

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

Submission date 18/01/2022	Recruitment status No longer recruiting	<input checked="" type="checkbox"/> Prospectively registered <input type="checkbox"/> Protocol
Registration date 21/01/2022	Overall study status Completed	<input type="checkbox"/> Statistical analysis plan <input type="checkbox"/> Results
Last Edited 21/01/2022	Condition category Infections and Infestations	<input type="checkbox"/> Individual participant data <input type="checkbox"/> 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 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

Contact name

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Additional identifiers

Clinical Trials Information System (CTIS)

Nil Known

Protocol serial number

Nil known

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

Study design

Single-centre randomized controlled trial

Primary study design

Interventional

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