

**Annex A: Discussion Guides****Structure and Routing of this guide – Engaged Participants**

| Section    |                       | Title                                                                     | Routing                                                                                                             |
|------------|-----------------------|---------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|
| Section 1  |                       | Background and experience of the pandemic                                 | Ask all                                                                                                             |
| Section 2  |                       | Experience of 1 <sup>st</sup> COVID vaccine                               | Ask all                                                                                                             |
| Section 3a | Ask only one of these | Experience of 2 <sup>nd</sup> or 3 <sup>rd</sup> COVID vaccines           | Ask those who have had <u>all</u> covid vaccines they are <u>eligible</u> for                                       |
| Section 3b |                       | Reasons for not getting 2 <sup>nd</sup> or 3 <sup>rd</sup> COVID vaccines | Ask those who have had their first covid vaccine but have <u>not</u> got all the doses they are <u>eligible</u> for |
| Section 4a | Ask only one of these | Experience of flu vaccine                                                 | Ask those who <u>have</u> had the flu vaccine in 2021/22                                                            |
| Section 4b |                       | Reasons for not getting flu vaccine                                       | Ask those who are <u>eligible</u> for a flu vaccine but <u>did not get it</u> in 2021/22                            |
| Section 5  |                       | Experience of children (not) getting vaccinated                           | Ask those who have children under 16                                                                                |
| Section 6  |                       | Future engagement with vaccines                                           | Ask all                                                                                                             |

**Discussion guide****Introduction (3 mins)****ASK ALL**

Aim: To remind participant of key details about the research and obtain informed consent

THANK PARTICIPANT FOR TAKING PART & INTRODUCE YOURSELF.

EXPLAIN:

- The Scottish Government has asked Ipsos Scotland to get feedback on the vaccination programme for both COVID-19 vaccines and flu vaccines. Ipsos Scotland is an independent research organisation and not part of the Scottish Government. We are speaking to people across Scotland to understand their experiences of the vaccination programme and to see how it's working in practice.

- Remind participant that the interview will last about an hour (90 mins if paired interview) – check this is still a good time.
- Remind participant that they don't have to answer any questions they don't want to answer. Acknowledge that sometimes discussing vaccines can be a sensitive issue but it doesn't matter at all whether they have had covid or flu vaccines or not, there are no right or wrong answers, we are just curious to hear different people's views and experiences.
- Provide reassurances of anonymity and confidentiality. Explain that once we've spoken to everybody, we will write up the findings in a report for the Scottish Government that is to be published, but no identifying information about individuals will be shared outside of the research team. For example, if we want to quote people it will be anonymous. It will not be possible for the Scottish Government or anyone else to identify individuals in any reports that Ipsos produce.
- Check if participant has any questions.
- Request permission to record interview. Explain that this is for transcription and analysis purposes and that recordings will not be shared outside the research team at Ipsos.

START AUDIO RECORDING, RECORD VERBAL CONSENT TO TAKE PART.

### **Section 1 – Background and experience of the pandemic (7 mins / 10 overall)**

ASK ALL

Aims: To build rapport and gain an understanding of participant's home/work/family situation  
To understand how the pandemic has affected them/any sensitivities/perceived threat from COVID  
To confirm vaccine status (asked at recruitment stage) for both COVID and flu

**To begin with, it would be great to know a bit more about your life generally. Could you tell me a bit about yourself?**

- Who they live with
- What a typical day looks like for them
- Work / education
- Caring responsibilities? (including children)

**Thanks, that's helpful to know. The next few questions are about your experience of the COVID-19 pandemic, but remember you don't have to answer if you would prefer not to.**

**How would you say the pandemic has affected your life since March 2020?**

- Mental / physical wellbeing impacts
- Work or education impacts (WFH? Furlough? Less/no work?)
- IF CHILDREN – impacts on children/school

- Have they had to isolate?
- Any experiences of having COVID to be covered in detail – see next question
- Anything else?

**IF NOT ALREADY COVERED: [Have you/you mentioned that you] previously had COVID yourself?**

- How was that experience - did they have symptoms?
- When/how many times did they have it?
- Were they vaccinated at the time?
- If they had it more than once were their experiences different?

**Have any of your close family members or friends had COVID?**

- How was their experience?
- IF RELEVANT: Was their experience different to yours?
- IF HAVE CHILDREN AND NOT COVERED: Have any of your child(ren) had Covid?

