

COM-B Domain	Barrier / Enabler	Barrier / Enabler Name	Consolidated Barrier/Enabler Name (if applicable)
Capability	<i>Barrier</i>	<i>Limited staff qualification and formal infection control training</i>	
Capability	<i>Barrier</i>	<i>Lack of detailed vaccine information provided by pharmacy</i>	<i>Communication and coordination problems</i>
Capability	<i>Enabler</i>	<i>Practical and online infection control training</i>	
Capability	<i>Enabler</i>	<i>Manager awareness of reporting and data collection processes</i>	
Opportunity	<i>Barrier</i>	<i>Lack of promotional or supportive communication</i>	<i>Limited promotional or supportive communication</i>
Opportunity	<i>Barrier</i>	<i>Minimal external organisational or public health promotion</i>	<i>Limited promotional or supportive communication</i>
Opportunity	<i>Barrier</i>	<i>Administrative burden and lack of clarity from pharmacy</i>	<i>Pharmacy- or system-related barriers</i>

Opportunity	<i>Enabler</i>	<i>Convenient access to vaccination in the workplace</i>	
Opportunity	<i>Enabler</i>	<i>Flexible arrangements via pharmacy partnership</i>	
Opportunity	<i>Enabler</i>	<i>Clear internal communication methods</i>	
Motivation	<i>Barrier</i>	<i>Vaccine fatigue and COVID-related disengagement</i>	<i>Vaccine fatigue and COVID-related disengagement</i>
Motivation	<i>Barrier</i>	<i>Perceived natural immunity after recent illness</i>	<i>Perception of natural immunity</i>
Motivation	<i>Barrier</i>	<i>Skepticism and misinformation about vaccine safety</i>	
Motivation	<i>Barrier</i>	<i>Perceived lack of seriousness of flu</i>	<i>Belief flu is mild</i>
Motivation	<i>Barrier</i>	<i>Belief in personal responsibility and control</i>	

Motivation	<i>Enabler</i>	<i>Professional endorsement for high-risk staff</i>	
Motivation	<i>Enabler</i>	<i>Positive example of full uptake among residents during COVID</i>	
Motivation	<i>Enabler</i>	<i>Manager openness to providing more information</i>	

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Capability	<i>Barrier</i>	<i>Limited knowledge of eligibility</i>	<i>Lack of clarity re: eligibility / staff identification</i>
Capability	<i>Barrier</i>	<i>Misunderstanding of vaccine side effects</i>	<i>Lack of accurate vaccine knowledge</i>
Capability	<i>Barrier</i>	<i>Staff sickness</i>	<i>Staff sickness or capacity issues</i>

Capability	<i>Barrier</i>	<i>Community Pharmacy often overwhelmed</i>	<i>Pharmacy- or system-related barriers</i>
Capability	<i>Enabler</i>	<i>Dispelling myths and addressing safety concerns</i>	
Opportunity	<i>Barrier</i>	<i>Staffing and scheduling challenges</i>	<i>Access / clinic scheduling barriers</i>
Opportunity	<i>Barrier</i>	<i>Resource limitations for pharmacists</i>	<i>Pharmacy- or system-related barriers</i>
Opportunity	<i>Barrier</i>	<i>Lack of organised staff vaccination sessions</i>	<i>Access / clinic scheduling barriers</i>
Opportunity	<i>Barrier</i>	<i>Communication and coordination issues</i>	<i>Communication and coordination problems</i>
Opportunity	<i>Barrier</i>	<i>Proof of eligibility confusion</i>	<i>Lack of clarity re: eligibility / staff identification</i>

Opportunity	<i>Enabler</i>	<i>Strong relationships between care homes and pharmacies</i>	
Opportunity	<i>Enabler</i>	<i>Use of vaccine champions and operational support</i>	
Opportunity	<i>Enabler</i>	<i>Walk-in vaccination options</i>	
Opportunity	<i>Enabler</i>	<i>Proactive care home managers who notify pharmacy about staff who want to be vaccinated</i>	
Motivation	<i>Barrier</i>	<i>Financial and employment-related disincentives</i>	<i>Fear of consequences (side effects, income loss)</i>
Motivation	<i>Barrier</i>	<i>Low perceived benefit of vaccination</i>	<i>Low perceived benefit / complacency</i>
Motivation	<i>Enabler</i>	<i>Trust and influence of pharmacists and managers</i>	
Motivation	<i>Enabler</i>	<i>Positive feedback and satisfaction with programme</i>	
Motivation	<i>Enabler</i>	<i>Tailored reassurance and risk assessment</i>	

