levels (e.g., 101 → 101-2 → 101-2-5)

## Day 2

- Review and correct homework, reviewing coupon numbering logic
- Role play recruitment, numbering coupons, and registration form completion
- Discuss site logistics
- Review supervision and support plan

# Sample recruitment script

# Sample recruitment script

Here is the recruitment script our recruiting agents in our pilot used to explain and enroll newly vaccinated individuals into the program.

## 1 Step 1: Congratulate

*Congratulate the person on being vaccinated against COVID-19.*

"The more people who get vaccinated against COVID-19, the better it is for all of us."

## 2 Step 2: Present approach

"Unfortunately, we don't have enough community health workers to reach everyone and talk about COVID-19 vaccination. That's why we're launching a new program to recruit newly vaccinated people like you to tell others about their experience and encourage them to get vaccinated. If you join the program, you can earn a small payment to compensate you for any transportation and communication costs associated with your referrals. Would you like to find out more?"

# Sample recruitment script (continued)

## 3 Step 3: Explain

"If you agree to participate in the program, I will give you coupons; you can decide how many. You can give these coupons to people you know who are eligible for COVID-19 vaccination and are at least 18 years old."

"You must ask this person to bring the coupon to one of the two COVID-19 vaccination centers indicated on the coupon before the end of the program. If the person brings the coupon and meets the criteria I mentioned, you will receive 2,000 CFA as compensation for transportation and communication."

"You will receive your payment via WAVE on the Saturday after we receive the coupon."

## 4 Step 4: Invite

"Would you like to participate in this program?"

# Sample recruitment script (continued)

## 5 Step 5: Register

- Fill in the participant registration form on REDCap.
- Confirm that the coupon numbers match those on the registration form.
- Confirm contact information.

## 6 Step 6: Reiterate key messages

"You will only receive the 2,000 CFA per coupon if the person referred:

- Is eligible for COVID-19 vaccination and over age 18
- Goes to one of the two vaccination centers indicated on the coupon
- Arrives with their coupon before the end of the program"

"Above all, don't pressure people who are not interested or who refuse your coupon. No one is obliged to be vaccinated. You must respect everyone's choice."



# Sample recruitment script (continued)

## 7 Step 7: Request for participation in research (if applicable)

- "My colleagues are trying to learn what participants think of this approach. They will be contacting some participants in the coming weeks to ask some questions about their experience. The interview should last between five and 10 minutes. If you are selected, they will explain the research in more detail at that time, and you can decide whether or not you would like to take part. Do you agree to your telephone number being given to them for this purpose?"
- *Finalize participant registration form on REDCap*
- *If the researchers are present on site and the person recruited is in one of the desired categories for the day, refer them to the researchers to determine eligibility:*
  - "My colleagues who are trying to learn what people think about this approach are here today; sitting over there in the corner. Do you have five minutes to share your opinions with them?"

# Sample recruitment script (continued)

**8**

## Step 8: Closing

"What questions do you have for me?  
Thank you for your participation in  
this program. If you have any  
problems or questions, please call  
me at this number XX XX XX XX XX."



# Code development

# Code development for peer mobilizers and referred peers

## 1 Step 1: Designate a seed code range for each site or recruiting agent

A seed code range is designated for each site or recruiting agent. The seed code range represents the total number of seed codes that might be assigned as participant codes by a site or recruiting agent. For example, if a site or recruiting agent is assigned seed codes 100 to 199, this assumes they can assign up to 100 seed codes as participant codes. By designating ranges, you simplify the coupon numbering process and can trace each referred peer back to a specific site or recruiting agent.

*Seed codes* are only assigned to the first peer mobilizer in a network chain. See step 2 of this process.

For example:

Recruiting agent	Seed code range
Laouratou Barry	100-199
Baillo Bah	200-299
Aliou Doukoure	300-399

# Code development for peer mobilizers and referred peers

## 2 Step 2: Assign seed codes to peer mobilizers

Seed codes are assigned to peer mobilizers who **did not** enter the site with a referral coupon. As a result, they represent the first participant in a referral network chain. Seed codes are derived from the code range of the site or recruiting agents and assigned in sequence. For example, if the recruiting agent's seed code range is 100 to 199, the first peer mobilizer they enroll would be assigned participant code 100. The second peer mobilizer enrolled would be assigned participant code 101; the third, participant code 103, and so forth. See example at right.

