



COVID Collaborative

COVID-19 VACCINE CAMPAIGN

**Insights
Briefings**

April 14, 2021

Today's Agenda



1. Vaccine Education Initiative Overview
2. Latest Research and Audience Insights
3. Reaching Conservative Audiences
4. Emerging Narratives
5. Latest Creative & Activations
6. Q&A



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COVID-19 Vaccine Education

Initiative Overview

POWERFUL PARTNERSHIP



COVIDCollaborative



U.S. Chamber of Commerce



NAACP

Co-chaired by former Governor and U.S. Senator **Dirk Kempthorne** (R-Idaho) and former Governor **Deval Patrick** (D-Massachusetts)



Former heads of the **Food and Drug Administration** and **Centers for Disease Control and Prevention**



“WHERE
CREATIVITY AND
CAUSES CONVERGE”

Unparalleled and passionate network of partners across media and tech, marketing and advertising

COVID-19 Vaccine Education Initiative



COVID Collaborative

COVID Collaborative's
scientific advisors

HHS, CDC +
Biden Administration

Media companies +
Tech Platforms

News Media
and PR

Medical
community

Creative
Community

Trusted Messengers &
Microinfluencers

Vaccine advocacy
organizations

State and city
leaders

Faith-based
community

Community-based
organizations (focus on
Black and Hispanic
communities)

Corporate & Business
Sectors

IT'S UP TO YOU
COVID-19 VACCINATION



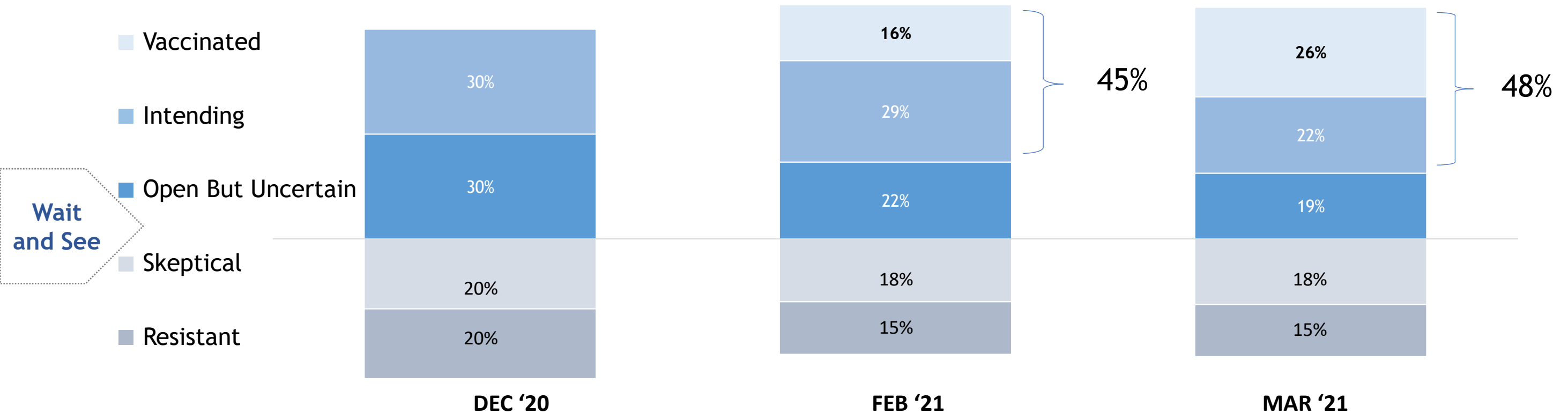
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COVID-19 Vaccine Education

