

NCHCMM 2021 presentation

R. Craig Lefebvre, PhD

Designing for Diffusion

“What we have here is a failure to disseminate.”

26 August 2021

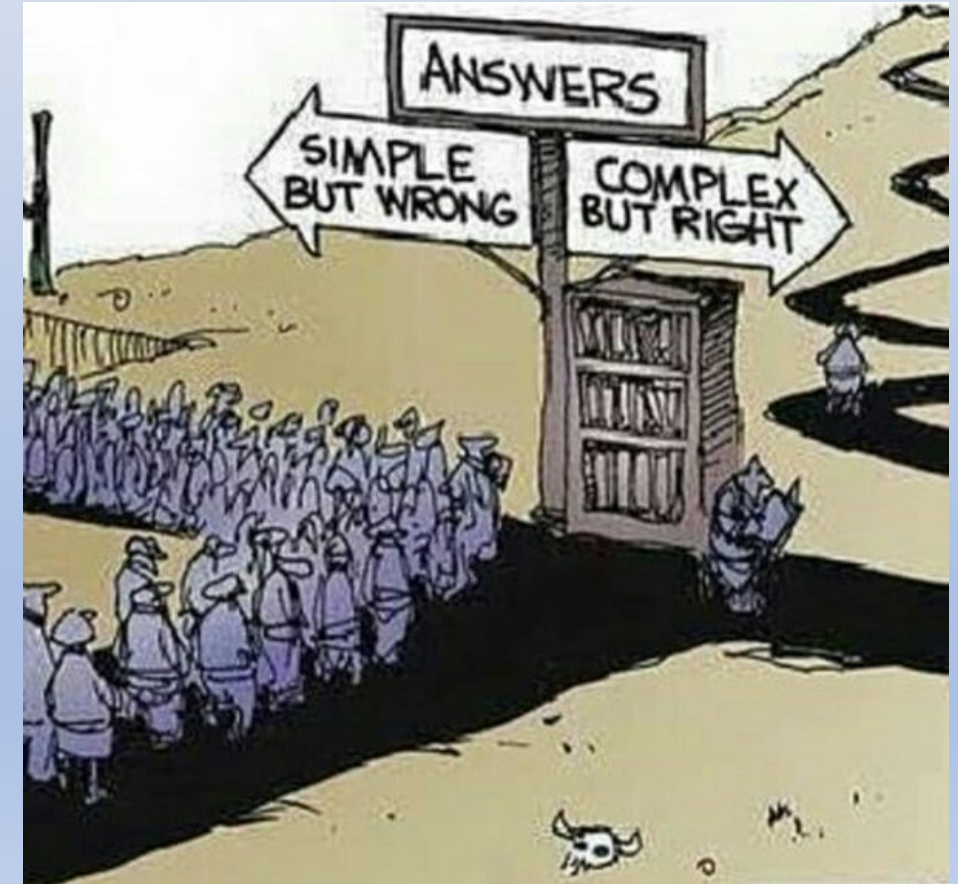
Designing for Diffusion

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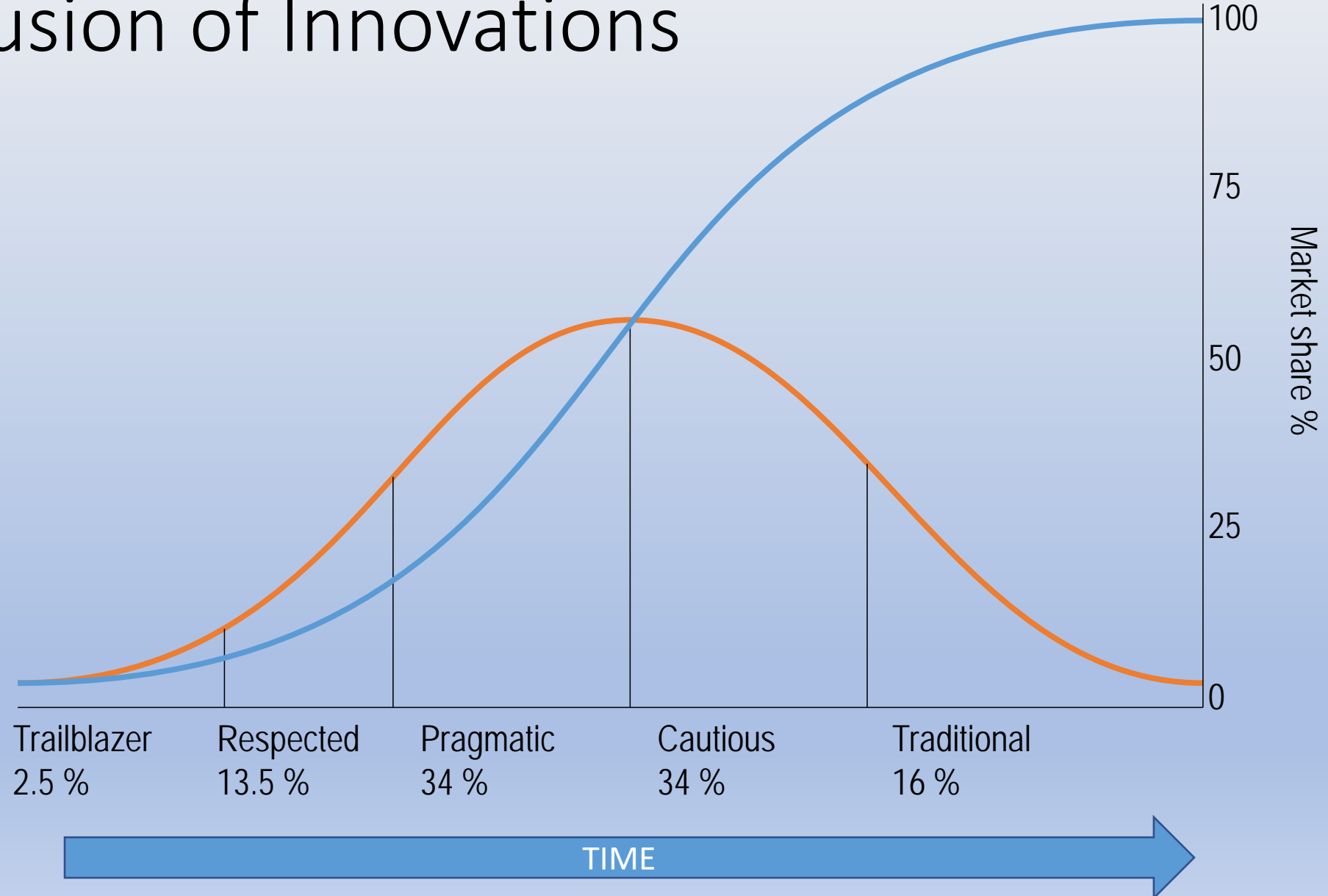
“Some men you just can't reach.”

