

Preventive Medicine: How to Motivate Iranian Citizens Vaccination Against COVID-19?

Dear Editor,

The rapid spread of Covid-19 vaccines has led to distrust and concerns about the safety of vaccines, which has directly increased the general suspicion of vaccine injection.^[1] In global health emergencies (such as the COVID-19 epidemic), a more comprehensive range of information sources is often used to inform health-related measures.^[2] In Quaid's experience, 19 media and information sources, including television, radio, newspapers, magazines, Facebook, Instagram, Twitter, family, and friends, are considered the most widely used sources of Quaid-19 information.^[3] Scientific evidence shows that many misleading and unproven claims and news against COVID-19 vaccines are widely spread, especially social media, which has negatively affected the decision to inject vaccination.^[4] Usually, information from this type of information source is often suspected of spreading rumors and misleading information, which has contributed to insecurity and confusion and the negative attitude of citizens toward vaccination.^[5]

In Iran, the unwillingness of some citizens to receive the corona vaccine or the delay in injecting the vaccine has caused an anti-vaccine movement and vaccination avoidance among some citizens. A review of experiences and lessons learned from other countries of the world shows that to prevent vaccination avoidance, two methods of encouragement and punishment appropriate to the age and occupation of the citizen is the essential way to encourage vaccination thus. In some countries, incentives include cash rewards, meals, sweets and marijuana, gifts and cards by lottery, tickets to entertainment and sports venues, and pet donations. In addition to this incentive, some countries of the world have considered severe punishments and threats for those who avoid vaccination without scientific support.

The authors of this study propose mechanisms that can encourage COVID-19 vaccination and vaccination avoidance in Iranian citizens. In this way, in addition to using international experiences and exploiting incentive and punishment mechanisms, it is possible to take measures such as forcing vaccination, preventing and dealing legally with the publication of fake news, providing insurance discounts, reducing taxes, and using personalized bonuses.

Also, launching campaigns to encourage vaccination and providing proper scientific advice about the vaccine and its benefits and its harms can change the behavior, strengthen public confidence in the health system, and provide the basis for vaccination of the whole community.

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