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Capability	<i>Barrier</i>	<i>Lack of up-to-date vaccine information and external support</i>	<i>Limited external support</i>
Capability	<i>Barrier</i>	<i>Difficulty countering misinformation</i>	<i>Misinformation</i>
Capability	<i>Enabler</i>	<i>Experience managing vaccination programmes across multiple homes</i>	
Capability	<i>Enabler</i>	<i>Record-keeping and monitoring processes</i>	

Opportunity	<i>Barrier</i>	<i>Limited external support from PHA or health authorities</i>	<i>Limited external support</i>
Opportunity	<i>Barrier</i>	<i>Misinformation via social media</i>	<i>Misinformation</i>
Opportunity	<i>Barrier</i>	<i>Residual distrust following COVID-19 pandemic</i>	<i>Residual distrust following COVID-19 pandemic</i>
Opportunity	<i>Enabler</i>	<i>Multiple communication channels within the organisation</i>	
Opportunity	<i>Enabler</i>	<i>Flexibility in vaccination access</i>	
Opportunity	<i>Enabler</i>	<i>Strong leadership role-modelling and advocacy</i>	

Motivation	<i>Barrier</i>	<i>Vaccine fatigue and perceived lack of benefit</i>	<i>Vaccine fatigue and COVID-related disengagement</i>
Motivation	<i>Barrier</i>	<i>Conspiracy beliefs and misinformation</i>	<i>Misinformation Conspiracy beliefs</i>
Motivation	<i>Barrier</i>	<i>Reliance on natural immunity / complacency</i>	<i>Perception of natural immunity Low perceived benefit / complacency</i>
Motivation	<i>Barrier</i>	<i>Perception of mildness of flu</i>	<i>Belief flu is mild</i>
Motivation	<i>Barrier</i>	<i>Distrust following COVID-19 policies</i>	<i>Residual distrust following COVID-19 pandemic</i>
Motivation	<i>Enabler</i>	<i>Older and high-risk staff more motivated to vaccinate</i>	

Motivation	<i>Enabler</i>	<i>Professional responsibility among nurses</i>	
Motivation	<i>Enabler</i>	<i>Fear of infecting residents or family</i>	

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Capability	<i>Barrier</i>	<i>Lack of clarity about who counts as 'frontline staff'</i>	<i>Lack of clarity re: eligibility / staff identification</i>
Capability	<i>Barrier</i>	<i>Delayed timelines reduce capacity</i>	<i>Staff sickness or capacity issues</i> <i>Barriers related to timing/planning of flu vaccine campaign</i>
Capability	<i>Barrier</i>	<i>Slow uptake and training of peer vaccinators</i>	
Capability	<i>Barrier</i>	<i>Staff lack accurate vaccine knowledge (efficacy, side effects)</i>	<i>Lack of accurate vaccine knowledge</i>

Capability	Barrier	Professional staff themselves hold misinformation	Misinformation
Capability	Enabler	Internal capacity to analyse barriers using COM-B	
Capability	Enabler	Experience delivering flu campaigns long-term	
Opportunity	Barrier	Very limited funding for staff flu programmes	
Opportunity	Barrier	Staff sickness + small teams overwhelmed	Staff sickness or capacity issues
Opportunity	Barrier	Inconsistent messaging across trusts	Communication and coordination problems
Opportunity	Barrier	Email ineffective for some groups	Communication and coordination problems
Opportunity	Barrier	Lack of trust in some national messaging sources	Residual distrust following COVID-19 pandemic
Opportunity	Enabler	Walk-around clinics improving accessibility	
Opportunity	Enabler	Peer vaccinators embedded in local settings	
Opportunity	Enabler	Real-time daily communication	

