

## Memo

To: Interested Parties  
From: USofCare  
Date: November 8, 2021  
Re: There is still work to be done

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As of [the start of November](#), more than 190 million people, age 12 and over, have been fully vaccinated against COVID-19. A total of more than 220 million have received at least one dose. Additionally, 13.3 million boosters have been administered to immunocompromised individuals, older adults, and those in higher-risk professions, ahead of most vaccinated Americans receiving boosters later this fall.

For many people, the decision to be vaccinated was an easy one. They signed up for their appointments the moment they could, received their vaccine, and encouraged friends and family to do the same. However, with only 56% of Americans fully vaccinated, it is clear that this personal decision is not as straightforward for everyone.

With vaccine uptake remaining slower and winter approaching — along with the inherent higher odds of contracting COVID-19 in colder areas — we must continue to strive to provide hesitant people with the information they need to make their personal decision surrounding the vaccine.

Here again, the data makes the case for clear and straightforward messaging that relays the basic facts about vaccines and encourages people to seek guidance from their personal physicians.

### **Key takeaways detailed in this memo:**

- The data reiterate that the most effective messengers for adults — making decisions for themselves or their children — remain each family's doctor.
- Kaiser Family Foundation's latest [COVID-19 Monitor](#) found that a majority of vaccinated adults (54%) say the information they have seen about boosters has been helpful. Meanwhile, among the unvaccinated, almost twice as many people find the information confusing as find it helpful (45% vs. 24%).
- Ad Council's latest [survey](#) found that young adults largely are seeking clarity about any perceived unknown long-term side effects and can be motivated to get vaccinated by family and friends. Young adults are motivated by messages that highlight the fact that COVID-19 vaccination significantly decreases the risks of infection. The data also reaffirm that parents find pediatricians and other health care providers to be the most trusted sources of information about COVID-19 vaccines.
- The [de Beaumont Foundation and Morning Consult](#) found that (42%) of vaccinated adults say that the best reason to be vaccinated is that it reduces and prevents death, while a third of unvaccinated adults say the best reason to be vaccinated against COVID-19 is that the vaccine is proven safe (33%) and effective (29%).

## Vaccine Uptake

While the focus remains on providing facts and appropriate messaging to those who have yet to receive the vaccine, we must call attention to the immense progress made since the COVID-19 vaccine was made available to the general public.

This has required sacrifice and coordination from every corner of society and it is important to take a step back and acknowledge the scale and efficacy of this nationwide effort. Figure 1 from the [Kaiser Family Foundation's COVID-19 Vaccine Monitor](#) showcases this increase in vaccine uptake over time.

Seventy-two percent of adults have received at least one dose. That number is up from 67% of adults in late July. The survey also found that self-reported vaccination rates increased most for Hispanic adults, rising 12 percentage points to 73% in September, and among adults ages 18 to 29, up 11 percentage points to 68%.

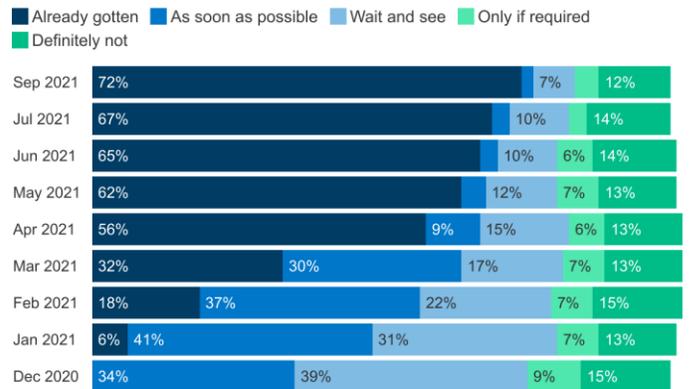
## The Impact of the Delta Variant

KFF's COVID-19 Vaccine Monitor included data on the Delta variant and its impact on vaccine uptake. Among the recently vaccinated, 39% reported they chose to be vaccinated due to the increase in cases from the variant. A further 38% said their decision was impacted by concern of local hospitals and ICU's filling up with COVID-19 patients.

Figure 1

### Over Seven In Ten Adults Now Report Being Vaccinated For COVID-19

Have you personally received at least one dose of the COVID-19 vaccine, or not? As you may know, an FDA-authorized vaccine for COVID-19 is now available for free to all adults in the U.S. Do you think you will...?

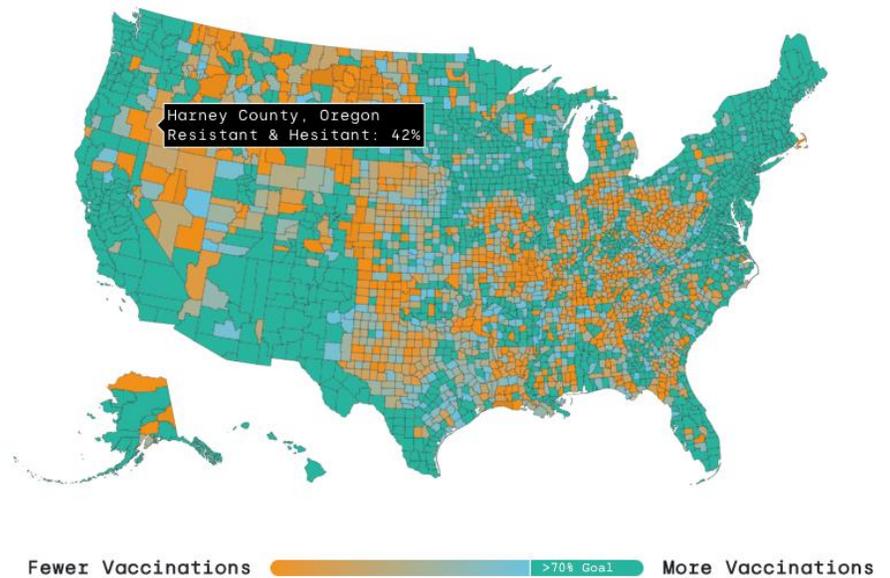


NOTE: December 2020 survey did not have an option for respondents to indicate they had already been vaccinated. Jan-Apr 2021 question wording: "When an FDA authorized vaccine for COVID-19 is available to you for free, do you think you will...?" See topline for full question wording.  
SOURCE: KFF COVID-19 Vaccine Monitor

