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The effects of monetary incentives on COVID-19 vaccination uptake in Ghana

Submission date	Recruitment status	[X] Prospectively registered
18/01/2022	No longer recruiting	[_] Protocol
Registration date	Overall study status	[_] Statistical analysis plan
21/01/2022	Completed	[_] Results
Last Edited	Condition category	[_] Individual participant data
21/01/2022	Infections and Infestations	[_] Record updated in last year

Plain English summary of protocol

Background and study aims
Making sure as many people as possible throughout the world are vaccinated against COVID-19 is a critical challenge. While COVAX is planning mass vaccination of Africa in 2022, there are substantial challenges. Paying people cash incentives for being vaccinated has been proposed as a way to encourage more people in Africa to get vaccinated.This study will use a randomized control trial to test whether cash incentives and health messages make people in Ghana more likely to get a COVID-19 vaccine.

The randomised controlled trial will randomly select participants from rural households. These participants will be randomly assigned to four video treatment arms: a placebo, a standard health message, a high cash incentive ($10) and a low cash incentive ($3). The aim of the experiment is to test whether cash incentives and health video messages make people more likely to get a COVID-19 vaccine. Identifying the effect of these different incentive strategies will promote increased uptake of COVID-19 vaccines and make the vaccine roll-out more efficient.

Who can participate?
Anyone over the age of 18 years who, at the time of the study, has not received a COVID-19 vaccination, and has no COVID-19 symptoms, can participate.

What does the study involve?
Participants will be randomly assigned to one of four interventions:
1. A brief video message that provides general information about the benefit of using solar power to charge household electrical appliances (which is used as the 'placebo' control intervention)
2. A 45-second video message that contains health-related information promoting COVID-19 vaccination
3. Low Cash Incentive treatment video – the first 30 seconds are identical to the health message video – the last 15 seconds inform viewers that that they will earn the equivalent of $US3 if they receive a COVID-19 vaccine shot within the next 6 weeks

4. High Cash Incentive treatment video – the first 30 seconds are identical to the health message video – the last 15 seconds inform viewers that that they will earn the equivalent of $US10 if they receive a COVID-19 vaccine shot within the next 6 weeks

The participants will be contacted again after 6 weeks to check if they have been vaccinated.

What are the possible benefits and risks of participating?
All participants are likely to benefit from information about COVID-19 vaccination, or information on the benefits of solar power. Those assigned to the cash incentive videos will be paid if they get vaccinated against COVID-19 within 6 weeks. Any risk from taking part in the study is very low. Careful arrangements have been made to minimize the risks of participants catching COVID-19 during the study.

Where is the study run from?
The study is being run by the University of Oxford, Oxford, UK, together with researchers from the University of Ghana Business School, Legon, Ghana.

When is the study starting and how long is it expected to run for?
December 2021 to April 2022

Who is funding the study?
The University of Oxford (UK), the Hitotsubashi Institute for Advanced Study (Japan) and University of Santiago (Chile)

Who is the main contact?
Prof Philip Clarke, Philip.clarke@ndph.ox.ac.uk

Contact information

Type(s)
Principal investigator

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Additional identifiers

Study information

Scientific Title
CANDOUR Ghana protocol: Ghana COVID-19 vaccinations and financial incentives

Acronym
CANDOUR2GHANA

Study objectives
Subjects offered financial incentives or video health messages will have higher vaccine rates than subjects in the placebo treatment group who receive no financial incentives for vaccinations.

Ethics approval required
Old ethics approval format

Ethics approval(s)
Approved 05/01/2022, University of Oxford Social Sciences Department of Economics Research Ethics Committee (DREC) (Department Of Economics, Manor Road Building, Manor Road, Oxford OX1 3UQ; Uk +44 (0)1865 281292; ethics@economics.ox.ac.uk), ref: ECONCIA21-22-28

Primary study design
Interventional

Study design
Single-centre randomized controlled trial

Study type(s)
Prevention

Health condition(s) or problem(s) studied
Prevention of COVID-19 by promoting COVID-19 vaccine uptake.

Interventions
Treatment 1: A placebo video that provides general information about the benefit of using solar power to charge household electrical appliances.
Treatment 2: Standard COVID-19 vaccine promotional and information video.
Treatment 3: Low Cash Incentive treatment – the first 30 seconds are identical to the health video – the last 15 seconds inform viewers that that they will earn $3 if receive a COVID-19 vaccine within 6 weeks.
Treatment 4: High Cash Incentive treatment – the first 30 seconds are identical to the CDC video – the last 15 seconds inform viewers that that they will earn $10 if receive a COVID-19 vaccine within 6 weeks.

Randomization:
Stage 1:
Within each district, village clusters are randomly assigned to each of the four treatments using a computer algorithm.
Stage 2:
Within each village, each fourth household is selected following random walk instructions

provided to each enumerator using a computer algorithm.
Stage 3:
Within each household, enumerators identify all eligible respondents and employs a computer generated random number to select one of the individuals.

Intervention Type
Behavioural

Primary outcome(s)
COVID-19 vaccination within 6 weeks of receiving one of the four randomly assigned interventions measured using a bespoke survey

Key secondary outcome(s)
Stated intention to have a COVID-19 vaccination with 6 weeks of receiving one of the four randomly assigned interventions measured using a bespoke survey

Completion date
15/04/2022

Eligibility

Key inclusion criteria
1. Over the age of 18 years
2. Have not received a COVID-19 vaccination
3. Agree to conduction in accordance with the COVID-19 safety protocol

Participant type(s)
Healthy volunteer

Healthy volunteers allowed
No

Age group
Adult

Lower age limit
18 Years

Sex
All

Key exclusion criteria
Having symptoms of COVID-19 at the time of the intervention

Date of first enrolment
24/01/2022

Date of final enrolment
01/03/2022

Locations

Countries of recruitment
Ghana

Study participating centre
Dept. of Finance
University of Ghana Business School Legon
Accra
United Kingdom
P.O. Box LG 78

Sponsor information

Organisation
University of Oxford

ROR
https://ror.org/052gg0110

Funder(s)

Funder type
University/education

Funder Name
Nuffield College, University of Oxford

Alternative Name(s)
Nuffield, Nuffield College

Funding Body Type
Private sector organisation

Funding Body Subtype
Universities (academic only)

Location
United Kingdom

Funder Name
Hitotsubashi Institute for Advanced Study

Funder Name
Universidad de Santiago de Chile

Alternative Name(s)
University of Santiago, Chile, School of Arts and Careers, Technical University of the State, Escuela de Artes y Oficios, Universidad Técnica del Estado, USACH

Funding Body Type
Government organisation

Funding Body Subtype
Universities (academic only)

Location
Chile

Results and Publications

Individual participant data (IPD) sharing plan
The data-sharing plans for the current study are unknown and will be made available at a later date

IPD sharing plan summary
Data sharing statement to be made available at a later date

Study outputs

Output type	Details	Date created	Date added	Peer reviewed?	Patient-facing?
Study website	Study website	11/11/2025	11/11/2025	No	Yes