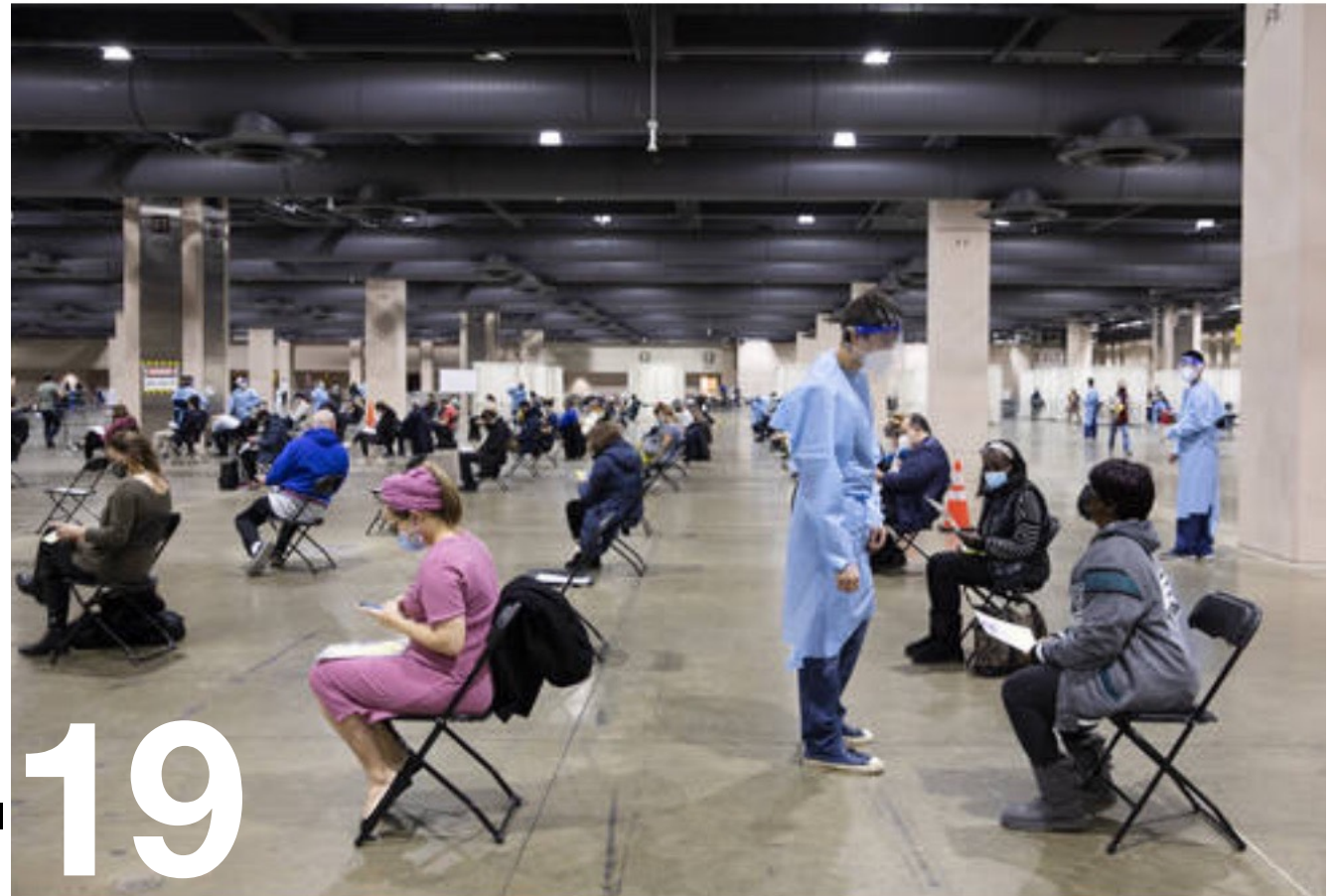


COVID-19



Attitudes, Beliefs, and Messaging **TRUST**

Update #1, February 15, 2021

Ruth Ann Barrett, Marketing Consultant, ruthann@redditalmarketing.com

Focus

Already/ASAP

How and Where?

All research and charts in this presentation are available at the Kaiser Family Foundation (KFF) COVID-19 [Vaccine Monitor](#)* dashboard.

This update is going to focus in on the issue of Trust. Before going there here is a summary of important points raised in the February 8th overview entitled *Attitudes, Beliefs, and Messaging* available for download at www.sustainabilityadvocate.com.

