

# **AMERICANS' VIEWS ON COVID AND VACCINES**

**de Beaumont**

BOLD SOLUTIONS FOR HEALTHIER COMMUNITIES™

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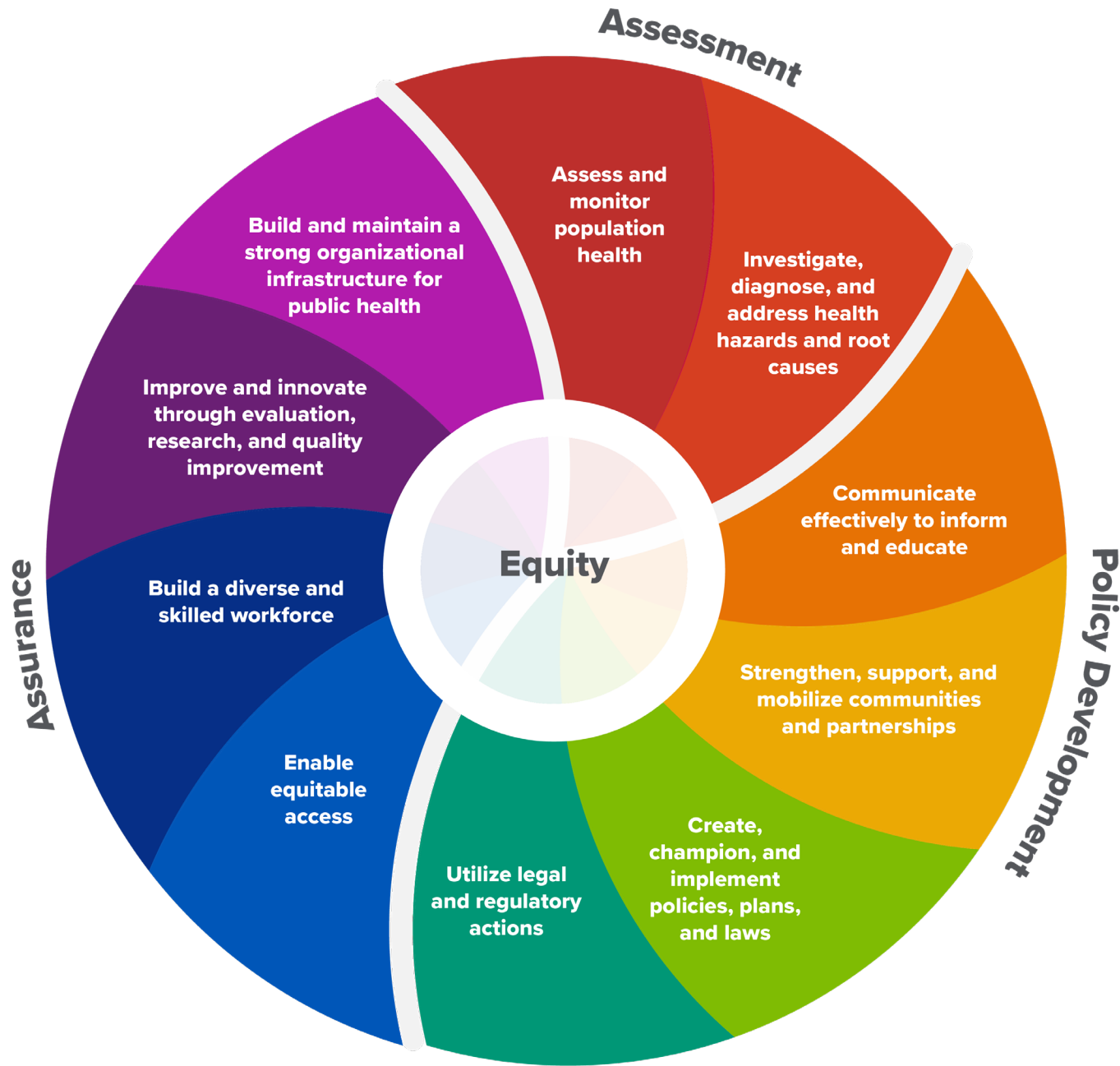
 @deBeaumontFoundation