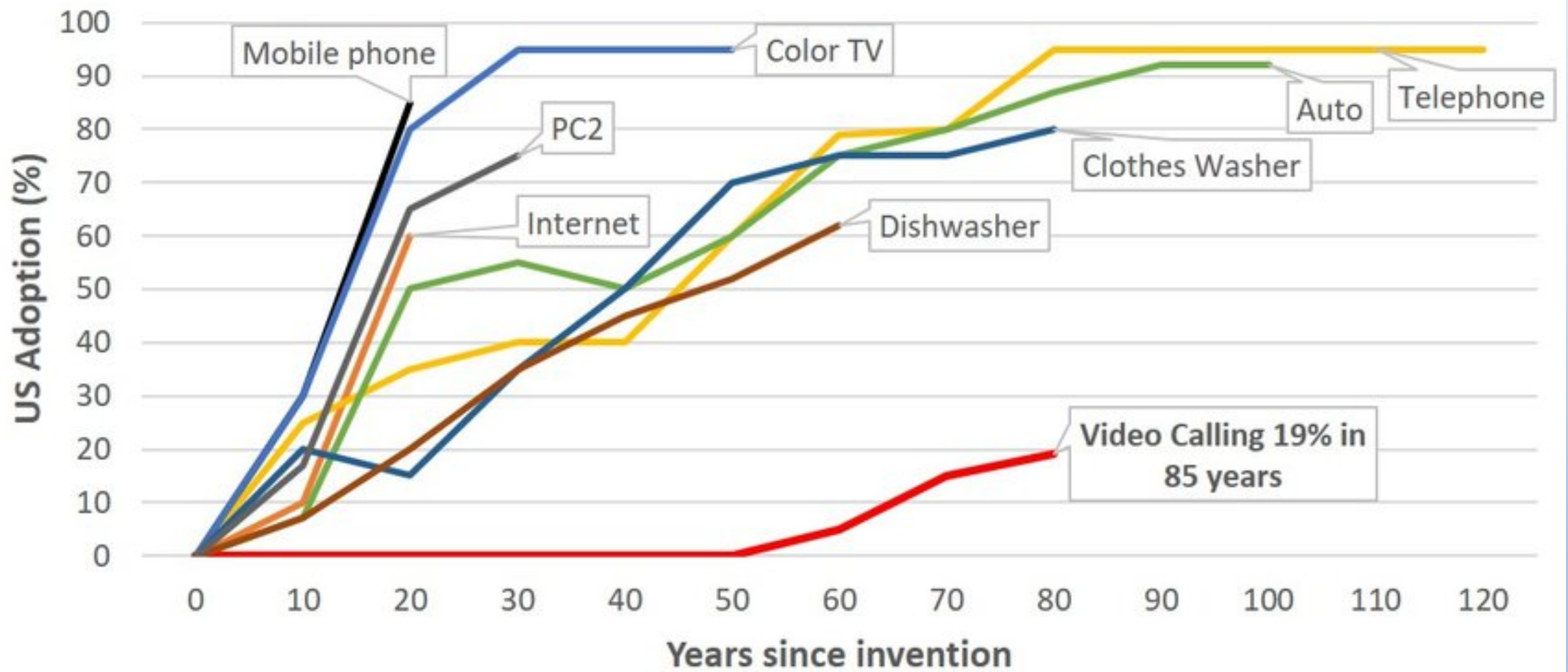


R. Craig Lefebvre, PhD
Lead Change Designer
RTI International



Diffusion of Innovations

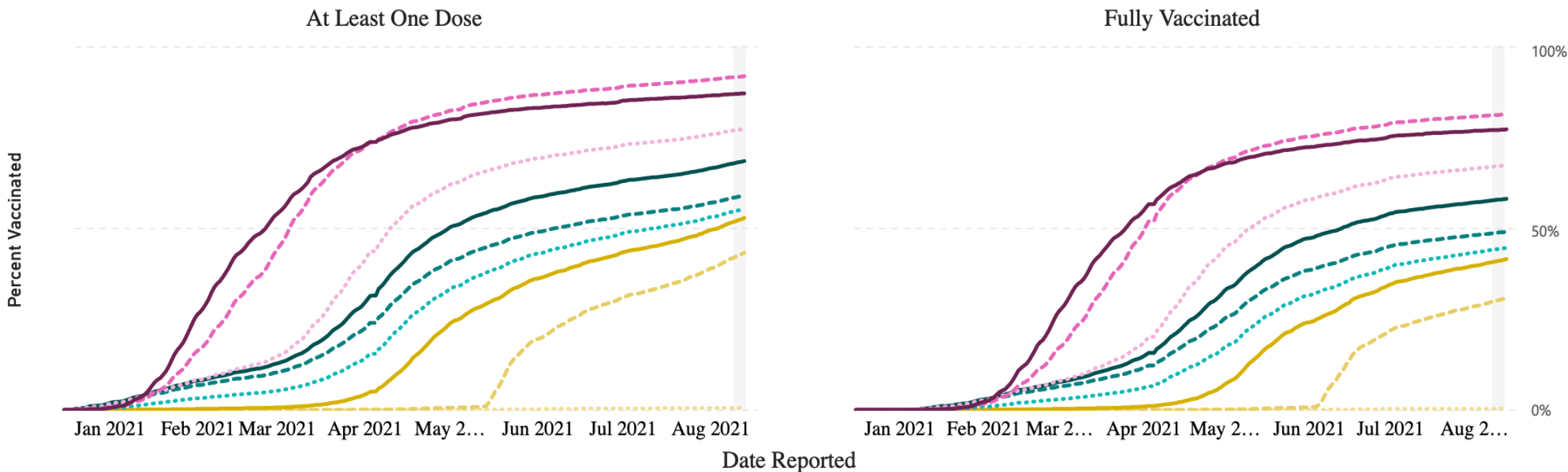
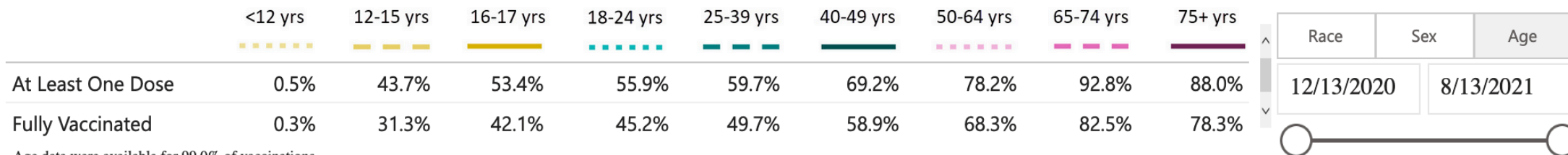




Percent of People Receiving COVID-19 Vaccine by Age and Date Reported to CDC, United States



December 14, 2020 – August 13, 2021



People receiving at least one dose; total count represents the total number of people who received at least one dose of COVID-19 vaccine. People fully vaccinated; total count represents the number of people who have received a dose of a single-shot COVID-19 vaccine or the second dose in a 2-dose COVID-19 vaccine series. Due to the time between vaccine administration and when reported to CDC, vaccinations administered during the last 5 days may not yet be reported. This reporting lag is represented by the gray, shaded box. Texas does not report age-specific dose number information to CDC, so data for Texas are not represented in these figures.