Opportunity	<i>Enabler</i>	<i>Staff stories and local videos</i>	
Opportunity	<i>Enabler</i>	<i>Trusted sources like Fact Check NI</i>	
Motivation	<i>Barrier</i>	<i>Vaccine fatigue following COVID</i>	<i>Vaccine fatigue and COVID-related disengagement</i>
Motivation	<i>Barrier</i>	<i>Staff mistrust, misinformation, and fear</i>	<i>Residual distrust following COVID-19 pandemic</i> <i>Misinformation</i>
Motivation	<i>Barrier</i>	<i>Influence of social media misinformation</i>	<i>Misinformation</i>
Motivation	<i>Barrier</i>	<i>Negative norms (nobody is getting it' narrative)</i>	<i>Negative norms / tearoom culture</i>
Motivation	<i>Barrier</i>	<i>Staff dislike being told what to do</i>	
Motivation	<i>Barrier</i>	<i>Lack of incentive for organisations and staff</i>	
Motivation	<i>Enabler</i>	<i>Positive framing (thank you' messaging)</i>	<i>Encouraging and positive messaging</i>
Motivation	<i>Enabler</i>	<i>Peer influence / social proof</i>	
Motivation	<i>Enabler</i>	<i>Personalised stories about severe illness</i>	

Motivation	<i>Enabler</i>	<i>Staff videos from relatable colleagues</i>	
Motivation	<i>Enabler</i>	<i>Bad flu seasons increase uptake</i>	

COM-B Domain	Barrier / Enabler	Barrier / Enabler Name	Consolidated Barrier/Enabler Name (if applicable)
Capability	<i>Barrier</i>	<i>Lack of data collection or monitoring of uptake</i>	<i>VMS / data collection issues</i>
Capability	<i>Barrier</i>	<i>Limited staff understanding of vaccine safety and necessity</i>	<i>Lack of accurate vaccine knowledge</i>
Capability	<i>Enabler</i>	<i>Organisational ability to communicate information</i>	

Opportunity	<i>Barrier</i>	<i>Dispersed workforce and logistical barriers</i>	<i>Access / clinic scheduling barriers</i>
Opportunity	<i>Barrier</i>	<i>Lack of structured or recurring vaccination clinics</i>	<i>Access / clinic scheduling barriers</i>
Opportunity	<i>Barrier</i>	<i>Limited communication channels used for vaccination promotion</i>	<i>Limited promotional or supportive communication</i>
Opportunity	<i>Enabler</i>	<i>Established communication networks</i>	
Opportunity	<i>Enabler</i>	<i>Use of branded internal materials</i>	
Opportunity	<i>Enabler</i>	<i>Visual promotion in offices</i>	

Motivation	<i>Barrier</i>	<i>Decline in trust and vaccine confidence post-COVID</i>	<i>Residual distrust following COVID-19 pandemic</i>
Motivation	<i>Barrier</i>	<i>Lack of organisational prioritisation</i>	<i>Reduced organisational prioritisation / encouragement</i>
Motivation	<i>Barrier</i>	<i>Absence of dialogue about vaccination</i>	<i>Limited promotional or supportive communication</i>
Motivation	<i>Enabler</i>	<i>Encouraging and positive messaging</i>	<i>Encouraging and positive messaging</i>
Motivation	<i>Enabler</i>	<i>Understanding the need for emotional, story-driven campaigns</i>	

COM-B Domain	Barrier / Enabler	Barrier / Enabler Name	Consolidated Barrier/Enabler Name (if applicable)
Capability	Barrier	Circulation of misinformation and misunderstandings about vaccines	Lack of accurate vaccine knowledge Misinformation
Capability	Barrier	Belief that the flu vaccine causes illness	Lack of accurate vaccine knowledge Misinformation
Capability	Enabler	Staff explanations of immunity and protection	
Opportunity	Barrier	Peer pressure in social spaces (tearoom culture)	Negative norms / tearoom culture

Opportunity	<i>Barrier</i>	<i>Mobile clinics not effective</i>	
Opportunity	<i>Barrier</i>	<i>Staff unwillingness to attend clinics outside work time</i>	<i>Access / clinic scheduling barriers</i>
Opportunity	<i>Enabler</i>	<i>Wide clinic availability and flexible hours</i>	
Motivation	<i>Barrier</i>	<i>COVID-related distrust and fatigue towards vaccination</i>	<i>Vaccine fatigue and COVID-related disengagement</i>
Motivation	<i>Barrier</i>	<i>Conspiracy theories (infertility, menstrual disruption)</i>	<i>Misinformation</i> <i>Conspiracy beliefs</i>
Motivation	<i>Barrier</i>	<i>Perception that vaccination messaging equals coercion</i>	

