

# WHO/SAGE 3Cs Model

A Conceptual Model For Vaccine Hesitancy



# Introducing WHO/SAGE

In 2012, the Strategic Advisory Group of Experts (SAGE) on Immunization established a Working Group on Vaccine Hesitancy, consisting of a wide range of stakeholders with support from WHO, UNICEF and others, to better understand vaccine hesitancy and develop strategies and activities to address it.

# The 3Cs Model for Vaccine Hesitancy

SAGE developed a conceptual model for vaccine hesitancy determinants called the "Confidence, Complacency, Convenience Model of Vaccine Hesitancy"

Most research on COVID-19 Vaccine Hesitancy is based on the 3C Model (like J&J). And research that is not based on the model, can still be backwards fitted (like NOI Polls).

# What is vaccine hesitancy?

Vaccine attitudes can be seen on a continuum, ranging from total acceptance to complete refusal.

Vaccine-hesitant individuals are a heterogeneous group in the middle of this continuum.

Vaccine hesitant individuals may refuse some vaccines, but agree to others; delay vaccines or accept vaccines but are unsure in doing so

# Vaccine Confidence

**Confidence** is defined as trust in the following:

- 1) the effectiveness and safety of vaccines;
- 2) the system that delivers them, including the reliability and competence of the health services and health professionals and
- 3) the motivations of the policy-makers who decide on the needed vaccines.

# Vaccine Complacency

**Complacency** exists when perceived risks of vaccine-preventable diseases are low and vaccination is not deemed a necessary preventive action, and may be influenced by:

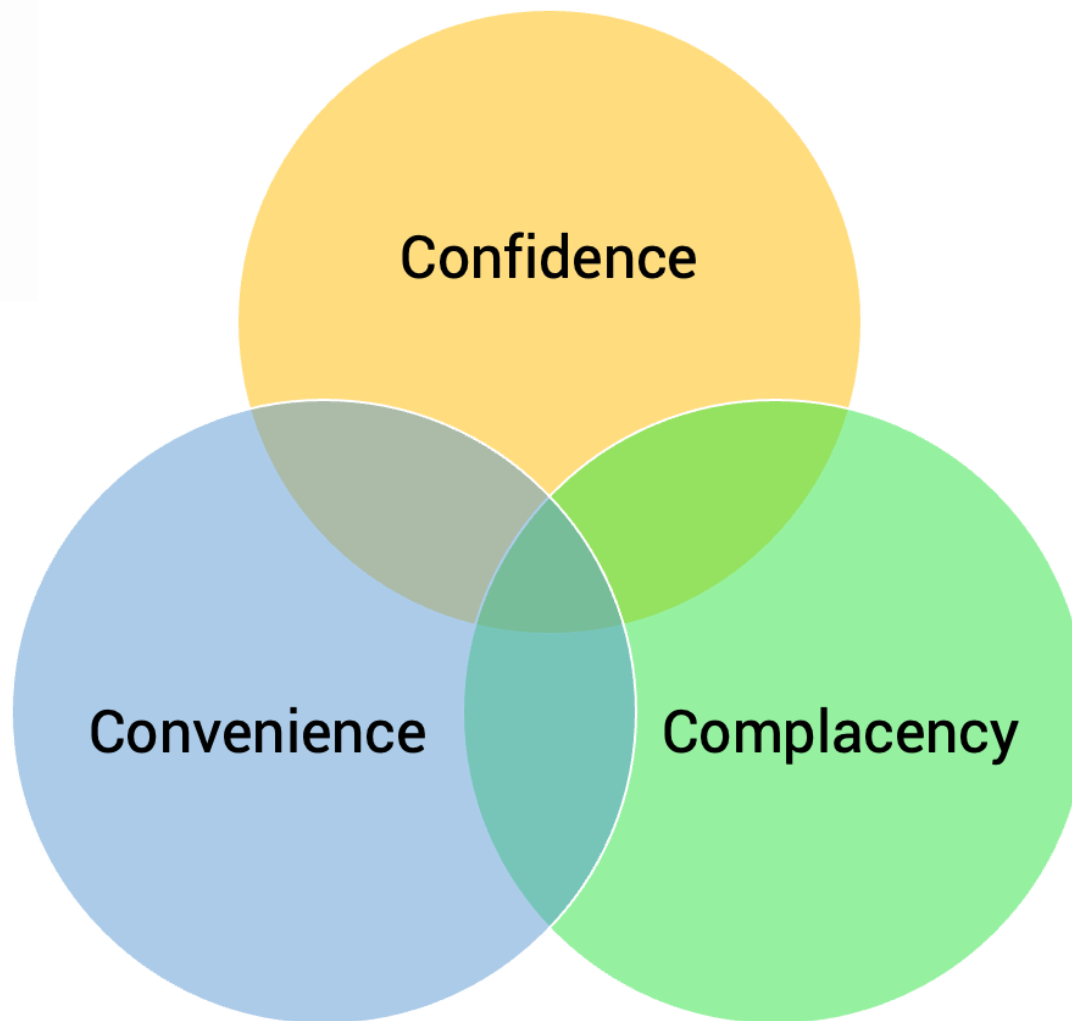
- Other life/health responsibilities that may be seen to be more important at that point in time.
- Self-efficacy (the self-perceived or real ability of an individual to take action to vaccinate) also influences the degree to which complacency determines hesitancy.

# Vaccine Convenience

**Convenience** is measured by the following:

- physical availability,
- affordability and willingness-to-pay,
- geographical accessibility,
- quality of the service (real and/or perceived)
- degree to which vaccination services are delivered at a time and place and in a cultural context that is convenient and comfortable

# The Complex Combinations of Vaccine Hesitancy





# Thank You

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