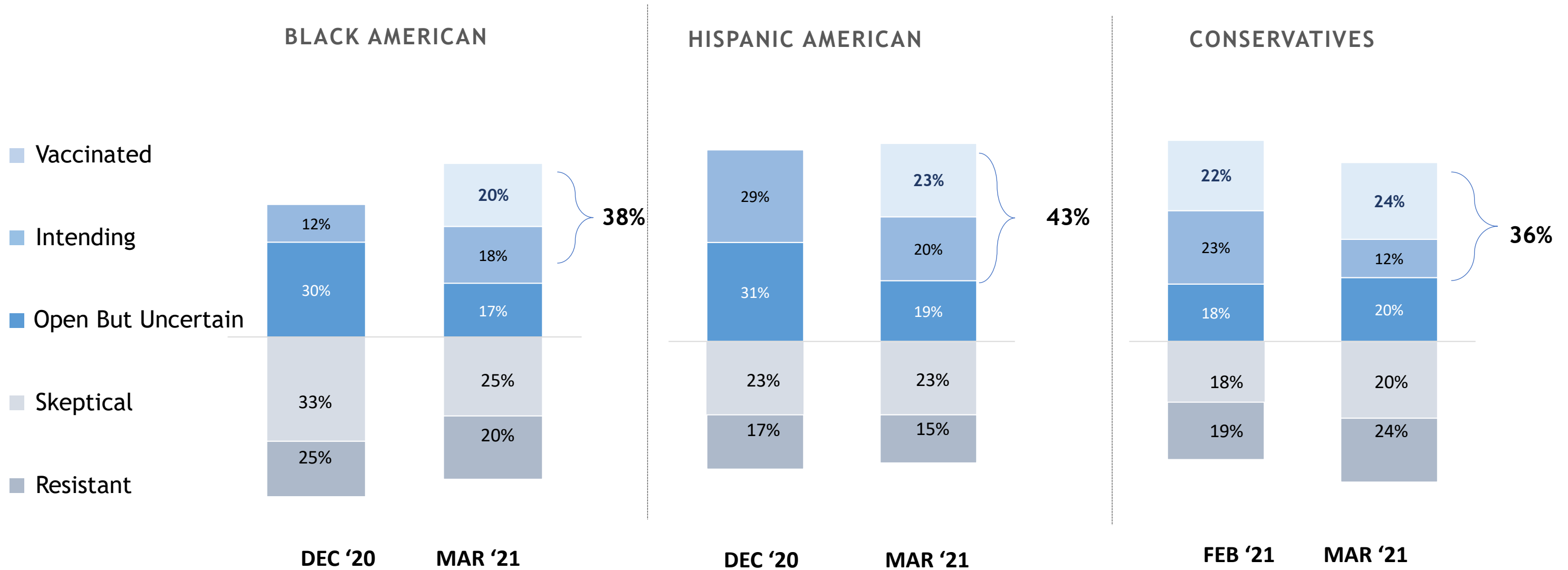
Overall Attitudes & Adoption Insights

~50% OF THE POPULATION HAS BEEN OR INTENDS TO GET VACCINATED

General Population Vaccine Adoption



VACCINATION HAS GAINED MOMENTUM YET OPPORTUNITIES REMAIN



BARRIERS TO VACCINE CONFIDENCE

Speed of development process for a new class of vaccine therapy (mRNA)

Distrust in government, mainstream media and pharma transparency about the vaccine risks

Concerns about the unknown long-term safety and side effects

Belief that the unknowns of the vaccines pose a greater risk than the COVID-19 virus



“I’m very for polio and all those vaccines. But they’ve been doing them for years, and we haven’t seen side effects. I’m very worried... I’m kind of worried about the side effects later on in life .”

“I heard that this is a new type of vaccine. How do they really know if it’s safe, especially in the long term? At some point, are we going to be seeing ads from lawyers saying, ‘Did you get the COVID vaccine in 2021 and have suffered serious problems?’”

“It’s a treatment for something I don’t have. So don’t try to tell me that’s equivalent to getting immunized for a virus that’s deadly for some and imperceptible to others. I’m able to see the difference between getting immunized and the current reality of the shots that are just messing people up.”

VACCINE INFORMATION GAPS

SAFETY	<p>What sides effects can I expect if I get a COVID-19 vaccine?</p> <p>How will the vaccine affect me if I have pre-existing conditions?</p> <p>What are the long-term adverse effects of the COVID-19 vaccines?</p>
EFFICACY	<p>Will the COVID-19 vaccination prevent me from getting sick?</p> <p>If I had COVID-19 and recovered, do I still need to get vaccinated?</p> <p>Do vaccines protect against variants?</p>
DEVELOPMENT	<p>How were the vaccines developed so quickly?</p> <p>How do we know they are safe?</p> <p>Were people like me included in clinical trials?</p>
ACCESS	<p>Does it cost anything to get COVID-19 vaccines?</p> <p>Do I need health insurance?</p> <p>How do I sign up to get vaccinated?</p>



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COVID-19 Vaccine Education

**Reaching
Conservative
Audiences**

While much effort has been focused on those with low vaccine confidence across different backgrounds and ethnicities, current research shows that there is still a large, conservative-leaning population in the US who remain skeptical or resistant to getting a COVID-19 vaccine.