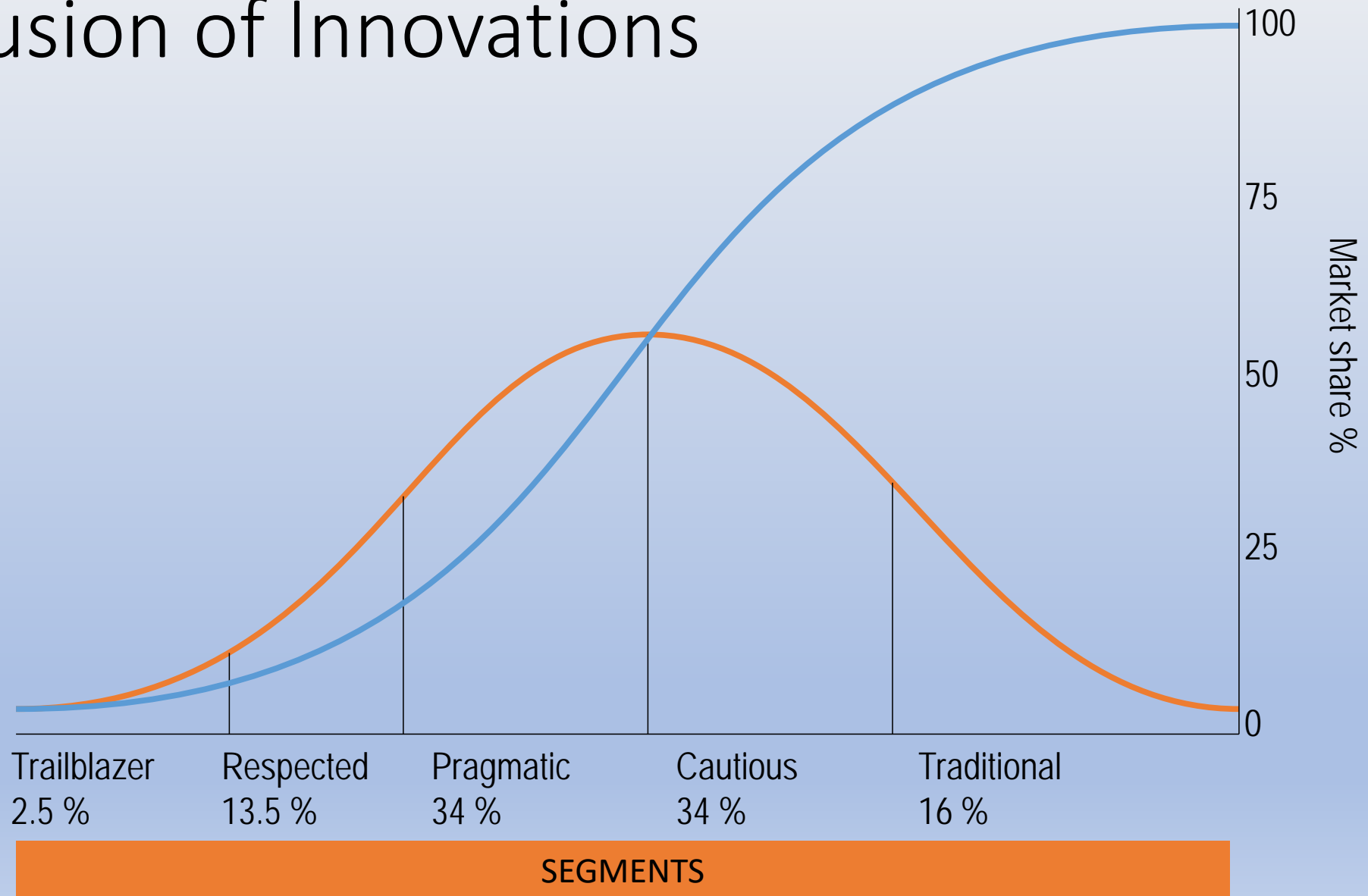
Last Updated: Aug 13, 2021

Data source: VTrcks, IIS, Federal Pharmacy Program, Federal Entities Program, U.S. Census Bureau 10-year July 2019 National Population Estimates; Visualization: CDC CPR DEO Situational Awareness Public Health Scientist Team

