

Measuring The Moderating Effect Of Job Requirement In 5A`S Model Of Vaccine Uptake Among Journalists In Karachi, Pakistan

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ABSTRACT

When confronted with a pandemic catastrophe, vaccine scepticism may have a variety of negative effects for society. An important component of reducing vaccine hesitation in work place is identifying the factors that contribute to this hesitancy. In this sense, the goal of this study is to determine whether or not the employment requirement may be considered an important element in lowering vaccine reluctance in the workplace. Due to the fact that journalists operate on the front lines, it is vital that they get the necessary vaccinations. Because of this, a convenience sample approach was utilised to gather information from 150 Journalists in Karachi. The data was analysed with the help of SPSS. The major results suggest that employment needs are a critical factor in persuading journalists to get vaccinated against the flu. It also reveals certain traits that might be exploited to lessen vaccine reluctance, according to the findings of the research. The most crucial are to increase the dependability and validity of vaccines, as well as the availability and affordability of all forms of immunisation in Pakistan, in order to ensure that everyone has access to the vaccine they need when they need it. Because the study's scope is restricted, it is advised that the sample size be extended in order for the results to be applicable to a broader community of participants. The 5As taxonomy included all recognised variables of vaccination uptake. This accessible taxonomy has already allowed mutual comprehension of the major reasons of inadequate coverage among inter-sectorial working groups, which is a first step toward their establishing focused and effective solutions.

Keywords: Vaccine Uptake, Covid-19, Media Employment, ICT

INTRODUCTION

It is anticipated that acceptance of the COVID-19 vaccination will play a critical role in the eradication of the virus. In Pakistan, health care workers (HCWs) are the first group of people to get immunised against hepatitis B. The purpose of this study was to determine the degree of acceptability of the COVID-19 vaccination among health-care workers and the factors of non-acceptance. Vaccination has made a significant contribution to the improvement of world health. It is estimated that immunisation programmes in low- and middle-income countries have prevented 37 million deaths in the last 20 years, with 36 million of those deaths occurring in children less than the age of 5. (Li et al., 2021). The health-care business is primarily concerned with developing new vaccines to aid in the prevention and treatment of serious illnesses. The government, scientists, researchers, and international organisations are all contributing equally to the investigation and assessment of the potential consequences of the proposed vaccination on human life. The culture of vaccine reluctance, on the other hand, has the potential to severely reduce the effectiveness of any immunisation. Lee and Haidari (2017) developed a formalised (Lee & Haidari, 2017).

If a person delays receiving or denying vaccines despite the knowledge that vaccination facilities are available, this is referred to as vaccine hesitancy. According to the research, traits such as complacency, convenience, and confidence seem to have an influence on vaccine reluctance. González-Block and colleagues (González-Block and colleagues, 2021; N. E. J. V. MacDonald, 2015). Additionally, there have been research indicating that individuals in poor and middle-income nations are more hesitant to get vaccines. In large part, the inability to eliminate polio from Pakistan may be traced back to such speculation. Hussain et al. (2016); Murakami and colleagues (2014); Boyle et al. (2016); Sullivan et al. (2016). Infidel vaccines are being distributed via vaccination programmes, according to certain reports (Hussain et al., 2016). Global Polio Eradication Initiative claims that Pakistan is the only country where constant impediments to vaccination and elimination of the illness have prevented the disease's eradication. Some of the obstacles are tied to religious fanaticism, while others are linked to global political interests. (Michaud et al, 2019) As a result, vaccine hesitancy continues to be a significant concern for Pakistan in the face of numerous conspiracy theories (Murakami et al., 2014)

There have been 1,259,648 coronavirus cases and 28,152 coronavirus-related fatalities reported in Pakistan since the pandemic started. At least 92,597,193 doses of COVID vaccine have been administered in Pakistan, which accounts for about 40% of the country's total immunisation coverage (Bhatia et al., 2021). The Pakistani government has mandated that all people, including journalists, get immunised against certain diseases. In addition to the realm of journalism, Covid-19 has had a huge impact on the worldwide scene in general. Journalists are not permitted to work from their homes or offices. They are active in teaching the public about the worldwide situation of Covid-19, the social distancing standards, and the need of immunisation against the virus. A

number of nations consider journalists to be frontline employees, and it has become necessary for all journalists to get immunised in order to continue their careers.

