



RESEARCH AT-A-GLANCE

COVID-19 Vaccination Communication in Nigeria

Situation

Despite the demonstrated effectiveness of COVID-19 vaccination in limiting the spread of the virus, as well as reducing associated morbidity and mortality, many Nigerians remain unvaccinated due to hesitancy or refusal to accept a vaccine despite its availability. The reasons for vaccine hesitancy in Nigeria are numerous and complex. A deeper understanding of drivers of COVID-19 vaccine hesitancy, as well as social and behavioral pathways to increase vaccine acceptance, is needed to bolster COVID-19 vaccination rates in Nigeria.

Snapshot

Location: Cross River and Federal Capital Territory, Nigeria

Duration: 2022–2023

Consortium Partners: Center on Gender Equity and Health, UC San Diego; Makerere University; Save the Children; CORE Group

Funder: USAID Nigeria

What We Did

USAID's Agency for All Project aimed to understand the current landscape of COVID-19 vaccine hesitancy in Nigeria and identify areas where risk communication and community engagement strategies could be strengthened to increase COVID-19 vaccine uptake. This research included:

- A **scoping review** on determinants of COVID-19 vaccine access, perceptions, and hesitancy in Nigeria
- A secondary analysis of telephone polling survey data examining factors associated with **COVID-19 vaccine intention, confidence, complacency, convenience, and ideation** and an accompanying **segmentation analysis** of unvaccinated respondents
- Primary research involving participatory workshops and intercept surveys to test **message effects** on empowerment and agency and **messenger effectiveness** in vaccination communication efforts

What We Learned

- **Complacency** toward the impacts of COVID-19 is the largest factor influencing vaccine hesitancy.
- **Locally relevant messaging** is a key influencer in the decision to get vaccinated.
- **Interpersonal communication strategies** build trust in and credibility toward COVID-19 vaccination.
- Public health nurses were considered to be the **most effective COVID-19 vaccination messengers**, followed by the Nigeria Centre for Disease Control and Prevention/World Health Organization.
- Effective messengers increased **diffusion of COVID-19 vaccination messages**.

Impact

Effective COVID-19 vaccination risk communication and community engagement campaigns require tailored messaging and message delivery that resonate with the unique concerns of given population and key subgroups. Incorporation of these contextual adjustments to reduce vaccine hesitancy and increase trust in COVID-19 vaccination and the systems that deliver it are important considerations for future vaccination campaigns in Nigeria.

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