

The Public and the COVID-19 Vaccine: Special Focus on Communities of Color

Mollyann Brodie, Ph.D.

Executive Vice President and Chief Operating Officer

Executive Director, Public Opinion and Survey Research

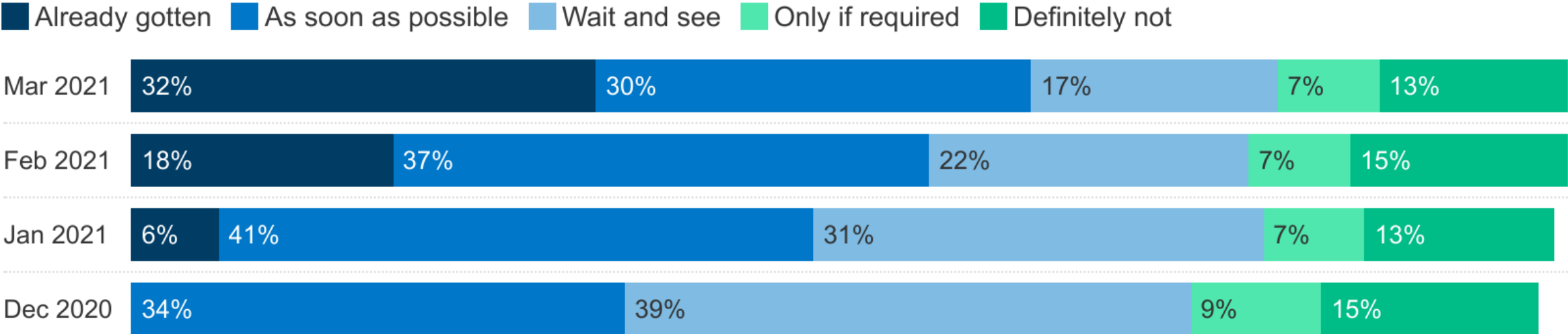
April 1, 2021



Filling the need for trusted information on national health issues.

One-Third Report Having Received At Least One COVID-19 Vaccine Dose; Share Wanting To "Wait And See" Continues To Shrink

Have you personally received at least one dose of the COVID-19 vaccine, or not? When an FDA authorized vaccine for COVID-19 is available to you for free, do you think you will...?



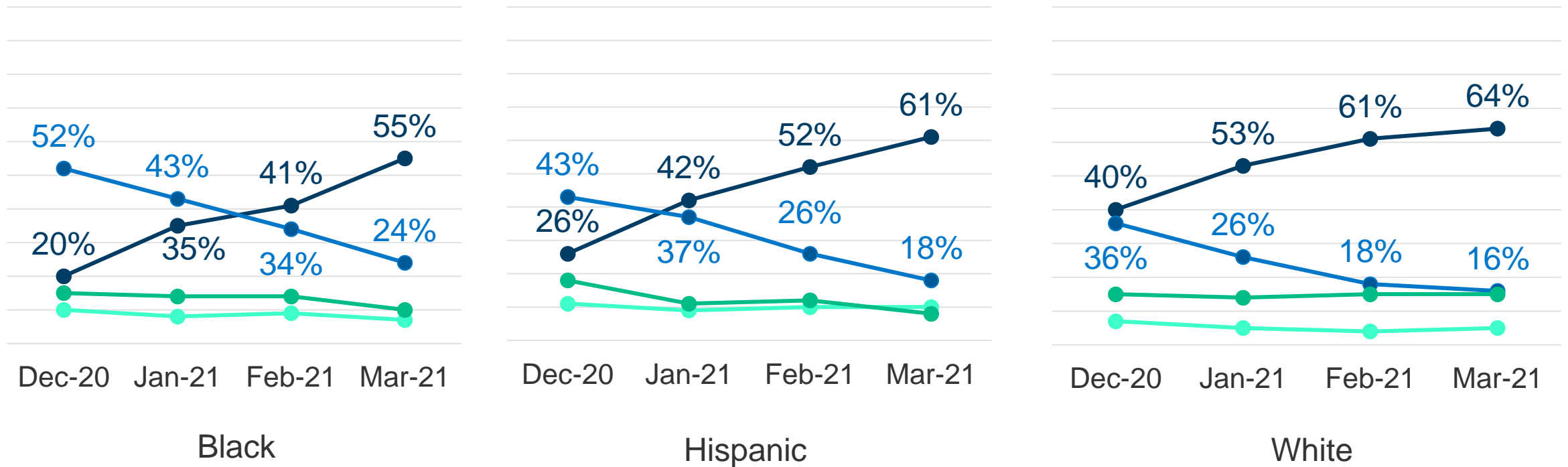
NOTE: December 2020 survey did not have an option for respondents to indicate they had already been vaccinated. See topline for full question wording.

SOURCE: KFF COVID-19 Vaccine Monitor (March 15-22, 2021). See topline for full question wording.

