

# COVID-19



## **Messaging Update, May 17th, 2021**

Portland, Oregon

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OPINION

# Meet the Four Kinds of People Holding Us Back From Full Vaccination

By Sema Sgaier

May 18, 2021

Special thanks to Dr. Sema K. Sgaier and his team for the research summarized within this guide. Dr. Sgaier is a co-founder and the C.E.O. of Surgo Ventures and an adjunct assistant professor at the Harvard T.H. Chan School of Public Health.

Source is New York Times



Thank You

## Unvaccinated

## Five Distinct Personas

## U.S

People in each segment share some beliefs and barriers about Covid-19 vaccination. And each persona includes at least some of every demographic: Republicans, Black people, the middle class, young people and others.

Here are the groups health officials need to reach — and how to reach them, based on their fears, concerns and barriers.

In the United States overall...

**8%** are **Watchful**. They're waiting to see what happens next.



**9%** are **Cost-Anxious**. They want the vaccine but can't afford the time or cost.



**4%** are **System Distrusters**. They feel the health care system doesn't treat them fairly.



**14%** are **Covid Skeptics**. They don't believe the threat.



Source is New York Times

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## Messaging

For this group, experts should consider allowing for a “vaccinate later” option.

Holding vaccination clinics in non-health-care locations that people frequent — like workplaces, religious venues, day cares, supermarkets, bars and restaurants — will be critical.

...so making vaccinations of people they know as visible as possible will be important.

The key to engaging this group will be to avoid trying to debunk what they believe; rather, experts need to listen, acknowledge how they feel and then share the facts. Our research finds that emphasizing that vaccination is their own, personal choice — one that can help them protect friends and family members — can also work.

## Unvaccinated

## Five Distinct Personas

## States

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They dominate in Delaware, making up 17 percent of the state's population, as well as 12 percent in Hawaii and Rhode Island.

We learned they're dominant in states like Mississippi, where they make up 23 percent of the population, which is not surprising due to the state's high poverty rates and low Medicaid coverage.

Most, but not all, members of this group are people of color, and they prevail in Washington, D.C., Maryland and Georgia.

We found **Covid Skeptics** are common in Arkansas, North Dakota and Nevada.

And we can't stop at the state level; we need to go county by county and ZIP code by ZIP code, offering specific, localized solutions to convince the holdouts.



## Unvaccinated Five Distinct Personas

## Oregon

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**7%** are **Watchful**.

**10%** are **Cost-Anxious**

**2%** are **System Distrusters**.

**15%** are **Covid Skeptics**

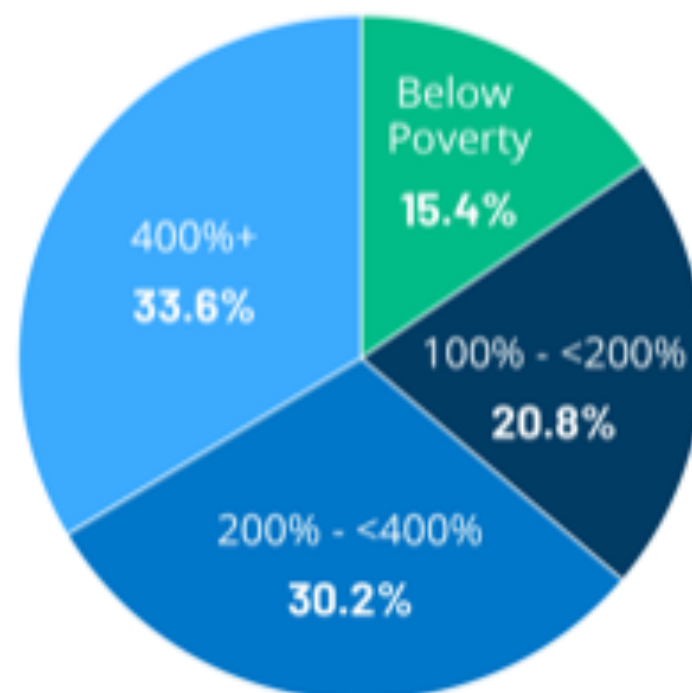
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Unvaccinated

