

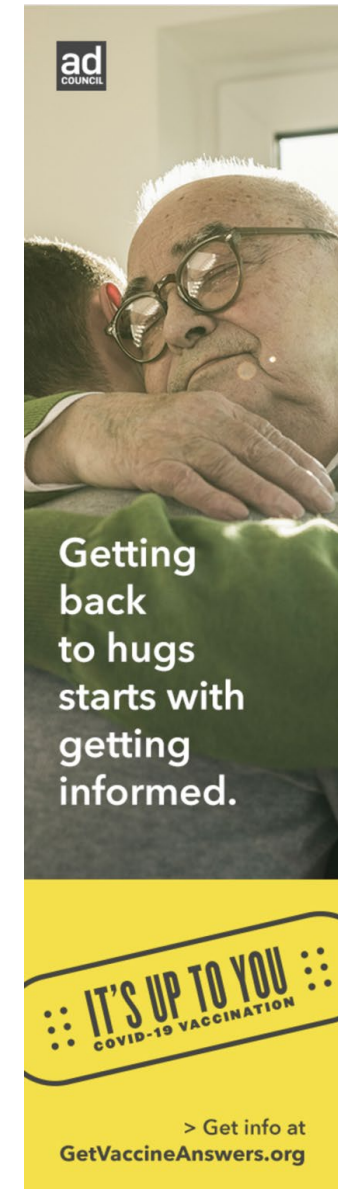
# COVID-19 Materials and Messaging

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This webinar is supported by the Centers for Disease Control and Prevention of the U.S. Department of Health and Human Services (HHS) as part of a Cooperative Agreement. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by CDC/HHS, or the U.S. Government.

# Learning Objectives

1. Understanding what what communities are thinking about COVID-19 vaccines; identifying potential solutions to increase confidence and uptake.
2. Describe messaging that can increase vaccine acceptance
3. Identify communication materials that can increase vaccine acceptance



**Finding out what the  
community is saying**

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# CDC Guide: Understanding your community's needs regarding COVID-19 vaccines

## Objectives:

- To identify communities at risk for low COVID-19 vaccine uptake among adults, adolescents, or children.
- To understand what communities are thinking about COVID-19 vaccines for adults, adolescents, and children, and plan for potential solutions to increase confidence and uptake.
- To identify community leaders, trusted messengers, and other important channels through which you can reach communities.
- To identify areas of intervention and prioritize potential intervention strategies to increase COVID-19 vaccine confidence and uptake.

[SOURCE: CDC Guide on conducting a RCA](#)

## How to Conduct a Rapid Community Assessment

A Guide to Understanding Your Community's Needs Regarding COVID-19 Vaccines



# Vaccine Insights report: State of Vaccine confidence Reports from the CDC

- CDC regularly creates reports about the status of COVID-19 vaccine confidence in the United States, emphasizing major themes that influence vaccine confidence and uptake.
- The reports include analyses of multiple quantitative and qualitative data sources, ranging from social listening and web metrics to immunization survey data and inquiries to the CDC.

SOURCE: [CDC Vaccine Confidence Team, Insights Unit](#)

# Ongoing national surveys

- Kaiser Family Foundation: [COVID-19 Vaccine Monitor](#)
    - An ongoing research project tracking the public's attitudes and experiences with COVID-19 vaccinations.
  - CDC: [Trends in Vaccine Confidence](#)
    - National data updated weekly-monthly. Data represent trends in vaccination status and intent by week and by demographics.
  - Pew Research Center: [National surveys COVID-19](#)
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# Vaccine Acceptance Strategies & Messaging



de Beaumont, Reagan-Udall, Ad Council, REACH grantees

# “Why they decided to get vaccinated”

- *I had three family members and a neighbor pass away, and a friend that works in ICU in it on the COVID floor who told me how bad it was.*
- *I lost friends and family and saw that people were getting the vaccine and surviving it.*
- *I decided to get the vaccine after talking to some highly credible medical professionals that are family friends, and to first responders who see what's going on.*
- *I wanted to get some sense of normalcy back like being able to go to a baseball game or being able to travel — you need to have the vaccination to do it.*
- *As time went on, I learned that there weren't any major effects that people were having from these vaccines. The balance of things I wanted for my family — travelling and getting back to normalcy — those things sort of started to tip the scale. In my decision making, the pros and cons shifted.*
- *I found out that I need it to travel and for work purposes. It was a choice of getting vaccinated or getting tested every day.*
- *I did the odds. I looked at the math, I got the numbers from the CDC. And I said, I'm not likely to get this disease. I'm a little more likely than some folks, but a lot less likely than people more elderly than me. And even if I do get it, I'm probably not going to get very sick from it. But looking at the vaccine, a lot of people have gotten it, it's very effective, and very few people get side effects from it.*



