Background As of 15 February 2021, over 20 million people in England have received their first dose of a COVID-19 vaccine. Population-level immunological protection requires the large majority to be vaccinated, though given the spread of misinformation and vaccine hesitancy concerns, this may be challenging. Therefore, this study aimed to elicit from those either undecided or more resistant to having a COVID-19 vaccine, what would make them more likely to have a vaccine when made available to them.

Methods In October/November 2020 we delivered an online population-wide survey of COVID-19 vaccine intention in England. Sampling was stratified by gender, geographical region, and deprivation, with additional purposive sampling of those from an ethnic minority background. An open question ‘*What might make it more likely that you, your family, or friends would have a coronavirus vaccine when one is ready?*’ was included. We used content analysis to identify and code emergent themes.

Results We recruited 1660 participants, who did not want (210), had yet to consider (407), or were not sure (1043) whether to be vaccinated. Of these: 946 (57%) were female, 363 (22%) were of an ethnic minority, and 453 (27%) lived in the lowest three Index of Multiple Deprivation (small area deprivation statistic) deciles. We received 922 (56%) open-text responses, with 733 (44%) detailing at least one factor that would increase their likelihood of receiving a vaccine. The most common concerns expressed was the safety and efficacy of a vaccine, particularly potential side-effects. Participants wanted to see the evidence that supported vaccine approval as many were worried about how quickly vaccines had been developed. Distrust in the Government, specific ministers, and the pharmaceutical companies was a consideration. Some stipulated that it would take mandating for them to have a vaccine. Others wanted it to be free and easy to access. The broader implications of an immunisation programme were of interest, participants wanted to know if the vulnerable would be prioritised and protected and that restrictive conditions would be removed enabling them to engage in a greater range of social activities.

Conclusion Promotional campaigns that focus on COVID-19 vaccine safety and effectiveness, should be prioritised. Provision of accessible comprehensible information that accurately and transparently reports the findings from COVID-19 vaccine trials through a trusted source will be required. Contextualising how vaccines will support the ending of the pandemic and increasing personal and population benefits will be of value.

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MITIGATING DIGITAL EXCLUSION IN A REMOTE RESEARCH WORLD: REFLECTIONS FROM CONDUCTING RESEARCH ON POPULATIONS EXPERIENCING HOMELESSNESS DURING THE PANDEMIC

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Background The global Covid-19 pandemic challenges researchers to adapt and adjust previous engagement and co-production strategies in order to continue research projects remotely. Transitioning to remote recruitment and data collection has led to concerns around digital exclusion and

further marginalisation of populations that already faced heightened disadvantage. Throughout the pandemic, individuals experiencing homelessness, sometimes perceived as ‘harder-to-reach’, have faced added challenges for participating in remote research. This study aims to outline critical reflections and observations related to conducting research among individuals experiencing homelessness during the pandemic.

Methods This reflective analysis provides insights from an early career researcher on their experience navigating methodological and logistical challenges that arose while conducting a qualitative study involving individuals experiencing homelessness in the North East of England. Lessons learned on mitigating concerns around digital exclusion were shaped through collaborations with ‘Experts by Experience’ and analyzing the researcher’s reflective journal.

Results Reflections on lessons learned to reduce digital exclusion are centered around three overarching themes: i) meaningful and realistic co-production—ways the research was co-produced with individuals with lived experience; ii) appropriateness as the most important criteria for vouchers and remuneration—process taken to determine the best approaches; iii) inclusiveness and choice for recruitment and data collection – strategies to increase participation and reduce participation burden.

Conclusion The responsibility of researchers to find ways to engage homeless populations has become more urgent as the pandemic has created new barriers to access. Concerns about widening the digital divide are given special consideration and approaches used in the context of this study are reviewed and successes are highlighted. Being clear about time and resource expectations while respecting that any commitments are subject to change was helpful for co-production. Providing participants with physical vouchers required creativity when it came to distribution as gatekeepers were more effective than postal service. Worries about recruitment lag and data collection were overcome by leveraging existing networks and offering participants choice in the way they were contacted and engaged. Conducting research within remote contexts always requires innovation and creativity. However, not all approaches will work for everyone. Guidance on conducting research remotely or while practicing social distancing does not necessarily take into consideration populations facing the greatest marginalisation or digital exclusion. Collectively learning about experiences and approaches to date can ensure that current and future projects do not avoid populations that are likely to experience digital exclusion or other access issues.

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PERCEPTIONS AND PRACTICES OF COVID-19 PROTECTIVE BEHAVIORS AMONG THE GENERAL PUBLIC OF NORTH INDIA: FINDINGS OF A QUALITATIVE STUDY POST-LOCKDOWN

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Background India has a high COVID-19 burden. The Indian government responded to the pandemic by mandating its population to adhere to certain Protective Measures (PMs).