## **Section 2 – Experience of 1<sup>st</sup> COVID vaccine (20 mins / 30 overall)**

ASK ALL

Aim: to understand influences on decisions to get a first dose of the COVID vaccine

**Before we go into a bit more detail, what comes to mind when you hear the word ‘vaccine’?** [IF UNCLEAR ASK WHICH WORDS/IMAGES COME TO MIND]

**Does anything different come to mind when you think about the COVID-19 vaccine in particular?**

**The next questions are about the COVID-19 vaccination programme specifically.**

**IF RELEVANT: I’ll ask about the flu vaccination programme later on.**

### **SOURCES OF INFORMATION**

**How did you first hear about it?**

**And, between then and getting your first vaccine had you heard or read about it anywhere else?**

POSSIBLE PROBES:

- Official websites
- NHS Inform or NHS leaflets
- Healthcare professionals e.g. GP
- Friends/family (word of mouth)
- Social media (probe for platform/s)
- Newspapers/magazines/print media
- Television/radio

- Support organisations
- Information included with invitation letter – ‘blue envelope’ / appointment letter
- Booklet posted through door

NOTE: Any tailored or specialist information related to their circumstances?  
e.g: translated materials / advice from medical professionals / support orgs

## DECISION MAKING PROCESS

**Firstly, can I ask you to think back to when you decided you wanted to get the first COVID vaccine. Can you remember when that was?**

- Soon after they found out there would be a COVID vaccination programme?
- Before/after they knew they were eligible?
- Before they were offered an appointment?

**Tell me about what made you decide to get your first COVID vaccine?**

PROBE FULLY ON EACH: Anything else?

- Personal health risk (including mental health risk & long Covid)
- Health risk to others
- How effective the vaccine would be
- Views on vaccines more generally
- Views of friends/family
- Pressure from work
- Concern about restrictions
- Vaccine-related rules e.g. vaccine passports or ability to travel
  - Probe on whether there were impacts from the **introduction** of this at first, or the **voluntary** use going forwards, or potential for **reintroduction** in the future looking to travel

Information if needed:

Covid Status Certification (often known as the Covid passports) contains details of your vaccination and test results. You can use it to prove your COVID vaccination status when travelling abroad or in some venues in Scotland that request it for entry.

Covid Status is no longer mandatory in Scotland for entry to some events and venues but was between September 30th 2021, and Sunday 27th February 2022.

- Concern about the economy
- Sense of duty / contributing to the pandemic response
- Personal identity (“I’m the kind of person who...”)

**Even though you decided to get it, was there anything that concerned you about getting your COVID vaccine?**

PROBE: Anything else?

(e.g. safety, pre-existing conditions / side effects / distrust of authority / practical concerns / views of others)

**IF DECISION SEEMED DIFFICULT: It sounds like it was a difficult decision to make. What helped you make that decision in the end?**

- Probe for influence of different information sources

**Did you feel that you had enough information to make an informed decision about getting a COVID-19 vaccine?**

- Was any of the information unclear or confusing?
- What else would they have liked information on?
  - In what format?

**Did you come across any conflicting information about the COVID vaccine?**

- IF SO: How did they manage this and decide what information to trust?

## **HOW THEY WERE INVITED / FOUND OUT THEY WERE ELIGIBLE**

**How did you find out you would qualify for a first dose of the COVID vaccine?**

**How did you get your first COVID vaccine appointment?**

**How did that work for you?**

- Was there anything difficult about getting an appointment?

**IF RELEVANT: Was your vaccination convenient for you?** (Prompt on time and location)

**IF RELEVANT: Did you consider changing your appointment?**

(Prompt on time and location)

- IF NO: Were they aware this was an option?
- IF YES: Why did they change it?
  - Did they use the online portal or the telephone helpline?
  - How did that work for them? Easy/difficult?

**In advance of your vaccination, did you have any concerns about going?**

- Accessibility concerns e.g. travel / venue / interpreter / lack of privacy
- Other practical concerns e.g. timing / fitting around other responsibilities
- Anxiety e.g. interacting with face to face / fear of procedure

**IF CONCERNS: Did anything help to ease these concerns?**

## **PRACTICAL EXPERIENCE OF VACCINATION PROGRAMME**

**Tell me about your experience of attending your first COVID vaccination appointment...**

**POSSIBLE PROBES:**

- How did they feel on the day?
- Where was it?
- How did they get there?
- Did they go with anyone?
- Were they able to take children with them / did they need childcare?
- Were they able to bring parents / companions / carers / others?
- Did they have to take time off work or from education?
  