Objective: To better understand the barriers and mindset of this audience related to COVID-19 and the vaccines and determine relevant messaging and strategies that might increase motivation to learn more and/or get a vaccine as they become available.

OBJECTIVES & METHODOLOGY

Methodology:

- 24 online IDIs, 60 minutes each
- All interviews were conducted among participants who were either skeptical or resistant about the COVID-19 vaccine (but not anti-vaxxers)

Respondent Specifications:

- Self-identified conservatives (mix political affiliation)
- Covid Vaccine Skeptics or Resistors (note: we recruited a small sample of Resistors as a control group, but the vast majority of respondents were Skeptics, and reporting focuses on this audience)
- Age 25-60
- Mix of genders
- Mix of markets and urbanicity
- Mix of household income and education levels
- Sole/joint health decision-maker

Research Timing:

- March 22nd - 26th, 2021

CONSERVATIVES
WHO ARE
SKEPTICAL
EXPRESS
FRUSTRATION
ABOUT HOW
COVID-19 HAS
BEEN HANDLED

The majority feel that COVID-19 and the response has been “**overhyped**” and “**overblown.**”

They express frustration with the lockdowns and continuing restrictions, feeling they are an **infringement on personal freedoms** and have had a **greater negative impact on society**

Confused **by inconsistent and conflicting recommendations** from local, state, and federal governments.

“

“You've got plenty of people who are coming out and saying that wearing a mask isn't even effective and that it's it is kind of just for theater. And that even if you do somehow get it, it's got a survival rate that's similar to just having the regular old flu, anyway. So why does this one get such extra special attention? And why did we have to lock down the world?”

Male, St. Louis, MO

DISTRUST OF GOVERNMENT MAINSTREAM MEDIA AND BIG PHARMA COLORS COVID-19 PERCEPTIONS

The changing information and recommendations related to COVID-19, along with a **broader sense of distrust in institutions, have increased skepticism among this audience.**

There is a general belief that **politicians and mainstream news outlets are skewing the information for political purposes.**

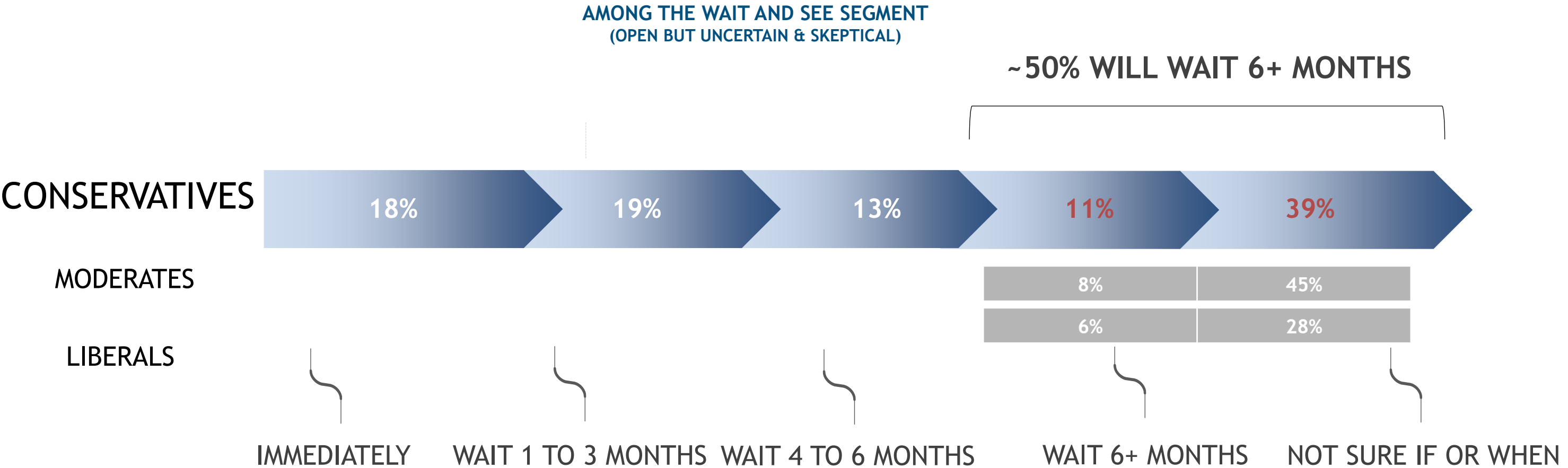
This has led most to **distrust what they see and hear, especially if it feels, in any way, like it's trying to "sell" them on the vaccine.**