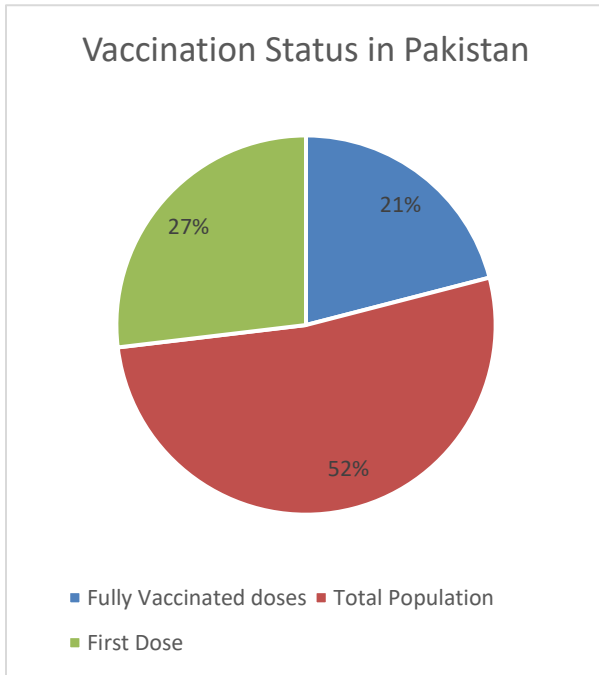


Figure 1 Source: <https://covid.gov.pk/> Dated 10th Feb 2022

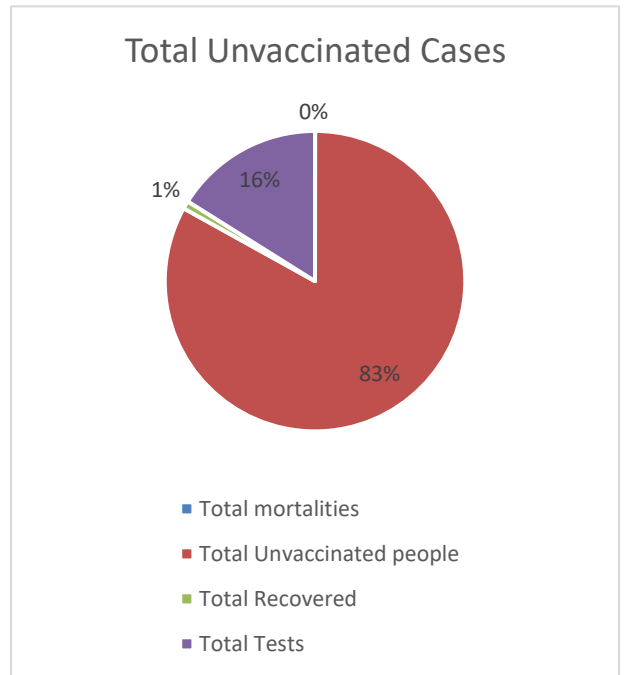


Figure 2: Source: <https://covid.gov.pk/> Dated: 10th Feb 2022

The dimensions of vaccine uptake are described in this paper using the '5-As' taxonomy provided by Thomson, Robinson, and Vallée-Tourangeau (2016) to characterise the dimensions of vaccine

uptake. It consists of factors such as accessibility, affordability, awareness, acceptability, and activation that have previously been evaluated and verified. (Thomson et al., 2016; Robinson et al., 2016; Vallée-Tourangeau et al., 2016). We utilise that approach as a starting point for investigating the factors that influence vaccination uptake.

In situations when individuals perceive there is a larger risk of exposure to a hazard, they are more inclined to support measures that lower that risk, such as vaccination. Sheeran, Harris, and Epton (2014) developed a formalised (Sheeran, Harris, and Epton, 2014). Unemployment is a major issue in developing nations, and it is becoming worse. There have been research that demonstrate that unemployment has a negative impact on one's health and social position. Krug and Eberl (2018) developed a formalised (Krug & Eberl, 2018). Job uncertainty has a positive relationship with perceived stress, but it has a negative relationship with organisational commitment, job satisfaction, and work engagement, according to the research. In times of economic depression, working journalists have always been impacted by downsizing, termination, and layoffs, in addition to wage reductions and other job-related issues, all of which are increasing concerns about job security among journalists in the media industry (Ashraf, Tayyib, Awais, & Ali, 2020). In these times of growing inflation and widespread financial hardship, the availability of employment opportunities is crucial. The inclusion of job requirements as a crucial moderator, as a consequence, has the potential to increase the link between 5As and vaccination uptake.

