We advance policy, build partnerships, and strengthen public health to create communities where everyone can achieve their best possible health.
Data
How many of your close friends and family, in any, generally agree with your views and opinions about politics and elections?

50% or more

- Republican: 89
- Democrat: 80
- Independent: 72
How many of your close friends and family, in any, have received the COVID vaccine?
Which is a greater threat to your personal health and safety?
Which of the following is a higher priority for you, personally?

- Vaxxed
- Unvaxxed

[Graph showing the comparison between 'Freedom' and 'Public Safety' for Vaxxed and Unvaxxed individuals.]

26 Vaxxed: Freedom (26), Public Safety (74)
79 Unvaxxed: Freedom (79), Public Safety (21)
MY CHILD HAS ALREADY RECEIVED THE VACCINE

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>All</td>
<td>38%</td>
</tr>
<tr>
<td>Vaccinated</td>
<td>60%</td>
</tr>
<tr>
<td>Unvaccinated</td>
<td>11%</td>
</tr>
<tr>
<td>Democrat</td>
<td>44%</td>
</tr>
<tr>
<td>Republican</td>
<td>36%</td>
</tr>
</tbody>
</table>
HOW LIKELY IS YOUR CHILD TO GET A COVID-19 VACCINATION?
(Responses from parents whose children have not been vaccinated)

- Absolutely certain
- Possibly/not sure yet
- Probably
- Definitely will not

All:
- Absolutely certain: 29%
- Possibly/not sure yet: 23%
- Probably: 19%
- Definitely will not: 20%

Vaccinated:
- Absolutely certain: 43%
- Possibly/not sure yet: 22%
- Probably: 15%
- Definitely will not: 7%

Unvaccinated:
- Absolutely certain: 21%
- Possibly/not sure yet: 22%
- Probably: 22%
- Definitely will not: 24%

Democrat:
- Absolutely certain: 43%
- Possibly/not sure yet: 29%
- Probably: 8%
- Definitely will not: 7%

Republican:
- Absolutely certain: 14%
- Possibly/not sure yet: 22%
- Probably: 23%
- Definitely will not: 27%
Does the documented spread of the Delta variant of COVID-19 in communities across the U.S. make you more likely to have your children vaccinated?

- Much more likely
- Somewhat more likely
- Only a little more likely
- No impact

<table>
<thead>
<tr>
<th></th>
<th>Much more likely</th>
<th>Somewhat more likely</th>
<th>Only a little more likely</th>
<th>No impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>All</td>
<td>41%</td>
<td>24%</td>
<td>11%</td>
<td>24%</td>
</tr>
<tr>
<td>Vaccinated</td>
<td>54%</td>
<td>20%</td>
<td>11%</td>
<td>16%</td>
</tr>
<tr>
<td>Unvaccinated</td>
<td>27%</td>
<td>28%</td>
<td>12%</td>
<td>32%</td>
</tr>
<tr>
<td>Democrat</td>
<td>52%</td>
<td>30%</td>
<td>5%</td>
<td>12%</td>
</tr>
<tr>
<td>Republican</td>
<td>31%</td>
<td>18%</td>
<td>18%</td>
<td>34%</td>
</tr>
</tbody>
</table>

De Beaumont
BOLD SOLUTIONS FOR HEALTHIER COMMUNITIES.
The dropoff among GOP parents for COVID-19 is notable as compared to Democrat parents.

How safe do you think other childhood vaccines like measles and mumps are for most children?

<table>
<thead>
<tr>
<th>Total</th>
<th>Dem</th>
<th>GOP</th>
<th>Safe (NET)</th>
</tr>
</thead>
<tbody>
<tr>
<td>89%</td>
<td>92%</td>
<td>90%</td>
<td></td>
</tr>
<tr>
<td>11%</td>
<td>8%</td>
<td>10%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>How safe do you think the COVID-19 vaccines are for most children?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
</tr>
<tr>
<td>-------</td>
</tr>
<tr>
<td>75%</td>
</tr>
<tr>
<td>25%</td>
</tr>
</tbody>
</table>
EXCEPT FOR STUDENTS WHO CAN’T GET VACCINATED FOR MEDICAL REASONS, ONCE THERE IS A COVID-19 VACCINE AUTHORIZED AND AVAILABLE FOR YOUR CHILD, DO YOU THINK VACCINATION SHOULD BE REQUIRED?