“

“I guess I just don't see the need right now. The way it's just being pushed so much. It seems there's more to it we're not being told, possibly. Government, media companies, the pharma companies – they're working together, possibly, or with one or the other.”

Male, Rockford, MI

MANY ARE TAKING AN INDEFINITE WAIT AND SEE APPROACH

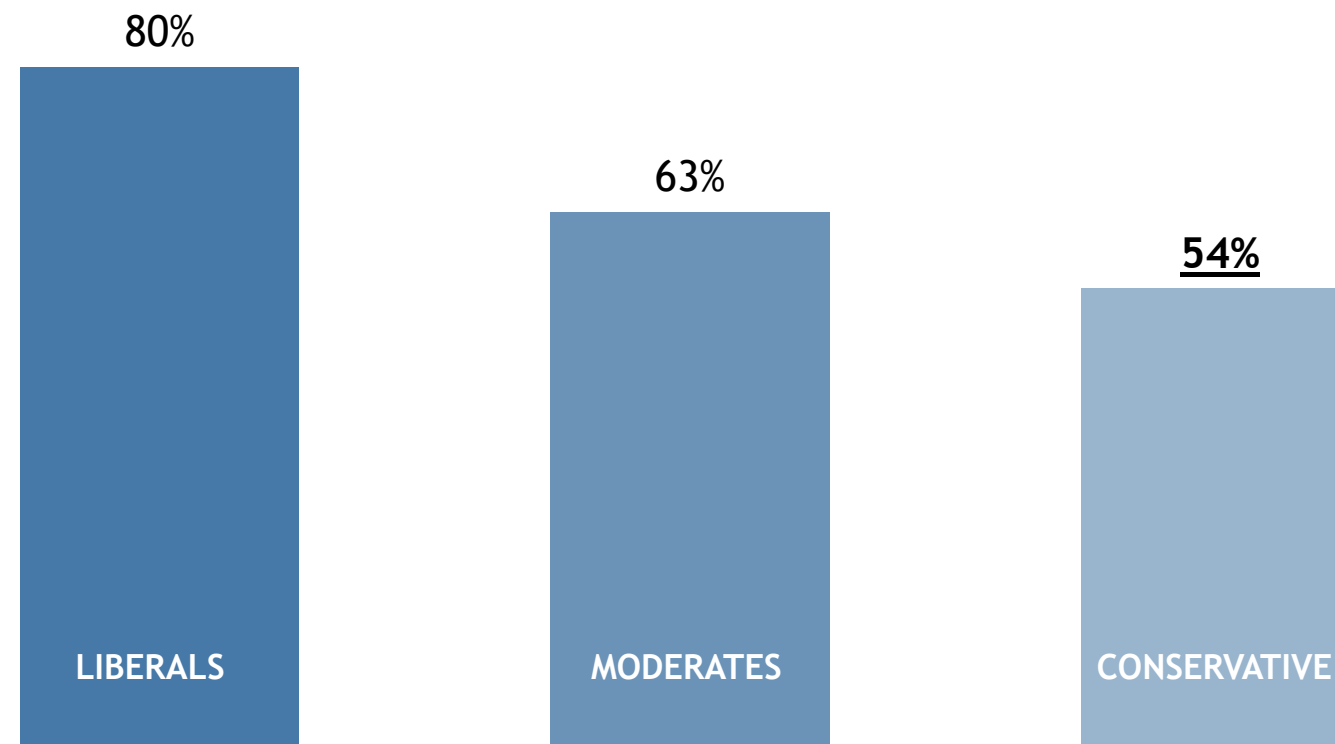


"I know quite a few people that have gotten [the vaccine], but I don't even get the flu shot. Where for me it's just something similar... to wait and see. Just like observing everything about it, like how people react to it, how people feel after they get it, if people that are not getting it continue to be fine."