Research Hypothesis:

There have been studies that emphasize the causes and effects of vaccine reluctance, but further research is needed to determine (a) whether vaccine uptake is positively related to job requirement? In order to achieve the mentioned objectives, following are the hypothesis for this study;

H₁: The effect of Accessibility on Vaccine uptake is moderated by Job requirement amid Covid-19

H₂: The effect of Affordability on Vaccine uptake is moderated by Job requirement amid Covid-19

H₃: The effect of Awareness on Vaccine uptake is moderated by Job requirement amid Covid-19

H₄: The effect of Acceptance on Vaccine uptake is moderated by Job requirement amid Covid-19

H₅: The effect of Activation on Vaccine uptake is moderated by Job requirement amid Covid-19

Research Methodology:

A survey was conducted from 50 journalists. Likert scale was used. Convenience sampling method was used. Data was collected from 50 Working Journalists who are working in print or electronic media. The survey form consisted of 21 questions covering vaccination detail, employment status, occupation (Questions 1 to 3), Accessibility (Question 4 to 6), Affordability (Question 7-9),

Awareness (Question 10-12) Acceptance (Question 13-15) and Activation (Question 16-18), job requirement (19-21)

Construct	Working Definitions
Accessibility	Accessibility refers to the capacity to be reached and get the vaccine of one's choice.
Affordability	Affordability refers to the status of being inexpensive enough for individuals to endure the financial and non-financial costs (time) associated with vaccines.
Awareness	The term "awareness" refers to a person's understanding or perception of the vaccination that is prescribed or accessible.
Acceptance	Acceptance refers to how willing people are to accept, question, or resist vaccination.
Activation	The degree to which individuals are nudged towards vaccination uptake
Job Requirement	The Job status of a person or a group determines whether you are trying to find a job (open), you're temporarily on job (on hold), you've had to give up (unemployed), you are hired by someone (filled)

Conceptual Model:

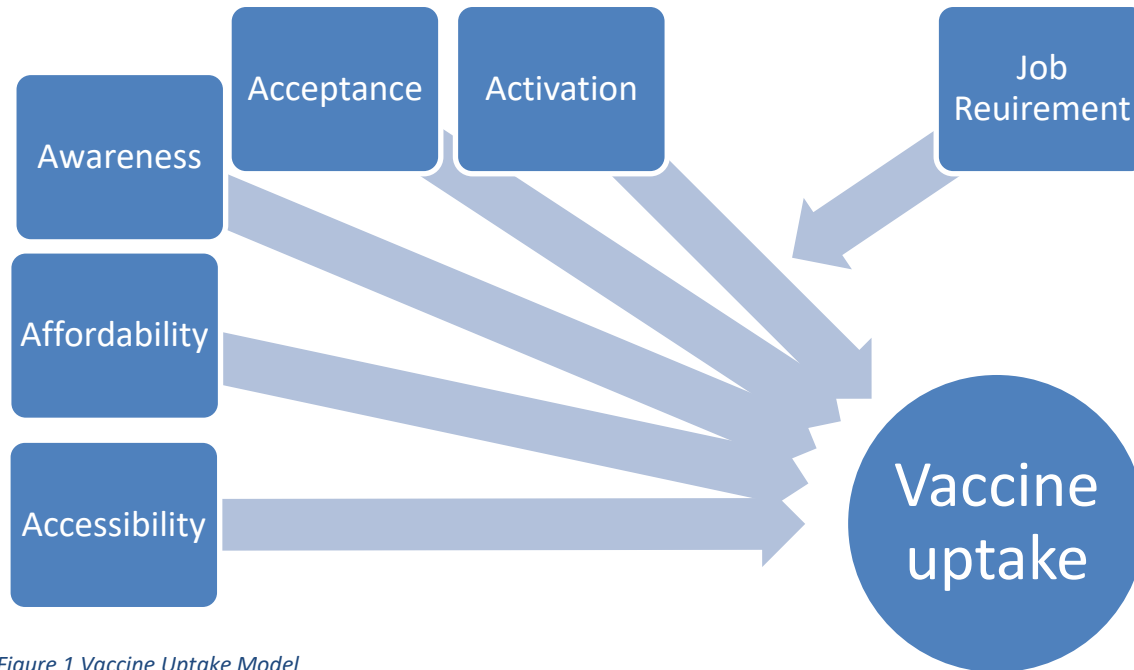


Figure 1 Vaccine Uptake Model

The figure introduces Job requirement as an important factor through which can either weaken or strengthen the relationship of 5as and vaccine uptake.

