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**Breaking Through COVID-19 Vaccine Hesitancy
Messaging Study Results**

May 26, 2021

Boost Oregon



Boost Oregon is a parent-led, independent nonprofit organization that empowers people to make science-based vaccine decisions for themselves, their families, and the community.

We envision a world where people's health decisions are rooted in science.

Informed people. Healthy communities.

Our Approach

We support vaccine education with a 3-pronged approach:



1. Educating people;
2. Supporting medical providers; and
3. Encouraging peer advocates.

We do not tell people what to do.

We listen and provide evidence-based information.

Boost Oregon's Objectives



How can we message effectively to Oregonians about the importance of COVID-19 vaccines?

Is a scientific or emotional appeal more effective?

Should the message differ by race?

Gina Derickson

**VP Research & Consulting
@ Lillian Labs**



**LILLIAN
LABS**

DIALSMITH

About Lillian Labs

We are a boutique, strategic messaging, qualitative research firm with deep experience across multiple industries from healthcare and financial services, to CPG and appliances, and more.



Overview of the Research

Lillian Labs, in partnership with our sister technology services firm **Dialsmith** and our advisory partner **Boost Oregon** conducted an online study with the goal of:

Offering research-based recommendations to optimize Boost Oregon's efforts to communicate accurate information about the COVID-19 vaccine to targeted populations that might be hesitant or resistant to taking the vaccine.

Overview of the Research

Fielded a **national online survey** (Jan 29 – Feb 4) with 200 adults

- ✓ Ages 40 – 64 (moderate risk and qualification for COVID-19 vaccine)
- ✓ 50% Caucasian (CAU), 50% African American (AA)
- ✓ Low-to-moderate willingness to receive vaccine when available

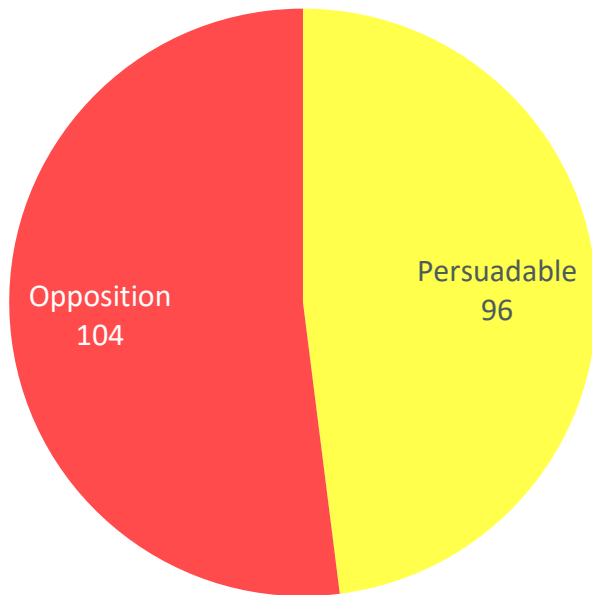
In addition to the survey...

- ✓ **Dial tested two audio recordings** that offered two distinct approaches to providing information about the COVID-19 vaccine
- ✓ Conducted follow-up, **in-depth interviews** with 6 AA survey respondents

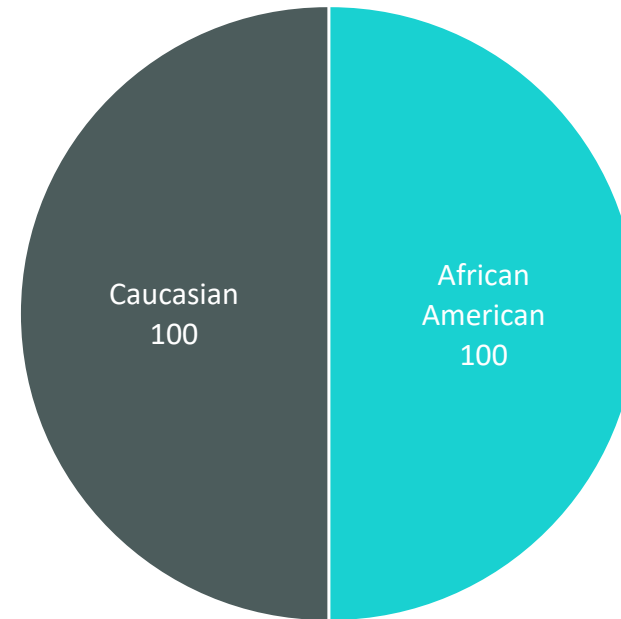
Breakouts

We analyzed the survey data by two, main breakouts:

Willingness to Take the COVID-19 Vaccine

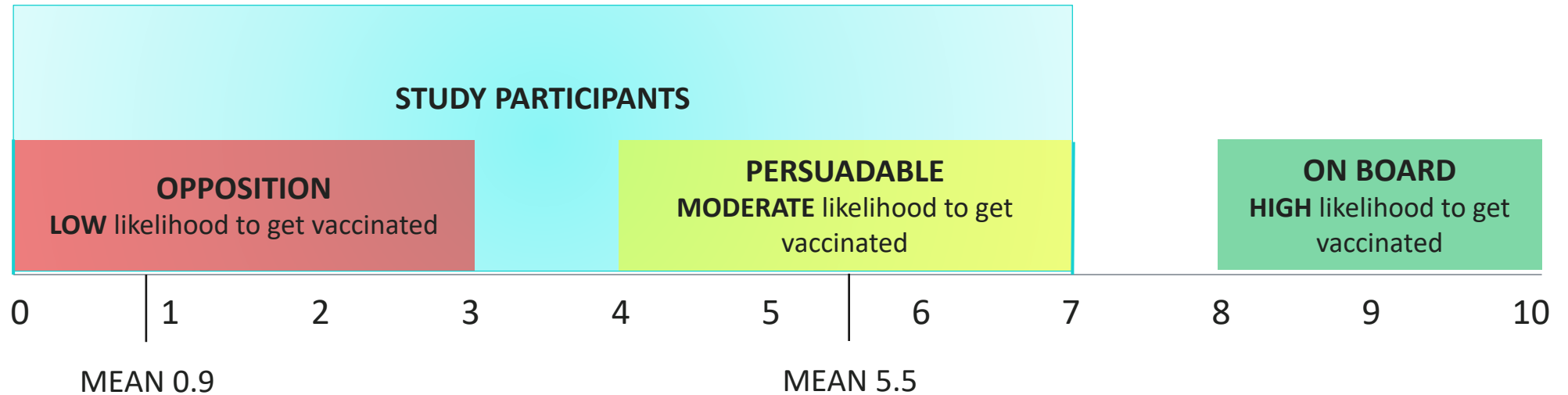


Ethnicity/Race



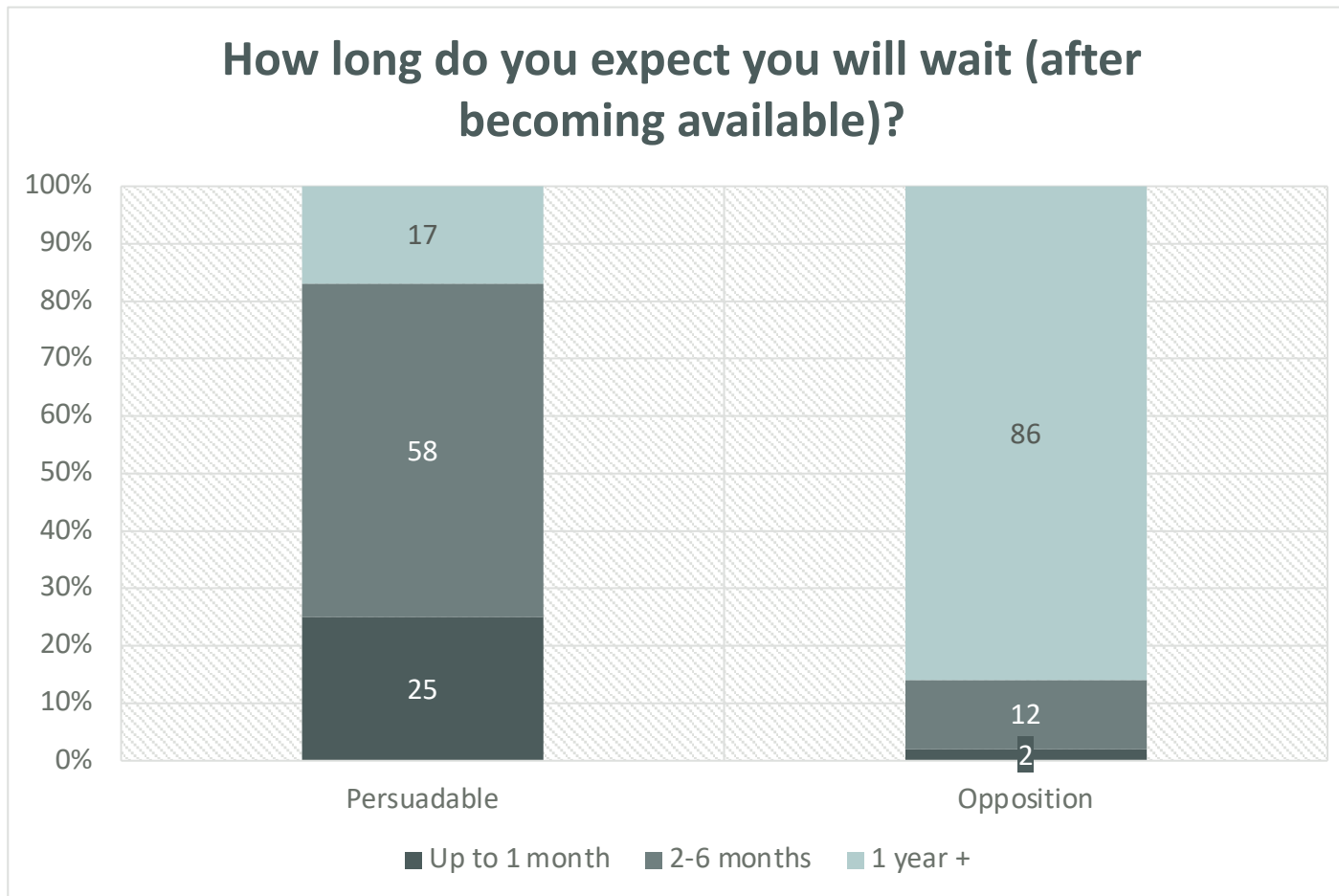
Who are “PERSUADABLES” and “OPPOSITION?”

How likely are you to receive the COVID-19 vaccine when it is available to you?



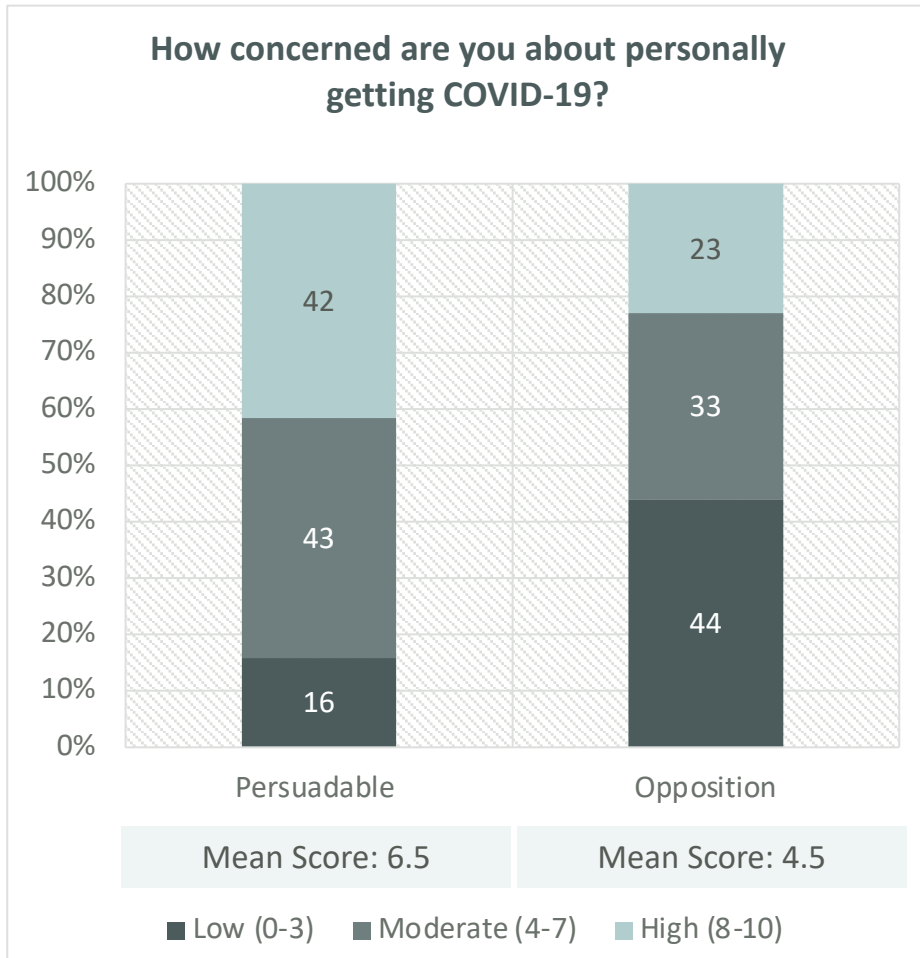
Waiting is another indication of hesitancy

Not only are they more likely to take the vaccine, Persuadables will also wait a shorter time to take it.



How have they responded to COVID-19?