In the overview I wrote about tailoring COVID-19 messaging to your audience(s) based on (1) demographics to include ZIP code and (2) where the audience(s) is in the adoption (acceptance) cycle as defined in the KFF research. They are as follows:

- (1) Already/ASAP
- (2) Wait and See
- (3) Only if Required
- (4) Definitely Not

The most efficient use of time and dollars at this time, before all of the channels have been rolled out, such as retail, and supply remains a big issue, messages should be directed and designed to making it clear how to get vaccinated and what is the eligibility criteria this week. So in addition to making the process more clear, especially to those eligible, messaging addresses trust and those who are most trusted.

Majorities Say They Don't Have Enough Information About When And Where To Get A COVID-19 Vaccine

Do you feel you have enough information about ... or not?

■ Have enough information ■ Do not have enough information

When people like you will be able to get the COVID-19 vaccine*



Where you will get a COVID-19 vaccine*



How your state is deciding who gets priority for the COVID-19 vaccine



NOTE: *Item asked only of those who have not received the COVID-19 vaccine (94% of adults). See topline for full question wording.

SOURCE: [KFF COVID-19 Vaccine Monitor](#) (Jan. 11-18, 2021) • [Download PNG](#)

[KFF COVID-19 Vaccine Monitor](#)

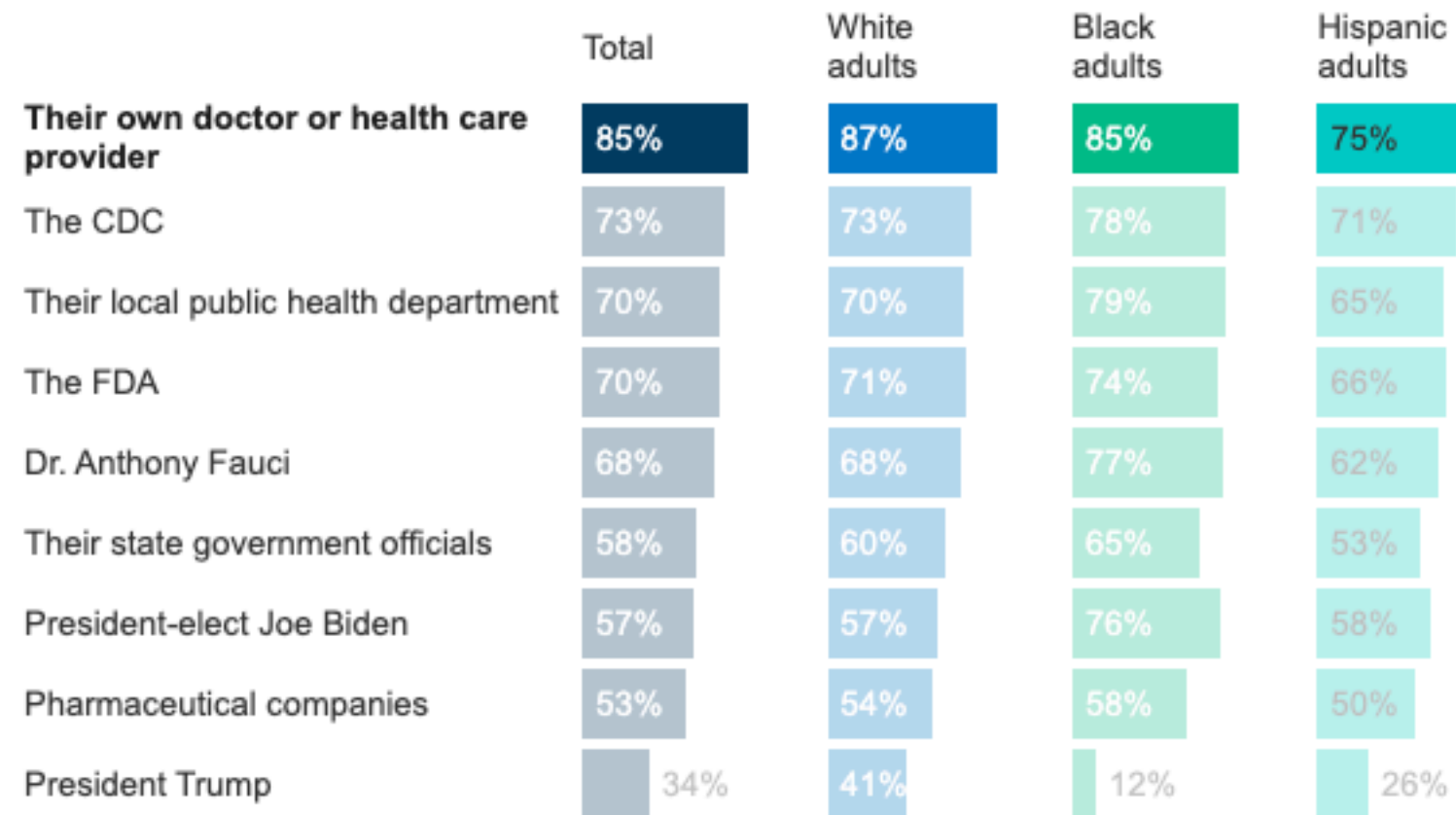
As a reminder, the most convincing messages require consistency and frequency to be effective.