# “Who they most trust for information about the COVID-19 vaccines”

- Doctor
- Pharmacist
- Other medical professionals
- *My doctor, because he is the one who knows all of my health issues, who knows all the medications I take.*
- *My medical professional name knows me. He's well researched. And he shoots straight with me.*
- *I asked my doctor, because he got the vaccine too. and all the medical professionals I know.*
- *My healthcare system, because that's where all my medical history information is housed. So there's checks and balances there.*
- *My pharmacist. I've had the same pharmacist for over 10 years. She has a lot of knowledge and information, so I can have a conversation with her about medications for me and my family.*
- *My doctor prescribes everything, but the pharmacist is the one who will take the time to let me know about the side effects.*

# Language that Can Improve Vaccine Acceptance



**TAILOR YOUR MESSAGE FOR YOUR AUDIENCE.** *Americans' perceptions about vaccines and their safety differ by political party, race, age, and geography.*



**EXPLAIN THE BENEFITS OF GETTING VACCINATED, NOT JUST THE CONSEQUENCES OF NOT DOING IT.** *Say, "Getting the vaccine will keep you and your family safe," rather than calling it "the right thing to do." Focus on the need to return to normal and reopen the economy.*



**TALK ABOUT THE PEOPLE BEHIND THE VACCINE.** *Refer to the scientists, the health and medical experts, and the researchers – not the science, health, and pharmaceutical companies.*



**AVOID JUDGMENTAL LANGUAGE WHEN TALKING ABOUT OR TO PEOPLE WHO ARE CONCERNED.** *Acknowledge their concern or skepticism and offer to answer their questions.*



**USE (AND REPEAT) THE WORD "EVERY" TO EXPLAIN THE VACCINE DEVELOPMENT PROCESS.** *For example: "Every study, every phase, and every trial was reviewed by the FDA and a safety board."*

**de Beaumont**

BOLD SOLUTIONS FOR HEALTHIER COMMUNITIES.

Source

# Language that Can Improve Vaccine Acceptance

## Use These Words MORE:

- The benefits of taking it
- Getting the vaccine will keep you safe
- A return to normal
- Your family
- Medical experts
- Research
- Medical researchers
- Damage from lockdowns
- A transparent, rigorous process
- Safety
- Pharmaceutical companies
- Advanced/groundbreaking
- Vaccination
- America's leading experts
- Skeptical/concerned about the vaccine

## Use These Words LESS:

- The consequences of not taking it
- Getting the vaccine is the right thing to do
- Predictability/certainty
- Your community
- Scientists/health experts
- Discover/create/invent
- Drug companies
- Inability to travel easily and safely
- The dollars spent; number of participants
- Security
- Drug companies
- Historic
- Injection/inoculation
- The world's leading experts
- Misled/confused about the vaccine

Source

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BOLD SOLUTIONS FOR HEALTHIER COMMUNITIES.

# Changing the COVID Conversation: Communications Cheat Sheet

## TIPS



### FOCUS ON THE BENEFITS OF SUCCESS, NOT JUST THE CONSEQUENCES OF FAILURE.

- We understand that people are tired, but public health measures are not the enemy — they are the roadmap for a faster and more sustainable recovery.
- Scientists and medical professionals are developing and preparing to distribute a safe and effective vaccine that will help us return to normal day-to-day activities.



### EMPHASIZE THAT THE SCIENCE IS SETTLED.

- The science is clear. There is no doubt that mask wearing, hand washing, and social distancing reduce the spread of COVID-19 and saves lives.



