

Abstract

Background: Vaccination is believed to be effective against COVID-19 infections. To promote the vaccine, person-to-person communication from vaccinated people will play an important role. The objectives of this study are to identify what messages were shared by healthcare providers and healthy adults who had been vaccinated, and the relationship between these messages and their background. **Methods:** This study was conducted on an exploratory and prospective basis with individual interviews. The participants were healthcare providers and healthy adults who were recruited at a vaccination site in Chuo-City, Tokyo. The online interviews were conducted individually using a semi-structured interview. Based on the Health Belief Model (HBM), the participants were asked about their perspectives on vaccines and what they talked about after vaccination. The contents of the interviews were categorized into each item of the HBM and analyzed. **Results:** During the period of August to October 2021, five healthcare providers and seven healthy adults were enrolled in the study. One healthy adult could not be contacted resulting in a total of 11 participants interviewed. Results of the interviews showed that when talking with others about the vaccination, both the healthcare providers and the healthy adults mainly talked about side effects after the vaccination, and to ease the other persons' concerns, told them that there was no need to worry very much about side effects. Meanwhile, there were differences in the recommendations for vaccination between the two groups. The healthcare providers were strongly aware of the severity of COVID-19 infection and recommended vaccination to others as a useful measure to suppress becoming severely ill. On the other hand, the healthy adults recommended the vaccine with varying degree depending on their expectations and concerns about the vaccine and external factors such as living with a family member. In addition, they unconsciously confirmed through casual conversation whether or not others

had been vaccinated, and if unvaccinated, some people felt stressed about being implicitly coerced into vaccination. These perspectives were clarified based on the HBM. **Conclusion:**

Both the healthcare providers and healthy adults shared similar messages to ease the vaccination concerns of others that side effects need not be scary. However, their vaccine recommendation level was varied, which may be influenced not only by expectations and concerns toward the vaccine, but also by external factors such as family members living together.

Keywords: COVID-19, Vaccination, Vaccine recommendation, Messages, Healthcare provider, Healthy Adult