

Underserved groups

Barriers and drivers influencing people's behaviour towards COVID-19 public health and social measures in the Netherlands

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Introduction

The disease burden of COVID-19 infection, morbidity, and mortality are unevenly distributed across different populations. A one-size-fits-all approach may not reach all groups. Identifying barriers and drivers that influence people's behaviour towards COVID-19 public health and social measures (PHSM), is an important step when designing tailored interventions. The World Health Organization (WHO) developed the Tailoring Health Programmes (THP) approach to assist countries in diagnosing barriers and drivers to health protective behaviours.

Methods

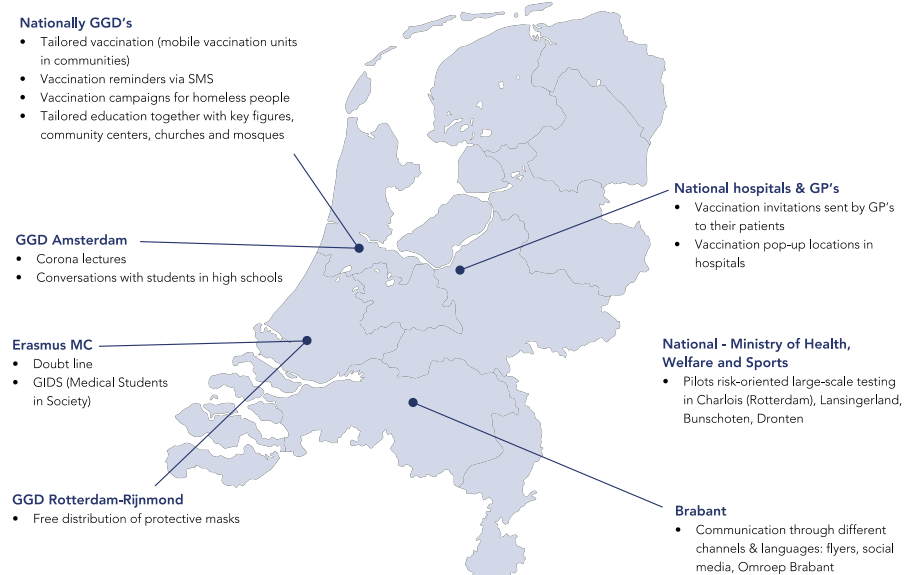
- Literature scan: peer-reviewed & grey literature
- Online semi-structured interviews (n = 23 experts)
- Expert meeting in collaboration with the WHO Europe (n = 16)
- Barriers & drivers categorised according to the capability, opportunity and motivation (COM-B) framework

Results

Identified population subgroups

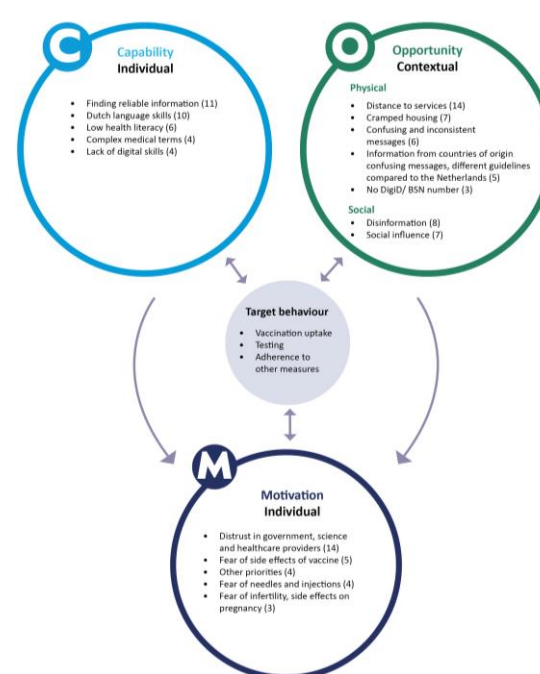


Examples of COVID-19 interventions in the Netherlands

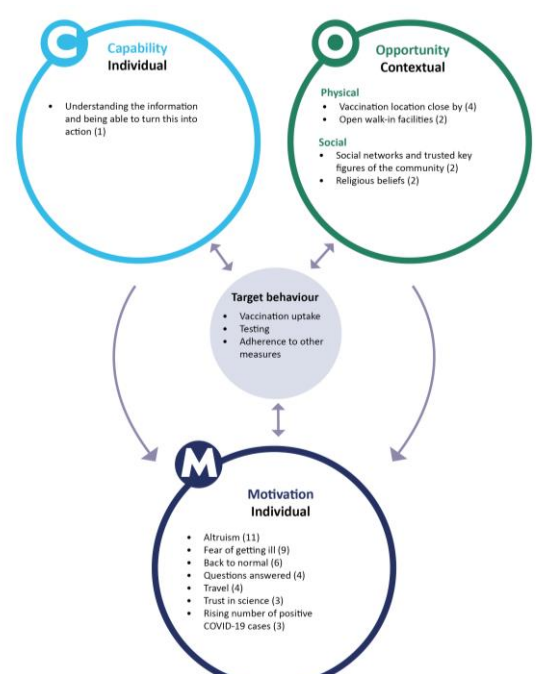


Overview of identified barriers and drivers to COVID-19 PSHM

Barriers



Drivers



Underserved groups

Underserved groups have a lower acceptance or uptake to get vaccinated, tested or adhere to other measures. They may encounter distinct barriers and drivers compared to the general population, face barriers accessing healthcare services and were possibly not reached through national campaigns and public health strategies.

Conclusions

- Social factors play an important role as a barrier and driver
- Mostly barriers were identified
- Research mainly focused on understanding (vaccination) behaviour among the general population
- Key figures play an important role in interventions
- Lack of monitoring and evaluation of the (cost)-effectiveness of interventions and which interventions have proven successful for specific subgroups
- Challenges remain regarding the integration, usage and translation into action of behavioural insights

Future Research & Actions

- What are multifaceted barriers and drivers of different underserved groups?
- What role do family members, caregivers, and key figures play as sources of information and as shapers of behaviour?
- How to tackle disinformation, lack of trust towards the government, institutions and vaccines?
- How to translate these findings to targeted interventions?



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