KFF COVID-19  
Vaccine Monitor

## **Regional Splits, Resistance vs. Hesitancy and the Facade of Immunity**

- [INTRVL and Up to Us](#) partnered to study the regional disparities in vaccine uptake, as well as effective messaging approaches for the hesitant and resistant:
  - 3-in-10 counties have a high percentage (>25%) of resistant residents, who are very unlikely to get a COVID-19 vaccine soon
  - Resistant adults skew conservative and older, whereas hesitant adults are less politically inclined, younger, and more suburban.
  - Compared to resistant adults, hesitant adults are more concerned by health risks than conspiracies.
  - Fifteen percent of adults surveyed by INTRVL and Up to Us have cited *immunity* to COVID-19 as their reasoning for hesitancy as opposed to previously indicating mild side effects, blood clots, and cost as reasons for not getting the vaccine.



## **Our Messaging Matters (And the basic facts are still impactful):**

[Pew Research](#) recently highlighted that the language used by advocates and health professionals can both positively and negatively impact decisions made by hesitant audiences to get vaccinated:

- 73% say the statement “vaccines are the best way to protect Americans from COVID-19” describes their views very or somewhat well
- However, 51% of the public says that the phrase “there’s too much pressure on Americans to get a COVID-19 vaccine” describes their own views very or somewhat well.

Pew also found that concerns about the long-term risks of the COVID-19 vaccine remain widespread, and highlight the need to continue sharing the basic facts about the vaccine:

- 61% say the statement “we don’t really know yet if there are serious health risks from COVID-19 vaccines” describes their views very or somewhat well.
- 54% align with the statement “public health officials are not telling us everything they know about COVID-19 vaccines,” and 55% say that “it’s hard to make sense of all the information about COVID-19 vaccines” describes their views well.

Encouragingly, [dBF and Morning Consult](#) pointed to four arguments that *unvaccinated* adults say made them more confident in the vaccine. Similarly worded messaging has been tested since the outset of the pandemic, showing time and again that statements like the ones below are effective messaging tools in increasing confidence in the vaccine.

- **All three COVID-19 vaccines have been proven to be safe and effective, based on extensive clinical trials and the fact that nearly 200 million Americans have received at least one shot without major complications.**
- **FDA's full approval of the first COVID-19 vaccine is an important milestone that should reassure anyone who has concerns about getting vaccinated.**
- **All three COVID-19 vaccines work. They reduce the risk of getting COVID-19 and greatly reduce your risk of being hospitalized or dying.**
- **With the FDA granting full approval for a COVID-19 vaccine, Americans can be even more confident that the COVID-19 vaccines work and are safe.**

There has been a lot to celebrate through the summer and early fall, including overall vaccine uptake, expanded eligibility, and booster authorizations. We must also acknowledge that there is a lot to worry about, like the Delta variant, ongoing vaccine hesitancy, and potentially confusing booster guidance. Through it all, public health advocates and health professionals have been focused on the primary mission of “getting shots in arms.” Though the health and political landscapes have been shifting, the core messages focused on safety, effectiveness, and accessibility are helping the U.S. chip away at the concerning, but shrinking, universe of the vaccine hesitant.

**About this document:** This memo highlights some of the latest research from our partners in the Vaccine Hesitancy Research Consortium on parents and their views on vaccinating their children. It was created by assembling studies and polling results conducted over the past ten months, interviewing researchers, and interpreting their findings. The analysis and resulting messaging recommendations in this document can form the baseline for how we, as health and vaccine advocates, engage in the effort to address people’s concerns and help the country reach maximum vaccination levels.

#### **Research Used In Document:**

- Kaiser Family Foundation:
  - <https://www.kff.org/coronavirus-covid-19/poll-finding/kff-covid-19-vaccine-monitor-september-2021/>
  - <https://www.kff.org/coronavirus-covid-19/poll-finding/kff-covid-19-vaccine-monitor-trends-among-children-school/>
  - <https://www.kff.org/coronavirus-covid-19/poll-finding/kff-covid-19-vaccine-monitor-october-2021/>
- de Beaumont Foundation:
  - <https://debeaumont.org/news/2021/unvaccinated-adults-vaccine-mandates-are-a-greater-threat-than-covid-19/>
- INTRVL and Up to Us
  - <https://hesitancy.intrvl.us/>
- Ad Council

- <https://www.adcouncil.org/press-releases/young-adults-and-parents-are-focus-of-new-psas-from-the-ad-council-and-covid-collaboratives-groundbreaking-covid-19-vaccine-education-initiative>
- Pew Research:
  - <https://www.pewresearch.org/science/2021/09/15/majority-in-u-s-says-public-health-benefits-of-covid-19-restrictions-worth-the-costs-even-as-large-shares-also-see-downsides/>