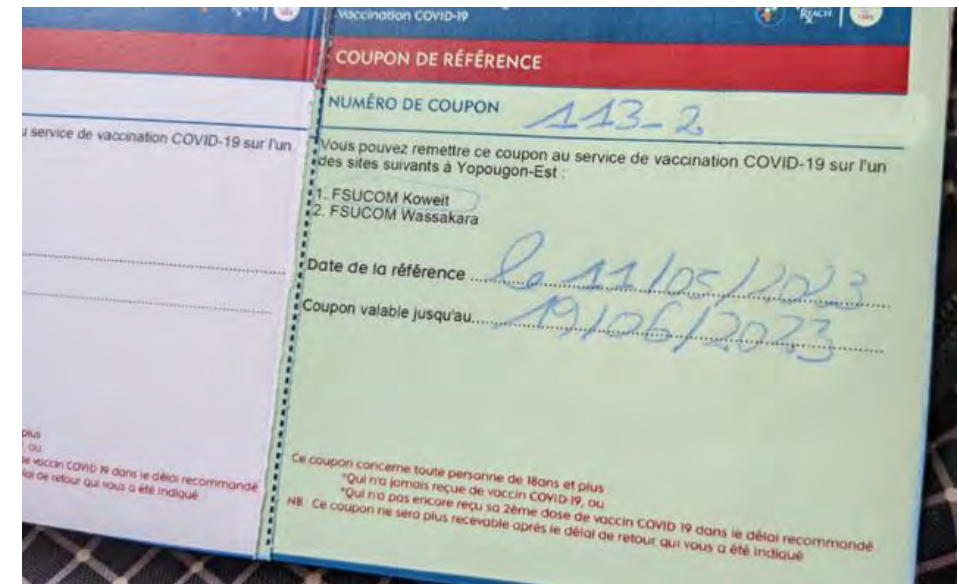
Peer mobilizer	Arrival order	Participant code
Alpha Diallo	1	100
Lamarana Barry	2	101
...	...	...
Aissata Fofana	14	113

# Code development for peer mobilizers and referred peers

## 3 Step 3: Number coupons taken by the peer mobilizer

Each coupon taken by the peer mobilizer should be numbered sequentially. For example, if the peer mobilizer's participant code is 113 and they take 5 coupons, the coupons would be numbered 113-1, 113-2, 113-3, 113-4, and 113-5.

This numbering is important to distinguish between individuals who return with a coupon connected to the same peer mobilizer.



De-coding the coupon above: this was the second coupon given to the 14<sup>th</sup> peer mobilizer enrolled by a recruiting agent designated with seed codes ranging from 100 to 199.

# Code development for peer mobilizers and referred peers

## 4 Step 4: Assign codes to *referred* peer mobilizers code

For individuals who present at the site **with** a referral coupon and decide to become a peer mobilizer, their referral coupon number becomes their participant code. For example, a peer mobilizer who entered the site with coupon 113-2 becomes participant 113-2.

Similarly, a peer mobilizer who entered the site with coupon 113-2-6 becomes participant 113-2-6.

## 5 Step 5: Number coupons taken by referred peer mobilizer

Each coupon taken by a referred peer recruiter should be numbered sequentially. For example, if the peer mobilizer's participant code is 113-2 and they take 5 coupons, the coupons would be numbered 113-2-1, 113-2-2, 113-2-3, 113-2-4, and 113-2-5.

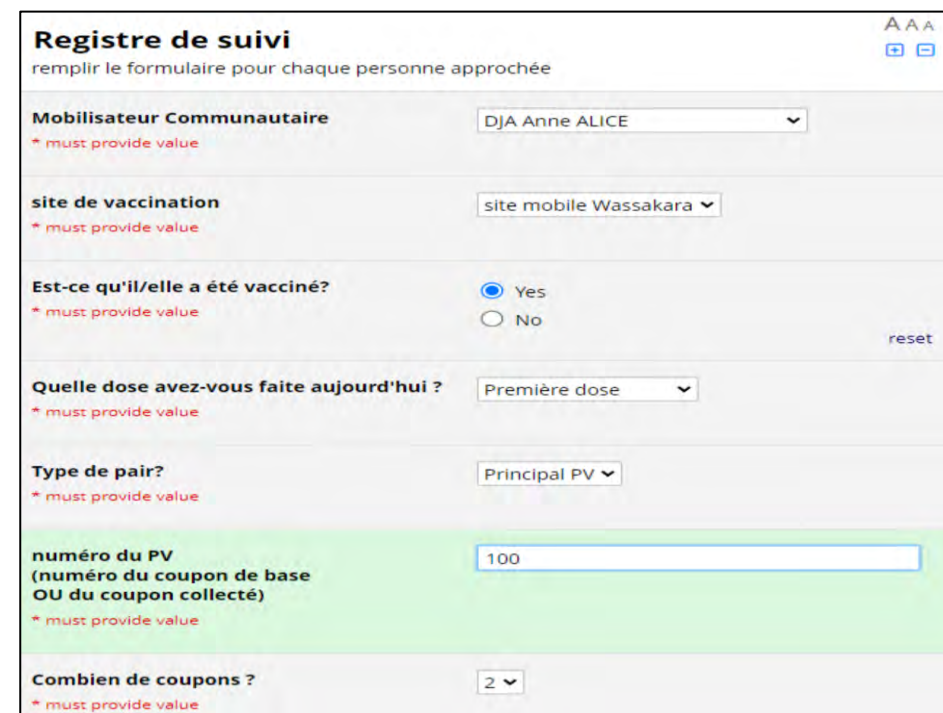
Similarly, if the peer mobilizer's participant code is 113-2-3 and they take 3 coupons, the coupons would be numbered 113-2-3-1, 113-2-3-2, and 113-2-3-3.

