



COVID-19 VACCINE MESSAGING: RECOMMENDATIONS FROM RESIDENT PERCEPTION POLL

01/26/2021





WILLINGNESS TO TAKE THE COVID-19 VACCINE

- Two-thirds of respondents know someone who had COVID-19
- Awareness of the vaccine is extremely broad, near universal (95+%)
- 72% of residents said they are “Likely” to take the vaccine.
- 25% of residents are consistently unlikely to take the vaccine, even after learning more.
- Survey data provided insights into effective messaging strategies

TRUSTED MESSENGERS



THE RIGHT MESSENGER IS CRITICAL

- Doctors, nurses, and medical researchers are by far the most convincing messengers and should be at the forefront of communications about the vaccine.
- Friends and family are also seen as trusted messengers.
- More than two-thirds trusted information from the following public agencies:
 - CDC
 - California Department of Public Health
 - Food and Drug Administration
 - County's Health and Human Services Agency



MESSAGE #1

THE VACCINE GETS US BACK TO NORMAL

- The sooner everyone gets the vaccine, the sooner we can return to our normal day-to-day activities, re-open the economy and freely spend time with people whenever we want.
- We all want the pandemic to end and for life to get back to normal.
- The combination of getting vaccinated and wearing face masks and social distancing until most people have been vaccinated will offer the best protection from COVID-19.



MESSAGE #2

THE VACCINE IS SAFE

- The COVID-19 vaccine is safe and effective and will not give you coronavirus. It works by teaching our bodies' cells how to produce the antibodies that protect us from COVID-19.
- The COVID-19 vaccine was not rushed. It reached the market so quickly because it was well-funded and a national priority, and had the world's best medical researchers working on it.
- Tens of thousands of people were included in the vaccine trials and the vaccine has been held to the same high safety standards by the FDA as other vaccines that are available to the public.



MESSAGE #3

THE VACCINE IS FREE

- The COVID-19 vaccine will be available to everyone in the United States at no cost.
- It will be completely free to everyone, regardless of income, and will be administered by health professionals, like nurses and doctors.

MESSAGE #4



THE VACCINE WILL KEEP THE VIRUS FROM SPREADING

- COVID-19 can have serious, life-threatening complications, and there is no way to know how COVID-19 will affect you. And if you get sick, you could spread the disease to others around you. The vaccine will keep you and your community safe.
- We all have a responsibility to take the vaccine to end the pandemic, eliminate the virus and protect our family and friends.