

NEWRISTICS-UCHICAGO

Behavioral Science Competition

IMPROVING VACCINATION RATES

Recommendations: 1st Runners-up

Presented By: Parv Golwelkar, Jeremy Huang, Tommy Hsee, Goksu Zeybek

Team Profile



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Behavioral Science Competition

I.C.A.N.

A Four-Pronged Solution to COVID Vaccine Hesitancy

The I.C.A.N. Initiative



Information

Dispel misinformation and propel meaningful truths



Action

Catalyze participation in the offense against COVID



Creation

Provide opportunities and incentives for ALL groups



Narration

Message to groups with relatable, personal tales

Decomposition of the Hesitancy Problem



Rural Populations

- Succumbing to **commitment bias** due to mistrust for the vaccine
- **Underestimating** the personal impact of the vaccine on their communities



Blue-Collar Populations

- Susceptible to **confirmation bias** about their “invincibility”
- Failing to recognize their **inaction** despite being the most affected industry from COVID



Parents

- **Underestimation** of danger in disease, thereby retaining the **status quo**.
- **Overestimation** of risk in vaccine, resulting in skepticism



Minority Populations

- Facing **present bias** when assessing the costs and benefits of the vaccine
- Suffering “**risk as feelings**” due to language barriers and perceived anxiety

Group 1: Rural Communities

I.C.A.N.: The Rural Campaign



In-Group Bias

Recruit town leaders and those already vaccinated to be proponents for the vaccine



Ease of Use

Make vaccinations accessible and convenient to obtain. Pop-up sites at churches and cultural centers



Overconfidence Effect

Lottery phenomenon as an incentive. Football tickets are cost-effective and salient



Identifiable Victim Bias

Focus messaging on local obituaries to increase salience of COVID's reach and dangers

“Faith and Football” Initiative



Information: Involve trusted, in-group community doctors and leaders to address the factual portion of vaccine hesitancy



Creation: Set up easy, accessible pop-up vaccination sites outside churches, community centers, and bars



Action: Lean into individual overconfidence by offering raffles for front row football seats to the vaccinated



Narration: Spotlight identifiable victims of COVID through highlighting obituaries of local affected townsmen



Group 2: Blue-Collar Industries

I.C.A.N.: The Blue-Collar Campaign



Salience Effect

Accentuate the collateral damage on blue-collar industries. Heighten the scope of losses and opposition towards COVID.



Social Norms Bias

Implement the Guardian Tier system, which allows firms to convey their commitment to keeping their community safe.



Loss Aversion

Activate incentives to vaccinate and protect public health through tier-specific criteria. Failing to meet criteria will result in descending tiers.



Anchoring Effect

Position the Guardian Tier system as the standard for safety and responsibility in the industry. Failing to meet Gold Tier puts companies at a disadvantage

The Guardians Initiative x



Information: Utilize existing NAHB platform to heighten salience of pandemic's devastation of blue-collar industries



Creation: Activate tiered certification status for companies/contractors who demonstrate excellent vaccination protocol



Action: Outline objectives for firms to avoid losing certification tier



Narration: Specialize messaging to anchor Guardian certification as gold standard



The Guardians Initiative x



Information: Utilize existing NAHB platform to heighten salience of pandemic's devastation of blue-collar industries



Creation: Activate tiered certification status for companies/contractors who demonstrate excellent vaccination protocol



Action: Outline objectives for firms to avoid losing certification tier



Narration: Specialize messaging to anchor Guardian certification as gold standard



Group 3: Parents of Minors

I.C.A.N.: The Parents Campaign



Present Bias

Highlight the negative effects of covid toward children in the short-term as well as the long term



Status Quo Effect

As number of choices decrease, people are less likely to stick with the status quo



Default Effect

Set default to receiving the vaccine with option to opt-out



In-Group Favoritism

Reward parents who vaccinate their children with praise and verifications on social media

The Protect Our Kids Initiative



Information: Focus on the present short-term negative effects of COVID on children (fewer playdates/parties, associations toward depression)



Creation: Provide fewer options to instigate movement from status quo



Action: Set default to children receiving a vaccine at their next pediatrician appointment with an option to opt-out



Narration: Commend responsible parents through social media posts within their in-groups

The Protect Our Kids Initiative



Information: Focus on the present short-term negative effects of COVID on children (fewer playdates/parties, associations toward depression)



Creation: Provide fewer options to instigate movement from status quo



Action: Set default to children receiving a vaccine at their next pediatrician appointment with an option to opt-out



Narration: Commend responsible parents through social media posts within their in-groups

COVID-19 Vaccine Scheduling

Please keep this record card, which includes medical information about the vaccine that your child will receive.

Last Name First Name MI

Date of Birth

Please schedule an available date for your child to receive the vaccine

My child will be available to receive the vaccine on ___/___/___ (mm/yy).

Please do not forget to attend your appointment with your child so you can also schedule the second dose of vaccine. Your child will have the best protection after two doses!

If you wish to forgo your child's appointment, please call xxx-xxx-xxxx in advance to cancel your appointment so another child may be offered the chance of protection.

