

# To Pay or Not to Pay? Using the Health Belief Model to Explore Willingness to Pay for COVID-19 Vaccine Among High-Risk Ugandans.

EE146



R Olum<sup>1</sup>, F Bongomin<sup>2</sup>, D Nassozi<sup>3</sup> and I Andia-Biraro<sup>1</sup>

<sup>1</sup>Makerere University, Kampala, Uganda. <sup>2</sup>Gulu University, Gulu, Uganda. <sup>3</sup>Mulago National Referral Hospital, Kampala, Uganda.

## INTRODUCTION

- COVID-19 has had a significant global impact, straining healthcare resources, especially in low- and middle-income countries like Uganda.
- Due to limited funding for vaccinations, Ugandan private health facilities were authorized to offer COVID-19 vaccines for a fee.

## OBJECTIVES

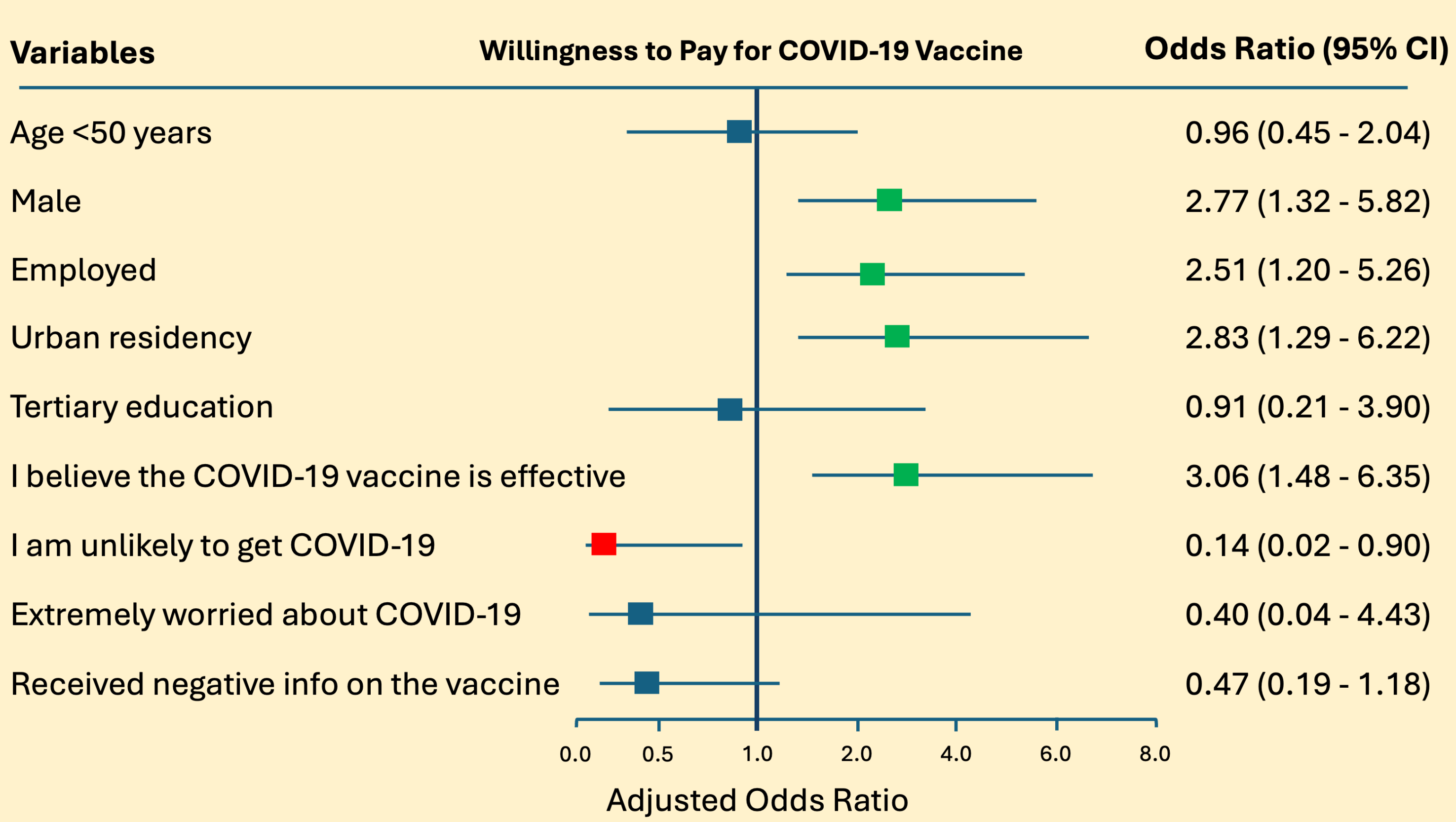
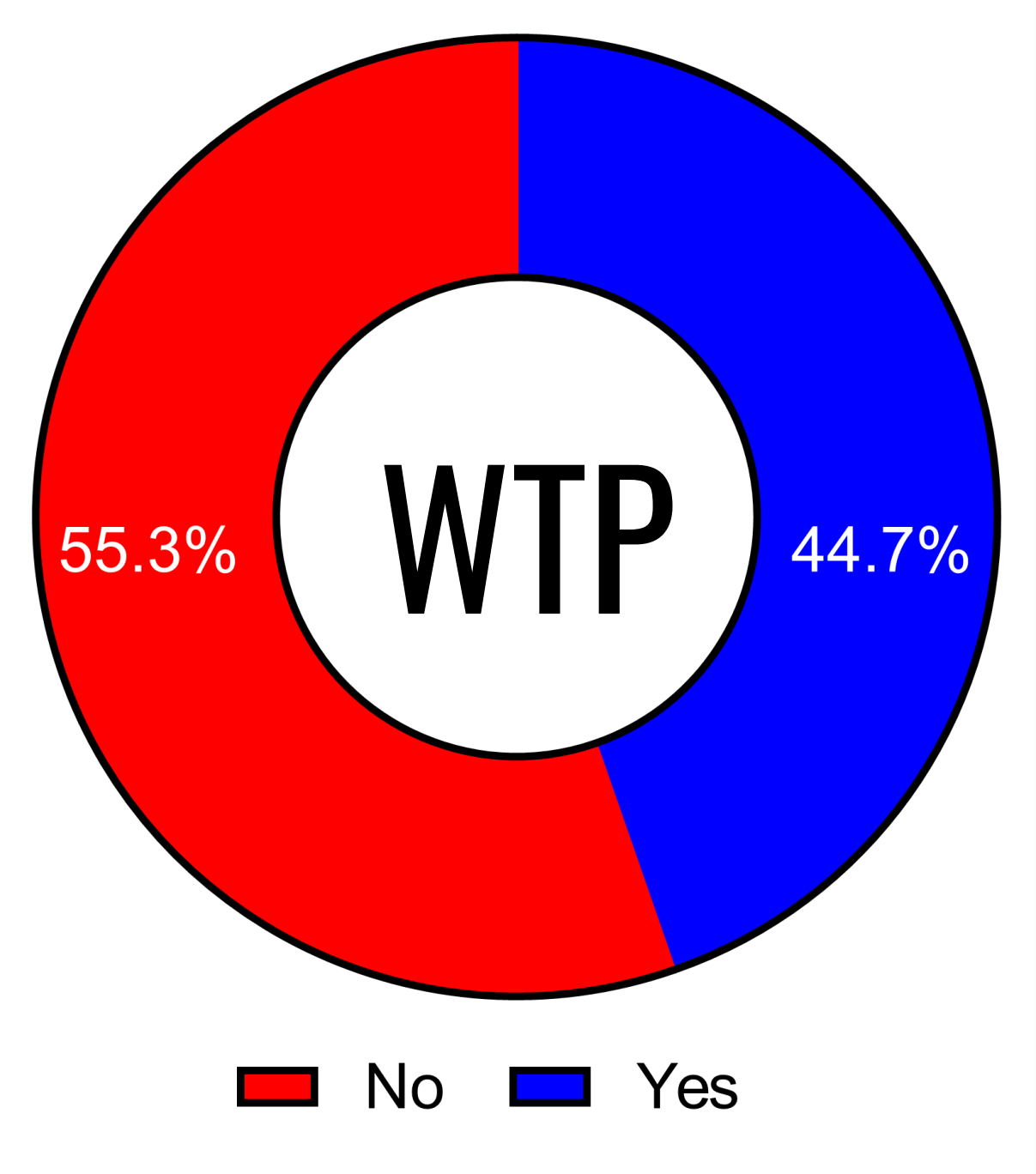
We aimed to assess the willingness to pay (WTP) for the COVID-19 vaccine and associated factors among high-risk individuals in Uganda using the health belief model.