Half Time



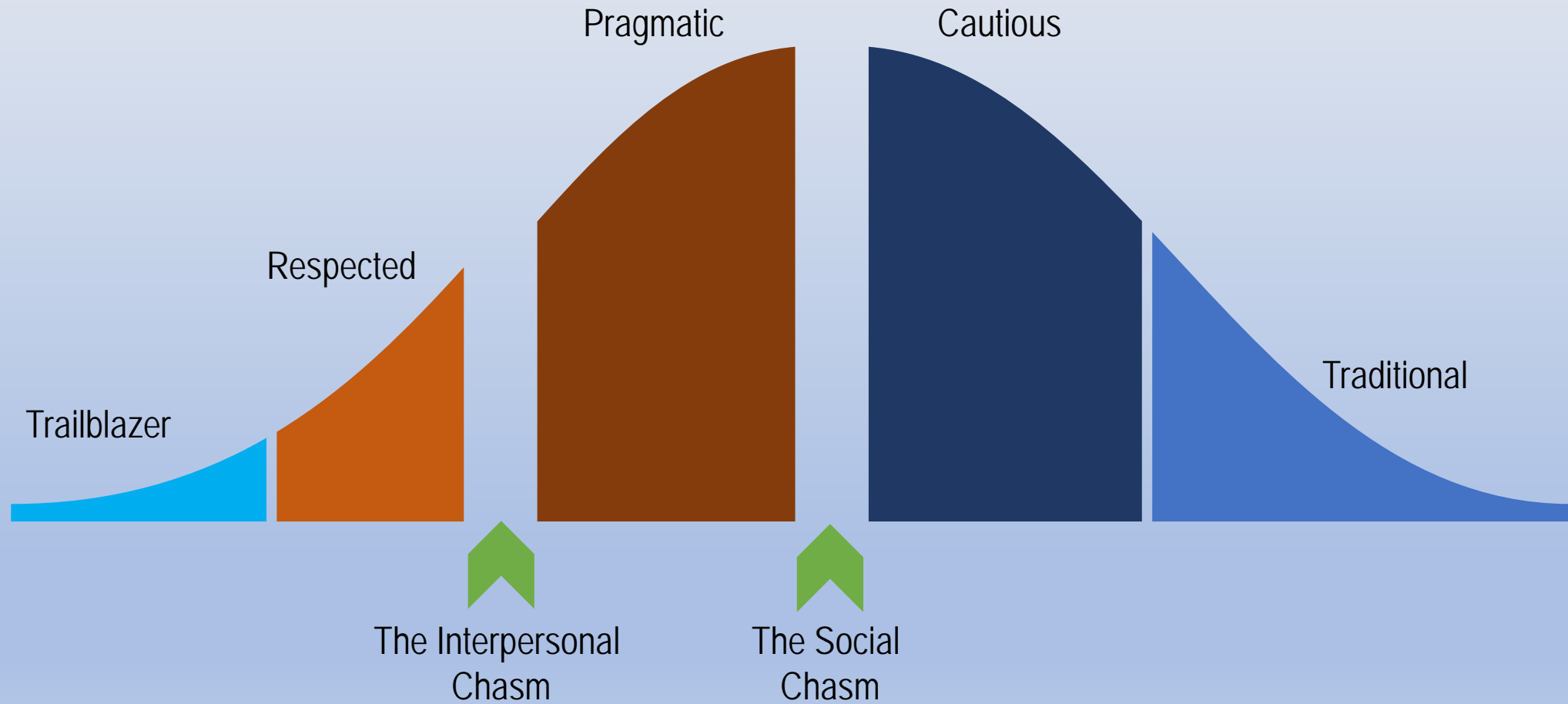
Diffusion of Innovations



Characteristics of Adopters

Innovators	Early Adopters	Early Majority	Late Majority	Laggards
Trailblazer	Respected	Pragmatic	Cautious	Traditional
High tolerance of risk	Resources and risk tolerance to try new things	Rely on personal familiarity before adoption	Skeptical and risk averse	Highly risk averse
Fascinated with novelty and new ideas	Information-seekers	Look to early adopters for guidance and assurance	How has it worked for others?	Stick to the tried and true
Seen as mavericks, not opinion leaders	Opinion leaders	Very engaged in peer networks	Sensitive to peer pressure and social norms	Near isolates in their social networks
Social networks transcend geographic boundaries	They are watched by others – and they know it	How does this help me?	Minimize uncertainty of outcomes	Suspicious of innovation and change agents

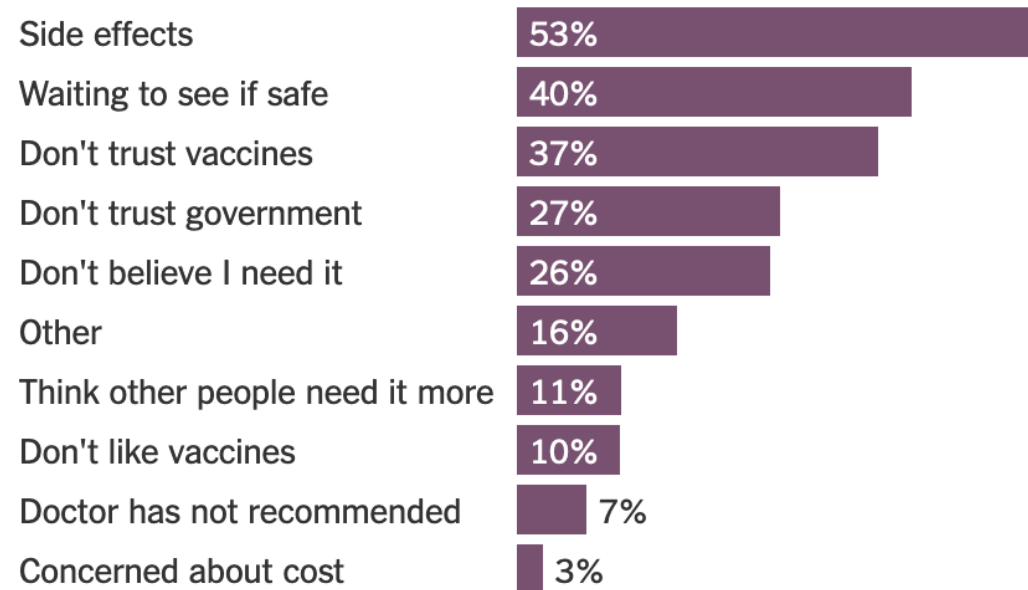
The Innovation Chasm



"In school, we're rewarded for having the answer, not for asking a good question."

Why People Remain Unvaccinated

Reasons given by the vaccine hesitant for not yet getting a shot.