The Protect Our Kids Initiative



Information: Focus on the present short-term negative effects of COVID on children (fewer playdates/parties, associations toward depression)



Creation: Provide fewer options to instigate movement from status quo



Action: Set default to children receiving a vaccine at their next pediatrician appointment with an option to opt-out



Narration: Commend responsible parents through social media posts within their in-groups

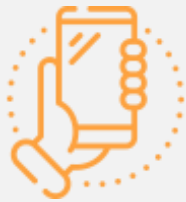
**PROTECTING YOUR CHILD:
WHY YOUR CHILD SHOULD
GET THE VACCINE**

 Reduce Depression Loss of smell and taste are associated with an increased risk of depression and anxiety	 Return to Normal Life Playdates and parties (important to social development) are highly risky if the children are unvaccinated.
 Protect You and Other Guardians Children account for 32.5% of Covid cases in the US, which poses a risk to the parents as well as the children.	 Creativity! Children may not develop severe symptoms from Covid, but it increases the risk of neurodevelopmental issues and may impede on the child's creativity

The only certainty is the vaccine

Group 4: Minority Populations

I.C.A.N.: The Minority Population Campaign



Availability Heuristic

Make memorable, retrievable messages through online minority communities (e.g. Subtle Asian Traits) to deliver vaccination information. Offer “vaccination verification” icons.



Mere Exposure Effect

Make vaccinations ubiquitous and convenient to obtain. Pop-up sites at grocery stores and community centers



In-Group Bias

“Our home, Our town, Our Family” social messaging and merchandise. Includes stickers in multiple languages.



Bandwagon Effect

Partner with idolized athletes and celebrities to increase public prevalence and social desirability of the vaccine.

Our Home, Our Town, Our [Family]



Information: Consolidate online minority communities through personal, memorable, and mentally available online content.



Creation: Launch vaccination sites at grocery stores and community centers to increase exposure and familiarity with the vaccine.



Action: Incentivize bandwagon participation in the project through popular public icons, including athletes and celebrities.



Narration: Celebrate individuality of local in-groups and establish solidarity as a community through physical merchandise.



Remember: I.C.A.N.

May 20, 2021

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Appendix (Graphics)

The Faith and Football initiative will highlight the personal devastations of the vaccine through spotlighting the obituaries of local, relatable townsmen. Vaccinations will be encouraged through motivated town leaders and will be made accessible at local churches.

Vaccinations will further be incentivized by administering regular raffles for desirable football tickets.



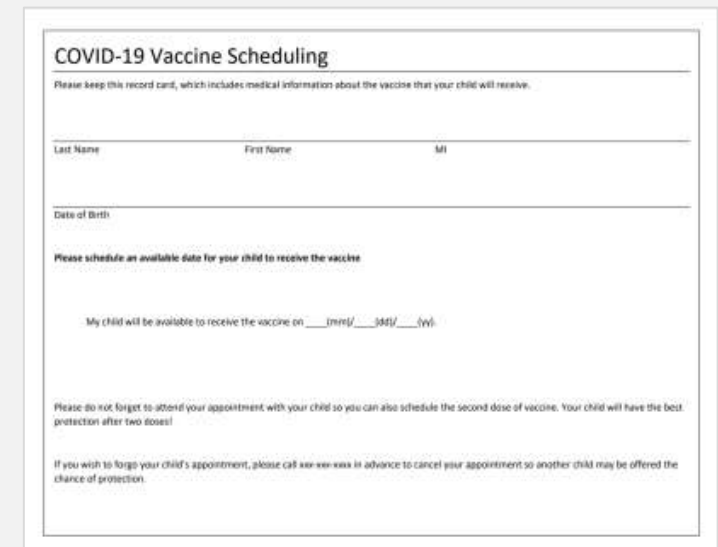
Appendix (Graphics)



The Guardian Initiative will deploy a tiered “health and safety” rating for members of the NAHB. Members will all start at Gold Tier, as to trigger loss aversion tendencies. Failure to meet standard guidelines (including proportion of vaccinated employees) will result in lowering of one’s Guardian Tier, though opportunities to restore tiers will be provided as incentive.

Appendix (Graphics)

The Protect Our Kids initiative will take the first step in leading parents to get their children vaccinated by setting the vaccination appointment as the default and by fostering a movement from the status quo. By putting an emphasis on the children's benefit, the initiative presents the vaccination as a socially-desired behavior.



The image shows a sample COVID-19 Vaccine Scheduling Appointment Card. The card is titled "COVID-19 Vaccine Scheduling" and includes the following text and fields:

COVID-19 Vaccine Scheduling

Please keep this record card, which includes medical information about the vaccine that your child will receive.

Last Name _____ First Name _____ MI _____

Date of Birth _____

Please schedule an available date for your child to receive the vaccine.

My child will be available to receive the vaccine on ____ (mm) / ____ (dd) / ____ (yy).

Please do not forget to attend your appointment with your child so you can also schedule the second dose of vaccine. Your child will have the best protection after two doses!

If you wish to forgo your child's appointment, please call xxx-xxx-xxxx in advance to cancel your appointment so another child may be offered the chance of protection.

Sample Vaccination Appointment card

Appendix (Graphics)

The Protect Our Kids initiative will take the first step in leading parents to get their children vaccinated by setting the vaccination appointment as the default and by fostering a movement from the status quo. By putting an emphasis on the children's benefit, the initiative presents the vaccination as a socially-desired behavior.



Sample Infographic

Appendix (Graphics)



The “Our Home, Our Town, Our [Family]” campaign is designed to empower minority groups through celebrating their individual cultures. Targeted messaging to accentuate the importance of vaccinations will be deployed in specific online minority communities. The viral nature of the graphics and merchandise will be a cornerstone in the campaign, as partnerships with athletes and celebrities will make vaccination awareness ubiquitous. Accessibility of the vaccine will be made a priority, as local grocery stores and community centers will act as vaccination sites.

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- **Present Bias:** Jackson, M. O., & Yariv, L. (2014). Present bias and collective dynamic choice in the lab. *American Economic Review*, 104(12), 4184-4204.
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