U.S

AGE

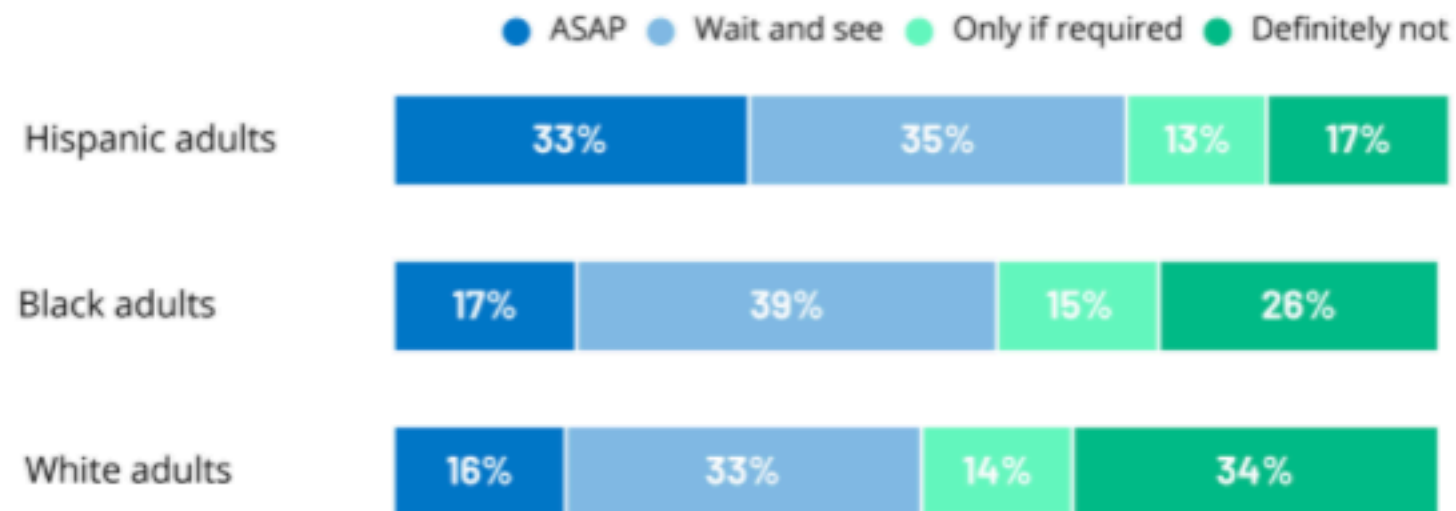
## More Than a Third of 12-15 Year Olds Live in Families with Incomes Below 200% of the Federal Poverty Level



NOTE: The 2019 Census Bureau poverty threshold for a family of three was \$20,578.  
SOURCE: KFF analysis of 2019 American Community Survey, 1-Year Estimate.