Female, Huntington Beach, CA

VACCINE CONFIDENCE IS LOWEST AMONG CONSERVATIVES

The benefits of COVID-19 vaccines are much greater than their risks
% Agree Completely or Somewhat



CONSERVATIVES: MESSAGING WATCHOUTS

Phrases That Received Pushback	Watchouts
<ul style="list-style-type: none">▪ Get back the freedom to live our lives▪ We have a patriotic duty	<p><u>The terms “freedom” and “patriotic duty”</u> Politically charged and can feel manipulative Freedom reminds of something they believe was unjustly taken away</p>
<ul style="list-style-type: none">▪ Getting back to normal by the time we fire up the grill for our July 4th bbqs	<p><u>Promises of returning to “normal”</u> Many are already leading what they consider to be “normal” lives again Or reminds them of privileges they’ve lost (which many resent)</p>
<ul style="list-style-type: none">▪ Getting immunized for COVID-19 is the fastest way to get back	<p><u>Allusions to short timeframes (e.g., “soon,” “fast”)</u> Generally, not believed Feels like dangling a carrot (which offends many)</p>
<ul style="list-style-type: none">▪ If we don’t get enough people vaccinated in time, new, more contagious strains will spread, sending us back to square one.	<p><u>Implied ultimatums (e.g., if/thens)</u> Feels forceful and like talking down Don’t like being told what to do</p>
<ul style="list-style-type: none">▪ The fact is that the vaccines are safe and effective.	<p><u>Declarative statements about the vaccines</u> Dismisses concerns and questions</p>

CONSERVATIVES: MESSAGES THAT RESONATE

ACKNOWLEDGE CONCERNS

Acknowledge people's hesitancy
rather than challenge it

APPEAL WITH FACTS

Transparent, substantiated
answers that address concerns
and elevate benefits of
vaccination

PERSONAL DECISION

Acknowledge that the choice is
theirs to make under the
advice of their physician

MESSENGER IS AS IMPORTANT AS THE MESSAGE

MOST
TRUSTED



LEAST
TRUSTED

- Personal Physician is #1 Trusted Source
- Medical websites (AMA, CDC, WebMD, Mayo Clinic, etc)
- Pharmacists
- Public Health Experts (though complaints about inconsistent info)
- Personal stories/anecdotes
- Family, friends, church clergy
- Mainstream media (perceived as liberal leaning)
- Pharma company websites
- Politicians (regardless of political affiliation)

MESSAGING GUIDANCE

LEAD WITH EMPATHY

Set the tone by treating questions with respect and acknowledging personal choice.

EMPOWER WITH INFORMATION

Inspire consideration by creating a surround sound of facts confirming safety and stories to help demonstrate the benefits and outcomes of getting vaccinated.

TRUSTED MESSENGERS

Put physicians and health experts at the forefront for this audience, especially at a local level. Encourage people to talk to their doctor if they have concerns.