- What happened when they got to the venue?
- Was the venue accessible to them?
- How long did they have to wait at the venue?
- Did it feel 'Covid-safe'?
- How were their interactions with staff?
  
- What was their experience of receiving the vaccine?
- Did they feel they had enough privacy when receiving the vaccine?
- How did they feel (emotionally) after receiving the vaccine?
- Did they experience any (physical) side effects?
  - IF YES: What impact did these have? (e.g. time off work)

**What worked well in relation to your vaccine experience on the day?**

**And could anything have improved your vaccine experience on the day?**

**Section 3a - Experience of 2<sup>nd</sup> or 3<sup>rd</sup> COVID vaccines (8 mins / 38 overall)**

**ASK THOSE WHO HAVE HAD ALL COVID VACCINES THEY ARE ELIGIBLE FOR**

Aim: to understand if experiences of 2<sup>nd</sup> or 3<sup>rd</sup> doses differ from the first dose

**Thanks very much. I'm interested in whether there were any differences for you when you got your 2<sup>nd</sup> COVID vaccine?**

**PROBE ON:**

- Information sources
- Reasons for getting it (was it an easier decision?)
- Practical experiences (e.g. booking / re-arranging, location, experience on the day)

**IF RELEVANT: And how about your third COVID vaccine, or as it's often called, the 'Covid booster', was that any different?**

**PROBE ON:**

- Information sources
- Reasons for getting it (was it an easier decision?)
- Practical experiences (e.g. booking/re-arranging, location, experience on the day)

**Do you think your experience with the COVID vaccines got better or worse over time, or stayed the same?**

**Section 3b – Reasons for not getting 2<sup>nd</sup> or 3<sup>rd</sup> COVID vaccines (8 mins / 38 overall)**

ASK THOSE WHO HAVE HAD THEIR FIRST COVID VACCINE BUT HAVE NOT GOT ALL THE DOSES THEY ARE ELIGIBLE FOR

Aim: to understand reasons that participants who have had a covid vaccine before may not receive subsequent doses that they are eligible for.

**Thanks very much. You mentioned earlier that you have not had a [2<sup>nd</sup> / 3<sup>rd</sup>] dose of the COVID vaccine so I wanted to ask a bit more about that.**

**Tell me about your decision not to get a [2<sup>nd</sup> / 3<sup>rd</sup>] dose?**

PROBE FULLY

**What, if anything, would have to change for you to consider getting a [2<sup>nd</sup> / 3<sup>rd</sup>] COVID vaccine?**

PROBE FULLY

**Section 4a - Experience of flu vaccine (10 mins / 48 overall)**

ASK THOSE WHO HAVE HAD THE FLU VACCINE IN 2021/22

Aim: to understand influences on decisions to get a flu vaccine

**As I mentioned earlier, I'm also interested in hearing about your experience of the flu vaccine**

IF NOT COVERED ALREADY: **Can I just check - Did you get your flu vaccine at the same time as one of your COVID-19 vaccines?**

**SOURCES OF INFORMATION**

**Were you already aware that there was a flu vaccination programme in Scotland before the pandemic?**

**How did you hear about it?**

- Official websites – Scottish Government/UK Government/NHS/WHO
- Healthcare professionals e.g. GP
- Friends/family (word of mouth)

- Social media
- Newspapers/magazines/print media
- Television/radio
- 3<sup>rd</sup> sector support groups

NOTE: Any tailored or specialist information related to their circumstances?  
e.g: translated materials / advice from medical professionals / support orgs

## **DECISION MAKING PROCESS**

**Have you had the flu vaccine in the past or was this the first time?**

**Tell me about what made you decide to get your flu vaccine?**

- Personal health risk
- Health risk to others
- Views on vaccines more generally
- Views of friends/family
- Personal identity (“I’m the kind of person who does this”)

**Even though you decided to get it, was there anything that concerned you about getting your flu vaccine?**

- Safety (if relevant: worries about interaction with covid vaccine?)
- Side effects
  - Impacts of these e.g. having to take time off work
- Effectiveness
- Distrust of authority
- Practical concerns [more questions on this later]
  - Fitting around work / caring / education responsibilities
  - Travel difficulties
  - Accessibility (time / venue / being ‘Covid safe’)
- Views of others around them

**Would you say the COVID-19 pandemic impacted on your decision to get the flu vaccine this year, or not?**

**IF DECISION SEEMED DIFFICULT: It sounds like it was a difficult decision to make. What helped you make that decision in the end?**

- Probe for information sources

**Did you feel that you had enough information to make an informed decision about getting the flu vaccine?**

- Was any of the information unclear or confusing?
- What else would they have liked information on?
  - In what format?