### DON'T EXPECT PEOPLE TO TAKE PUBLIC HEALTH MEASURES BECAUSE IT'S GOOD FOR THEM. SPEAK TO THE CONSEQUENCES OF NOT TAKING THESE MEASURES.

- Because COVID-19 is highly infectious, one infection can quickly grow into an outbreak that could shutter a neighborhood, community, or entire city.



### DON'T LET POLITICS OR PARTISANSHIP SLIP INTO YOUR MESSAGING, BECAUSE THAT WILL HARM YOUR CREDIBILITY. KEEP YOUR LANGUAGE NEUTRAL AND REPEATEDLY EMPHASIZE "EVERY" AND "ALL."

## Use These Words MORE:

the pandemic

eliminate/  
eradicate/  
get rid of  
the virus

social distancing

an effective and  
safe vaccine

protocols

face masks

essential  
workers

personal  
responsibility

a stay-at-  
home order

public  
health  
agencies

policies that are  
based on facts/  
science/data

## Use These Words LESS:

the coronavirus

defeat/crush/  
knock out the  
virus

physical distancing

a vaccine  
developed quickly

orders/  
imperatives/  
decrees

facial coverings

frontline  
workers

national duty

a government  
lockdown/  
shutdown

government  
health  
agencies

policies that  
are sensible/  
impactful/  
reasonable

# FROM CONCERN TO CONFIDENCE:

## How Physicians Can Build Trust in COVID-19 Vaccines

Ending the COVID-19 pandemic requires us to vaccinate as many Americans as possible. The new vaccines offer our best path toward saving lives, opening schools and businesses, and rebuilding our economy.

The decision to get vaccinated is a personal one that is influenced by many factors. Research shows that Americans most trust their own doctor for information about COVID-19 and vaccines. People want unbiased facts about the safety and effectiveness of the vaccines – and information about whether vaccination is the right choice for them – from their doctor.

The nation is making good progress in getting more people vaccinated, but many still say they will probably not get the vaccine. While numerous national and local efforts are attempting to address people's concerns, the single most influential factor will be a *strong recommendation* from a medical professional.

### HERE ARE 6 THINGS YOU CAN DO TO IMPROVE VACCINE ACCEPTANCE AMONG YOUR PATIENT FAMILIES.

- 1 Lead by example.**  
Get vaccinated and encourage your entire staff to be vaccinated.
- 2 Prepare your health care team, pharmacy teams, and staff to have these conversations.**  
Ask your staff members if they'd be willing to speak with their colleagues and patients about why they got vaccinated. All staff should be equipped to answer basic questions about COVID vaccines.
- 3 Share educational materials widely.**  
Post information in the waiting room, the staff break room, and common areas in your facility. Publish information on your website, intranet, and social media platforms. Include a way for people to contact you with questions.
- 4 During patient visits, make the COVID-19 vaccine a new vital sign.** Ask every patient what their vaccination plan is. For those who say they will take it, make sure they know how and where to schedule an appointment. If they say they're not sure, discuss their concerns and answer their questions.
- 5 Partner with your health department, employers, and others to engage with community members.** Collaborate with trusted messengers – like faith-based leaders, local employers, and other community leaders – to tailor and share culturally relevant messages and materials.
- 6 Consider sending a letter or email to your patients.**  
Start by expressing your concern for the health of your patients and their loved ones. Provide facts, refer them to additional resources, and offer to answer questions. See sample language on page 4.



# COVID-19 Vaccine Confidence Project: Reagan-Udall Foundation

## Top-Performing Messages



### Refined messages that resonated most broadly with audiences in testing:

"The FDA is publicly sharing information about COVID-19 vaccines so you can see the evidence for yourself."

"Only safe and effective COVID-19 vaccines that have been rigorously tested on tens of thousands of volunteers will be approved."

"Scientists and career public health officials, not politicians or their appointees, will decide when a COVID-19 vaccine is safe, effective, and ready for public use."

"By getting a COVID-19 vaccine, you are protecting yourself, your children, parents, grandparents, and other loved ones."

"COVID-19 vaccine development is moving faster than normal because the medical and scientific community have made it their highest priority, not because any steps have been skipped."

# COVID-19 Vaccine Confidence Project: Reagan-Udall Foundation

## Show, Don't Tell In Messaging

It's not enough to tell people that a vaccine is safe and effective. People want to see others taking it - along with scientific proof. Effective messages offer details to back up claims.