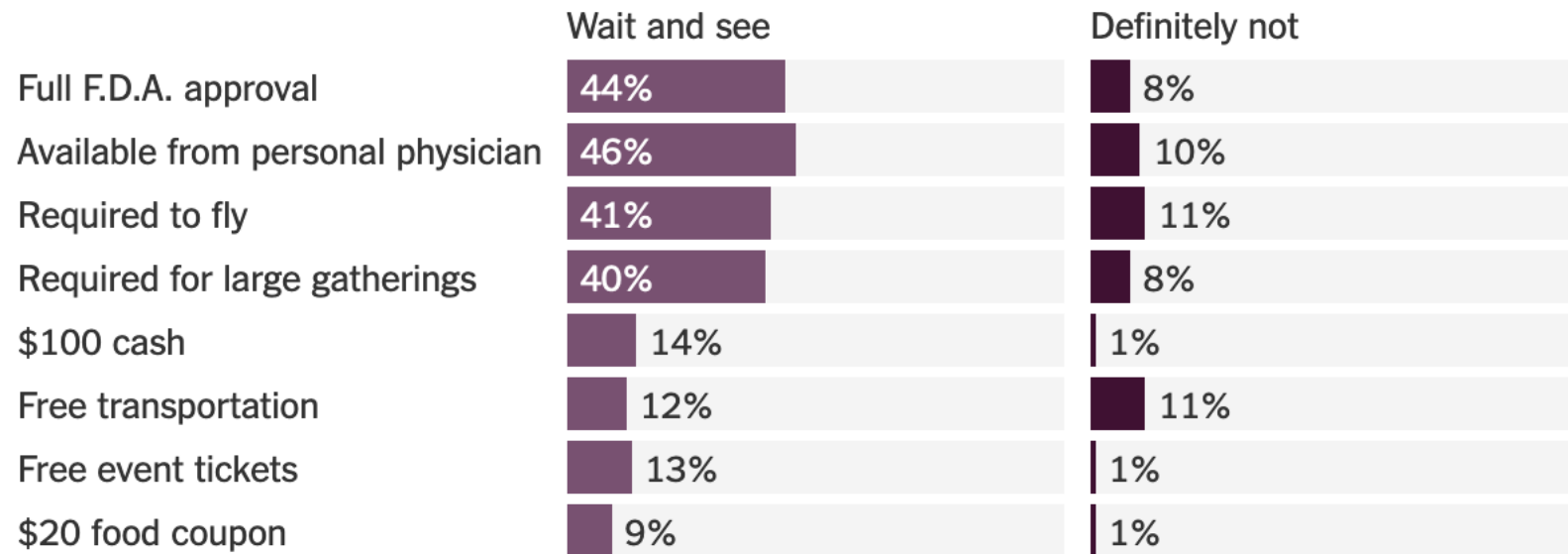


Note: People could select more than one answer. • Source: Census Household Pulse Survey, July 5, 2021 • By The New York Times

“You can’t get the right answers if you’re asking the wrong questions.”

What May Motivate the Unvaccinated to Get a Shot

Share of people who say these incentives would make them more likely to get vaccinated.



Source: Kaiser Family Foundation survey, June • By The New York Times

"What people think of as the moment of discovery is really the discovery of the question."

People also tell us they are closely watching those they know. When we ask people who they want to see get vaccinated before doing it themselves, their close friends and family members are at the top of the list.

Drew Altman, Kaiser Family Foundation, February 10, 2021

Percent of People Receiving COVID-19 Vaccine by Race/Ethnicity and Date Reported to CDC, United States



December 14, 2020 – August 13, 2021

	AI/AN, NH	Asian, NH	Black, NH	Hispanic/Latino	NHOPI, NH	White, NH
At Least One Dose	50.0%	39.2%	29.6%	36.8%	40.0%	36.0%
Fully Vaccinated	42.3%	37.6%	25.7%	32.2%	34.4%	33.9%

Race/Ethnicity data were available for 63.0% receiving at least one dose and 68.0% of people fully vaccinated.