Focus

General

Trust

Percent who say they have a great deal or a fair amount of trust in each of the following to provide reliable information about a COVID-19 vaccine:



NOTE: See topline for full question wording.

SOURCE: [KFF COVID-19 Vaccine Monitor](#) (Nov. 30-Dec. 8, 2020) • [Download PNG](#)

[KFF COVID-19 Vaccine Monitor](#)

Trust

How important is it?



https://www.washingtonpost.com/health/in-philadelphia-a-mass-vaccination-clinic-opened-with-fanfare-then-closes-amid-rifts-of-trust/2021/02/14/92045f9c-56a2-11eb-a08b-f1381ef3d207_story.html

In Philadelphia, a mass vaccination clinic opened with fanfare, then closed amid rifts of trust

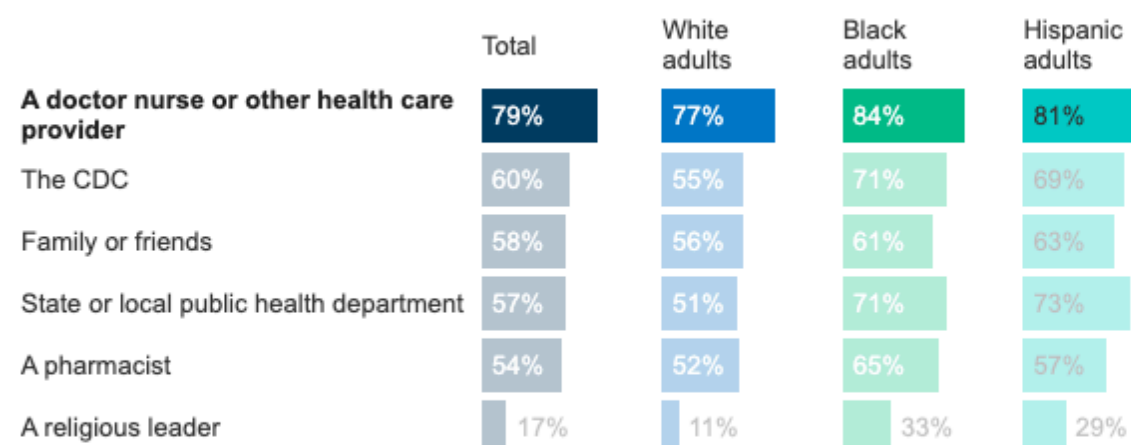
February 14, 2021

By Frances Stead Sellers • [Read more »](#)

Eight In Ten Say They Will Turn To Health Care Providers When Deciding Whether To Get Vaccinated

Doctors, nurses, and health care providers are the source where most people say they will likely to turn for information when deciding to get a COVID-19 vaccine. This is followed by the CDC, family or friends, state or local public health departments, pharmacists, and religious leaders. Despite the fact that health care providers are the source people say they are most likely to turn to for vaccine information, relatively few (24%) of those who have not yet been vaccinated say they have already asked a doctor or other health care professional for information about the vaccine.

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



NOTE: Among those who have not yet been vaccinated. See topline for full question wording.
SOURCE: [KFF COVID-19 Vaccine Monitor \(Jan. 11-18, 2021\)](#) • [Download PNG](#)

