



A FIELD-TESTED MESSAGING TECHNIQUE to Boost Vaccine Uptake



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This summary provides an evidence-based messaging technique to boost the uptake of life-saving vaccines, based on tests of 37 different SMS messages across 700,000+ patients to increase actual flu vaccination rates. This technique could be used to help encourage follow-through for COVID-19 vaccinations as vaccine supply increases.

DO say the vaccine is “reserved” or “waiting for you”

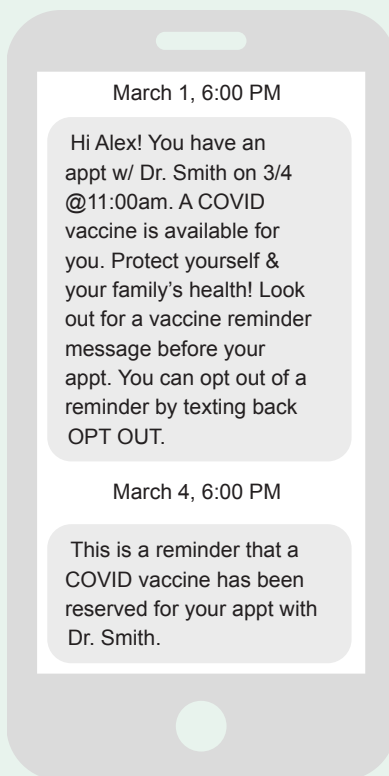
This messaging technique was the **top performer at increasing vaccination rates across all test sites** (pharmacy and primary care). This strategy draws upon a well-studied behavioral science phenomenon: a reserved vaccine feels like it belongs to you, so it feels like a loss to give it up.

DON'T use an informal tone or interactive elements

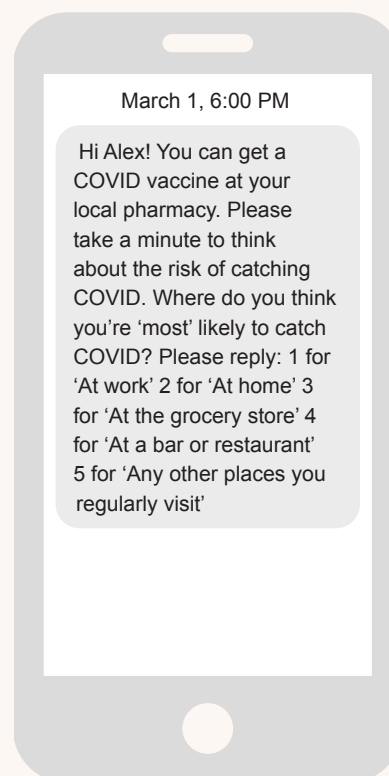
Messages that had an informal tone or used interactive elements did not perform as well.

SAMPLE TEXT MESSAGES ILLUSTRATING THESE STRATEGIES

✔ “Reserved for you” messaging

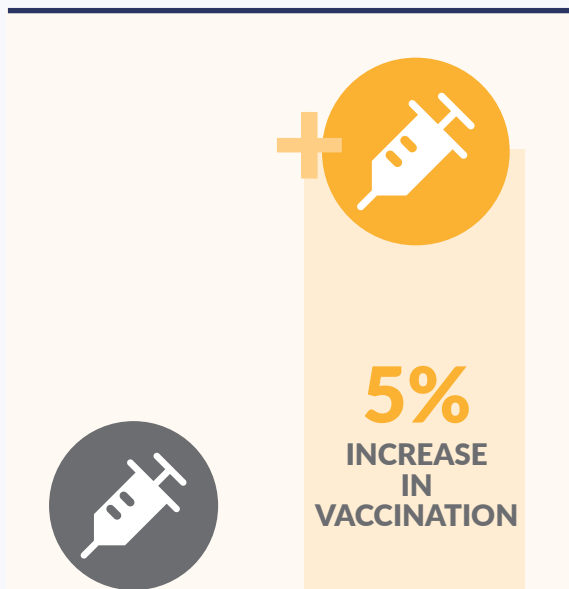


✘ Interactive messaging



ABOUT THE STUDIES

- ▶ Tested the effectiveness of **37 behaviorally-informed nudges delivered via SMS** to increase flu vaccination rates among two populations: approximately 700,000 Walmart pharmacy patients and approximately 50,000 primary care patients at Penn Medicine and Geisinger
- ▶ **Two of the largest studies of their kind** on how to change vaccination uptake at scale
- ▶ These nudges targeted flu vaccination, but **the insights likely can be used to encourage other types of vaccinations as well**



- ▶ At Penn Medicine and Geisinger, **the average intervention increased vaccination rates by 5%**; the top performing interventions reminded patients a shot was “reserved” for them
- ▶ At Walmart, the **top performing intervention** reminded patients a shot was “waiting” for them

As more results become available, *BCFG* will be releasing additional insights. Visit bcfg.wharton.upenn.edu/vaccination/



These studies were conducted by THE BEHAVIOR CHANGE FOR GOOD INITIATIVE

The Behavior Change for Good Initiative (BCFG) at the Wharton School and School of Arts and Sciences of the University of Pennsylvania unites a world-class, interdisciplinary team of over 100 behavioral science experts (including two Nobel Laureates, five MacArthur Genius Award winners, and numerous members of the National Academy of Sciences) with leading organizational partners to help advance the science and practice of behavior change. To learn more, visit bcfg.wharton.upenn.edu.



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