

## **Organization**

Restart Partners

## **Project Title**

Washington State COVID-19 Vaccine Adoption Strategy

## **Main Topic Area**

Analysis and Evaluation

## **Organizational Background**

Restart Partners is a nonprofit organization working to support Washington State's COVID-19 policy and economic responses. We support policy makers in designing, implementing and evaluating policy interventions (e.g., the use of masks, supply of personal protective equipment (PPE), social distancing, business restrictions, vaccinations, etc.) to slow the spread of the virus and save lives as civic life and economies "restart." We also work to model state wide PPE needs, fundraise to get masks to people who need them, and develop a network of communities and non-profit organizations to share best practices.

We assist governments, non-profits, and businesses, and foster connections and partnerships between organizations throughout the state. Our team includes leaders in a variety of sectors including technology, data science, public policy, academia, government, marketing, and public relations. We are considered subject-matter experts on Washington's COVID-19 response, and we provide advising and contract work for government leaders and organizations including: Governor Jay Inslee, Washington State Department of Health, Washington State Department of Commerce, and Washington State Department of Labor & Industries.

## **Project Description**

When a COVID-19 is developed and produced, Washington State will need to develop appropriate policies to assure widespread vaccine adoption and continuation of healthy behaviors (mask use, social distancing, etc.). We would like the student team to create a set of strategic documents that inform policy decision-making during Washington's vaccine roll-out. Students will produce a series of memos on the following topics: public health intervention strategies & what makes them successful, strategies to encourage people to get a COVID-19 vaccine, vaccine best practices for organizations, and recommendations for appropriate enforcement. Students will also conduct a stakeholder analysis and will have the option to conduct a benefit cost analysis OR a survey on COVID-19 vaccine adoption.

## **Travel Required**

No

## **Deliverables**

We would like the team to create a set of strategic documents that Restart Partners and Washington State government leaders (including the Governor, the Department of Health and, the Department of Labor & Industries) can use to inform their decision-making during the roll-out of a COVID-19 vaccine. These include the following:

- 1) Stakeholder Analysis of Restart Partners' network of partners. The student team will utilize the Restart Partner's Partner Map to leverage its stakeholders and inform how the organization should prioritize engagement in promoting vaccination and mask adoption. We also want to identify new potential partner organizations.
- 2) A series of 3 - 5 strategy memos, each of which will be 3 - 6 pages long. These memos will provide insight into how Restart Partners and its stakeholder can develop policy to promote vaccine adoption as a new health technology and healthy social behaviors that allow people to engage in economic and social activities with minimal risk. These memos could be used as a writing sample for members of the student team.
- 3) Additional Deliverables, which could include a benefit cost analysis or a survey, depending upon team capacity and interest.

We are very open to discussing different deliverables depending on the capacity and recommendation of the Evan's Student team.

## Key Tasks for Consultants

- Benchmarking of vaccination/ public health intervention “adoption” strategies. We are interested in a variety of public service campaigns that have attempted to change behaviors, and we are curious about what has made them successful or unsuccessful. These could be educational campaigns, marketing campaigns, communication strategies or others. Students can look at vaccine adoption strategies and/or other public health interventions.
- Researching strategies to encourage people to get the COVID-19 vaccination. We are interested in the reasons that people get vaccinated, reasons that people don’t get vaccinated, how to frame the issue to various groups, how to build people’s trust in vaccinations, how to debunk conspiracy theories, etc. Some background research into nudge theory, vaccine “incentives” programs (i.e. paying people to get vaccinated), historical inequities and racism in previous vaccination campaigns will be helpful.
- Survey and Quantitative Analysis. Students can make use of our mask survey data & our projection model. In addition, the student team could develop and deploy their own survey tools to collect additional needed data.
- Research Best Practices for Organizations. We are curious about best practices around vaccinations for schools, workplaces, public places, etc. For example, should schools require proof of COVID-19 vaccination in order to attend, as they do with childhood vaccinations? Should certain workplaces be required to provide free vaccines to their employees? Should the state be offering monetary or other incentives for vaccination?
- Determine Appropriate Enforcement Mechanism. We would like to know what tools various local and national governments and organizations have utilized to increase vaccination, mask adoption and social distancing practices.
- Benefit-Cost Analysis for the state government or other identified partners on the benefits, risks and cost of various rates of policy and technology adoption (e.g., vaccination and/or mask use in public.)
- Summary Memo of all findings
- 10 - 15-minute presentation to Restart leadership and government stakeholders