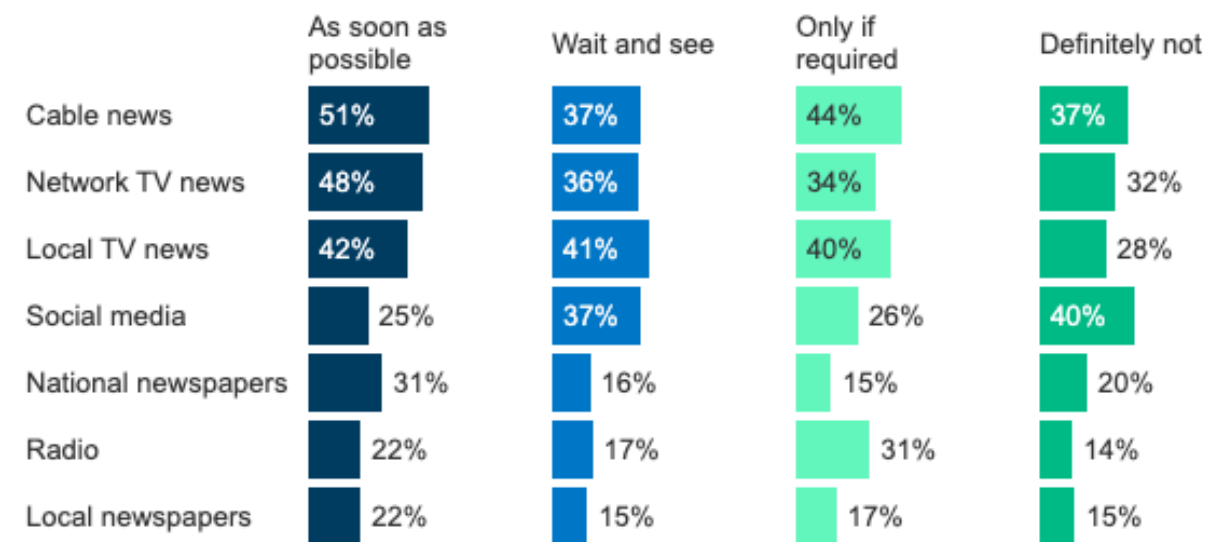
[KFF COVID-19 Vaccine Monitor](#)

Personal Health Care Providers Are Most Trusted Sources Of Information About COVID-19 Vaccine

Where to address mistrust?

Television News Key Source Of Vaccine Information, Four In Ten Of Those Most Hesitant Cite Social Media As An Information Source

Percent who say they got a lot or a fair amount of information about the COVID-19 vaccine from each of the following in the past two weeks:



NOTE: See topline for full question wording.

SOURCE: KFF COVID-19 Vaccine Monitor (Jan. 11-18, 2021) • [Download PNG](#)

[KFF COVID-19 Vaccine Monitor](#)

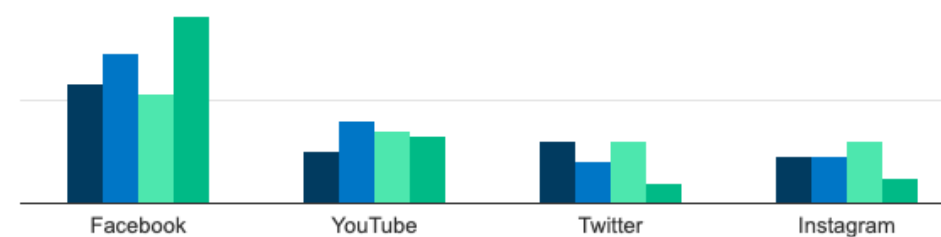
Where to address mistrust?

MESSENGERS

At Least One in Five Got Information About The Vaccine From Facebook, Including More Than A Third Of Those Most Vaccine Reluctant

Percent who say they got information about the COVID-19 vaccine from each of the following in the past two weeks:

■ As soon as possible ■ Wait and see ■ Only if required ■ Definitely not



NOTE: Asked of those who said they got at least a little information about the COVID-19 vaccine from cable social media in the past two weeks. Percentages based on total. See topline for full question wording.
 SOURCE: KFF COVID-19 Vaccine Monitor (Jan. 11-18, 2021) • [Download PNG](#) [KFF COVID-19 Vaccine Monitor](#)

Messaging Trust Confidence Fairness

DISTRIBUTION

Majorities Across Partisans Are Confident COVID-19 Vaccines Are Being Distributed Fairly In The U.S.

How confident are you, if at all, that the COVID-19 vaccines in the U.S. are being distributed in a way that is fair?

Very confident Somewhat confident Not too confident Not at all confident

Total



Dem.



Ind.



Rep.



NOTE: See topline for full question wording.

SOURCE: KFF COVID-19 Vaccine Monitor (Jan. 11-18, 2021) • Download PNG

KFF COVID-19 Vaccine Monitor

Target moving the Somewhat Confident to Confident and Very confident.

Reinforce fairness with facts.