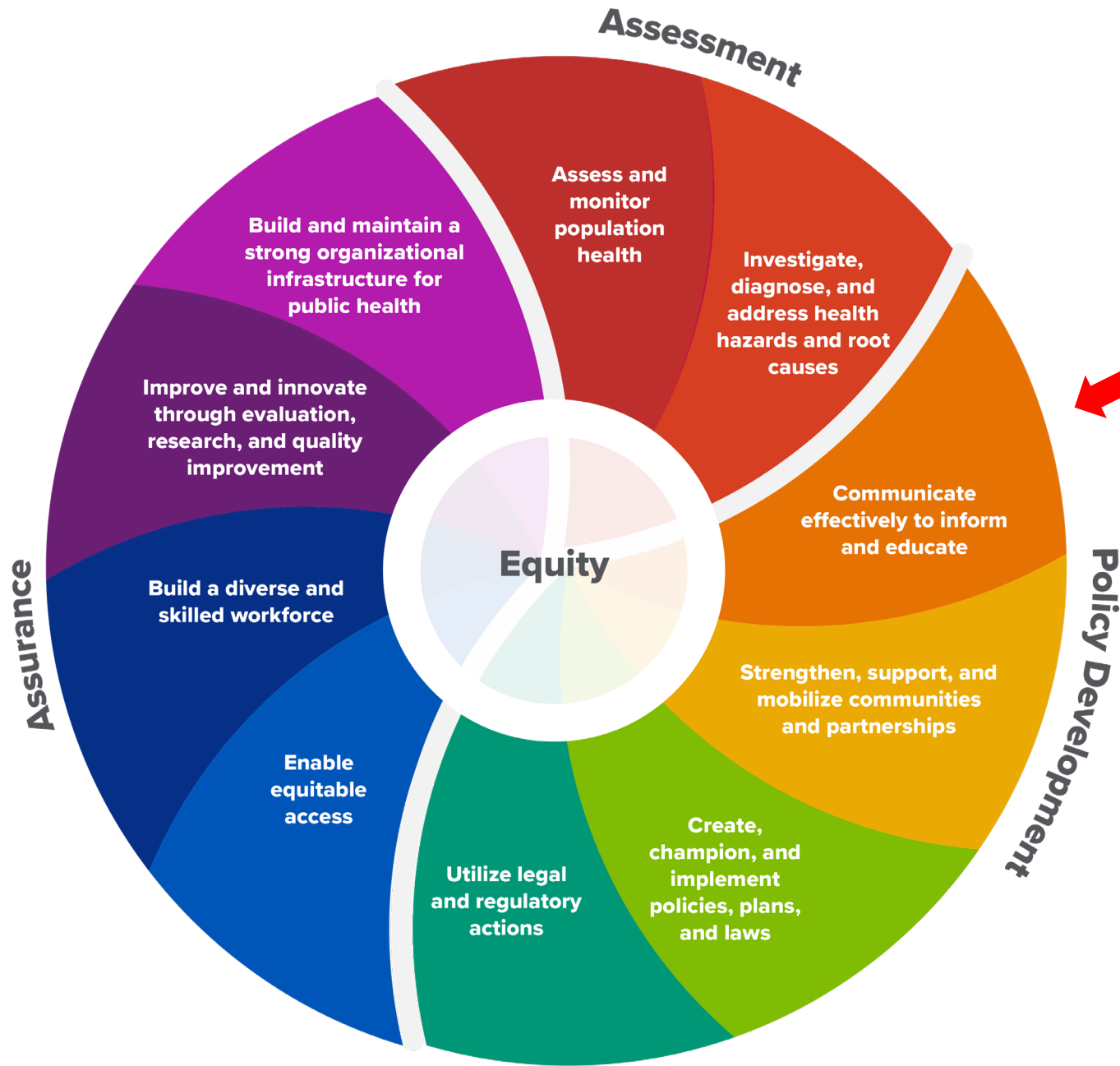
 @deBeaumontFndtn

 deBeaumontFoundation

 deBeaumont.org

**we advance policy, build partnerships, and strengthen public health to create communities where everyone can achieve their best possible health.**





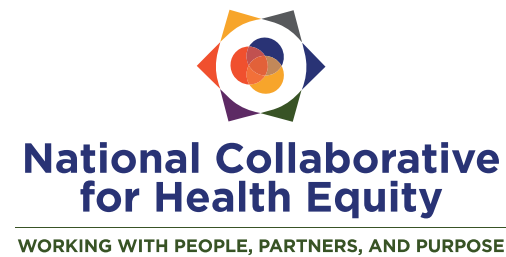
# two nationwide polls of registered voters

**November 21-22 with 1,110 respondents**

**December 21-22 with 1,400 respondents**

**Representative sample of Americans nationally, including political affiliation, age, gender, ethnicity, education, and income**