# Code development for peer mobilizers and referred peers

6

## Step 6: Record coupons in registration form

Be sure to record in the registration form the assigned participant code and coupons given to the peer recruiter.



The screenshot shows a registration form titled "Registre de suivi" with the instruction "remplir le formulaire pour chaque personne approchée". The form contains several fields:

- Mobilisateur Communautaire:** A dropdown menu with the value "DJA Anne ALICE".
- site de vaccination:** A dropdown menu with the value "site mobile Wassakara".
- Est-ce qu'il/elle a été vacciné?:** Radio buttons for "Yes" (selected) and "No".
- Quelle dose avez-vous faite aujourd'hui?:** A dropdown menu with the value "Première dose".
- Type de pair?:** A dropdown menu with the value "Principal PV".
- numéro du PV (numéro du coupon de base OU du coupon collecté):** A text input field containing the value "100".
- Combien de coupons?:** A dropdown menu with the value "2".

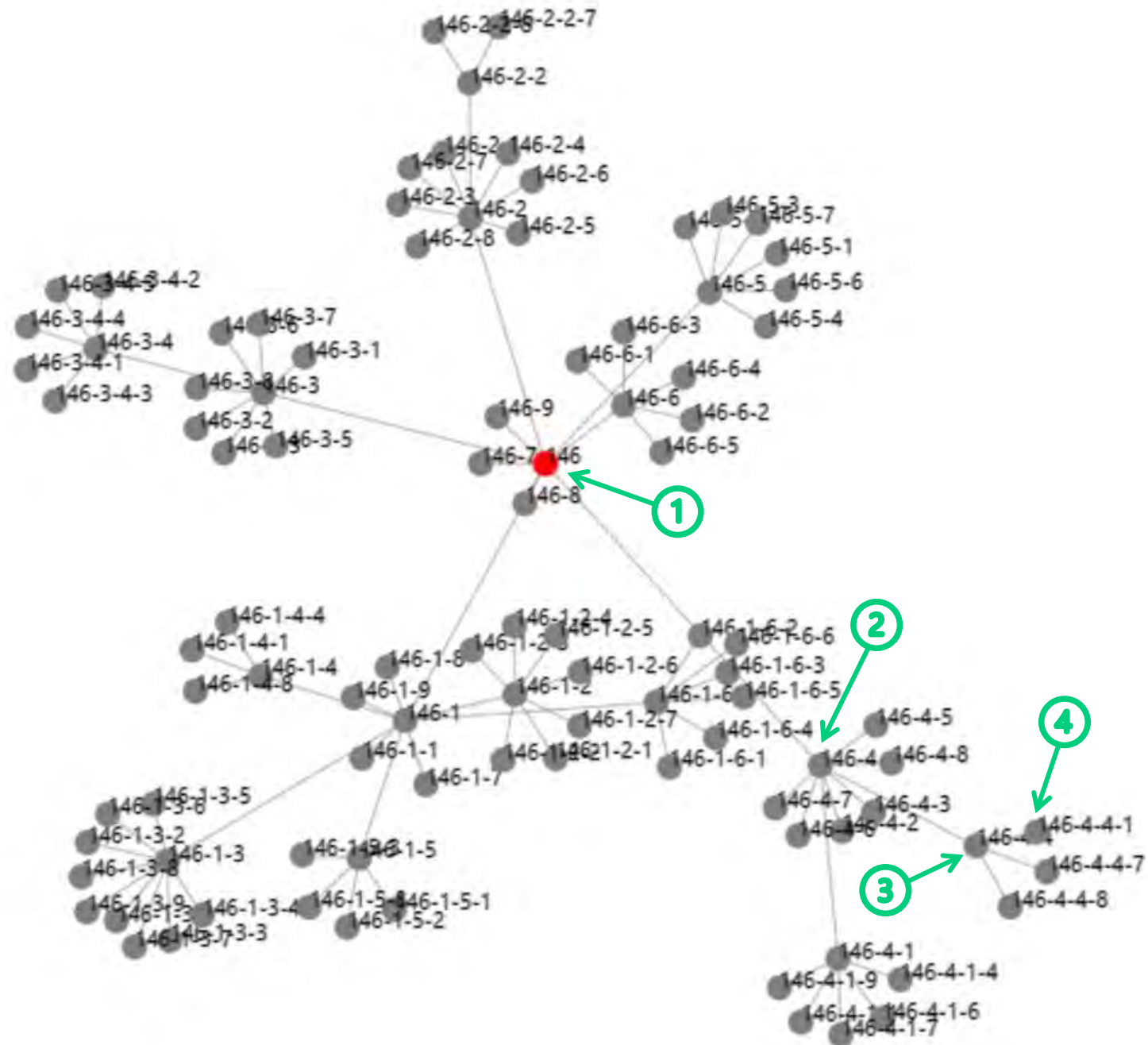
Each field has a red asterisk and the text "\* must provide value" below it. A "reset" button is located to the right of the "Est-ce qu'il/elle a été vacciné?" field. The form also includes a "AAA" icon and a refresh icon in the top right corner.