KFF

### Among the Unvaccinated, A Larger Share Of Hispanic Adults Says They Want a COVID-19 Vaccine ASAP



KFF



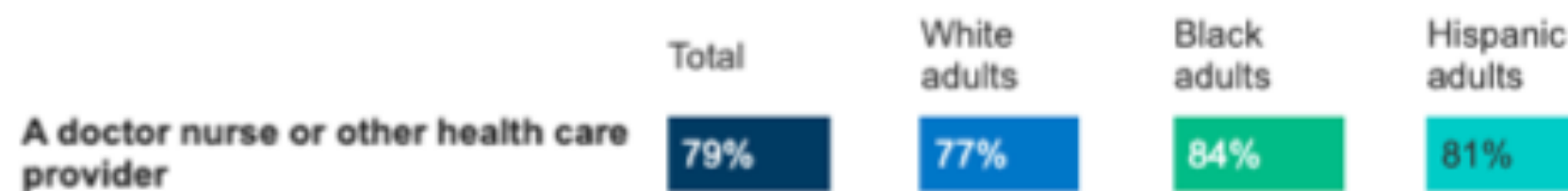
UnVaccinated

Messaging

Trust



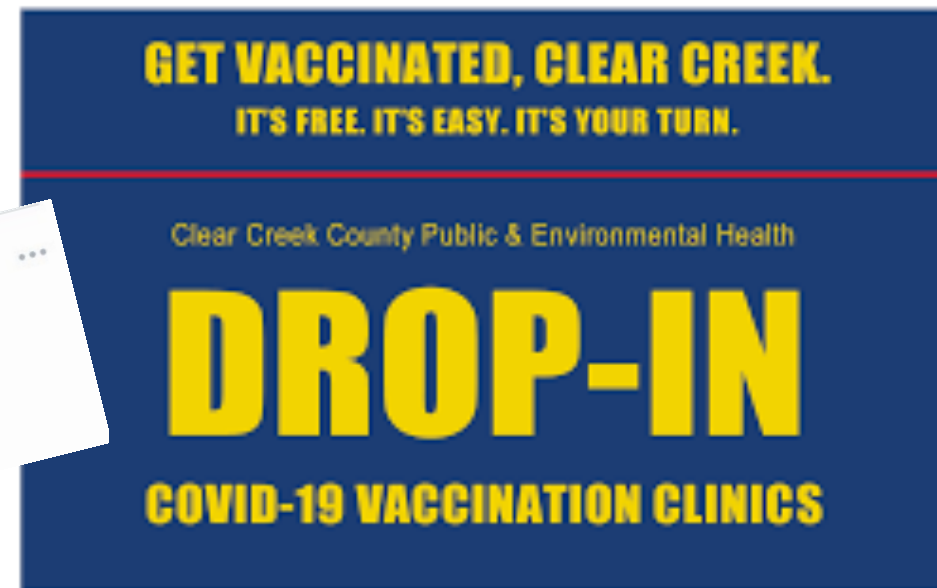
Percent who say they are likely to turn to each of the following when deciding whether to get a COVID-19 vaccine:



## UnVaccinated Channels EASY to GET

Free.Easy.Your turn.

Drop-in, No Appointment, Health Agency



>>NO APPOINTMENT REQUIRED<<



Free.Easy.Open

Drop-in, No Appointment,  
NO ID necessary, **local fire department**

### *To Vaccinate Younger Teens, States and Cities Look to Schools, Camps, Even Beaches*

The F.D.A.'s authorization of Pfizer's Covid shot for 12- to 15-year-olds is a milestone in battling the coronavirus, but actually getting them vaccinated involves new challenges.

source NY Times

## UnVaccinated Channels Employers

1. Workplaces and Businesses, [CDC here](#)
2. The Occupational Safety and Health Administration is considering a temporary rule for employers to adequately address the risks faced by workers. Your questions about vaccines at work answered was referenced in this article.
3. Is It Legal For Employers To Mandate COVID-19 Vaccinations? ([NPR article here](#)) (May 14, 2021)
4. Can Oregon employers require COVID-19 vaccination? It's complicated ([OPB article here](#)) (February 2021)
5. Offering Incentives to workers (Kaiser Family Foundation KFF)  
Employers Could Encourage Some to Get Vaccinated Through Incentives, Though Most of These Workers Oppose a Mandate ([article here](#))  
(time off to get vaccinated is basic incentive...)
6. Key questions about COVID-19 Mandates (April 2021/KFF)  
The extent to which states and/or employers might adopt COVID-19 vaccine mandates remains an open question but could affect the distribution and uptake of vaccinations. This is likely to become a more prominent issue over time, as the need to vaccinate a large share of the U.S. population becomes more urgent in the face of variants and reluctance by some to get vaccinated... ([download brief on mandates here](#))
7. When Employers Can Require COVID-19 Vaccinations  
SHRM also has a member community around COVID-19 [here](#). (**SHRM**, the Society for Human Resource Management)  
"Employers may require vaccines before employees return to the worksite if the failure to be vaccinated constitutes a direct threat to other employees..."([article here](#))