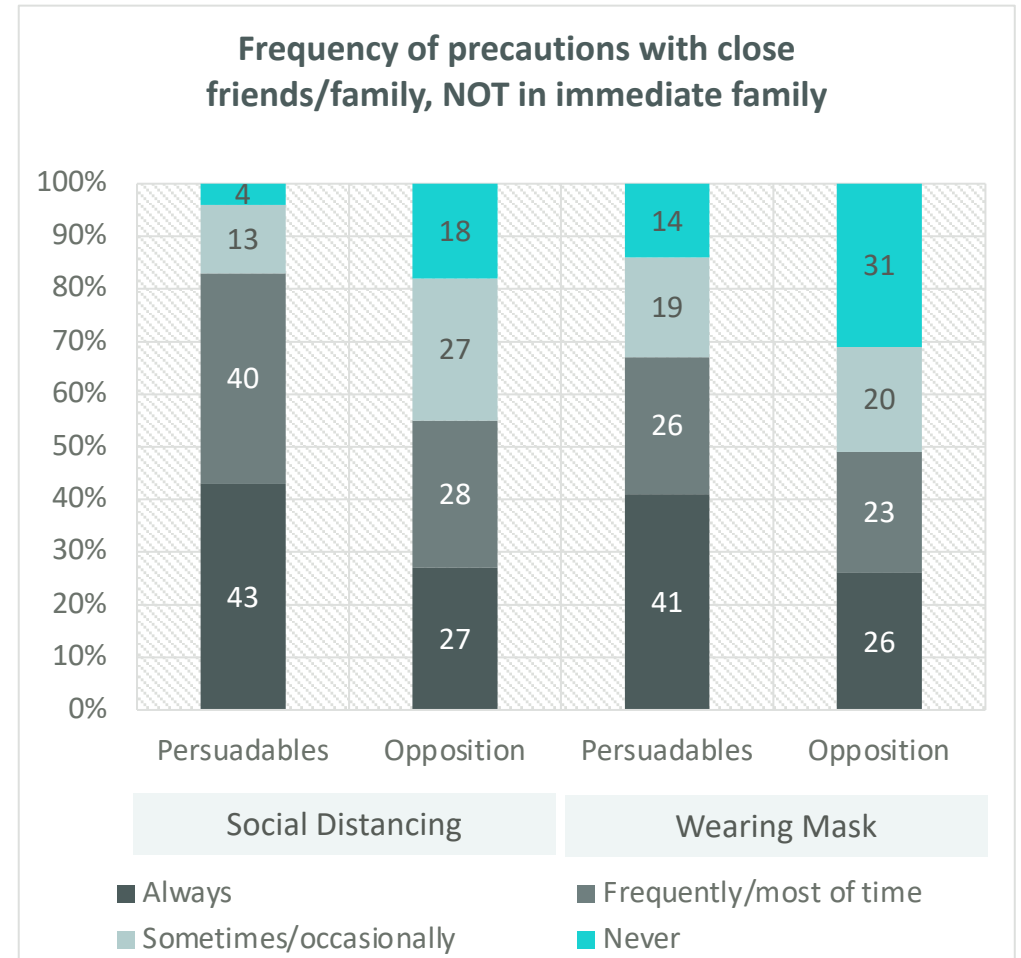
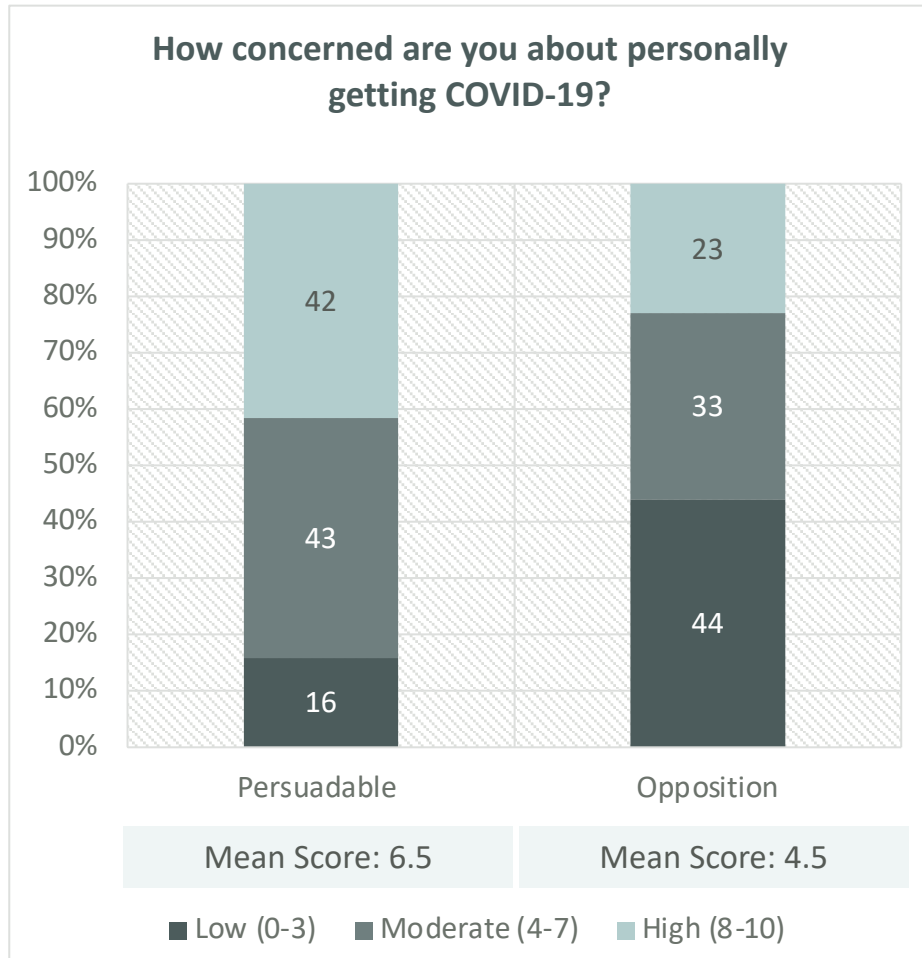
Persuadables are more concerned about getting COVID...



How have they responded to COVID-19?

Persuadables are more concerned about getting COVID...

...and have been more compliant with practicing safe measures.



What the Opposition said...

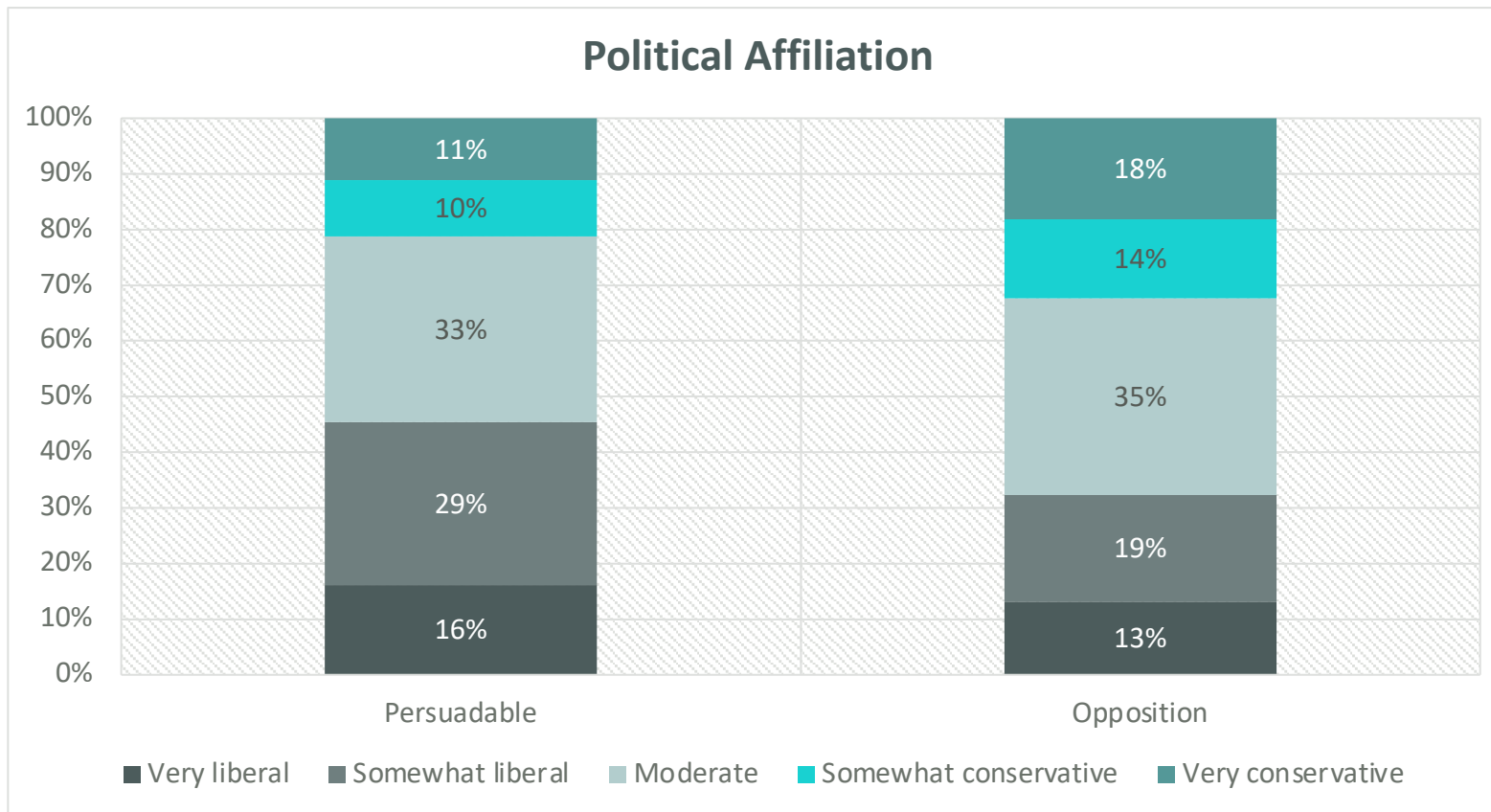
“It is a free country and peer pressure is unacceptable.”

“I believe some of the information is overplayed to scare people.”



Who are they politically?

Persuadables skew more liberal, while Opposition skews more conservative.



Who do they trust?