## METHOD

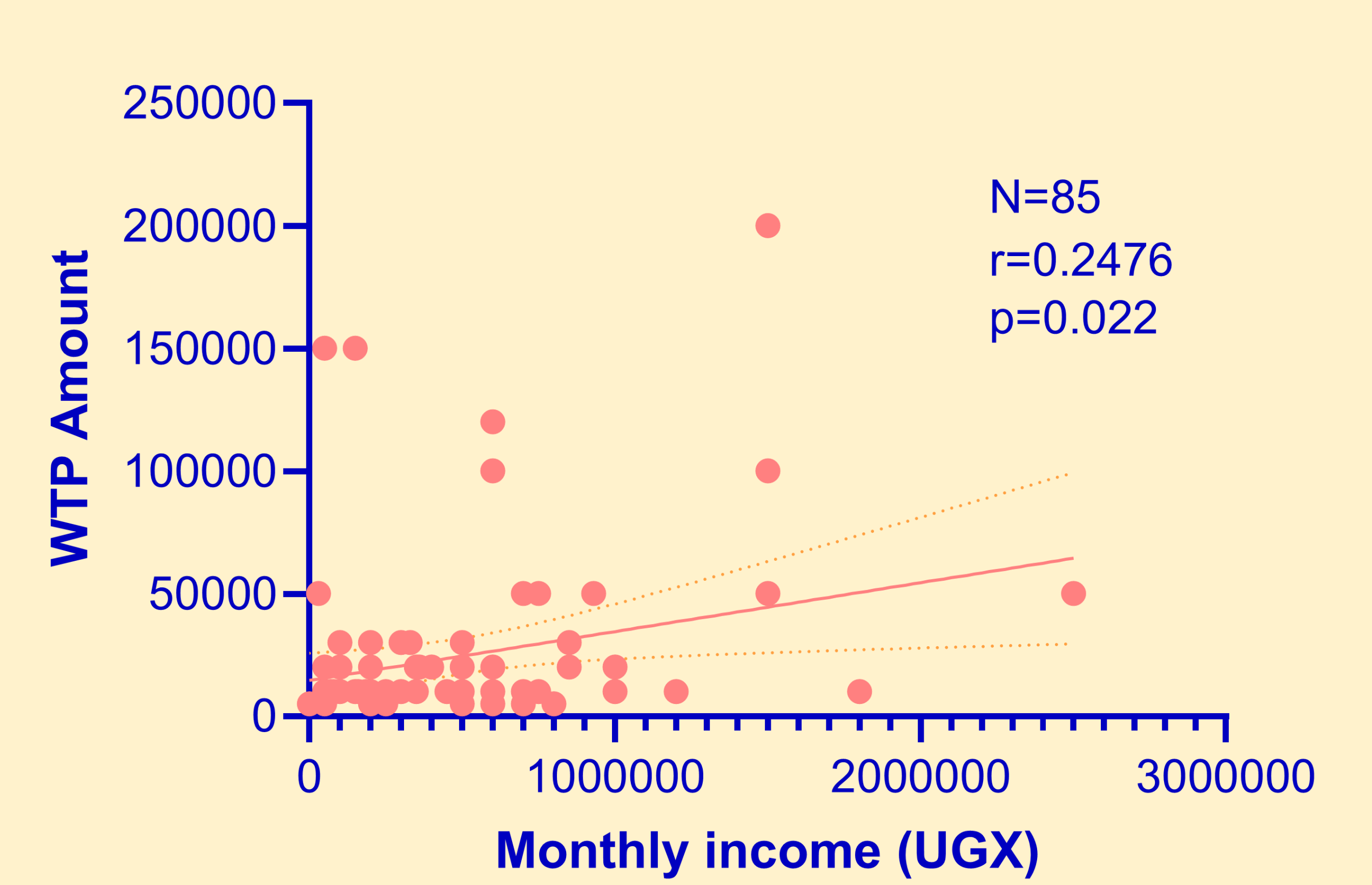
- We conducted a secondary analysis of data from 273 participants in a cross-sectional study on COVID-19 vaccine acceptance among high-risk patients at a Ugandan national referral hospital.
- Descriptive statistics were used to summarize frequencies, percentages, means, or medians.
- A multivariable logistic regression model was used to assess the association of demographic factors and the health belief model with willingness to pay for the COVID-19 vaccine.

## RESULTS

- The mean age was 52.6 years, with 62.6% aged over 50 years and 59.1% female.
- Most participants (83.9%) had at least one comorbidity, mainly cardiovascular diseases (61.5%) and diabetes (33.7%). Only 2.2% had prior COVID-19 infection.
- Overall, 44.7% were willing to pay for the COVID-19 vaccine, with a median amount of 10,000 UGX (€2.5).**
- Willingness to pay was higher among males ( $p=0.007$ ), the employed ( $p=0.014$ ), urban residents ( $p=0.009$ ), and those who believed in vaccine efficacy ( $p=0.003$ ).
- Participants who thought they were unlikely to get COVID-19 were less willing to pay for the vaccine ( $p=0.038$ ).



Factors associated with willingness to pay for the COVID-19 vaccine among high-risk Ugandans.



Correlation between individual monthly income and willingness to pay for the COVID-19 vaccine.

## CONCLUSIONS

- Nearly half of Ugandans at high risk of COVID-19 were willing to pay for a COVID-19 vaccine, with willingness influenced by gender, employment status, urban residency, and belief in vaccine efficacy.
- Targeted health education and equitable vaccine accessibility strategies are needed, particularly in rural areas and among populations with higher vaccine hesitancy.

## CONTACT

Ronald Olum, MBChB  
Makerere University School of Public Health  
Kampala, Uganda  
Email: [olum.ronald@gmail.com](mailto:olum.ronald@gmail.com)  
Website: [dr.olum.com](http://dr.olum.com)  
LinkedIn: [Ronald Olum](https://www.linkedin.com/in/RonaldOlum)  
X: [@IAmTheOlum](https://twitter.com/IAmTheOlum)