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COVID-19 Vaccine Education

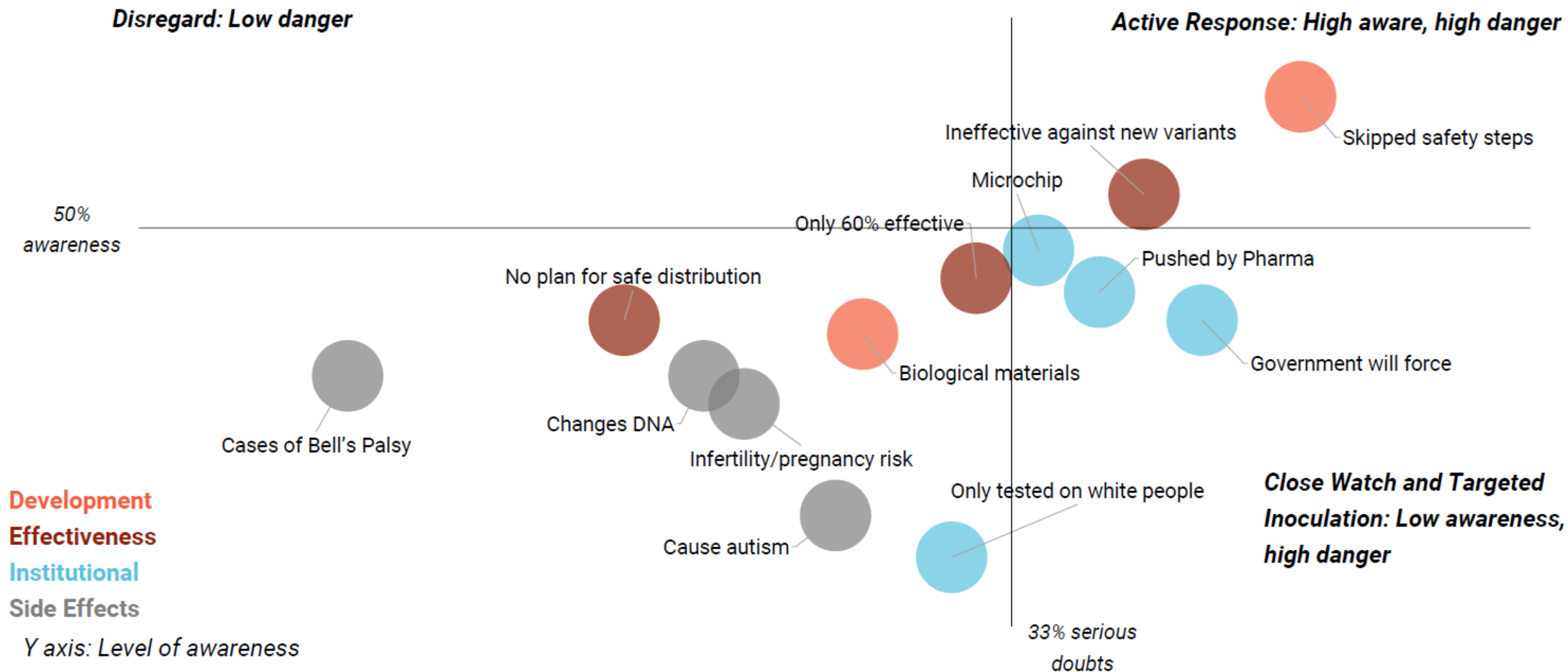
Emerging Narratives

EMERGING THEMES IN SOCIAL CONVERSATIONS

1. Cross-over of conversations about vaccine "distribution" + "effectiveness" against new variants.
2. Greatest potential for harm from right-wing outlets sharing stories about severe side effects or deaths attributed to the vaccine.
3. Vaccine attention shifting from AstraZeneca conversation to Pfizer + Moderna, following recent studies report that the Pfizer vaccine was 100% effective in kids ages 12 to 15.
4. Vaccine passport debate continues to ramp up, as governors rally against mandates.