## HOW THEY WERE INVITED / FOUND OUT THEY WERE ELIGIBLE

### How did you find out you were eligible for a flu vaccine?

IF THEY HAD A COVID AND FLU VACCINE AT THE SAME TIME: **Tell me about your decision to get your Covid vaccine and the flu vaccine at the same time.** AFTER THIS QUESTION PLEASE SKIP THE REMAINDER OF SECTION 4a.

IF THEY DID NOT HAVE A COVID AND FLU VACCINE AT THE SAME TIME: **You mentioned that you did not get your flu vaccine at the same time as your covid vaccine. If this was an option, would you have wanted to do this?**

PROBE FOR ANY CONCERNS ABOUT THIS (e.g. worries around interaction)

PLEASE CONTINUE AND ASK THE REMAINDER OF SECTION 4a.

### How did you get your flu vaccine appointment?

#### How did that work for you?

- Was there anything difficult about making an appointment?

#### Was your vaccination convenient for you?

(Prompt on time and location)

#### IF RELEVANT: Did you consider changing your appointment?

(Prompt on time and location)

- IF NO: Were they aware this was an option?
- IF YES: Why did they change it?  
How did that work for them? Easy/difficult?

#### In advance of your vaccination, did you have any concerns about going?

- Accessibility concerns e.g. travel / venue / interpreter / lack of privacy
- Other practical concerns e.g. timing / fitting around other responsibilities
- Anxiety e.g. interacting with face to face / fear of procedure

#### IF CONCERNS: Did anything help to ease these concerns?

## PRACTICAL EXPERIENCE OF VACCINATION PROGRAMME

### Tell me about your experience of attending your flu vaccination appointment...

PROBE IF NECESSARY:

- How did they feel on the day?
- Where was it?
- How did they get there?

- Did they go with anyone?
- Were they able to take children with them / did they need childcare?
- Were they able to bring parents / companions / carers / others?
- Did they have/were they able to get childcare?
- Did they have to take time off work or education?
  
- What happened when they got to the venue?
- Was the venue accessible to them?
- How long did they have to wait at the venue?
- Did it feel 'Covid-safe'?
- How were their interactions with staff?
  
- What was their experience of receiving the vaccine?
- Did they feel they had enough privacy when receiving the vaccine?
- How did they feel (emotionally) after receiving the vaccine?
- Did they experience any (physical) side effects?
  - IF YES: What impact did these have? (e.g. time off work)

**What worked well in relation to your vaccine experience on the day?**

**Could anything have improved your vaccine experience on the day?**

#### **Section 4b – Reasons for not getting flu vaccine (10 mins / 48 overall)**

ASK THOSE WHO ARE ELIGIBLE FOR A FLU VACCINE BUT DID NOT GET IT IN 2021/22

Aim: to understand influences on decisions not to get the flu vaccine

**As I mentioned earlier, I'm also interested in hearing your thoughts on the flu vaccine. You mentioned that you chose not to get the flu vaccine this winter, although you were eligible for it.**

**Have you previously had the flu vaccine?**

**What would you say are the main reasons you didn't get a flu vaccine this winter?**  
PROBE FULLY

**What would have to change for you to consider getting a flu vaccine in future?**  
PROBE FULLY

IF NOT COVERED: **Were you able to get a flu vaccine at the same time as your COVID vaccine if you had wanted one?**

#### **Section 5 - Experience of children (not) getting vaccinated (7 mins / 55 overall)**

ASK THOSE WHO HAVE CHILDREN UNDER 16

Aim: to understand views on children getting vaccinated and whether this is different to how they think about themselves being vaccinated. To understand any differences between children getting vaccinated against COVID compared to flu.

**Now I'd like to ask about your views on your child/children getting either the COVID or flu vaccines.**

**Can I firstly check how many children you have and how old they are?**

### **COVID VACCINE**

**Firstly, can I just check - as far as you're aware, [is your child / are any of your children] eligible for the COVID vaccine?**

IF NOT ELIGIBLE: SKIP TO FLU QUESTIONS (NEXT YELLOW SECTION)

**And have your child(ren) had all the COVID vaccines that they are eligible for?**

**IF NO: are they likely to get them in the future?**

**Have you fully decided this yet?**

**Did/do you have the same views as your child(ren) as to whether they should receive it?**

IF NOT: **how was the decision made?**

ASK THOSE WHOSE CHILD(REN) HAVE BEEN VACCINATED:

**Tell me about the decision for your child(ren) to get the COVID vaccine?**

- How the decision was made (parent/child/jointly)
  - How did their age impact this?
  - What information sources they used?
- Main reasons for decision

**Even though your child(ren) have had a COVID vaccine, did you/they have any initial concerns?**

PROBE FOR REASONS (e.g. side effects; safety; fear of needles; practical concerns)

**How were these overcome?**

ASK THOSE WHOSE CHILD(REN) HAVE NOT BEEN VACCINATED:

**Tell me about the decision for your child(ren) not to have the COVID vaccine?**

- How the decision was made (parent/child/jointly)
  - How did their age impact this?
  - What information sources they used?
- Main reasons (e.g. forgot / didn't get around to it; side effects; fear of needles; safety; practical concerns e.g. making an appointment, accessibility)

**What would have to change in order for you to be happy for your child(ren) to have a COVID vaccine?**

## **FLU VACCINE**

**And [is your child / are any of your children] eligible for the flu vaccine?**

IF NOT ELIGIBLE: SKIP TO SECTION 6.

**And have your child(ren) had the flu vaccine this Winter? Have they had it in the past?**

**Did you have the same views as them as to whether they should receive it? IF NOT: how was the decision made?**

ASK THOSE WHOSE CHILD(REN) HAVE BEEN VACCINATED:

**Tell me about the decision for your child(ren) to get the COVID vaccine?**

- How the decision was made (parent/child/jointly)
- Main reasons for decision
  - How did their age impact this?
  - What information sources they used?
  - Children may have received a consent pack with an invite letter, a consent form and an information leaflet for parents/carers. Was this something that helped you make your decision?
- Were these reasons any different this year given COVID-19?

**Even though your child(ren) have had a flu vaccine, did you have any initial concerns?**

PROBE FOR REASONS (e.g. side effects; safety; practical concerns; new offer this year for secondary aged children)

**IF THEY HAD CONCERNS: Were these overcome? If so, how?**

ASK THOSE WHOSE CHILD(REN) HAVE NOT BEEN VACCINATED:

**Tell me about the decision for your child(ren) not to have the flu vaccine?**

- How the decision was made (parent/child/jointly)
- Main reasons (e.g. forgot / didn't get around to it; side effects; safety; practical concerns e.g. making an appointment, accessibility)
  - How did their age impact this?
  - What information sources they used?
  - Any issues around the consent pack?

**What would have to change in order for you to be happy for your child(ren) to get a flu vaccine?**

**Section 6 - Future engagement with vaccines (5 minutes, 60 overall)**

ASK ALL

Aim: To summarise key factors in future engagement with vaccination programmes (likely to have emerged during interviews)

**Looking ahead - how likely would you be to take up future offers of Covid-19 vaccines or the flu vaccine?**

IF HAVE CHILDREN: Would this be the same for your children?

IF THEY SAY UNLIKELY:

**Overall, what (if anything) would have to happen for you to change your mind?**

PROBE FOR BOTH PRACTICAL AND WIDER ELEMENTS.

**If you were to imagine a future where there was a vaccination programme that you trusted and that was really well designed – what would that look like? PROBE AS NECESSARY:**

- How would people hear about it? From who?
- What would people hear about it/how would they like to make their appointment? (Prompt: would they prefer drop-in?)
- What would the experience of getting a vaccination be like?
- Where would it be delivered? What difference would that make?

**Is there anything else you feel it is worth mentioning about the COVID or flu vaccine programmes that we haven't talked about today?**

**Wrap up**

THANK PARTICIPANT & STOP RECORDING.

CONFIRM HOW INCENTIVE WILL BE PAID.

REMIND PARTICIPANT THAT THEY CAN GET IN CONTACT WITH US VIA EMAIL IF THEY HAVE ANY FURTHER QUESTIONS AFTER THE INTERVIEW.

**Structure and Routing of this guide – Disengaged Participants**

| Section   | Title                                           | Routing                                                      |
|-----------|-------------------------------------------------|--------------------------------------------------------------|
| Section 1 | Background and experience of the pandemic       | Ask all                                                      |
| Section 2 | Reasons for not getting COVID vaccine           | Ask all                                                      |
| Section 3 | Reasons for not getting flu vaccine             | Ask all who are eligible for the flu vaccine but not had one |
| Section 4 | Experience of children (not) getting vaccinated | Ask those who have children under 16                         |
| Section 5 | Future engagement with vaccines                 | Ask all                                                      |

**Discussion Guide****Introduction (3 mins)****ASK ALL**

Aim: To remind participant of key details about the research and obtain informed consent

THANK PARTICIPANT FOR TAKING PART & INTRODUCE YOURSELF.

