Increasing Vaccination Model

**What people think and feel**
- Perceived risk, worry
- Confidence, trust and safety concerns

**Motivation**
- Readiness
- Willingness
- Intention
- Hesitancy

**Practical issues**
- Vaccine availability
- Convenience, costs, service quality and satisfaction
- Requirements, incentives, and intervention fatigue

**Social processes**
- Provider recommendation
- Social norms, gender norms and equity
- Information sharing
- Rumors

**Vaccination**
- Schedule appointment, consent, accept vaccine, delay, refuse