### TELL

"The COVID-19 vaccine is safe and effective."



**Forces your audience to trust you.**

vs

### SHOW

"Only safe and effective COVID-19 vaccines that have been rigorously tested on tens of thousands of volunteers will be approved."

"COVID-19 vaccines are following the same rigorous, three-phased testing process as every other vaccine."

"The FDA will publicly share information about COVID-19 vaccines so you can see the evidence for yourself."

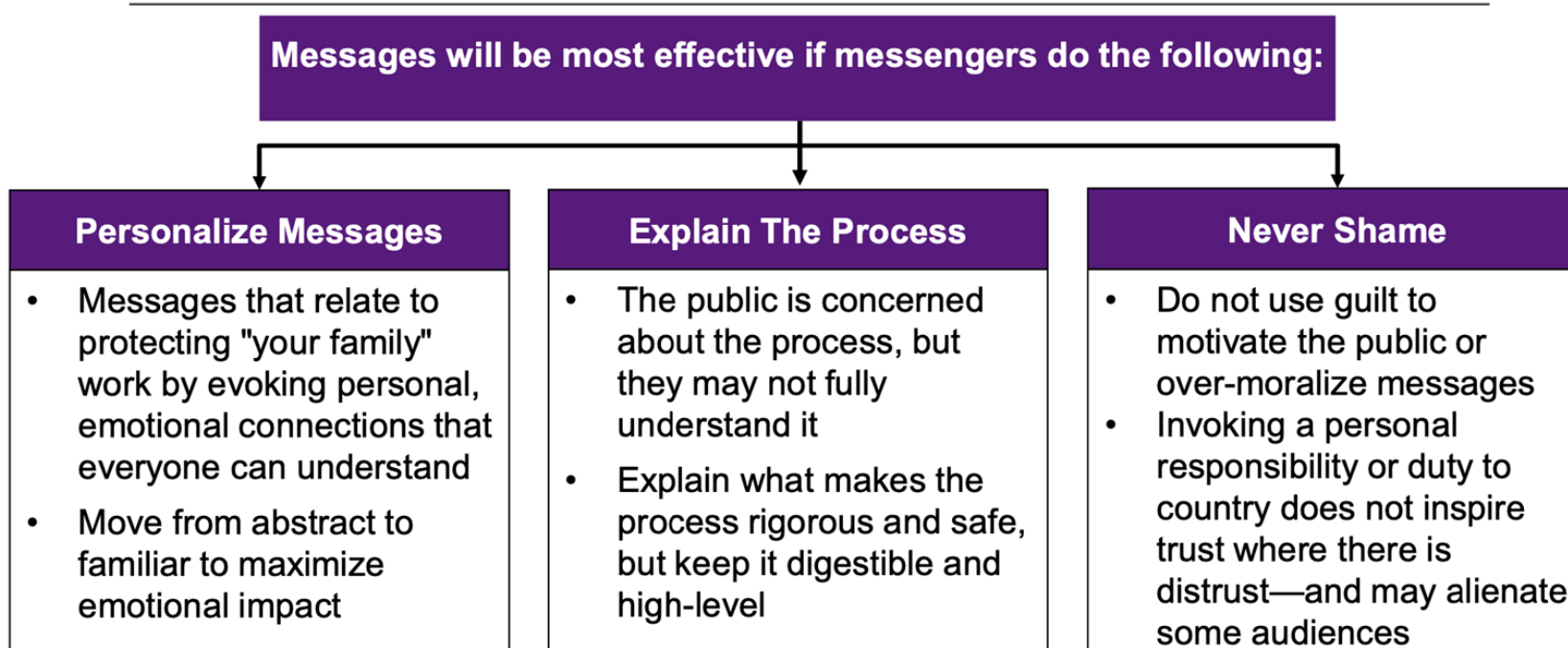


**Allows your audience to draw their own conclusion and buy in.**



# COVID-19 Vaccine Confidence Project: Reagan-Udall Foundation

## Personalize And Explain—But Never Shame





# COVID-19 Vaccine Confidence Project: Reagan-Udall Foundation

## Customize Messages for the Audience

While there are common themes across groups, it's important to account for cultural and regional nuances.