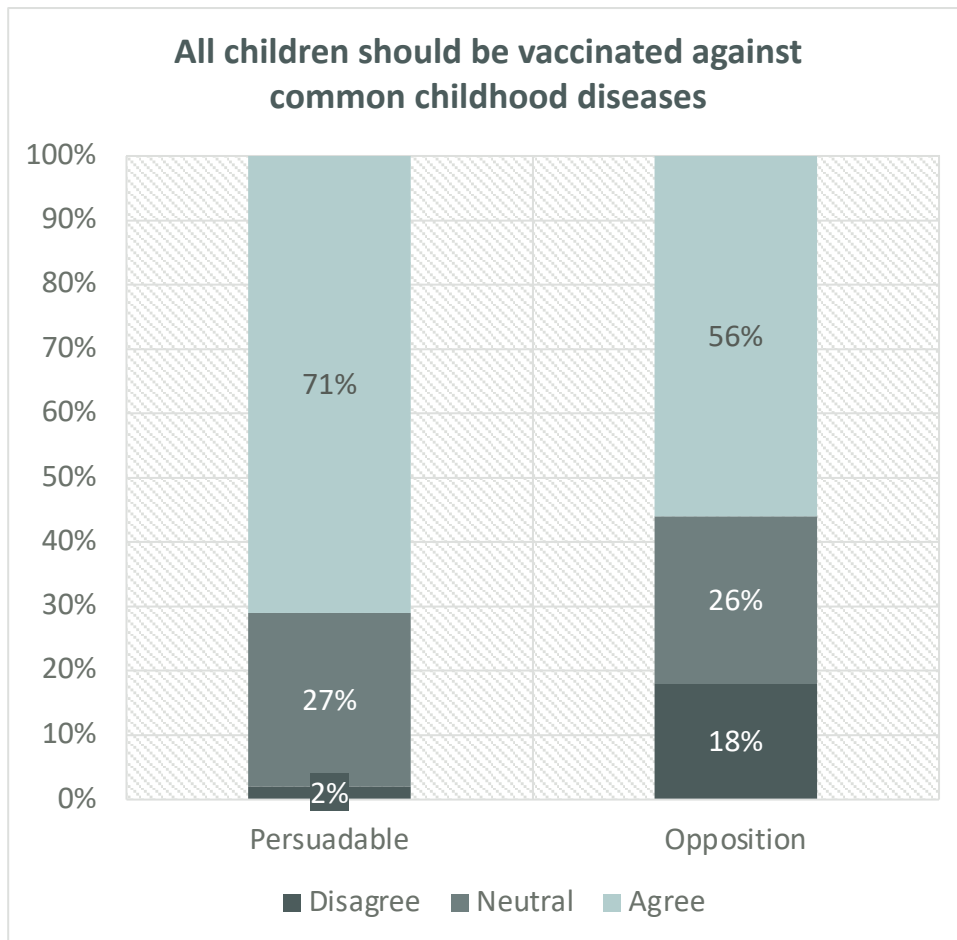
And Opposition has lower trust in public health officials

“There will be fatal side effects that will be covered up by the pharmaceutical companies that made these vaccines.”

Ranking	Persuadables	Opposition
1 st	CDC officials	Personal HCPs
2 nd	Personal HCPs	Local HCPs
3 rd	Local HCPs	Close friends/family
4 th	Global public health officials	Non-profit organizations

Persuadables are more aligned with preventive medicine

Persuadables are more on board with children being vaccinated and having regular HCP visits.



Opposition said...

“I don’t trust vaccines. Two of my grandsons have autism due to vaccines.”

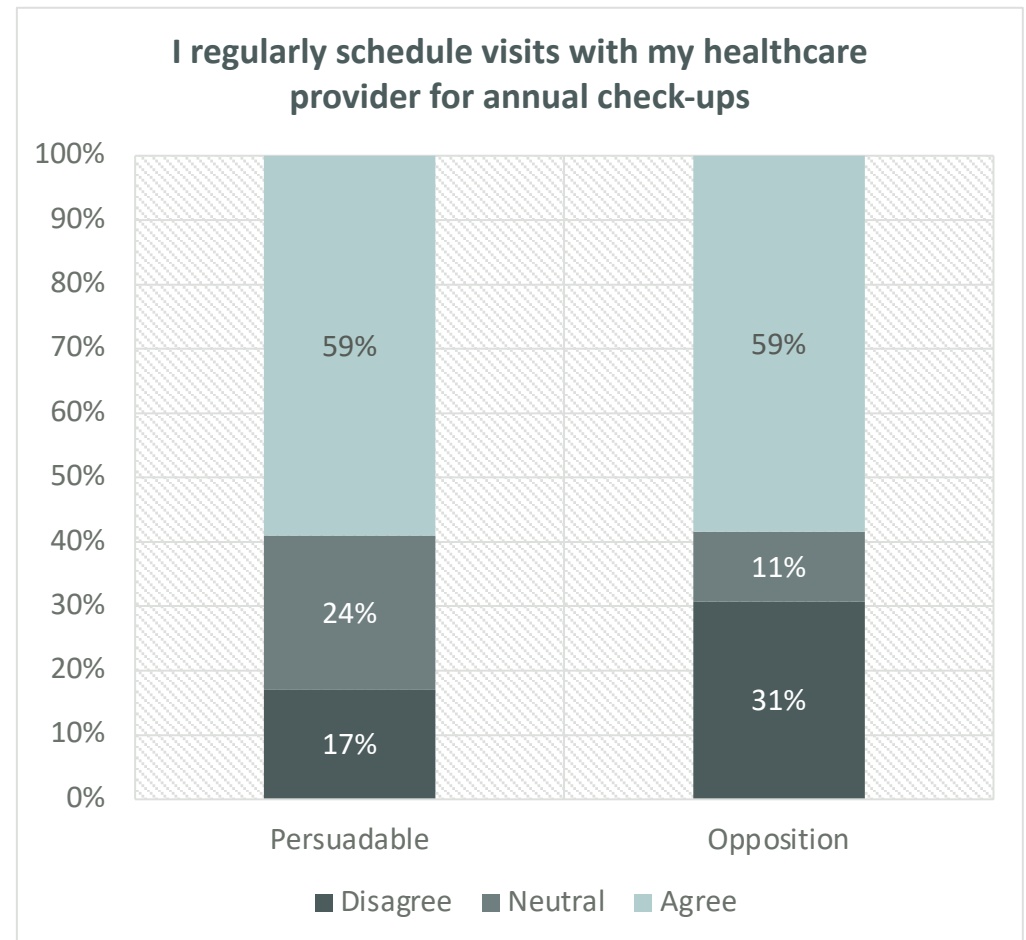


Persuadables are more aligned with preventive medicine

Persuadables are more on board with children being vaccinated and having regular HCP visits.

Opposition said...

“I’ve never had a flu shot, and I’m not about to start getting one now.”



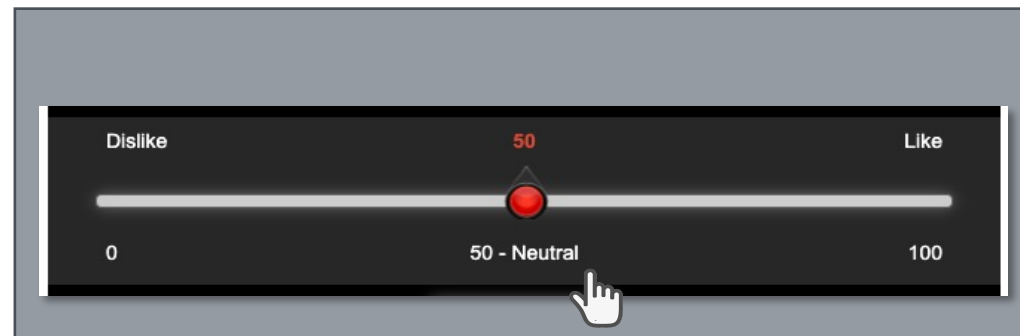
How do these segments respond to messaging?

We dial tested two distinct approaches for communicating the facts about and benefits of the COVID-19 vaccine.