EXPLAIN:

- The Scottish Government has asked Ipsos Scotland to get feedback on the vaccination programme for both COVID-19 vaccines and flu vaccines. Ipsos Scotland is an independent research organisation and not part of the Scottish Government. We are speaking to people across Scotland to understand their experiences of the vaccination programme and to see how it's working in practice.
- Remind participant that the interview will last about an hour (90 mins if paired interview) – check this is still a good time.
- Remind participant that they don't have to answer any questions they don't want to answer. Acknowledge that sometimes discussing vaccines can be a sensitive issue but it doesn't matter at all whether they have had covid or flu vaccines or not, there are no right or wrong answers, we are just curious to hear different people's views and experiences.
- Provide reassurances of anonymity and confidentiality. Explain that once we've spoken to everybody, we will write up the findings in a report for the Scottish Government but no identifying information about individuals will be shared outside of the research team. For example, if we want to quote people it will be anonymous. It will not be possible for the

Scottish Government or anyone else to identify individuals in any reports that Ipsos produce.

- Check if participant has any questions.
- Request permission to record interview. Explain that this is for transcription and analysis purposes and that recordings will not be shared outside the research team at Ipsos.

START AUDIO RECORDING, RECORD VERBAL CONSENT TO TAKE PART.

## **Section 1 – Background and experience of the pandemic (7 mins / 10 overall)**

ASK ALL

Aims: To build rapport and gain an understanding of participant's home/work/family situation  
To understand how the pandemic has affected them/any sensitivities/perceived threat from COVID

**To begin with, it would be great to know a bit more about your life generally. Could you tell me a bit about yourself?**

- Who they live with
- What a typical day looks like for them
- Work / education
- Caring responsibilities? (including children)

**Thanks, that's helpful to know. The next few questions are about your experience of the COVID-19 pandemic, but remember you don't have to answer if you would prefer not to.**

**How would you say the pandemic has affected your life since March 2020?**

- Mental / physical wellbeing impacts
- Financial impacts
- Work or education impacts (WFH? Furlough? Less/no work?)
- IF CHILDREN – impacts on children/school
- Have they had to isolate?
- Any experiences of having COVID to be covered in detail – see next question
- Anything else?

**IF NOT ALREADY COVERED: [Have you/you mentioned that you] previously had COVID yourself?**

- How was that experience - did they have symptoms?
- When/how many times did they have it?
- Were they vaccinated at the time?
- If they had it more than once were their experiences different?

**Have any of your close family members or friends had COVID?**

- How was their experience?

- IF RELEVANT: Was their experience different to yours?
- IF HAVE CHILDREN AND NOT COVERED: Have any of your child(ren) had Covid?

## **Section 2 – Reasons for not getting a COVID vaccine (20 mins / 30 overall)**

ASK ALL

Aim: to understand reasons that participants have chosen not to get a COVID vaccine

**Before we go into a bit more detail, what comes to mind when you hear the word ‘vaccine’?** [IF UNCLEAR ASK WHICH WORDS/IMAGES COME TO MIND]

**Does anything different come to mind when you think about the COVID-19 vaccine in particular?**

**The next questions are about the COVID-19 vaccination programme specifically. IF RELEVANT: I’ll ask about the flu vaccination programme later on.**

### **SOURCES OF INFORMATION**

**How did you first hear about the COVID vaccination programme in Scotland?**

**And, since then, have you heard or read about it anywhere else?**

POSSIBLE PROBES:

- Official websites – Scottish Government/UK Government/WHO
- NHS Inform or NHS leaflets
- Healthcare professionals e.g. GP
- Friends/family (word of mouth)
- Social media (probe for platform/s)
- Newspapers/magazines/print media
- Television/radio
- Support organisations Information included with invitation letter – ‘blue envelope’/ appointment letter
- Booklet posted through door

NOTE: Any tailored or specialist information related to their circumstances?  
e.g: translated materials / advice from medical professionals / support orgs

### **DECISION MAKING PROCESS**

**Thanks very much. There are lots of different reasons people may choose to get or not get particular vaccines, so I wanted to ask a bit more about what those factors are for you.**

**Tell me about your decision not to get a COVID vaccine.**

PROBE FULLY ON REASONS.

