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| **Host department:** |
| **Nottingham** |
| **Title:** |
| **Addressing COVID19 vaccine hesitancy in the community** |
| **Proposed supervisory team:** |
| **Professor Kavita Vedhara (University of Nottingham)**  **Dr Kat Bradbury (University of Southampton)**  **Professor Trudie Chalder (Kings’ College London)**  **Dr Holly Knight (University of Nottingham)** |
| **Project description:** |
| **Background**  The development of COVID-19 vaccines that reduce the risk of severe disease has been a triumph. However, the success of these vaccines is inextricably tied to people’s willingness to be vaccinated. From the outset we have observed significant variation in the public’s willingness, with factors such as age and ethnicity being associated with greater vaccine hesitancy. As the pandemic continues, other factors such as confidence in boosters, changes in perceptions of risk, etc. are also likely to impinge on the public’s willingness to be vaccinated.  This project will focus on updating an existing digital intervention ([www.covidvaxfacts.info](http://www.covidvaxfacts.info)) to address COVID-19 vaccine hesitancy and evaluating how well it works and for whom.  **Methods:**  Stage 1: Rapid literature review and PPI focus groups to understand salient barriers and facilitators to vaccination at the time.  Stage 2: Updating of existing intervention based on findings from stage 1.  Stage 3: Feasibility trial with mixed methods process evaluation to examine who the intervention works for and potential mechanisms of effectiveness.  **Methods**  **Potential impact** |
| **Training plan:** |
| **Formal training:**  The successful candidate would benefit from formal training in the following areas as they underpin the methods to be employed in this research:  Motivational interviewing: the existing vaccine hesitancy website is predicated on the communication principles of motivational interviewing (MI).  Qualitative methods: to support stage 1 and 3 of the research programme  Clinical trial methods: to support stage 3  Systematic reviews: to support stage 1  Introductory and advanced statistical methods: dependent on the existing statistical expertise of the successful candidate.  **Informal training:**  In addition, the successful candidate will benefit from informal training in all of the areas noted above through the named supervisory team |

**PPIE:**

A PPIE group will be established early in the programme to ensure appropriate and effective PPIE throughout the research life cycle. This will commence with focus groups to highlight salient barriers and facilitators to vaccine uptake (stage 1); review of all new therapeutic content for intervention (stage 2) and design of trial methods (stage 3).