**While all groups raised a desire for information on safety and side effects, certain nuances emerged:**

- Healthcare workers asked about recommendations for children as well as people who test positive for antibodies or are pregnant. They wanted to know what would happen between doses and what support would be needed/available for people who experience side effects.
- Community health workers asked about safety for high-risk populations such as the elderly and those with pre-existing conditions.
- Retail workers want continued adherence to other safety precautions (such as handwashing, mask-wearing) while vaccine administration gears up.
- Native Americans, African Americans, and Latinx were concerned about safety for their racial/ethnic subpopulations.

# COVID-19 Vaccine Confidence Project: Reagan-Udall Foundation

## Meet People Where They Are By Proactively Acknowledging Concerns Like Systemic Racism

### Listening Session Quotes:

"I firmly believe that this is another Tuskegee experiment."

"The more they study me, the more they know how to get rid of me."

"Alaska Natives and Indigenous people are at the highest risk of death, and we are the ones that are guinea pigs for the rich."

### Messaging Implications:

- It's important to acknowledge and address people's fears
- People of color are especially concerned about historic racism and racial disparities in health care
- Meet people where they are by demonstrating you understand their concerns before pivoting to tested core messages
- Example: "Recognizing the impact of historic injustices, vaccine developers are working to make sure clinical trials reflect the nation's diversity. These vaccines must be proven safe and effective for everyone."

# Messaging Elements that Resonate Across Audiences

## Acknowledge Concerns

Acknowledge people's hesitancy rather than challenge it

Provide the promise of scientific unbiased answers

## Moments Missed

Highlighting moments of human connection missed serve as a powerful reminder that vaccination is a pathway to regaining these moments

## Protection

Emphasis on protecting myself, loved ones and those most vulnerable.

## Positive Tone

Inviting & respectful as opposed to demanding

Acknowledge that the choice is yours to make, which ties to deeply rooted American values of liberty and freedom

# Messaging Elements that Don't Work

## Negativity & Fear

Avoid reminders of how difficult the year has been, as it can invoke a sense of hopelessness

Fear tactics don't generate trust or answer questions about vaccines

## The Right Thing To Do

References to "many people already stepping up" can come off as pushy or accusatory

## Overpromising or Obfuscation

Most understand that mass vaccination is a long-term process. Avoid messages that imply vaccine availability will "flip the switch"

## 'Back to Normal'

For most post-pandemic life will never be "the way it was"

It's more about getting back to life rather than back to normal

# Vaccine Acceptance Strategies & Messaging: Lessons From the Flu Vaccine (REACH)

## Hispanic/Latino/Latinx

- “Protecting your loved ones, communities”
- Younger people turn to/listen family elders
- Radio/TV ads/Facebook/What’s app – all work
- People expect transparency in messaging – side effects
- Gather data using focus groups (with community members as facilitators)
- Account for dialects, nuances etc. (with community input)
- Return to the community with results to facilitate findings
- Address food and housing insecurity in communities (e.g., Immigrants not able to access federal resources)
- Address concerns about vaccine cost,
- Address concerns about immigration status
- Partnerships with Mexican Consulate (New Mexico) and other long-standing partners in the community works

# Vaccine Acceptance Strategies & Messaging: Lessons From the Flu Vaccine (2) (REACH)

## American Indian

- Big media buys do not work
- Groundwork and grassroots efforts do work
- Approach each Pueblo or Tribe separately
- Treat as individual communities
- Allow trusted messengers to conduct and facilitate listening sessions and then bring information back to sponsor/grantee. Tribal leaders need to be involved in constructing all messaging
- Respect the preservation of culture through the elders

## Alaskan Native

- Paper (flyers, posters) does not work
- Digital stories do work
- Each community has its own private social media channel
- Message focus: “why you got the flu vaccine”

# Vaccine Acceptance Strategies & Messaging: Lessons From the Flu Vaccine (3) (REACH)

## Marshallese

- Acknowledge and respect historical events, like radiation testing on Islands
- Trusted messengers from within the community are key

## Asian

- Need to translate messages into all dialects – with community input
- Longstanding relationships in the Asian American community are key
- Trained messengers in the Asian and Arab communities (E. Michigan)