53% Required
47% Not Required

Students should be vaccinated against COVID-19 to attend school
Students should be able to attend school without being vaccinated against COVID-19

Vaccinated
Unvaccinated

Democrat
Republican
In several states, schools are not allowed to enact mask mandates for students. Given the Delta variant, which would you support?

- Individual schools should be able to enact mask mandates and keep schools open
- It should be the parents’ choice – there is no need for mask mandates for students

61% Parent Choice

39% School Choice

- Vaccinated: 72% for masks, 28% against masks
- Unvaccinated: 47% for masks, 53% against masks
- Democrat: 29% for masks, 71% against masks
- Republican: 48% for masks, 52% against masks
DOES THE DOCUMENTED SPREAD OF THE DELTA VARIANT OF COVID-19 IN COMMUNITIES ACROSS THE U.S. MAKE YOU MORE LIKELY TO ASK SCHOOLS TO REQUIRE STUDENTS TO WEAR MASKS?

- Much more likely
- Somewhat more likely
- Only a little more likely
- No impact

### All
- 48% Much more likely
- 31% Somewhat more likely
- 6% Only a little more likely
- 15% No impact

### Vaccinated
- 58% Much more likely
- 26% Somewhat more likely
- 6% Only a little more likely
- 10% No impact

### Unvaccinated
- 34% Much more likely
- 39% Somewhat more likely
- 6% Only a little more likely
- 21% No impact

### Democrat
- 67% Much more likely
- 27% Somewhat more likely
- 3% Only a little more likely
- 3% No impact

### Republican
- 37% Much more likely
- 27% Somewhat more likely
- 9% Only a little more likely
- 27% No impact
Action

The antidote to misinformation is trust.
Visit phrases.org to access the tools
Action

mobilize allies
Ending the COVID-19 pandemic requires us to vaccinate as many Americans as possible. The new vaccines offer our best path toward saving lives, opening schools and businesses, and rebuilding our economy. The decision to get vaccinated is a personal one that is influenced by many factors. Research shows that Americans most trust their own doctor for information about COVID-19 and vaccines. People want unbiased facts about the safety and effectiveness of the vaccines and information about whether vaccination is the right choice for them – and they want it from their doctor.

The nation is making good progress in getting more people vaccinated, but many still say they will probably not get the vaccine. While numerous national and local efforts


changingthecovidconversation.org
Action

messaging research
MESSAGE THEMES
These are the top three themes parents said would make them feel more confident as schools reopen. “Safety” was the clear winner among Democrat, Republican, white, Black, and Latino parents. (See table.)

1 SAFETY:
The safety of students, teachers, and staff is our first priority.

2 COMMITMENT:
Communities must take all necessary measures to limit the spread of COVID-19 to ensure that schools can remain open and safe for students.

3 EDUCATION:
Students need to be back in school physically to get the education they deserve.
REASONS CHILDREN SHOULD GET VACCINATED

Parents chose these as compelling and convincing reasons to have children vaccinated against COVID-19.

- The COVID-19 vaccination is the best way to protect our children from more dangerous variants.
- Vaccination can help children stay in school safety and get the education they deserve.
- Parents can protect their children from needing hospitalization or having long-lasting COVID-19 symptoms.
- Pediatricians recommend that teenagers get the COVID-19 vaccination.
- Medical science has proven that other vaccines keep dangerous diseases and viruses away from our children. The COVID-19 vaccines are no different.
I understand you have concerns, what questions can I answer for you?
never let a big event go to waste
Communications Resources

For Public Health Professionals

The Public Health Communications Collaborative (PHCC) was formed in 2020 to coordinate and amplify public health messaging on COVID-19 and increase Americans’ confidence in guidance from the Centers for Disease Control and Prevention (CDC) and state and local public health officials.

See more information, including partners »

Publichealthcollaborative.org
Action

Sometimes you must turn to mandates

https://tinyurl.com/jk2yp5x4