**Over samples for Black Americans in both polls, LatinX Americans in the second poll**



# **the magnificent seven**

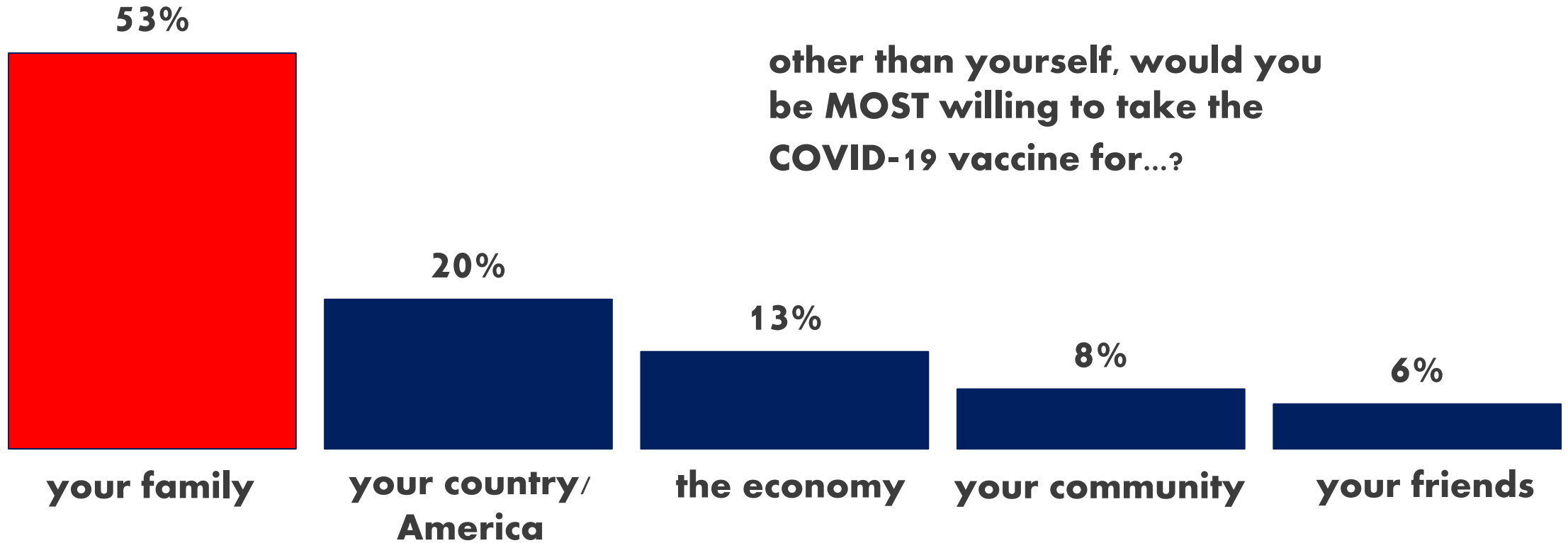
**7** tips to help you communicate  
**better about covid vaccinations**

**1**

**make it  
personal**

**People want to keep themselves and their families safe and healthy. Family is more motivating than the community, the country, or the economy**