# Using Social Media to Increase Vaccine Acceptance



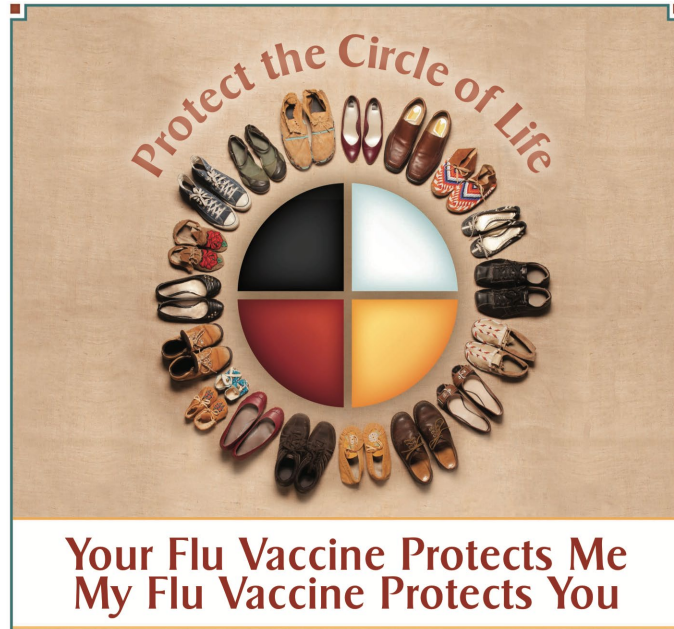


# Social Media & Vaccine Acceptance

- The more uncertain you are, the more likely you are to turn to social media for answers
- That's why social media platforms can play a strong role in mitigating vaccine misperceptions
- Vaccine attitudes can help and inform interventions, assist with audience segmentation and allow you to tailor message to address attitudes
- Social media influencers (media organizations, celebrity doctors,, etc.) can sway attitudes
- 'Framing' is key (gain vs. loss): "If you get a vaccine, this is what you will gain vs. if you get a vaccine, this is what you will lose"
- Vaccine attitudes are clustered online – educate key influencers to tell your story
- Always review comments after a posting

# Communication Resources

# Use Culturally Appropriate Materials



CDC



Vaccinate Your Family



NRC-RIM

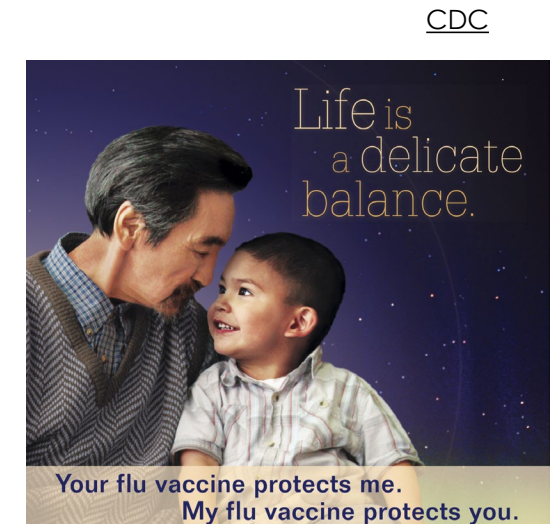
# Multigenerational Resources



Ad Council



Vaccinate Your Family/  
Good Health WINS



# Vaccinate Your Family Resources

- Social media graphics promoting flu vaccine in minorities [here](#)
- Social media graphics on vaccine safety/confidence [here](#)
- Please tag Vaccinate Your Family when using these graphics on social media





# Use Personal Stories



# CDC's #HowIRecommend Vaccine Series



#HowIRecommend

Dr. Tolu Adebajo Describes How She Recommends Flu Vaccine to Pediatric Patients

# #Call your pediatrician - AAP

## Social Media Graphics



GIF

### Superhero Dad

Select Language: ▾

Download



GIF

### Superhero Mom

Select Language: ▾

Download



GIF

### When you Find out Your Mom's a Superhero

Select Language: ▾

Download



# Find Campaign Resources

Audience

▼

Format

▼

Language

▼

Topic

▼



## Join the Month of Action!

We have reached a pivotal moment in the pandemic – getting Americans vaccinated as quickly as possible is our path out of this crisis. Let’s get more of our friends, families, and neighbors vaccinated by July 4th.