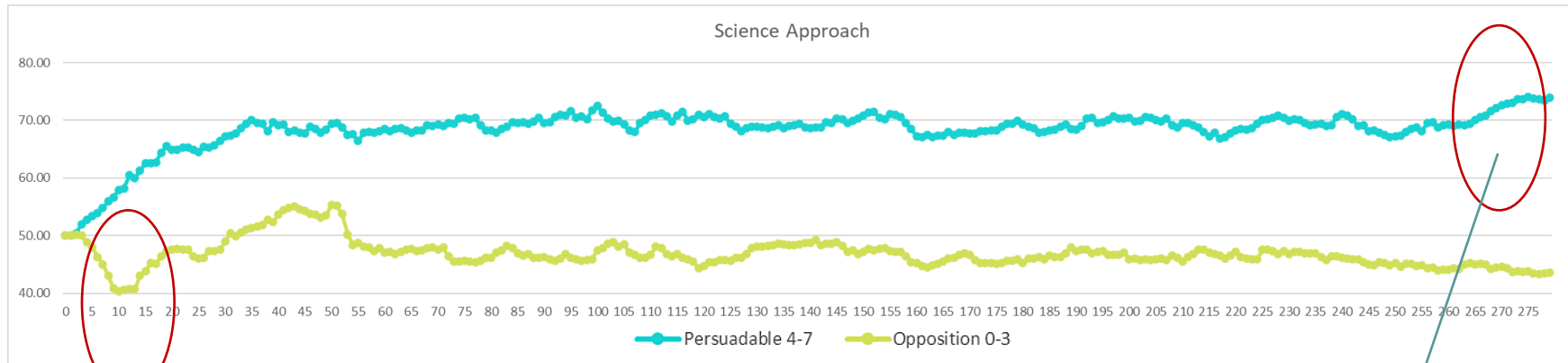
The “Science” Approach



The “Loving” Approach



What worked and didn't work in the Science Approach?



“The need for you and your family to be vaccinated when the COVID-19 vaccine becomes available to you...”

Dr. Fauci quote: “We do know that the vaccine is safe and can prevent symptomatic COVID-19 and severe disease...”

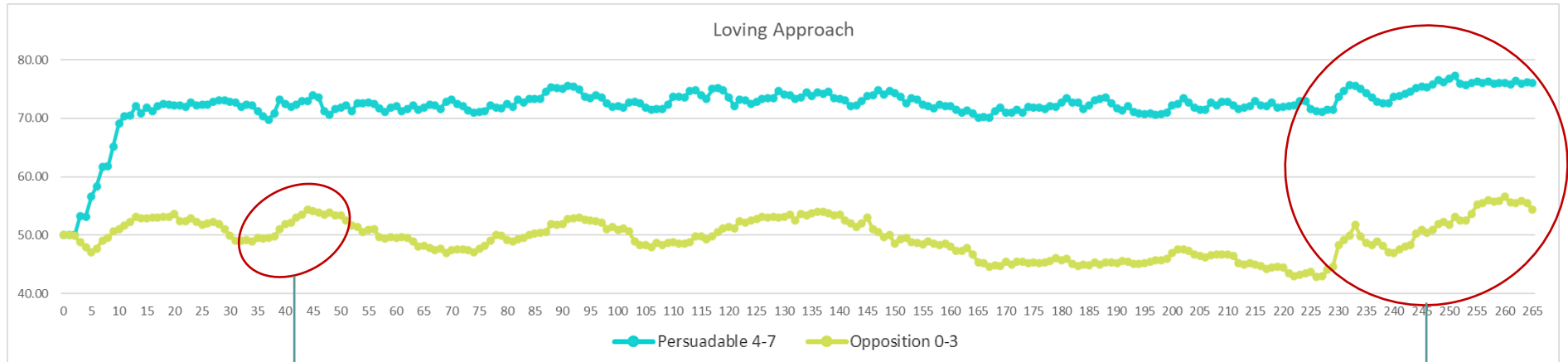
What Persuadables said...

“It seems to address the fears of many who are a little hesitant to take (the vaccine) like myself.”

“It was detailed and informative without being condescending.”



What worked and didn't work in the Loving Approach?



“Even beyond the health impacts, others are suffering ill effects in terms of financial health and mental wellness...”

Dr. Frederick quote: “However we can’t get to the other side of this pandemic without you...”

What Persuadables said...

“It reminds us that we’re all in this together.”

“A man with sickle-cell was one of the first to get (the vaccine)—leading by example.”



What you need to know about Persuadables

Why they say they'll wait:

“Not enough facts and info on effectiveness or side effects”

“Want to wait and see how it affects others”

“Waiting until people who are older with health problems get it first”

“I'll get it when my physician says I should because I have a pre-existing condition.”

Both of our messaging approaches were effective! 42% moved to “On Board” after hearing at least one of our messages.



What you need to know about Opposition

Their opposition is strong. FIRST, you need to:

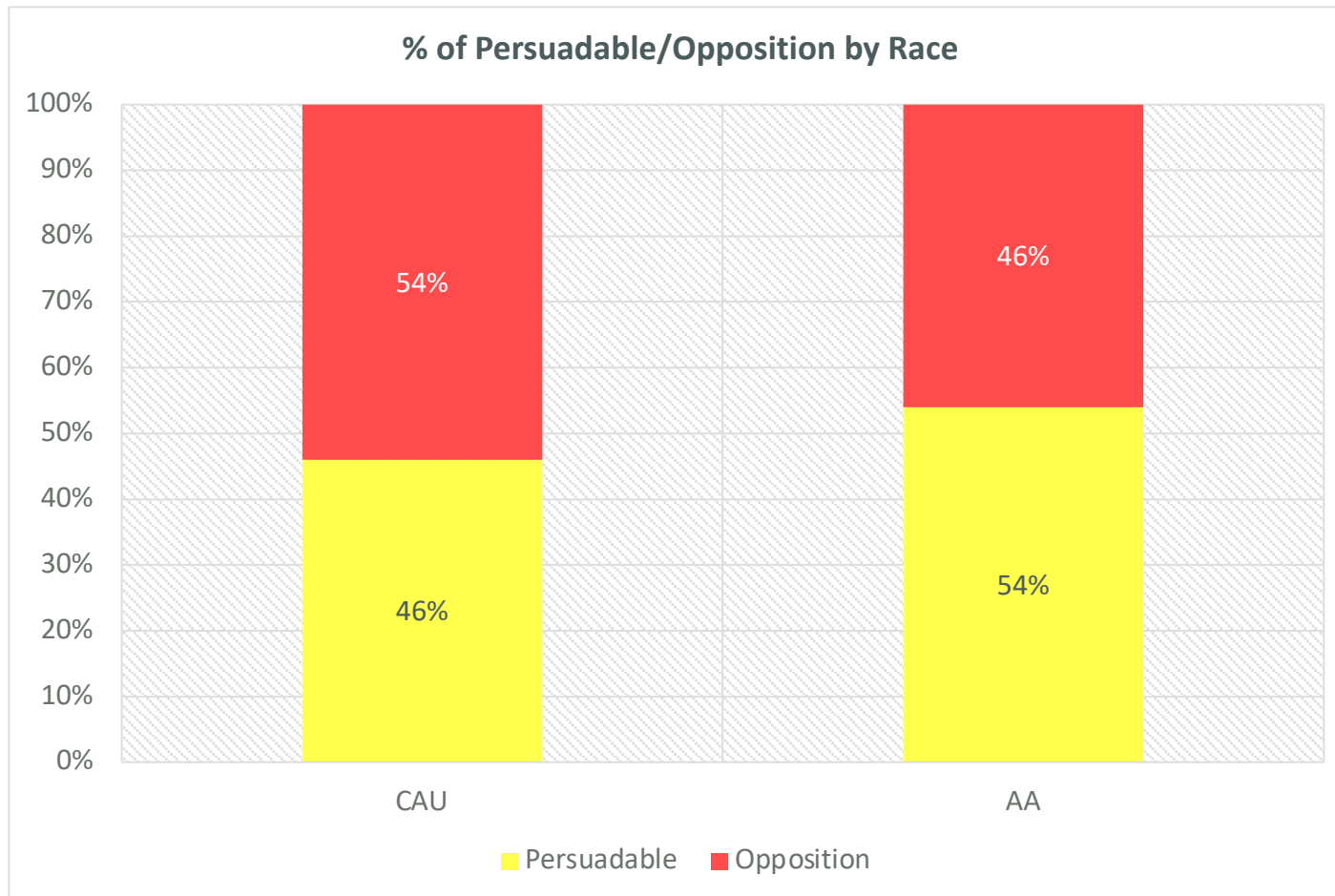
- ✓ Convince them of the threat of COVID-19
- ✓ Move them to a compliance mindset
- ✓ Get them onboard with vaccines in general
- ✓ Build a connection with a trusted source

THEN you can start messaging about COVID-19 vaccines.