# family is the most powerful motivator



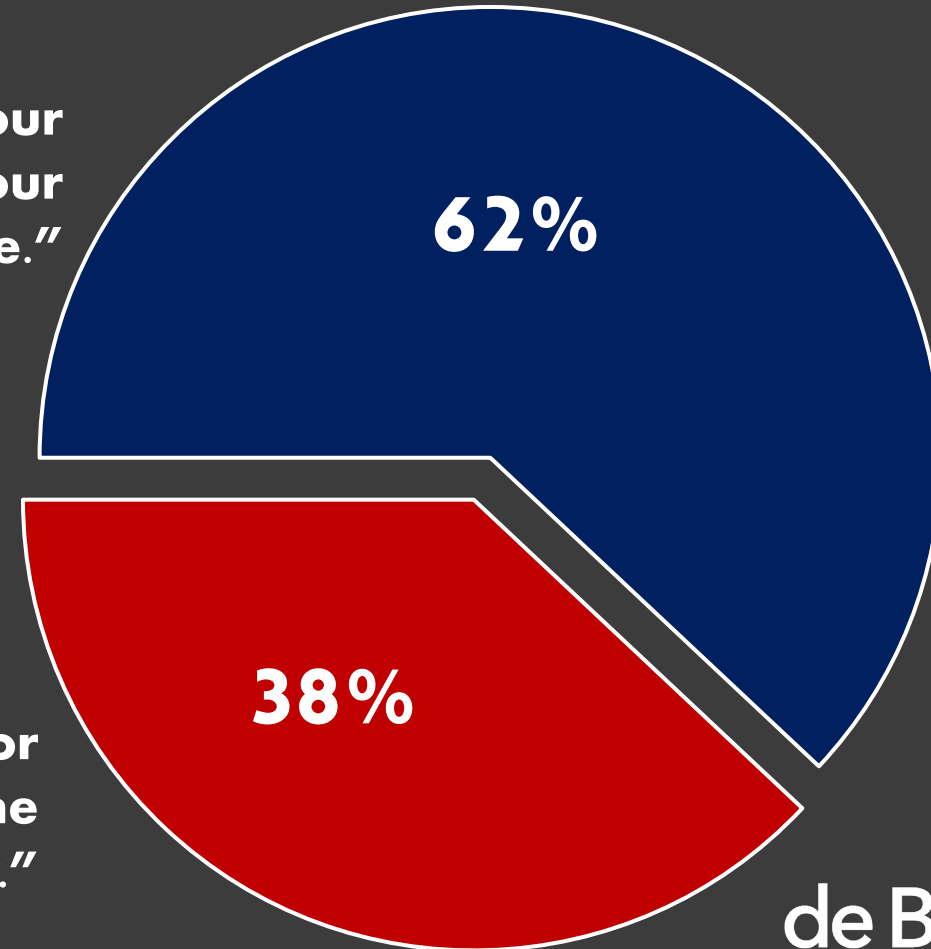


# emphasize personal benefits

which statement about the need to get vaccinated for COVID-19 is **MOST** convincing and compelling to you in getting vaccinated yourself?

**“getting vaccinated will help keep you, your family, your community, the economy, and your country healthy and safe.”**

**“taking the vaccine is the right thing to do for yourself, for your family, your community, the economy and for the country.”**