Find opportunities to take action near you with the group **Made to Save.\***

**Take Action** [↗](#)





## Campaign Resources & Toolkits

Free guides, ads, social media, and other materials to support COVID-19 outreach and education. Full toolkits can help you reach diverse communities.



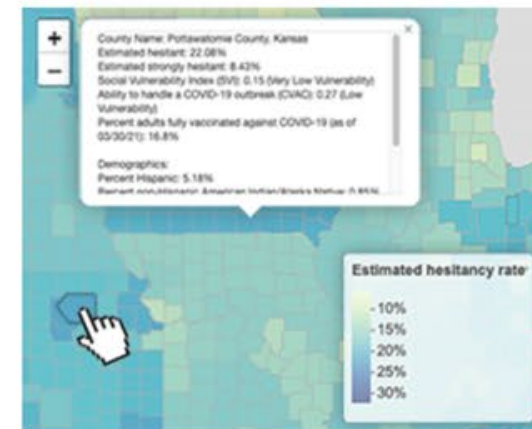
## Join the COVID-19 Community Corps

You can help beat COVID-19 by encouraging friends, family, and your community to get vaccinated. Join the Corps to get tips, tools, and resources to share.



## Campaign Ads

View recent *We Can Do This* ads that have appeared on TV, radio, and digital media.



## Vaccine Hesitancy in Your Community

Make your COVID-19 vaccination outreach more efficient by exploring vaccine hesitancy estimates by county.

\* The Take Action button is a link to a non-government organization, and provides opportunities offered by outside organizations. Reference in these external Web sites to any specific organization, commercial product, process, service, manufacturer, or company does not constitute its endorsement or recommendation by the U.S. Department of Health and Human Services. You are subject to those sites' privacy policies when you leave the HHS site; HHS is not responsible for the contents of any external Web page referenced from this server.

# Additional Information/Resources



# Additional Resources

- *Our Vaccine. My Decision.* website developed by the National Minority Quality Forum:  
[www.our-vaccine.org](http://www.our-vaccine.org)
- *It's Up to You* campaign from the Ad Council:  
<https://www.adcouncil.org/campaign/vaccine-education>
- *Changing the COVID Conversation* from de Beaumont:  
<https://debeaumont.org/changing-the-covid-conversation/>
- *Power & Immunity Guide* from the American Lung Association:  
[https://www.lung.org/getmedia/ec3ef385-7239-44d2-94af-c09051dfdae1/americanlungassociation\\_vaccineeducationtoolkit.pdf](https://www.lung.org/getmedia/ec3ef385-7239-44d2-94af-c09051dfdae1/americanlungassociation_vaccineeducationtoolkit.pdf)
- *Vaccine Confidence Toolkit* by AIM:  
<https://www.immunizationmanagers.org/general/custom.asp?page=vaccineconfidenceguide>

# Additional Resources

- *The Conversation: Between Us, About Us* Toolkit: <https://www.greaterthancovid.org/theconversation/toolkit/>
- *We Can Do This* campaign from HHS: <https://wecandothis.hhs.gov>
- *Made to Save* resource library: <https://madetosave.org/covid-resources/>
- *Families Against COVID-19* by Kimberly Coffey Foundation and Emily Stillman Foundation: <https://www.familiesagainstcovid19.org>
- *Vaccine Equity Toolkit* by Kaiser Permanente: <https://about.kaiserpermanente.org/content/dam/kp/mykp/documents/instructions/covid-19-vaccine-equity-toolkit-external.pdf>
- National Resource Center for Refugees, Immigrants, and Migrants (NRC-RIM): <https://nrcrim.org>

# Resources for American Indian and Alaskan Native Populations

- Northwest Portland Area Indian Health Board's [COVID-19 page](#)
  - COVID-19 weekly [ECHO programs](#)
  - [Video](#) on COVID-19 vaccine questions
- Results from a [national COVID-19 vaccination survey](#) by the Urban Indian Health Institute
- National Indian Health Board's [National Tribal COVID-19 Response](#)