DISCUSSION

During the immunization campaign, journalists were more likely than the general public to receive a vaccine. The data shows that 80% Journalists are fully vaccinated and 16% Journalists are partial vaccinated. However, only 4% Journalists are not vaccinated. (See Table 1)

Table 1: Frequency of Vaccine uptake

Vaccination		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Fully Vaccinated	40	80.0	80.0	80.0
	Partial Vaccinated	8	16.0	16.0	96.0
	Not Vaccinated	2	4.0	4.0	100.0
	Total	50	100.0	100.0	

The accessibility of the vaccination is a critical consideration. Individuals will have a more difficult time getting vaccinated if the vaccine is not readily accessible. Three items in the questionnaire were used to evaluate the accessibility of vaccinations for those who needed them. The

accessibility of a chosen site, the accessibility of a vaccination in a timely way, and the accessibility of a reliable vaccine were the three most important aspects to consider when evaluating accessibility. As can be seen in Table 2, the majority of Journalists feel that a vaccine that they regard to be trustworthy is not readily available, with 1 indicating strong agreement and 5 indicating significant dissent. In this case, we may conclude that our initial hypothesis is correct, as shown by the fact that 70% of journalists believe that the vaccination of their choice is still accessible, despite the fact that 80% of journalists have been completely vaccinated. It has been shown that the influence of Accessibility on vaccine uptake is bolstered by the necessity for a job during Covid-19.

Table 2 Accessibility of Vaccine

COMPUTE Accessibility=Median(ACC1,ACC2,ACC3)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	4.0	4.0	4.0
	3.00	6	12.0	12.0	16.0
	4.00	35	70.0	70.0	86.0
	5.00	7	14.0	14.0	100.0
	Total	50	100.0	100.0	

The vaccination is still unavailable, despite the fact that it is readily accessible. Individuals who are unable to pay for the immunisation will have a difficult time obtaining one administered. The availability of vaccines at a reasonable price also helps to enhance vaccination acceptability. (Thomson et al., 2018; Vallee-Tourangeau et al., 2018; Suggs, 2018) In this research, the affordability of a vaccine is determined by three factors: the financial cost, the non-financial cost (such as time), and the cost of transportation. It has been shown that 54 percent of journalists think they will be able to purchase the vaccine. However, 24 percent of those polled expressed themselves in a neutral way (see Table 3). As a result, we may conclude that our second hypothesis is correct, as shown by the fact that 70 percent of journalists believe they can afford the financial, non-financial, and transportation costs associated with the vaccine, and that 80 percent of journalists have received a complete vaccination. It has been shown that the influence of Affordability on Vaccine uptake is bolstered by the necessity for a job during Covid-19.

Table 3 Affordability of Vaccine

COMPUTE AFFORDABILITY=Median (AFF1,AFF2,AFF3)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	4.0	4.0	4.0
	2.00	27	54.0	54.0	58.0
	3.00	12	24.0	24.0	82.0
	4.00	9	18.0	18.0	100.0
Total		50	100.0	100.0	

Awareness about vaccinations has also been shown to have a major impact. (Marlow et al., 2007; Waller et al., 2007; Wardle et al., 2007). If a person is not informed of the situation, it will also have an adverse effect on vaccine uptake. As a result, three questions were used to measure general understanding about the covid vaccination, as well as immunizations for children and women who are pregnant or planning a pregnancy. The fact that 56 percent of journalists were not aware that the immunisation is required for all age groups, regardless of medical condition or age, is worth emphasising. (See Table 4 for further information.) This means that our third hypothesis, which states that the vast majority of Journalists are not fully informed on the vaccine's negative effects, has been accepted as a result. Despite this, they are immunised. Other research has shown that a lack of understanding or disinformation about vaccines is one of the primary reasons for vaccination reluctance, which is consistent with the results of this study. Yaqub et al. (2014); Castle-Clarke et al. (2014); Sevdalis et al. (2014); Chataway et al. (2014); Yaqub et al. (2014); Yaqub et al. (2014); Yaqub et al. (2014); Yaqub et al. (2014); Yaqub et al. (2014); Yaqub et al. (2014) It has been shown that the influence of awareness on vaccine uptake is bolstered by the necessity for a job during Covid-19.

Table 4: Awareness of Vaccine

COMPUTE awareness=Median (AWA1,AWA2,AWA3)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	1	2.0	2.0	2.0
	4.00	28	56.0	56.0	58.0
	5.00	21	42.0	42.0	100.0
Total		50	100.0	100.0	

When it comes to vaccination uptake, vaccine acceptability is just as important as vaccine uptake. N. E. MacDonald, Butler, and Dubé (2018) developed a formalised (N. E. MacDonald, Butler, and Dubé, 2018). Acceptance of vaccination effectiveness and safety in Pakistan, acceptance of the health-care system's reliability and competence, and acceptance that the government is enforcing vaccine for the benefit of the people were all questions that were asked of respondents. 64 percent

of Pakistani Journalists, according to the figures, feel that vaccination is neither safe nor effective. Twenty percent of those who answered the survey were unsure, while twelve percent believed the immunisation was effective and safe to use. (See Table 5 for further information.) As a result, we may conclude that our fourth hypothesis is correct, as shown by the fact that the vast majority of Journalists believe that the vaccination offered in Pakistan is untrustworthy. Despite this, they are immunised. It has been shown that the influence of acceptance on vaccine uptake is bolstered by the necessity for a job during Covid-19.