Feature medical and community leaders who address the emotional, and historical as well as local experiences of your audience around fairness and health-related systems.

Testimonials.

Advocate refining processes too complicated to describe and that are not working well or do not respect the needs of your audience.

The January KFF COVID-19 Vaccine Monitor finds majorities across partisanship are confident that currently the vaccines being distributed in the U.S. are being done fairly.

Messaging

Trust

Demographics

Does The Public Want To Get A COVID-19 Vaccine? When?

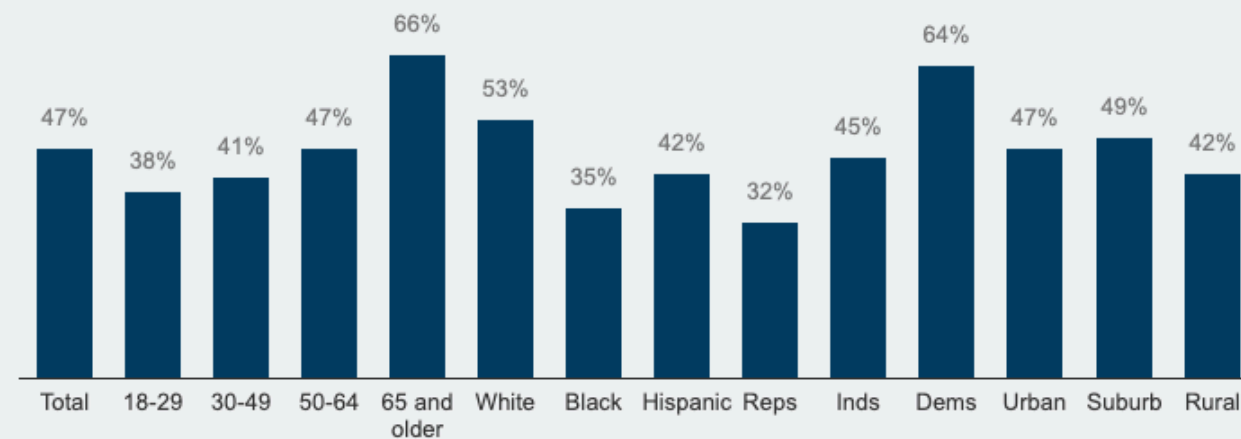
Click on the buttons below to see the share of each demographic group by vaccine hesitancy:

Already got/ASAP

Wait and see

Only if required

Definitely not



NOTE: Includes 6% of adults who have already been vaccinated. See topline for full question wording.

SOURCE: KFF COVID-19 Vaccine Monitor (Jan. 11-18, 2021) • [Download PNG](#)

[KFF COVID-19 Vaccine Monitor](#)

Be clear on differences and needs within your audience.

Does our community need an 800# for seniors and those without Internet access to schedule a vaccination?

