

Table 1. Outcomes of Interest and Prioritization

Importance	Construct	Definition	Includes
High	Uptake	Receipt of a vaccine	Initiation, completion, coverage
Low	Knowledge	Accurate understanding of facts about vaccination.	Does not include awareness, but we would be interested in that outcome. Can be hard to distinguish from some beliefs and perceived severity measures (e.g., endorsing the statement “vaccines cause autism”).
Low	Confidence	Attitudes and beliefs that vaccines work, are safe, and are part of a trustworthy medical system.	Perceived importance, benefit, and effectiveness. Concerns about safety, harm, side effects, and adverse events.
Moderate	Hesitancy	Motivational state of being conflicted about, or opposed to, getting vaccinated	Intentions, willingness, openness, stage
Low	Provider recommendation	Advice from a health care worker to receive vaccination	Advice in clinical and nonclinical settings
Low	Social norms	Shared expectations of acceptable vaccination behavior by a group	Descriptive norms, injunctive norms
Low	Access	Perceived and actual access to immunization services	Distance, travel, timing, location, ease, convenience