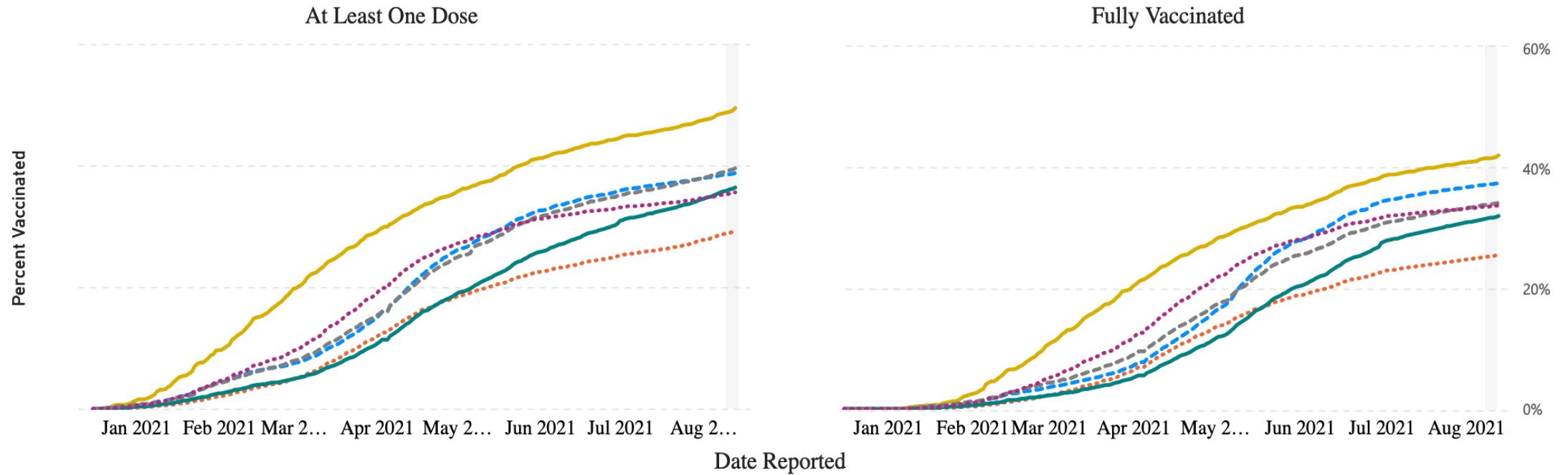
Race

Sex

Age

12/13/2020

8/13/2021



AI/AN = American Indian/Alaska Native; NH = Non-Hispanic/Latino; NHOPI = Native Hawaiian or Other Pacific Islander; People receiving at least one dose; total count represents the total number of people who received at least one dose of COVID-19 vaccine. People fully vaccinated; total count represents the number of people who have received a dose of a single-shot COVID-19 vaccine or the second dose in a 2-dose COVID-19 vaccine series. Due to the time between vaccine administration and when reported to CDC, vaccinations administered during the last 5 days may not yet be reported. This reporting lag is represented by the gray, shaded box. Texas does not report race-specific dose number information to CDC, so data for Texas are not represented in these figures.

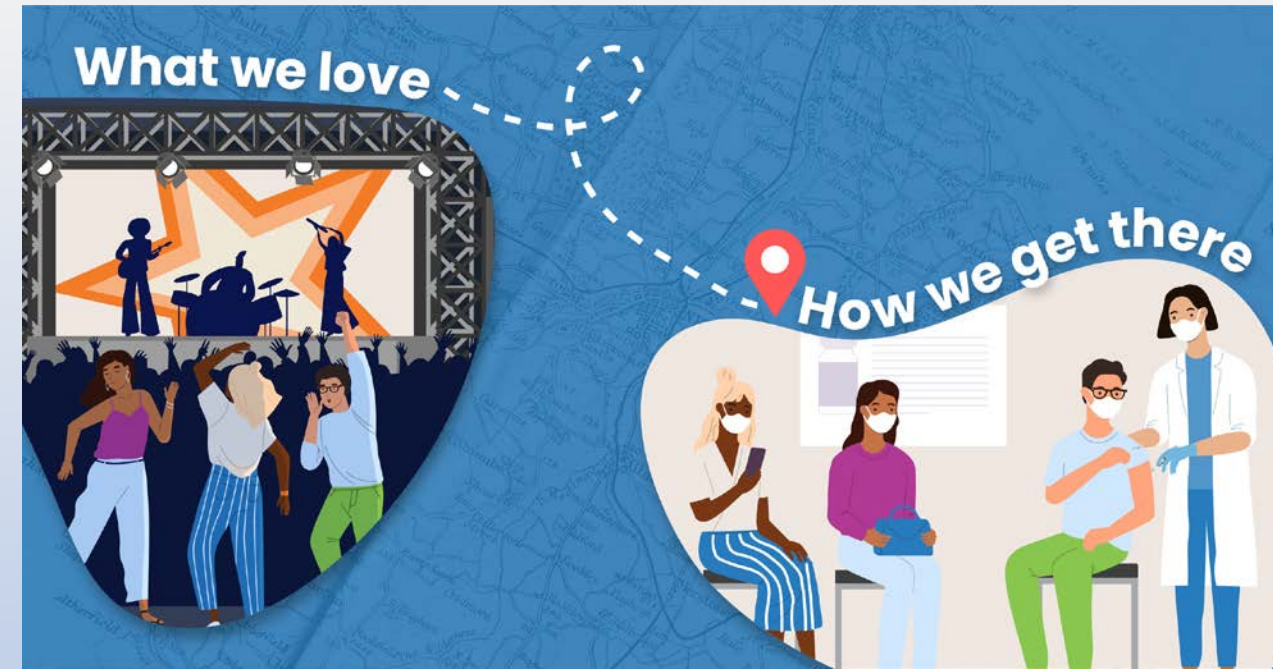
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Rational Sense vs Cultural Sense



The #COVID19 #vaccine will help you and your loved ones from getting sick, and it will help us all get back to doing the things we love. Millions have gotten a safe, effective vaccine. Join them today:



We are all eager to see loved ones, travel, send our children to safely learn in schools, and get back to doing the things we love. Getting vaccinated will put us closer to achieving all of these goals. Join the millions who have already gotten a safe, effective, and free #COVID19 #vaccine. Learn more:



Calendario de pruebas de Covid-19

Click aquí



¿Se hizo su prueba de Covid-19?