Motivation	Barrier	Belief that vaccines don't work / are PR exercises	Low perceived benefit / complacency
Motivation	Barrier	Leadership seen as providing 'lip service'	Leadership/Manager influence
Motivation	Enabler	Pregnancy increases protective motivation	
Motivation	Enabler	Support for mandatory vaccination	
Motivation	Enabler	Monetary consequences / incentives	

COM-B Domain	Barrier / Enabler	Barrier / Enabler Name	Consolidated Barrier/Enabler Name (if applicable)
Capability	Barrier	Limited analytic capability	VMS / data collection issues
Capability	Barrier	Misclassification of HCW vaccination status	VMS / data collection issues
Capability	Enabler	Clear VMS prompt for recording HCW status	VMS / data collection issues
Capability	Enabler	High professional competency of vaccinators	
Opportunity	Enabler	Extensive geographical coverage and walk-in access	
Opportunity	Enabler	Flexible opening hours (evenings/weekends)	
Opportunity	Enabler	Pharmacy–care home pairing & mop-up clinics	

Opportunity	<i>Enabler</i>	<i>Sessional vaccinators available</i>	
Opportunity	<i>Enabler</i>	<i>QR codes linking to NI Direct</i>	
Opportunity	<i>Enabler</i>	<i>VMS text messaging capability</i>	
Opportunity	<i>Enabler</i>	<i>Workplace vaccination clinics & webinars</i>	
Opportunity	<i>Barrier</i>	<i>Variation in care-home organisation</i>	
Opportunity	<i>Barrier</i>	<i>Poor communication to staff about clinic days</i>	<i>Communication and coordination problems</i>
Opportunity	<i>Barrier</i>	<i>No tailored care-home posters or materials</i>	<i>Limited promotional or supportive communication</i>
Motivation	<i>Barrier</i>	<i>COVID-related vaccine hesitancy spillover</i>	
Motivation	<i>Barrier</i>	<i>'Tea-room culture' spreading anti-vax sentiment</i>	<i>Negative norms / tearoom culture</i>
Motivation	<i>Barrier</i>	<i>Vaccine fatigue</i>	<i>Vaccine fatigue and COVID-related disengagement</i>

Motivation	<i>Enabler</i>	<i>Clear communication of benefits to staff</i>	
Motivation	<i>Enabler</i>	<i>Positive vaccination experience encourages repeat uptake</i>	
Motivation	<i>Enabler</i>	<i>Perceived convenience of pharmacy one-stop model</i>	

COM-B Domain	Barrier / Enabler	Barrier / Enabler Name	Consolidated Barrier/Enabler Name (if applicable)
Capability	<i>Barrier</i>	<i>Difficult to identify HSCWs</i>	<i>Lack of clarity re: eligibility / staff identification</i>
Capability	<i>Barrier</i>	<i>Under-recording HSCWs in VMS</i>	<i>VMS / data collection issues</i>
Capability	<i>Barrier</i>	<i>Previous VMS required data GPs don't have</i>	<i>VMS / data collection issues</i>

Capability	<i>Enabler</i>	<i>Opportunistic vaccination</i>	
Capability	<i>Enabler</i>	<i>Improved VMS options</i>	
Opportunity	<i>Barrier</i>	<i>Poor visibility of Trust clinics</i>	
Opportunity	<i>Barrier</i>	<i>Late start to flu season planning</i>	<i>Barriers related to timing/planning of flu vaccine campaign</i>
Opportunity	<i>Barrier</i>	<i>Only one practice nurse</i>	
Opportunity	<i>Barrier</i>	<i>Lack of specific advertising for HSCWs</i>	
Opportunity	<i>Enabler</i>	<i>Multiple vaccination options</i>	
Opportunity	<i>Enabler</i>	<i>Text message invitations</i>	

Opportunity	<i>Enabler</i>	<i>Midwife referrals</i>	
Opportunity	<i>Enabler</i>	<i>Staff allowed to get vaccinated anytime</i>	
Opportunity	<i>Barrier</i>	<i>Reduced workplace discussion</i>	
Opportunity	<i>Enabler</i>	<i>Tea room discussion</i>	
Opportunity	<i>Enabler</i>	<i>GP modelling</i>	
Opportunity	<i>Enabler</i>	<i>Peer encouragement</i>	
Motivation	<i>Barrier</i>	<i>Assumption HSCWs will get vaccinated elsewhere</i>	
Motivation	<i>Barrier</i>	<i>Dropped encouragement / messaging</i>	<i>Reduced organisational prioritisation / encouragement</i>