COVID-19 Vaccine Enthusiasm Continues To Increase Across Racial And Ethnic Groups

Percent who say they will get a COVID-19 vaccine:

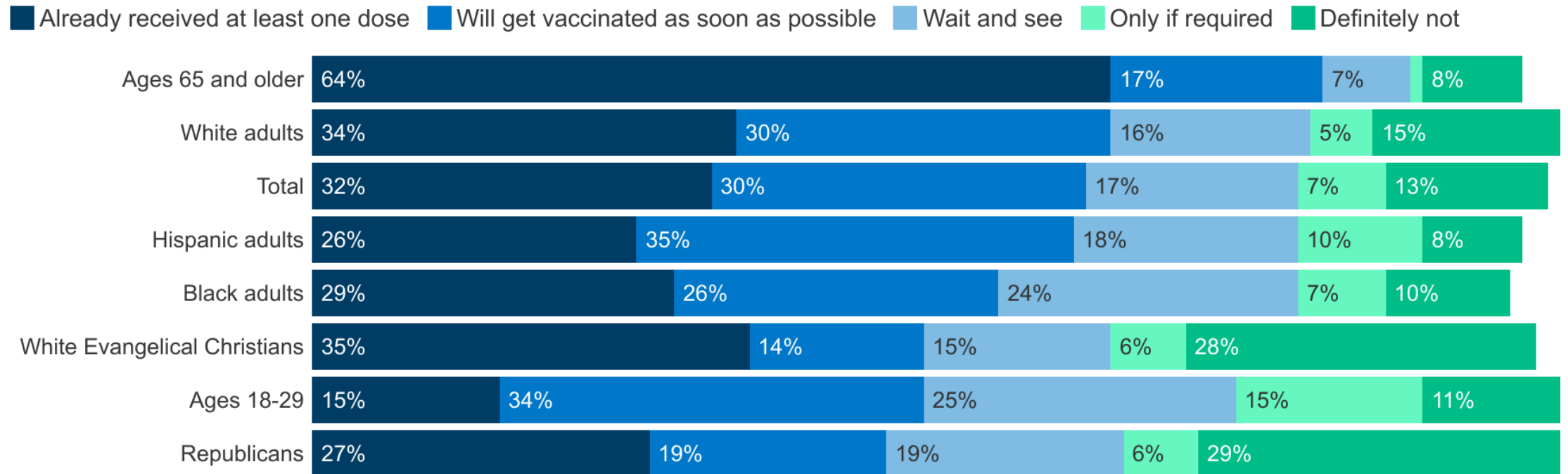
● Already gotten/as soon as possible
 ● Wait and see
 ● Only if required
 ● Definitely not



SOURCE: KFF COVID-19 Vaccine Monitor. See topline for full question wording.

No Group Monolithic in Vaccine Intentions

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What Helps to Move People to “Yes”?

- **Listen** and **validate** concerns
- Address concerns directly with **facts** and be **transparent** about **what’s not known**
- Use **trusted messengers**. Doctors, nurses and other health professionals among those most trusted.
- Show “**people like them**” who have been vaccinated and **tell their stories** about how they got **to a YES from a MAYBE** and/or a **NO**
- Help address **barriers** and **access** issues – show where to go, how to sign up, who can help
- Remember they are making a **personal choice** for themselves and their family – try to **support that** decision-making

What Are The Biggest Concerns?

- Worry about **side effects** from the vaccine
- Worry that side effects from **vaccine** could be **worse** than getting Covid-19 itself
- Might **get Covid-19** from the vaccine
- The **vaccine is too new** to understand long term effects
- **Process** of vaccine development was **too fast**
- The vaccine is **not as effective** as people say it is
- Might have to **miss work** to get vaccinated or due to side effects
- Won't be able to get vaccine from **a place they trust** or someplace **convenient**

What Information and Messages Work?

- The vaccines are **proving highly effective** at preventing hospitalization and death from COVID-19 in the **real world**
- Scientists have been working on the **technology** used in the new COVID-19 vaccines **for 20 years**
- More than 100,000 **people from diverse backgrounds** took part in the vaccine trials
- The vast **majority of doctors** who have been offered the vaccine have **taken it**
- There is **no cost** to get the vaccine
- Even though most people who die from Covid-19 are older or have other health conditions, **some young and healthy** people have also been **hospitalized and died** from Covid-19
- The main reason the Covid-19 vaccines were approved so quickly is because of **red tape** that is usually part of the development process **was removed and resources were allocated**, not because corners were cut
- **Risk of not taking vaccine** in the face of the known risks of Covid-19 itself are great

Resources to Use

Vaccine Education TOOLKIT

Public Education Campaigns and Messaging
Get radio and TV spots, B-roll, messaging and additional tools to educate audiences.

Ad Council "It's Up to You"
The Ad Council's "It's Up to You" campaign encourages audiences to get the latest vaccine information—knowing that personal education is the first step in building vaccine confidence.

B-Roll Footage
Courtesy of the National Association of Chain Drug Stores (NACDS), licensed for use in the U.S. only.

View and Access Materials from The Ad Council

PSAs from the Former Presidents and First Ladies of the United States
The Ad Council and COVID Collaborative announced new PSAs as part of their COVID-19 Vaccine Education Initiative's "It's Up To You" campaign featuring former Presidents Barack Obama, George W. Bush, Bill Clinton, Jimmy Carter and former First

Download B-Roll Footage

The Conversation Between Us, About Us

Black doctors, nurses and researchers dispel misinformation and provide Facts about COVID-19 vaccines in a campaign from Greater Than COVID and the Black Coalition Against COVID.

[View Campaign](#)

<https://www.nab.org/vaccine/multimedia.asp>

THE CONVERSATION BETWEEN US, ABOUT US.

Health care workers answer questions about the COVID-19 vaccines

SEARCH: All General Process Effectiveness Safety Seniors Children Pregnancy Sexual Health

By Health Care Worker

What about side effects from the COVID vaccines?

How much do we know about mRNA?

What is the v-safe app?

Will the vaccine give me COVID?

Do the COVID vaccines use a live virus?

Do the COVID vaccines change your DNA?

Hello Black America! with W. Kamau Bell & Black ...

THE CONVERSATION BETWEEN US, ABOUT US.

W. Kamau Bell talks with Black health care workers about the COVID Vaccines

<https://www.greatertanCOVID.org/theconversation/>

KFF COVID-19 Vaccine Monitor