

## History of Changes for Study: NCT04460703

## COVID-19 Vaccine Messaging, Part 1

[Latest version \(submitted October 28, 2021\) on ClinicalTrials.gov](#)

- A study version is represented by a row in the table.
- Select two study versions to compare. One each from columns A and B.
- Choose either the "Merged" or "Side-by-Side" comparison format to specify how the two study versions are to be displayed. The Side-by-Side format only applies to the Protocol section.
- Click "Compare" to do the comparison and show the differences.
- Select a version's Submitted Date link to see a rendering of the study for that version.
- The yellow A/B choices in the table indicate the study versions currently compared below. A yellow table row indicates the study version currently being viewed.
- Hover over the "Recruitment Status" to see how the study's recruitment status changed.
- Study edits or deletions are displayed in **red**.
- Study additions are displayed in **green**.

## Study Record Versions

Version	A	B	Submitted Date	Changes
1	<input type="radio"/>	<input type="radio"/>	<a href="#">July 6, 2020</a>	None (earliest Version on record)
2	<input type="radio"/>	<input type="radio"/>	<a href="#">July 18, 2020</a>	Recruitment Status, Study Status, Sponsor/Collaborators, Outcome Measures, Study Design, Study Identification, Contacts/Locations and Interventions
3	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<a href="#">October 28, 2021</a>	Study Status and References

Comparison Format:  Merged  
 Side-by-Side

[Scroll up to access the controls](#)

## Study NCT04460703

Submitted Date: October 28, 2021 (v3)

▼ Study Identification

Unique Protocol ID: 2000027983

Brief Title: COVID-19 Vaccine Messaging, Part 1

Official Title: Persuasive Messages for COVID-19 Vaccine Uptake: a Randomized Controlled Trial, Part 1

Secondary IDs:

### ▼ Study Status

Record Verification: October 2021

Overall Status: Completed

Study Start: July 3, 2020

Primary Completion: July 8, 2020 [Actual]

Study Completion: July 8, 2020 [Actual]

First Submitted: July 2, 2020

First Submitted that Met QC Criteria: July 6, 2020

Met QC Criteria:

First Posted: July 7, 2020 [Actual]

Last Update Submitted that Met QC Criteria: October 28, 2021

Met QC Criteria:

Last Update Posted: November 5, 2021 [Actual]

### ▼ Sponsor/Collaborators

Sponsor: Yale University

Responsible Party: Sponsor

Collaborators:

### ▼ Oversight

U.S. FDA-regulated Drug: No

U.S. FDA-regulated Device: No

Data Monitoring: No

### ▼ Study Description

**Brief Summary:** This study tests different messages about vaccinating against COVID-19 once the vaccine becomes available. Participants are randomized to 1 of 12 arms, with one control arm and one baseline arm. We will compare the reported willingness to get a COVID vaccine at 3 and 6 months of it becoming available between the 10 intervention arms to the 2 control arms.

Study participants are recruited online by Lucid, which matches census based sampling in online recruitment.

Detailed Description:

### ▼ Conditions

Conditions: Vaccination  
COVID-19

Keywords: messaging

### ▼ Study Design

Study Type: Interventional

Primary Purpose: Other

Study Phase: Not Applicable

Interventional Study Model: Parallel Assignment

In this study, 2/15 of participants will be assigned to a control message (bird feeding passage), 3/15 of sample to a baseline message, and 1/15 to each of the 10 other treatment arms.

Number of Arms: 12

Masking: None (Open Label)

Allocation: Randomized

Enrollment: 4000 [Actual]