MAPPING HARMFUL NARRATIVES





COVID Collaborative

COVID-19 Vaccine Education

**What's New on
It's Up To You**



WE URGE

TO GET VACCINATED



ROLL UP
YOUR SLEEVE

IT'S UP TO YOU ::
COVID-19 VACCINATION





MANN FAMILY DINNER

CONVERSATION ON COVID-19 VACCINES

STREAM EPISODE 8 SUNDAY, MARCH 28



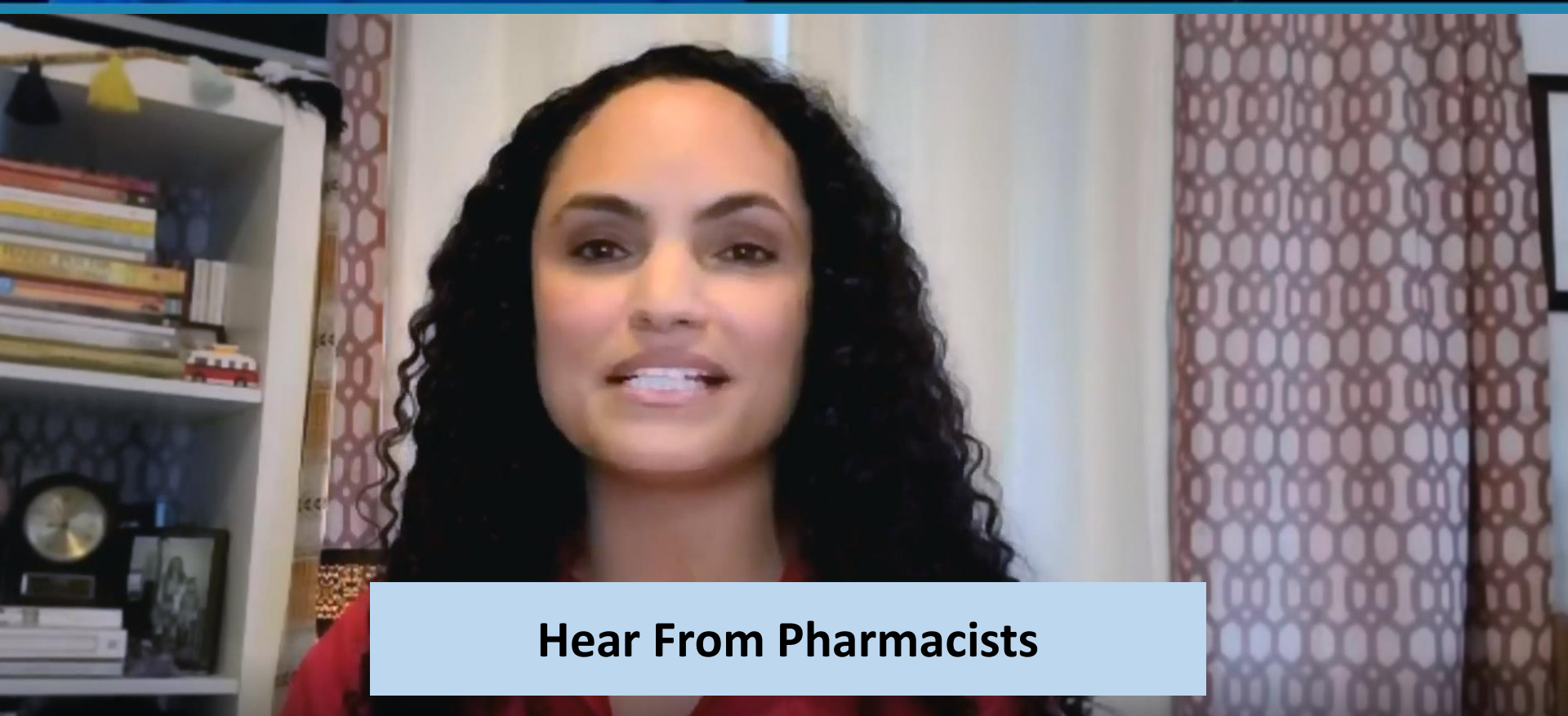
YOUTUBE.COM/[MANNTV](https://www.youtube.com/MANNTV)

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Dr. Susan Bailey & Chris Christie



Hear From Pharmacists





TOYOTA

Citi
FIELD



ANC

Upcoming Activations & Events



Friday 4/16	A Conversation between Dr. Kizzmekia Corbett and NBA Legend Kareem Abdul-Jabbar
Sunday 4/18	Country Music PSA Premier during Academy of Country Music Awards
Monday 4/19	<i>The Black Medical Community on COVID-19 Vaccines</i> Town Hall with BCAC, BlackDoctor.org, Social Orgs
Tuesday 4/20	Health Action Alliance Town Hall on Employers & COVID-19 Vaccines
Thursday 4/29	Town Hall with Univision & UnidosUS
Saturday 5/8	Global Citizen Vax Live Broadcast Event



THE COVID-19 VACCINES

**You have questions.
That's good.**

It's normal to be cautious when something new comes along. Wanting to know more is a good thing. You want to be informed.

And getting informed about COVID-19 vaccination is an important step to help us stop this pandemic.

GetVaccineAnswers.org

Open Source Toolkits



AdCouncilVaccineToolkit.org

General community education resources
Toolkit for Black communities
Toolkit for Hispanic/Latinx communities
Toolkit for Faith Communities

AdCouncilFactLibrary.org

Q&A video content with doctors and
experts (optimized for social)

NEXT INSIGHTS BRIEFING

Wednesday, June 2nd
1-2 p.m. EST

Q&A



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THANK YOU