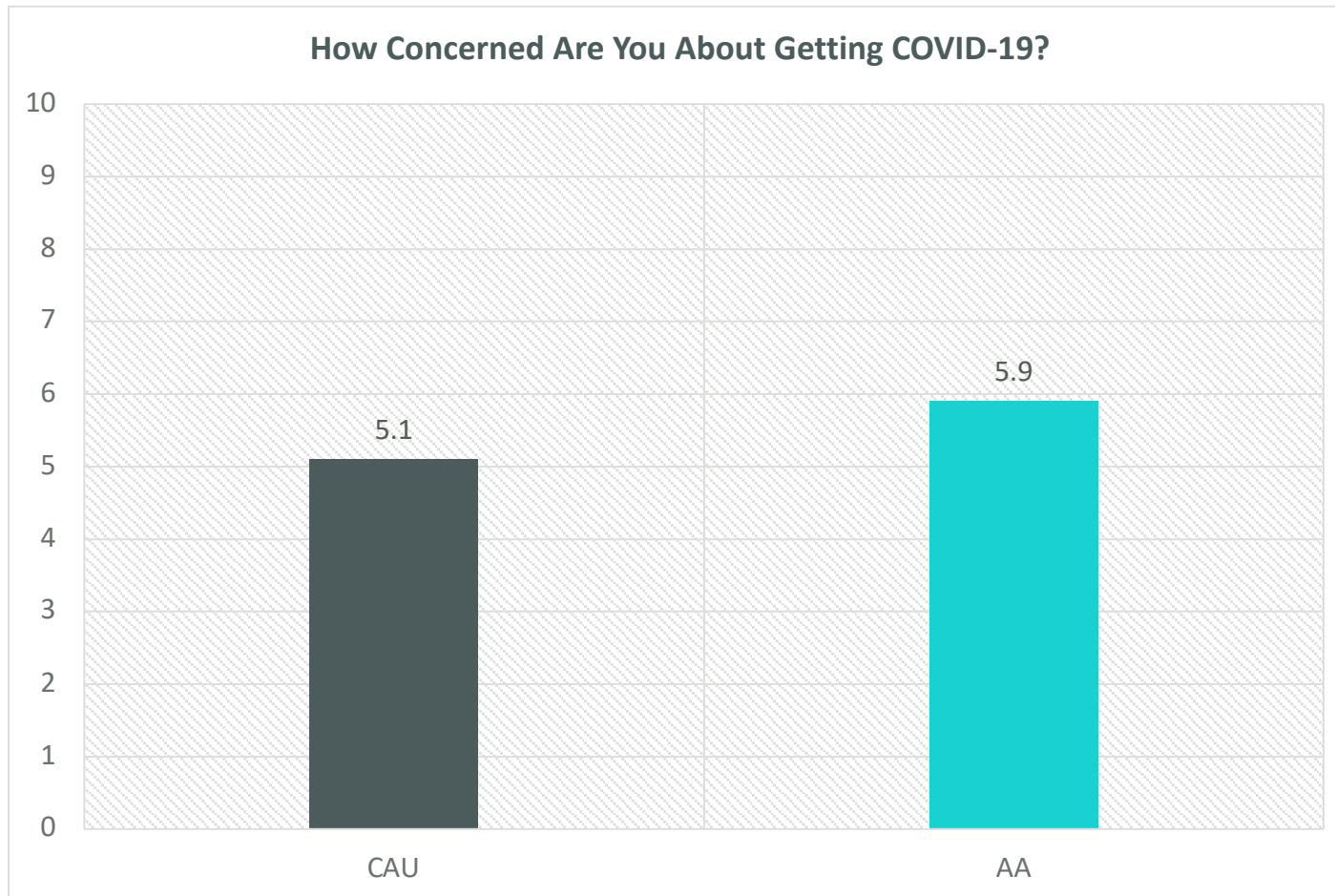


How does race impact likelihood to take the vaccine?

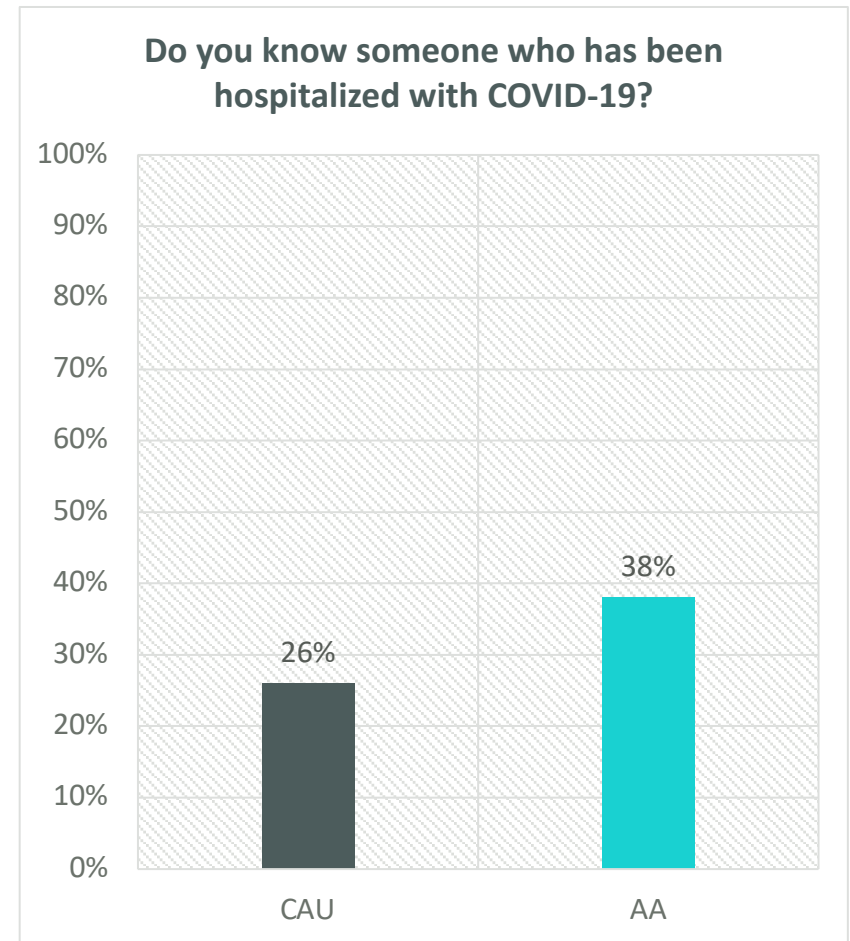
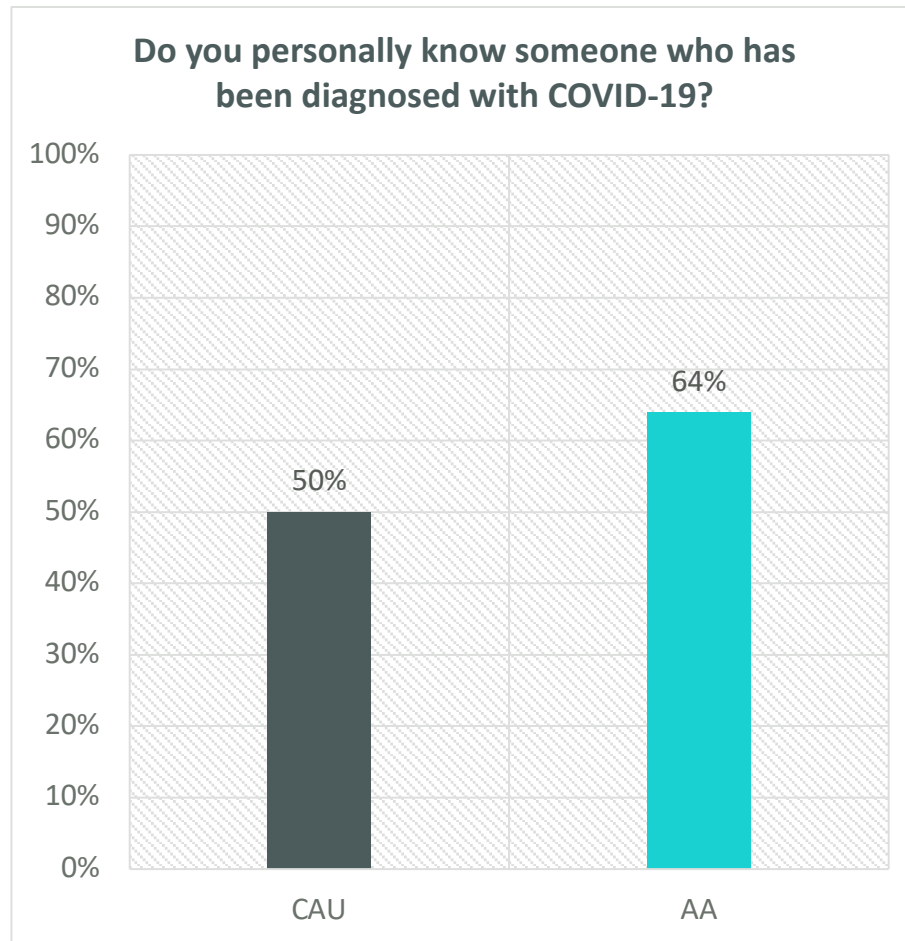
AA skews a bit more “Persuadable” than CAU. Otherwise, differences are minimal.