Motivation	<i>Barrier</i>	<i>Flu deprioritised after COVID</i>	<i>Reduced organisational prioritisation / encouragement</i>
Motivation	<i>Enabler</i>	<i>Desire to reduce winter pressures</i>	
Motivation	<i>Enabler</i>	<i>Professional and protective identity</i>	
Motivation	<i>Enabler</i>	<i>Habit formation from COVID era</i>	
Motivation	<i>Barrier</i>	<i>Vaccine fatigue</i>	<i>Vaccine fatigue and COVID-related disengagement</i>
Motivation	<i>Enabler</i>	<i>Accepting if offered</i>	

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Capability	<i>Barrier</i>	<i>Perceived side effects / misunderstanding</i>	
Capability	<i>Enabler</i>	<i>Professional identity – protecting residents</i>	
Opportunity	<i>Barrier</i>	<i>Limited vaccination windows</i>	<i>Access / clinic scheduling barriers</i>
Opportunity	<i>Barrier</i>	<i>Practical access barriers outside work hours</i>	<i>Access / clinic scheduling barriers</i>
Opportunity	<i>Barrier</i>	<i>Tea-room culture / negative influence</i>	<i>Negative norms / tearoom culture</i>

Opportunity	<i>Barrier</i>	<i>Data capture & monitoring challenges</i>	<i>VMS / data collection issues</i>
Opportunity	<i>Enabler</i>	<i>Multiple communication channels within the organisation</i>	
Opportunity	<i>Enabler</i>	<i>Staff vaccination opportunities on-site</i>	
Opportunity	<i>Enabler</i>	<i>Precise recording by pharmacy</i>	
Motivation	<i>Barrier</i>	<i>Vaccine fatigue</i>	<i>Vaccine fatigue and COVID-related disengagement</i>
Motivation	<i>Barrier</i>	<i>Complacency / perception vaccine is pointless</i>	<i>Low perceived benefit / complacency</i>

Motivation	<i>Barrier</i>	<i>Fear of income loss due to side effects</i>	<i>Fear of consequences (side effects, income loss)</i>
Motivation	<i>Barrier</i>	<i>Low trust – cultural influences</i>	
Motivation	<i>Enabler</i>	<i>Protecting family as motivator</i>	
Motivation	<i>Enabler</i>	<i>Reinforcement from visiting teams</i>	

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Capability	<i>Barrier</i>	<i>Lack of data on why staff do not get vaccinated</i>	
Capability	<i>Barrier</i>	<i>Reliance on guesswork when designing comms</i>	
Capability	<i>Enabler</i>	<i>Strong in-house capacity to design comms materials</i>	
Capability	<i>Enabler</i>	<i>Experience with humour and behavioural messaging</i>	
Opportunity	<i>Barrier</i>	<i>No budget for comms or incentives</i>	
Opportunity	<i>Barrier</i>	<i>Absence of posters in trust buildings</i>	
Opportunity	<i>Barrier</i>	<i>Decline in effective platforms (e.g., Twitter ban, TikTok restrictions)</i>	<i>Limited promotional or supportive communication</i>
Opportunity	<i>Barrier</i>	<i>Low engagement with flu posts on social media</i>	<i>Limited promotional or supportive communication</i>

Opportunity	<i>Enabler</i>	<i>High visibility through internal comms (desktop screens, emails, newsletters)</i>	
Opportunity	<i>Enabler</i>	<i>Mobile vaccination clinics and outreach</i>	<i>Access / clinic scheduling barriers</i>
Opportunity	<i>Enabler</i>	<i>Leadership involvement in videos and messaging</i>	
Opportunity	<i>Enabler</i>	<i>Press releases and local newspaper coverage</i>	
Motivation	<i>Barrier</i>	<i>Need to avoid pressuring staff</i>	
Motivation	<i>Barrier</i>	<i>Reduced trust in leadership influence</i>	<i>Leadership/Manager influence</i>
Motivation	<i>Barrier</i>	<i>Decline in social media “buzz” around vaccines</i>	
Motivation	<i>Enabler</i>	<i>Strong emotionally driven storytelling approach</i>	
Motivation	<i>Enabler</i>	<i>Leadership role modelling (videos, endorsements)</i>	
Motivation	<i>Enabler</i>	<i>Humour and creative slogans</i>	

Motivation	Enabler	Messaging emphasising severity of flu	
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