### ▼ Arms and Interventions

Arms	Assigned Interventions
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Arms	Assigned Interventions
Sham Comparator: Control Control message about birdfeeding	Control message 2/15 of the sample will be assigned to the pure cc which is a passage on the costs and benefits of b
Active Comparator: Baseline message These participants will be assigned a message about the benefits of vaccination. All other treatment arms include this baseline language.	Baseline message 3/15 of the sample will be assigned to a control gr message about the effectiveness and safety of va
Experimental: Personal freedom Experimental message arm.	Personal freedom message 1/15 of the sample will be assigned to this interve is a message about how COVID-19 is limiting pec personal freedom and by working together to get people vaccinated society can preserve its persor
Experimental: Economic freedom Experimental message arm.	Economic freedom message 1/15 of the sample will be assigned to this interve is a message about how COVID-19 is limiting pec economic freedom and by working together to get people vaccinated society can preserve its econo freedom.
Experimental: Social benefit, self-interest Experimental message arm.	Self-interest message 1/15 of the sample will be assigned to this interve is a message that COVID-19 presents a real dang health, even if one is young and healthy. Getting \ against COVID-19 is the best way to prevent ones getting sick.
Experimental: Social benefit, community interest Experimental message arm.	Community interest message 1/15 of the sample will be assigned to this interve is a message about the dangers of COVID-19 to t loved ones. The more people who get vaccinated COVID-19, the lower the risk that one's loved one sick. Society must work together and all get vacci
Experimental: Economic benefit Experimental message arm.	Economic benefit message 1/15 of the sample will be assigned to this group, message about how COVID-19 is wreaking havoc economy and the only way to strengthen the ecor work together to get enough people vaccinated.
Experimental: Social pressure- guilt Experimental message arm.	Guilt message 1/15 of the sample will be assigned to this messa message is about the danger that COVID-19 pres health of one's family and community. The best w them is by getting vaccinated and society must w to get enough people vaccinated. Then it asks the to imagine the guilt they will feel if they don't get v and spread the disease.
Experimental: Social pressure- embarrassment Experimental message arm.	Embarrassment message 1/15 of the sample will be assigned to this messa message is about the danger that COVID-19 pres health of one's family and community. The best w them is by getting vaccinated and by working toge make sure that enough people get vaccinated. Th the participant to imagine the embarrassment the they don't get vaccinated and spread the disease.
Experimental: Social pressure- anger Experimental message arm.	Anger message 1/15 of the sample will be assigned to this messa message is about the danger that COVID-19 pres health of one's family and community. The best w them is by getting vaccinated and by working toge make sure that enough people get vaccinated. Th the participant to imagine the anger they will feel i get vaccinated and spread the disease.

Arms	Assigned Interventions
Experimental: Trust in science Experimental message arm.	Trust in science message 1/15 of the sample will be assigned to this message. The message describes how getting vaccinated against COVID-19 is the most effective way of protecting one's community. Vaccination is backed by science. If one doesn't get vaccinated it is because that one doesn't understand how infections are spread and ignores science.
Experimental: Not bravery arm Experimental message arm.	Not bravery message 1/15 of the sample will be assigned to this message. The message describes how firefighters, doctors, and front line workers are brave. Those who choose not to get vaccinated against COVID-19 are not brave.

### ▼ Outcome Measures

#### Primary Outcome Measures:

1. Intention to get COVID-19 vaccine  
[ Time Frame: Immediately after intervention, in the same survey in which the intervention message is provided ]

This is a self reported measure, immediately after the intervention message, of the likelihood of getting a COVID-19 vaccine 3 months and then 6 months of it becoming available. During analysis, responses among those assigned to different intervention messages will be compared to those in the control group.

#### Secondary Outcome Measures:

1. Vaccine confidence scale  
[ Time Frame: Immediately after intervention, in the same survey in which the intervention message is provided ]

This is a validated scale. This scale will be used to assess the impact of the messages on vaccine confidence. (Outcome as measured for the half of the sample that answers these items post-treatment)

2. Persuade others item  
[ Time Frame: Immediately after intervention, in the same survey in which the intervention message is provided ]

This is a measure of a willingness to persuade others to take the COVID-19 vaccine.

3. Fear of those who have not been vaccinated  
[ Time Frame: Immediately after intervention, in the same survey in which the intervention message is provided ]

This is a measure of a comfort with an unvaccinated individual visiting an elderly friend after a vaccine becomes available

4. Social judgment of those who do not vaccinate  
[ Time Frame: Immediately after intervention, in the same survey in which the intervention message is provided ]

This is a scale composed of 4 items measuring the trustworthiness, selfishness, likeableness, and competence of those who get vaccinated after a vaccine becomes available

### ▼ Eligibility

Minimum Age: 18 Years

Maximum Age:

Sex: All

Gender Based:

Accepts Healthy Volunteers: Yes

Criteria: Inclusion Criteria:

- At least 18 years of age
- US resident

Exclusion Criteria:

- Younger than 18 years of age
- Non-US resident
- Do not consent

**▼ Contacts/Locations**Locations: **United States, Connecticut**Yale University  
New Haven, Connecticut, United States, 06510**▼ IPDSharing**

Plan to Share IPD: Yes

Anonymized data and analysis code will be posted in a public replication archive after publication.

Supporting Information:

Study Protocol  
Statistical Analysis Plan (SAP)  
Informed Consent Form (ICF)  
Analytic Code

Time Frame:

After publication

Access Criteria:

Anonymized data and analysis code will be posted in a public replication archive

URL:

**▼ References**Citations: **[Study Results]** Erin K. James, Scott E. Bokemper, Alan S. Gerber, Saad B. Omer, Gregory A. Huber, Persuasive Messaging  
COVID-19 Vaccine Uptake Intentions, Vaccine, 2021, , ISSN 0264-410X, <https://doi.org/10.1016/j.vaccine.2021.10.039>.

Links:

Available IPD/Information:

[Scroll up to access the controls](#)[Scrc](#)[U.S. National Library of Medicine](#) | [U.S. National Institutes of Health](#) | [U.S. Department of Health & Human Services](#)