AA is slightly more concerned about getting COVID-19 than CAU, which is likely tied to...

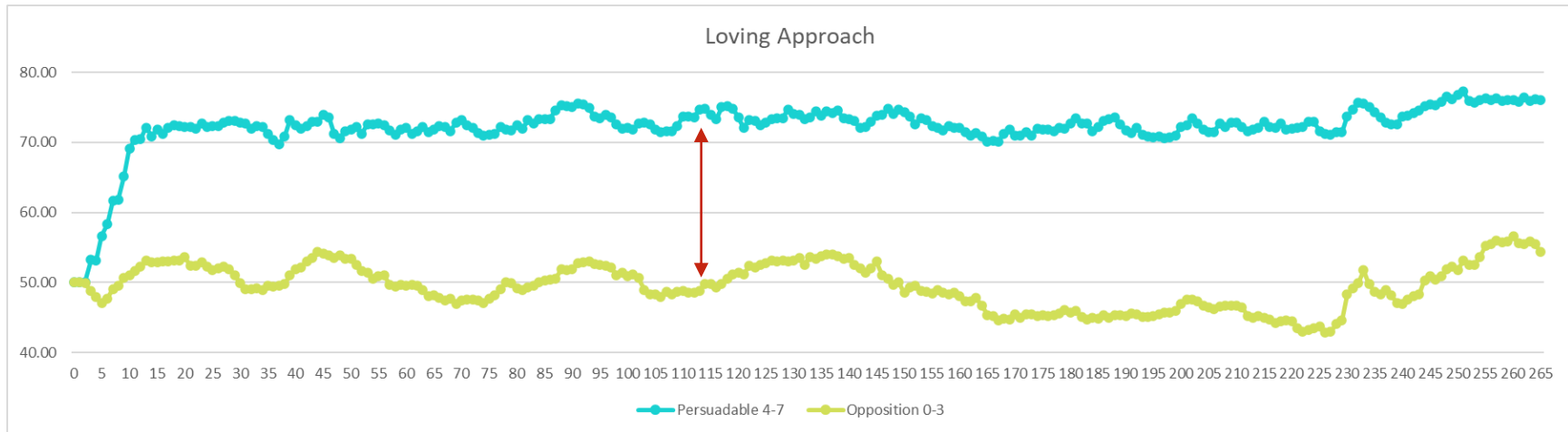


...a higher percentage of personal connection to someone impacted by COVID-19



How do AA and CAU respond to these messages?

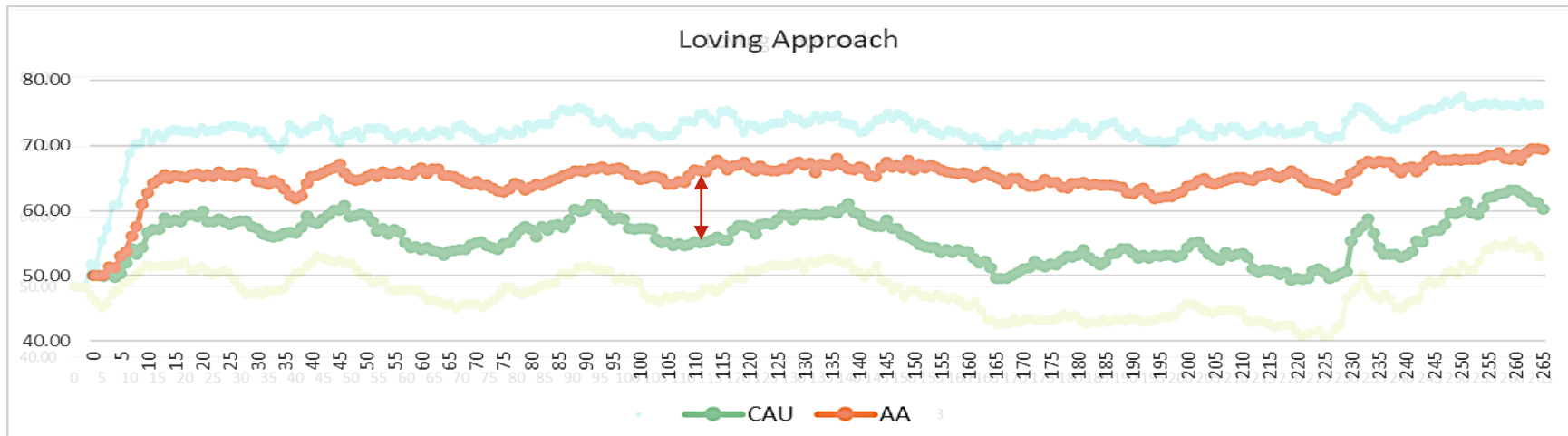
Differences between these two demographics are more nuanced.



Persuadables compared to Opposition

How do AA and CAU respond to these messages?