IF HAD COVID: How did this affect their decision?

**Did you feel that you had enough information to make an informed decision about getting a COVID vaccine?**

- Was any of the information unclear or confusing?
- What else would they have liked information on? In which format?
- Would more information change their decision about getting vaccinated?

**How much did you talk to others about whether or not to get a COVID-19 vaccine?**

- Have people close to them been vaccinated?
- What do family and friends think about the vaccine?
- How helpful was this in helping to make their decision?

IF NOT COVERED: **Did you consider the introduction of ‘vaccine passports’ when you were making your decision?**

- Was that encouraging or off-putting?
- Did it make a difference when they were first introduced? How about now they’re being used on a voluntary basis?
- Would it impact their decision to get vaccinated if vaccine passports were reintroduced in the future?

Information if needed:

Covid Status Certification (often known as the Covid passports) contains details of your vaccination and test results. You can use it to prove your COVID vaccination status when travelling abroad or in some venues in Scotland that request it for entry.

Covid Status is no longer mandatory in Scotland for entry to some events and venues but was between September 30th 2021, and Sunday 27th February 2022.

**What, if anything, would have to change for you to consider getting a COVID vaccine?**  
PROBE ON PRACTICAL AND WIDER CONCERNS.

**Thanks. I want to ask you something a little different now. I’m going to describe a couple of scenarios where people in different situations are deciding whether or not to get a COVID vaccine, and then get your opinion on what they should do.**

**Scenario 1**

First let me tell you about Chris. Chris is a 59-year-old self-employed builder who lives in Dundee with his wife. They have been careful during the pandemic to avoid catching COVID, but they’ve started to go out more now. He feels nervous that COVID could be a serious illness for him as he suffers from asthma and is considering getting the vaccine. However, his friends who have had the vaccine have had flu-like side effects and he is worried that he would have to take unpaid time off work if the same happened to him. He also knows some of them have gone on to catch COVID anyway. He’s read positive information about the vaccine on the Scottish

Government website and on the NHS, but he's read some blogs questioning how effective the vaccine is that some friends have shared on Facebook. Chris would like to go on a trip abroad this year, but this would be more difficult and expensive if he doesn't get vaccinated beforehand. Chris is unsure what to do.

**What do you think would be the best thing for Chris to do in this situation?**

**Scenario 2a – for those aged over 25**

Helen is 36 and works in a local shop. She is a single parent and lives with her three children. Her 73-year-old mother lives nearby. Her mother has lots of underlying health conditions, so Helen helps her out with everyday tasks and delivers her shopping. Helen thinks it would be good to get a vaccine because she caught COVID before and had to isolate which was really disruptive for the whole family, so she would like to avoid getting it again in the future. She is also worried about passing it on to her mother. However, she's very busy and never feels she has time to get it. She is also concerned about the safety of the vaccine since it was developed very quickly and is putting off making an appointment for now. Helen is hoping that if enough people in the community get vaccinated it will be less necessary for her to get one.

**What do you think would be the best thing for Helen to do in this situation?**

**Scenario 2b – for those aged 25 and under**

Lisa is 23 and is studying full-time at university as well as working part-time in a local shop. She currently lives with 3 flatmates who are around the same age, although she sometimes goes to stay with her parents for the weekend. Lisa thinks it could be good to get a vaccine because she caught COVID before and had to isolate which was really inconvenient, so she would like to lower her chances of getting it again. Her mother also has several underlying health conditions, so she doesn't want to pass it onto her. However, she had mild symptoms the first time and she's heard that new variants of the virus are milder, so it's low on her list of priorities as she is very busy. She is also concerned about the safety of the vaccine since it was developed very quickly and is putting off making an appointment for now. Lisa is hoping that if enough people in the community get vaccinated it will be less necessary for her to get one.

**What do you think would be the best thing for Lisa to do in this situation?**

**Section 3 – Reasons for not getting flu vaccine (10 mins / 40 overall)**

ASK THOSE WHO ARE ELIGIBLE FOR A FLU VACCINE BUT DID NOT GET IT IN 2021/22

Aim: to understand influences on decisions not to get the flu vaccine

**As I mentioned earlier, I'm also interested in hearing your thoughts on the flu vaccine. You mentioned that you chose not to get the flu vaccine this Winter, although you were eligible for it.**

**Have you previously had the flu vaccine?**

**What would you say are the main reasons you didn't get a flu vaccine this winter?**

PROBE FULLY

**What would have to change for you to consider getting a flu vaccine in future?**

PROBE FULLY

#### **Section 4 - Experience of children (not) getting vaccinated (10 mins / 50 overall)**

**ASK THOSE WHO HAVE CHILDREN UNDER 16**

Aim: to understand views on children getting vaccinated and whether this is different to how they think about themselves being vaccinated. To understand any differences between children getting vaccinated against COVID compared to flu.

