

## Fuel Versus Friction Tip Sheet

The table below offers fuel-based interventions intended to increase vaccine uptake and friction-based interventions that respond to hidden barriers that hold people back from vaccination.

### Fuel: Interventions to Propel People Forward

<b>Rewards and Incentives</b>	<ul style="list-style-type: none"> <li>• Provide incentives: days off, bonuses, gift cards</li> <li>• Utilize competition: awards per facilities and individuals</li> </ul>
<b>Social Acceptance</b>	<ul style="list-style-type: none"> <li>• Have trusted individuals share their own vaccination stories</li> <li>• Have a trusted subject matter expert share scientific data behind the vaccine development and potential risks and benefits</li> <li>• Have one-on-one conversations with staff, caregivers and residents</li> <li>• Help develop vaccination champions for their roles as advocates and trusted messengers</li> <li>• Organize Q&amp;A sessions about vaccination with health care experts</li> </ul>
<b>Appeal and Framing</b>	<ul style="list-style-type: none"> <li>• Reframe motivation: "I'm not just getting this for myself. I'm getting it because of where I work, to keep my residents safe."</li> <li>• Frame vaccination as a way to "stimulate the immune system to produce specific antibodies that remember how to respond to future infections, and then disappear within a few days after teaching the body to respond to the virus."</li> <li>• Frame the vaccine as a scientific achievement and focus on benefits versus risks</li> </ul>
<b>Reminders</b>	<ul style="list-style-type: none"> <li>• Share templates to help create informational board or website about vaccination</li> <li>• Send weekly reminders with dates and times for vaccination opportunities, timeline and requirements</li> <li>• Make concrete plans for vaccinations with how, when and where, or for exemptions</li> <li>• Obtain a pre-commitment for vaccination and booster</li> </ul>

### Friction: Interventions to Remove Barriers

<b>Inertia</b>	<ul style="list-style-type: none"> <li>• Discuss the vaccination requirement in the interview and get proof of vaccination during the hiring process</li> <li>• Provide a vaccination "roadmap" to review timelines and expectations</li> <li>• Develop a communication plan that includes plenty of time to listen to concerns and feedback</li> </ul>
<b>Effort</b>	<ul style="list-style-type: none"> <li>• Give residents and team members a date and time to get vaccinated</li> <li>• Provide transportation to get vaccinated and boosted</li> <li>• Have mobile units come to facilities to give vaccinations</li> <li>• Facilitate partnerships with local pharmacies</li> <li>• Administer vaccinations as part of hospital stays and the admission process to nursing homes</li> </ul>
<b>Reactance</b>	<ul style="list-style-type: none"> <li>• Respect individual autonomy and decisions</li> <li>• Involve team members, caregivers and residents in the vaccine implementation design to create authorship versus "buy-in"</li> <li>• Ask permission to share your perspective and information on vaccines</li> <li>• Develop common ground and perform shared problem solving to develop a path forward</li> </ul>
<b>Emotions</b>	<ul style="list-style-type: none"> <li>• Eliminate negative, threatening or punitive interactions</li> <li>• Seek to understand "why"— work through fear, anger and frustration</li> <li>• Set clear boundaries around what is acceptable and not acceptable</li> <li>• Go with team members or patients to get vaccinated if they are scared</li> </ul>

## References and Resources

- » To Sell Your Innovative Ideas, You Must Overcome These 4 “Frictions”: <https://insight.kellogg.northwestern.edu/article/to-sell-your-innovative-ideas-you-must-overcome-these-4-frictions>, used with permission from author Loran Nordgren.
- » Friction and Fuel Framework: <https://advanced-hindsight.com/wp-content/uploads/2019/03/Fuel-and-Friction-Framework.pdf>
- » Communicating About Vaccination in the United States: A FrameWorks Strategic Brief: [https://www.frameworksinstitute.org/wp-content/uploads/2021/09/aap-vaccine-SBFINAL\\_3.pdf](https://www.frameworksinstitute.org/wp-content/uploads/2021/09/aap-vaccine-SBFINAL_3.pdf)



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