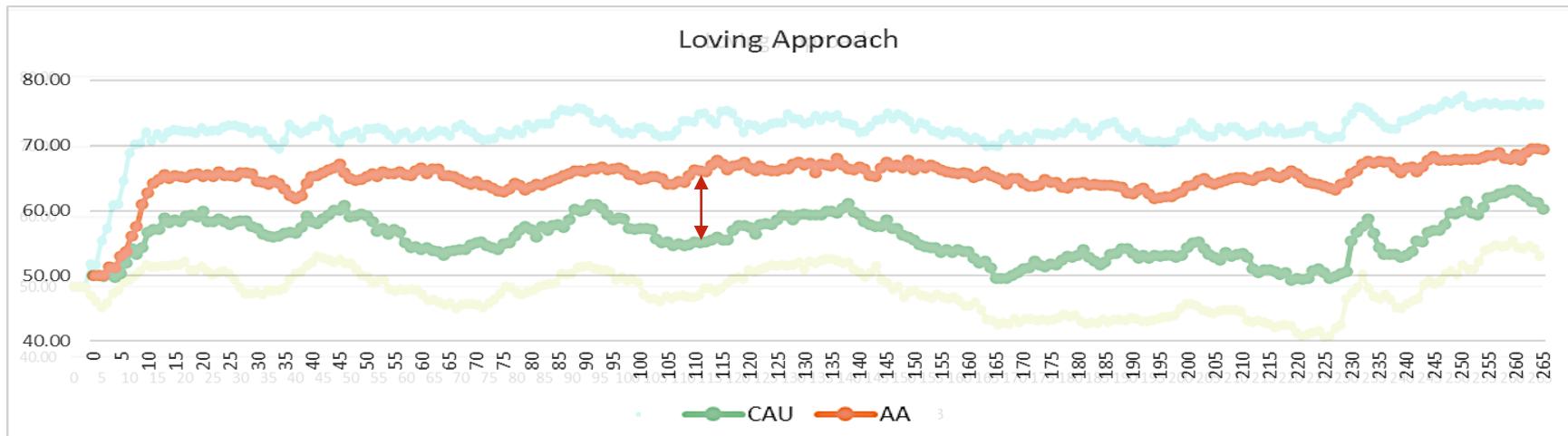
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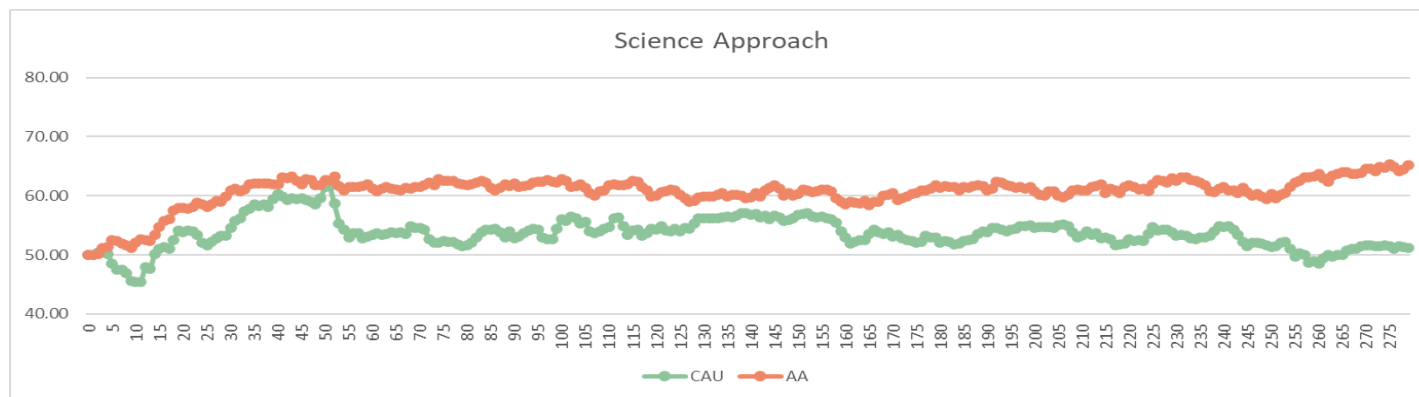
AA compared to CAU

How do AA and CAU respond to these messages?

Differences between these two demographics are more nuanced.



AA compared to CAU



What you need to know about AA

More personal connection to COVID-19

Slightly more concerned about getting the virus and are slightly more compliant with precautions

Skew slightly more to Persuadables compared to CAU

Gave both messages a slightly higher rating



In-depth Interviews: 4 Takeaways

- 1) They have a lot of questions—most stem from, “Will it work for me?”
- 2) They seek reassurance from two types of sources:
 - ✓ Scientists and the medical community
 - ✓ People they personally know that have taken the vaccine already, after a few weeks have passed



In-depth Interviews: 4 Takeaways

- 3) Some feel they can control the prevention of contracting COVID-19 better than they can control the possibility of serious side effects from the vaccine.
- 4) They are flu-shot avoiders for multiple reasons, and sense that flu shots are safer than the COVID-19 vaccine.



Opportunities for Break-through Messages:

- 1) Frame the vaccine as a way to stay in CONTROL, as compared to COVID that they can't control
- 2) Compare the uncertainty of long-term COVID symptoms to long-term side effects of the vaccine

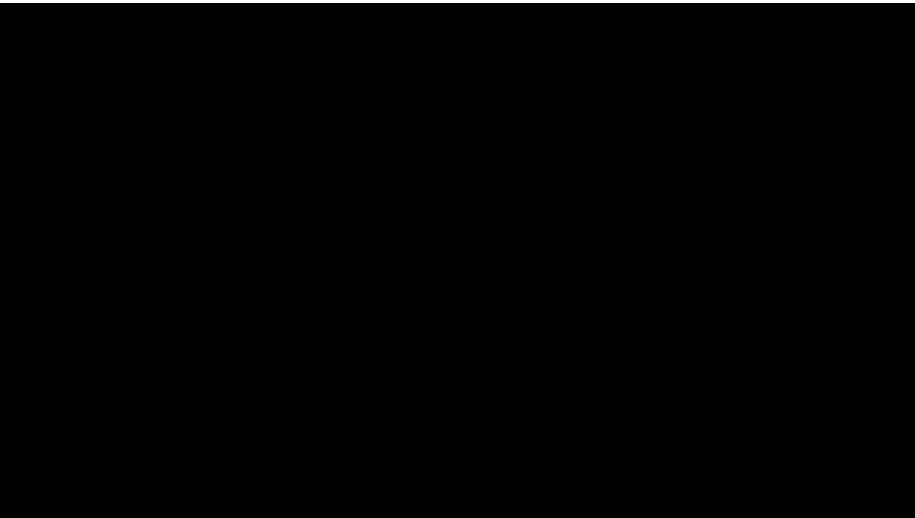
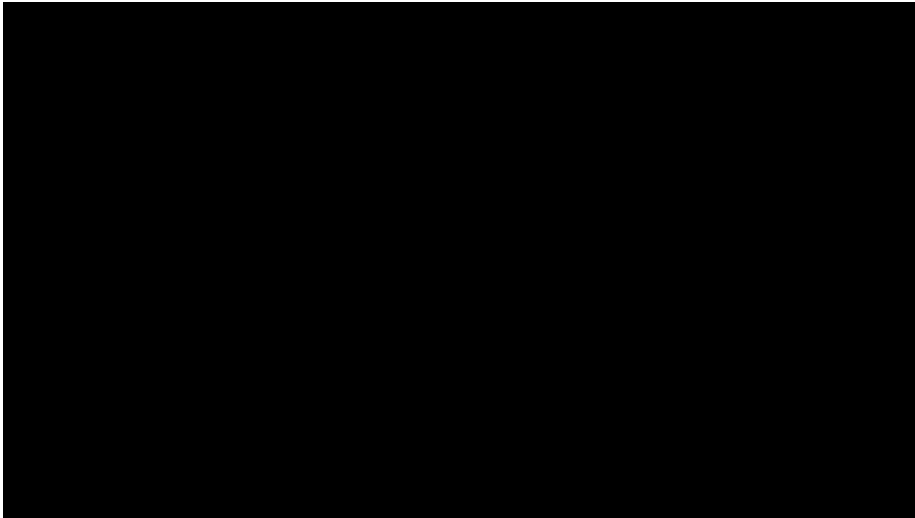


Opportunities for Break-through Messages:

- 3) Bring to life the diversity of people in the clinical trials— help them see themselves
- 4) Share stories of people weeks after their final vaccine to highlight their positive outlook



Outcomes



PSAs

*Let's Cross the
Finish Line Together*

[Rural Oregonian](#)

[Fisherwoman](#)

Outcomes

Peer Advocacy Program



BOOST OREGON PEER ADVOCACY PROGRAM



Do you want to encourage vaccine confidence in your community?
We're here to help!



At Boost Oregon, we empower people to make science-based vaccine decisions. We know that the best educators are community members like you. To help you inform others, we will:

- ♥ Train you to be a vaccine educator;
- ♥ Support you in educating your peers;
- ♥ Supply you with printed, digital, and video materials; and
- ♥ Collaborate with you to create new tools for your community.

Join us today to work toward a healthier future!

boostoregon.org/peers

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Twitter: @boostoregon
Instagram: @boostoregon

- African-American
- Latinx
- Native American
- Rural

Outcomes

COVID-19 Workshops



Focus on vaccine development, demographics of trials, and side effects.

QUESTIONS?

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