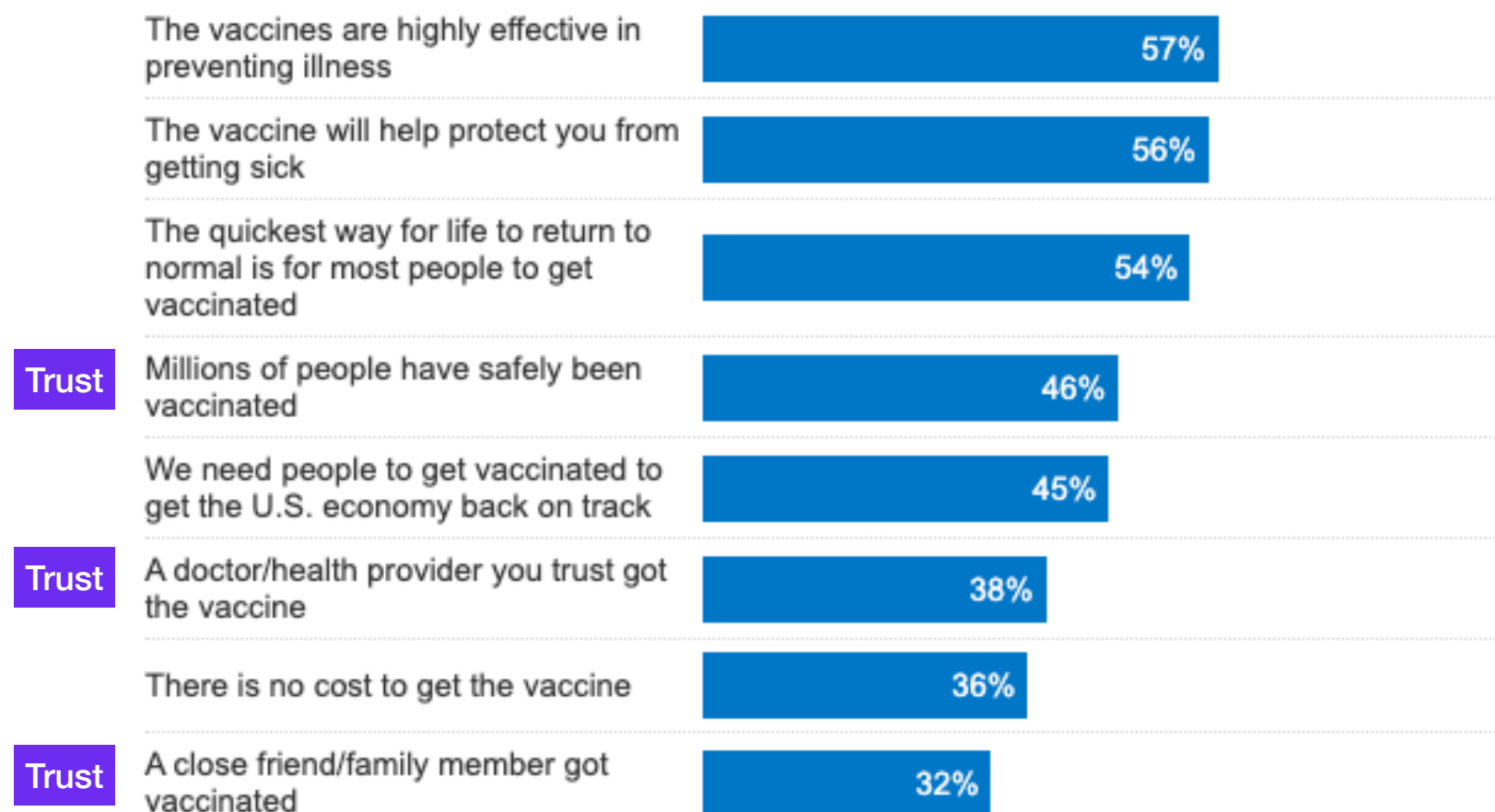
Should more information be in Spanish?

What do we need to support community organizations in the Black community with their education and outreach programs?

Be non-partisan, but keep in mind who you conversing with.

Most Convincing Messages To Get Vaccinated Emphasize Effectiveness, Protection From Illness, And Return To Normal Life

Percent who say hearing each would make them more likely to get vaccinated for COVID-19:



Focus

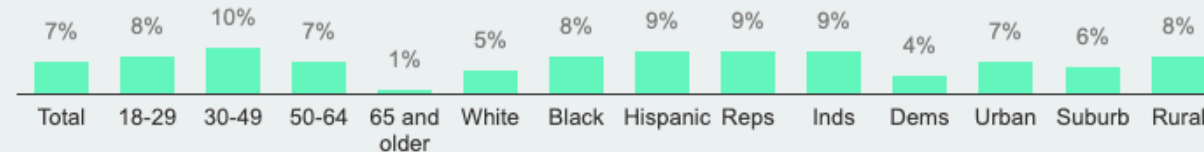
Only If Required

Channel Recommendation

Does The Public Want To Get A COVID-19 Vaccine? When?

Click on the buttons below to see the share of each demographic group by vaccine hesitancy:

Already got/ASAP Wait and see **Only if required** Definitely not



NOTE: See topline for full question wording.

SOURCE: KFF COVID-19 Vaccine Monitor (Jan. 11-18, 2021) • [Download PNG](#)

[KFF COVID-19 Vaccine Monitor](#)

Seeing Others Vaccinated May Be The Best Cure For Vaccine Hesitancy

In his latest Axios column, Drew Altman shows why vaccine hesitancy will naturally decrease as more and more people see their family members and friends vaccinated without adverse consequences. It's a hopeful sign about vaccine hesitancy, and should help free up resources to focus on the remaining vaccine hesitant. ([Full Column](#), [Axios Column](#))

It is not too late to advocate with the State agency that the CDC extend its Pharmacy Partnerships Channel to include workplaces where it is more likely that more of the “Only If Required” will be vaccinated on-site in their workplaces.

We are recommending the channel be extended to include low income renters in Affordable Housing Properties (AHPs).

Download this AHPs Equitable Distribution recommendation from www.sustainabilityadvocate.com.