**Now I'd like to ask about your views on your child/children getting either the COVID or flu vaccines.**

#### **COVID VACCINE**

**Firstly, can I just check - as far as you're aware, [is your child / are any of your children] eligible for the COVID vaccine?**

IF NOT ELIGIBLE: SKIP TO FLU QUESTIONS (NEXT YELLOW SECTION)

**And have your child(ren) had all the COVID vaccines that they are eligible for?**

**IF NO: are they likely to get them in the future?**

**Have you fully decided this yet?**

**Did you have the same views as your child(ren) as to whether they should receive it? IF**

**NOT: how was the decision made?**

**ASK THOSE WHOSE CHILD(REN) HAVE BEEN VACCINATED:**

**Tell me about the decision for your child(ren) to get the COVID vaccine?**

- How the decision was made (parent/child/jointly)
  - How did their age impact this?
- Main reasons for decision

**Even though your child(ren) have had a COVID vaccine, did you have any initial concerns?**

PROBE FOR REASONS (e.g. side effects; safety; practical concerns)

### How were these overcome?

ASK THOSE WHOSE CHILD(REN) HAVE NOT BEEN VACCINATED:

#### Tell me about the decision for your child(ren) not to have the COVID vaccine?

- How the decision was made (parent/child/jointly)
  - How did their age impact this?
- Main reasons (e.g. forgot / didn't get around to it; side effects; safety; practical concerns e.g. making an appointment, accessibility)

**What would have to change in order for you to be happy for your child(ren) to get a COVID vaccine?**

### FLU VACCINE

**And [is your child / are any of your children] eligible for the flu vaccine?**

IF NOT ELIGIBLE: SKIP TO SECTION 6.

**And have your child(ren) had the flu vaccine this Winter? Have they had it in the past?**

**Did you have the same views as them as to whether they should receive it? IF NOT: how was the decision made?**

ASK THOSE WHOSE CHILD(REN) HAVE BEEN VACCINATED:

#### Tell me about the decision for your child(ren) to get the COVID vaccine?

- How the decision was made (parent/child/jointly)
  - How did their age impact this?
- Main reasons for decision
- Were these reasons any different this year given COVID-19?

**Even though your child(ren) have had a flu vaccine, did you have any initial concerns?**

PROBE FOR REASONS (e.g. side effects; safety; practical concerns)

**IF THEY HAD CONCERNS: Were these overcome? If so, how?**

ASK THOSE WHOSE CHILD(REN) HAVE NOT BEEN VACCINATED:

#### Tell me about the decision for your child(ren) not to have the flu vaccine?

- How the decision was made (parent/child/jointly)
  - How did their age impact this?
- Main reasons (e.g. forgot / didn't get around to it; side effects; safety; practical concerns e.g. making an appointment, accessibility)

**What would have to change in order for you to be happy for your child(ren) to get a flu vaccine?**

**Section 5 - Future engagement with vaccines (10 minutes, 60 overall)**

ASK ALL

Aim: To summarise key factors in future engagement with vaccination programmes (likely to have emerged during interviews)

**Looking ahead - how likely would you be to take up future offers of Covid-19 vaccines or the flu vaccine?**

IF THEY SAY UNLIKELY:

**Overall, what (if anything) would have to happen for you to change your mind?**

PROBE FULLY ON BOTH PRACTICAL AND WIDER ELEMENTS.

**If you were to imagine a future where there was a vaccination programme that you trusted and that was really well designed – what would that look like? PROBE AS NECESSARY:**

- How would people hear about it? From who?
- What would people hear about it/how would they like to make their appointment? (e.g. would a drop-in be preferred?)
- What would the experience of getting a vaccination be like?
- Where would it be delivered? What difference would that make?

**Is there anything else you feel it is worth mentioning about the COVID or flu vaccine programmes that we haven't talked about today?**

**Wrap up**

THANK PARTICIPANT & STOP RECORDING.

CONFIRM HOW INCENTIVE WILL BE PAID.

REMIND PARTICIPANT THAT THEY CAN GET IN CONTACT WITH US VIA EMAIL IF THEY HAVE ANY FURTHER QUESTIONS AFTER THE INTERVIEW.