Table 5: Acceptance of Vaccine

COMPUTE acceptance=Median(AP1,AP2,AP3)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	6	12.0	12.0
	3.00	10	20.0	32.0
	4.00	32	64.0	96.0
	5.00	2	4.0	100.0
Total	50	100.0	100.0	

People who get frequent reminders are more likely to comply with vaccination recommendations, according to studies. (Walling and colleagues, 2016). It is determined whether or not a person is activated in this research utilising three factors, one of which is whether or not a person gets instant or telephone vaccine reminders. Additionally, it was inquired as to whether or not a person pays attention to a vaccination message while on the phone. Whether or whether consumers get printed reminders when they go shopping in their local mall or store has also been questioned. The vast majority of those who answered the survey believed that the government provides them frequent written and verbal reminders about their obligations. (See Table 6 for further information.) This means that the fifth hypothesis, which states that the government was successful in activating the vaccine and making it mandatory for the job, has been accepted. It has also been demonstrated once again that the effect of Activation on Vaccine uptake is strengthened by Job Requirement during Covid-19.

Table 6: Activation of Vaccine

COMPUTE activation=Median (ACT1,ACT2,ACT3)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	18	36.0	36.0
	2.00	32	64.0	100.0
Total	50	100.0	100.0	

Three questions are used to assess job requirements, one of which asks respondents whether they feel it is necessary for everyone to be vaccinated in order to maintain their work. When asked whether they will be fired from their employment if they do not get vaccinated, the vast majority of journalists say they will be fired. Moreover, they acknowledge that, in order to maintain their employment, they must inform the company of their vaccination status. They also realise that if they want to work in Pakistan, they would need to be vaccinated against certain diseases. (See Table 7) for further information.

Table 7: Job Requirement

COMPUTE 7=Median (JR1,JR2,J3)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	19	38.0	38.0	38.0
2.00	31	62.0	62.0	100.0
Total	50	100.0	100.0	

In order to not only minimise vaccination reluctance but also to urge others to do the same, journalists should be provided with culturally relevant training in local languages at appropriate literacy levels. (Shah et al., 2019; Ginossar et al., 2019).

CONCLUSION

One of the most effective public health efforts in modern history is immunisation. As a result, learning about the extent of under-vaccination in Pakistan is concerning. Other nations have achieved success in eliminating diseases via vaccination, while Pakistan has failed to achieve the same level of success. The causes for this vary, and they demonstrate the distinctiveness of Pakistan's economic, healthcare, and environmental landscapes, which must be taken into consideration while implementing public health policies. The "Expanded Program of Vaccination" (EPI) is the primary programme through which regular immunisation is made available to the general population in the United Kingdom. Many difficulties have arisen in Pakistan since the organization's establishment. Among them include logistical difficulties, ineffective health-care professional attitudes, parental and female awareness and education, the impact of religious community leaders, and the issues that arise as a result of conflict. The country of Pakistan is lagging behind when it comes to meeting internationally agreed-upon vaccination objectives. The failure to meet these standards is concerning from both a global and a national healthcare viewpoint in Pakistan's healthcare environment. The need for research to bring together findings on the failures of routine immunisation and polio campaigns is critical; there are numerous intersecting factors that global health organisations and the Pakistani Department of Health must address in order to reduce the burden of vaccine-preventable diseases (VPDs). Aside from the obvious need of vaccination, there is another aspect to consider. In Pakistan, how many people are eager to be

vaccinated if vaccinations are readily accessible and reasonably priced? As a result of the epidemic, Pakistanis have become less likely to report that they would consider receiving a Covid 19 vaccination. However, they would not consent to vaccination unless the government made it mandatory for all citizens to do so. Individuals begin to be vaccinated when the government places limits on them, as we can see in the example above. In order to overcome all of the variables that contribute to vaccine hesitancy, this research indicates that the necessity to work is a critical moderator through which vaccination uptake might be improved. It is corroborated by the results of another research (Sheeran et al., 2014), which emphasises that individuals are more inclined to have themselves vaccinated when they are aware of the possible hazard of not having themselves vaccinated.

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