# Example: Evolution of a participant code

Here is an example of how a participant code might evolve in a network chain as referred peers become peer mobilizers.

Peer Mobilizer	Network Level	Participant Code
Aya	1	146
Fatoumata	2	146-4
Konan	3	146-4-4
Mamadou	4	146-4-4-1



# Guide for back-up note taking

# Why back-up notes?

If a digital registration form will be used, it is important for recruiting agents to also keep back-up notes. Back-up notes:

- Provide a way to trace individuals in cases of data entry errors, duplicate phone numbers, etc.
- Help verify mobile money numbers in cases of doubt, error, or claims regarding missed incentive payments.
- Maintain information the data manager may need in the event of changes to peer mobilizer information (e.g., a mobile money number change, the digital platform malfunctions, etc.).
- Provide a means of verification when questions arise about data entered into the digital platform.

# Information to capture

- Peer mobilizer's participant code (same as on referral coupon and in registration form)
- Peer mobilizer telephone numbers (referrer and referred)
- Total number of coupons taken by each peer mobilizer
- Total number of coupons returned at each site
- Registration date of each peer mobilizer at the site
- Age of peer mobilizer

# Key Performance Indicators

# Key performance indicators

Measuring the performance of the program will be important to inform its continuation, expansion, or modifications. Below are key performance indicators that might be used for this purpose.

Indicators	Calculation	Potential disaggregation
% of newly vaccinated people who agree to distribute coupons	$\frac{\text{\# of newly vaccinated people who agree to distribute coupons}}{\text{\# of newly vaccinated people approached}} \times 100$	<ul style="list-style-type: none"> <li>• Gender</li> <li>• Age</li> </ul>
% of coupons distributed that return to site	$\frac{\text{\# of coupons that return to the site}}{\text{\# of coupons registered to peer recruiters}} \times 100$	<ul style="list-style-type: none"> <li>• Gender of peer recruiter</li> <li>• Age of peer recruiter</li> <li>• Network level of peer recruiter</li> </ul>
% of coupons presented by eligible peers	$\frac{\text{\# of coupons presented by eligible peers}}{\text{\# of coupons returned to the site}} \times 100$	<ul style="list-style-type: none"> <li>• Gender</li> <li>• Age</li> <li>• Network level of peer recruiter</li> </ul>
% of newly vaccinated people who presented a coupon	$\frac{\text{\# of newly vaccinated people who presented a coupon}}{\text{\# of people newly vaccinated}} \times 100$	<ul style="list-style-type: none"> <li>• Gender</li> <li>• Age</li> <li>• Network level of peer recruiter</li> </ul>

# Acknowledgements

This resource is made possible by the generous support of the Bill and Melinda Gates Foundation via the *COVID-19: Social Marketing and Behavioral Science Tools and Approaches for Optimizing Throughput at Mass Vaccination Sites in Sub-Saharan Africa* (INV-037398) investment. The contents are the responsibility of FHI 360 and do not necessarily reflect the views of the Foundation.

This approach was adapted from FHI 360's Enhanced Peer Outreach Approach (EPOA), which was developed under the LINKAGES Project and later expanded through the Meeting Targets and Maintaining Epidemic Control (EpiC) Project, both with support from the United States Agency for International Development (USAID).

Suggested citation: FHI 360. Incentivized Peer Referral Approach for COVID-19 Vaccination: Implementation Guide. Durham (NC): FHI 360; 2023.

For questions or feedback about this guide, please contact [sbc@fhi360.org](mailto:sbc@fhi360.org).