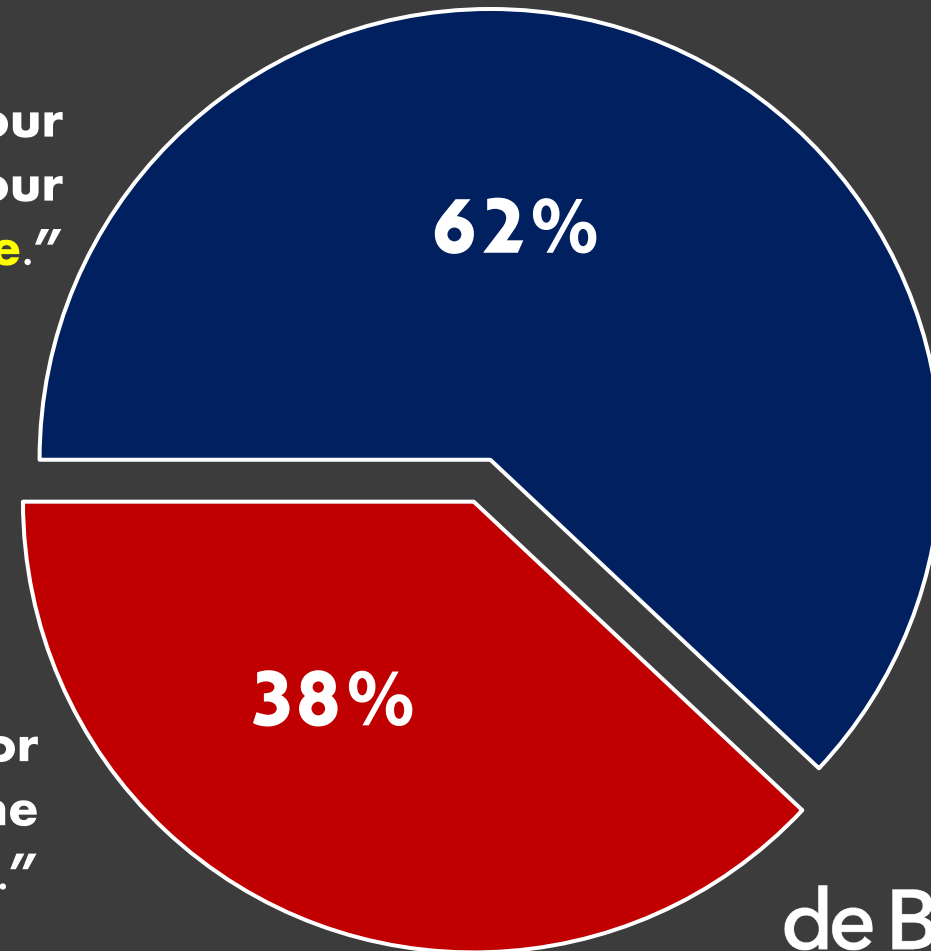


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**2**

**be positive**

**Explain the benefits of  
vaccines, not just the  
consequences of not getting  
vaccinated**

**3**

**don't judge**

**Avoid judgmental language  
when talking about people  
who are concerned about  
taking the vaccine**

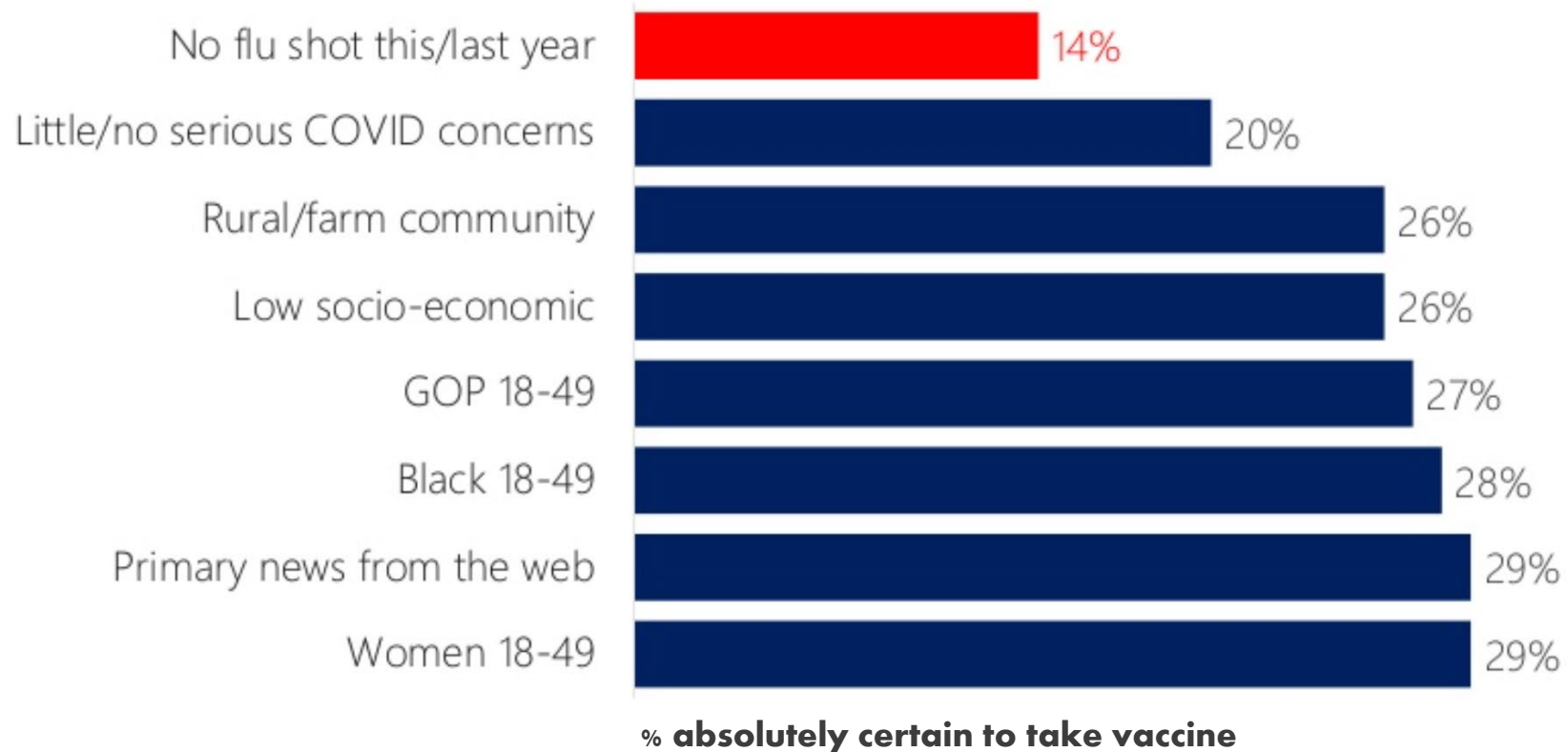
**People trust scientists, health,  
and medical experts more  
than corporations or  
government organizations**

**4**

**talk about  
people, not  
organizations**

5

## tailor your messages & messengers



**Vaccines + Masks =**

**Beat the Pandemic =**

**Economic Recovery & Back to doing what we love**

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**Misinformation will fill the  
silence**

**6**

**speak up**

**7**

**speed and  
safety**

**De-emphasize speed and talk  
transparently about side  
effects**

## **resources**

**changingthecovidconversation.org**  
**publichealthcollaborative.org**

**Contact information:**



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