Si no ha recibido el resultado de su prueba de Covid-19 en **7 días**, por favor comuníquese con la clínica donde se realizó la prueba.

[Lista de clínicas](#)



Eventos semanales de vacunación y pruebas de Covid-19 (En PDF)



Recursos disponibles para la comunidad

Materiales sobre la vacuna contra el Covid-19

Información general para cuidarse del Covid-19



Acceso a recursos de alimentación



Guía de otros recursos



Reciba información por Whatsapp escribiendo al: (240) 447-1862



Mitos y verdades sobre la vacuna



Pruebas y vacunas contra el Covid-19 en menores de 18 años



El Covid-19 y sus variantes.

Información nueva



Información para padres



¿Qué debo hacer si tengo Covid-19?



Uso de la mascarilla



Cómo armar su equipo de emergencia



Visita www.salud-bienestar.org

Para orientación sobre servicios, pruebas y vacunas de Covid-19 gratis
 ¡Llama al! **(301) 270-8432**

Salud y Bienestar es una alianza público-privada auspiciada por la Oficina del Ejecutivo del Condado Montgomery, Marc Elrich y los Concejales Nancy Navarro y Gabriel Alvarado.



“I framed it in the way that the virus was a monster, just like any other monster that has come to plague the Navajo people and wreak havoc... I told them that you’ve got to have armor, and the armor is the vaccine.”



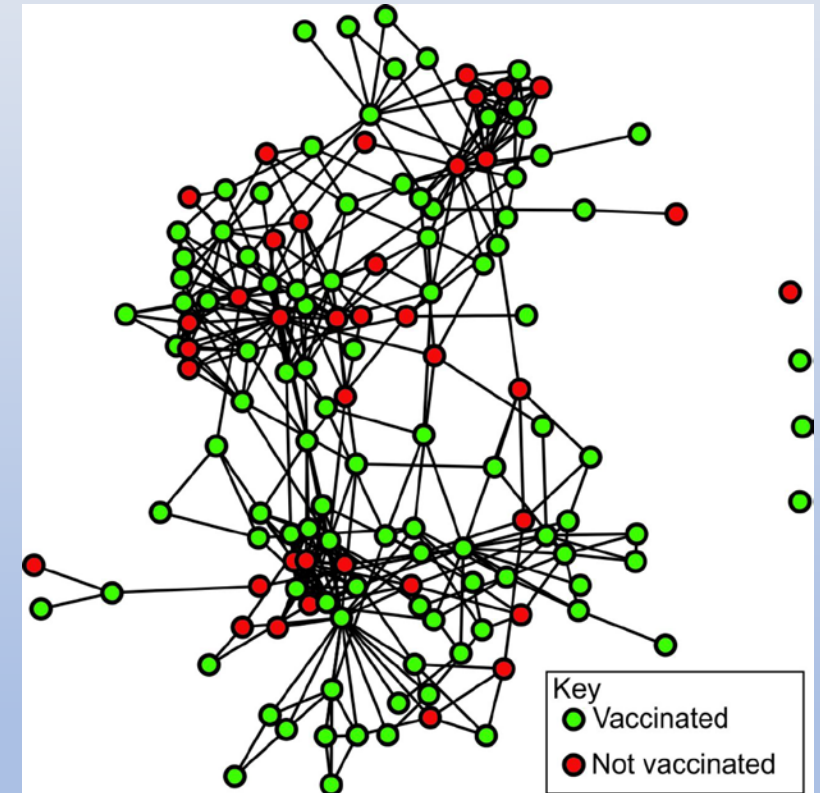
“I’ll have what she’s having”

- People observe the behaviors of others
- Learn from their experiences through social interactions
- Make appropriate decisions based on their subjective reality
- Nonadopters can reduce the spread of an innovation
- Nonadopters can also have their decision to reject an innovation socially confirmed



Social Networks

- Provide opportunities but also impose constraints and suppress adoption of the behavior by many
- Must be relevant to the person for peer influence to be effective (advice-seeking)
- Help by providing information about the innovation that otherwise an individual might have missed
- Create social influence on an individual to accept or reject the innovation
- Provide social reinforcement to encourage spread
- Supply social support to an individual to implement the decision and legitimize the innovation



Strategies for Cautious People (Late Adopters)

Create 'wide bridges' over the social chasm by bringing pragmatists (early majority) together to increase reinforcing signals to later adopters.

- Use social comparison strategies
- Emotional drivers: fear, guilt, regret, FOMO
- Policies to support or counter vaccine adoption are a diffusion process
- Reduce uncertainty ("peace of mind")



Thank You!



R. Craig Feyelme
IMAGE MAKER