



de Beaumont

BOLD SOLUTIONS FOR HEALTHIER COMMUNITIES™

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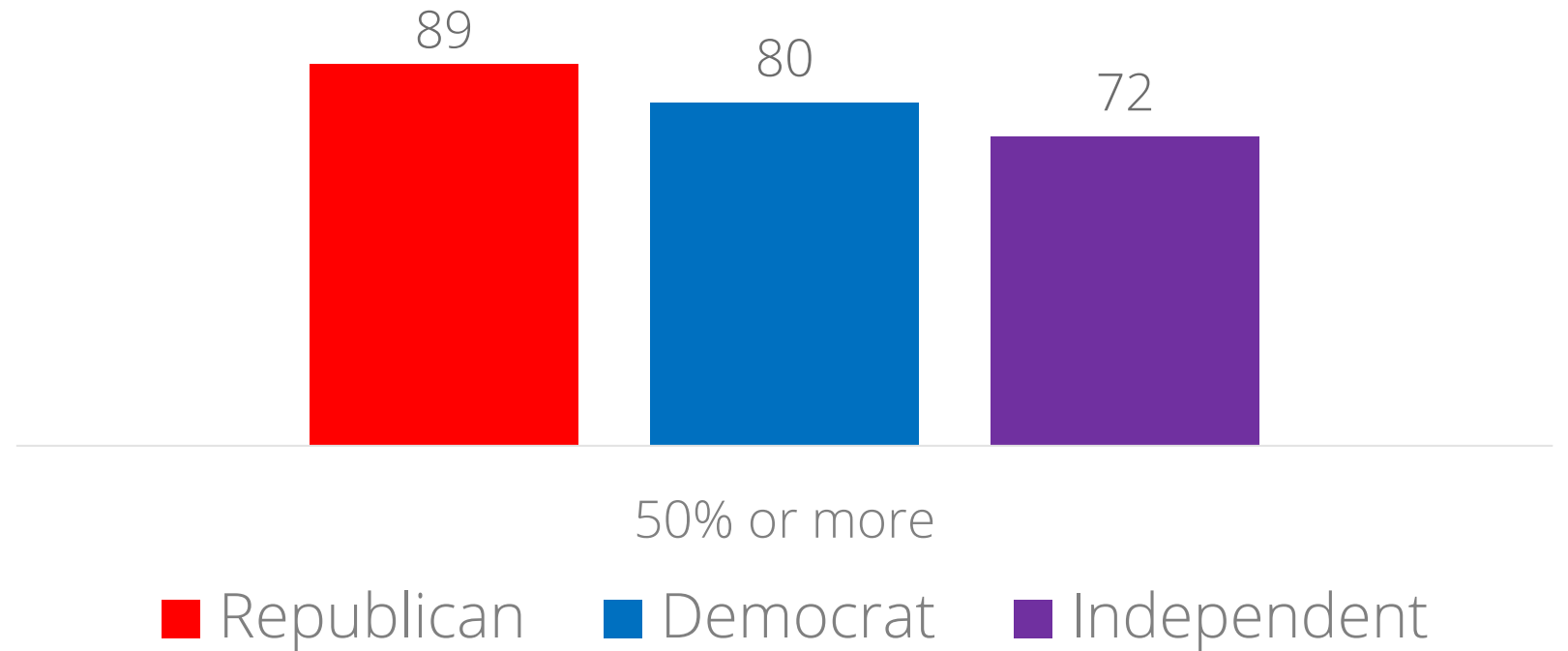
We advance policy, build partnerships, and strengthen public health to create communities where everyone can achieve their best possible health.

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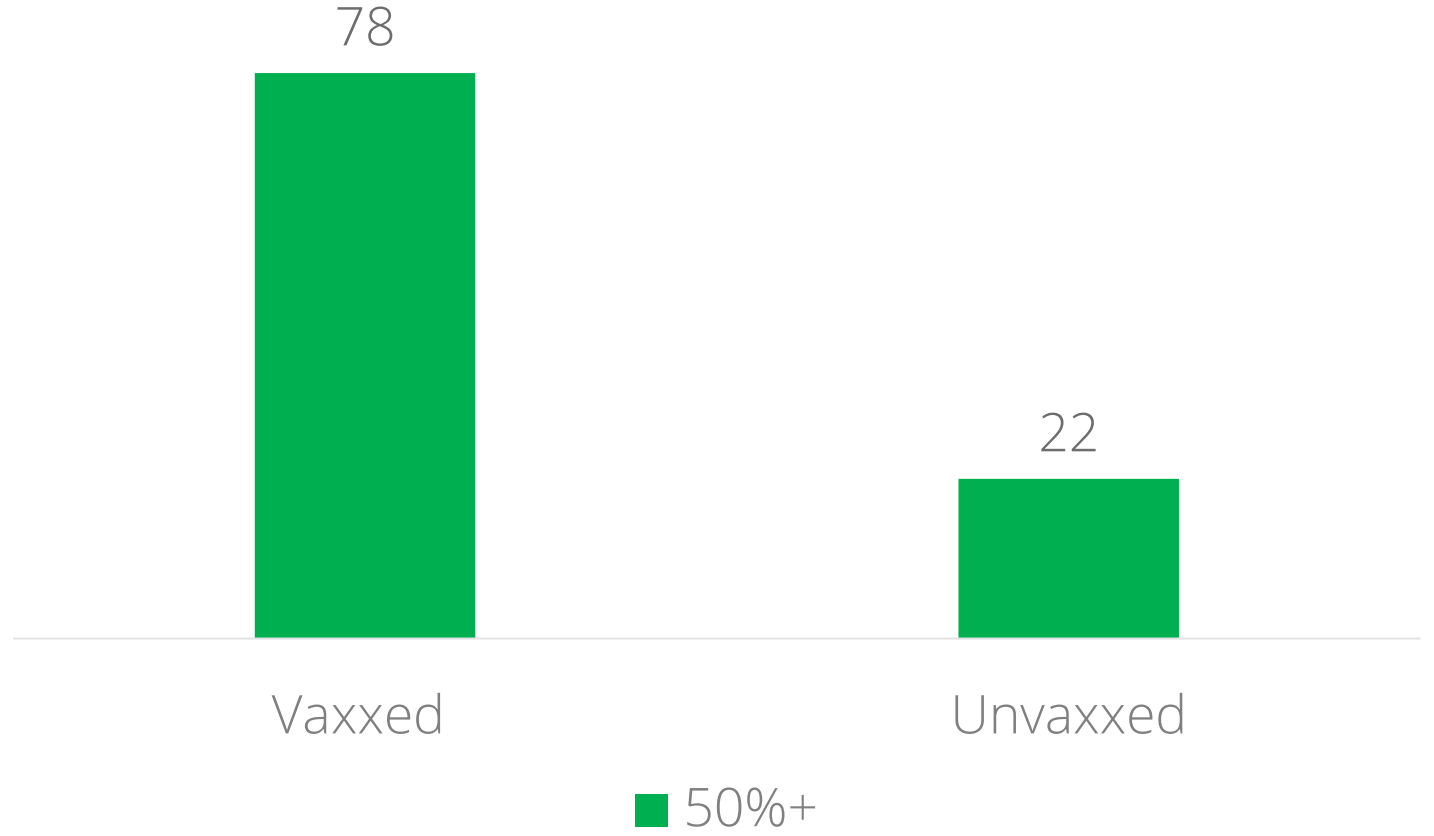
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Data

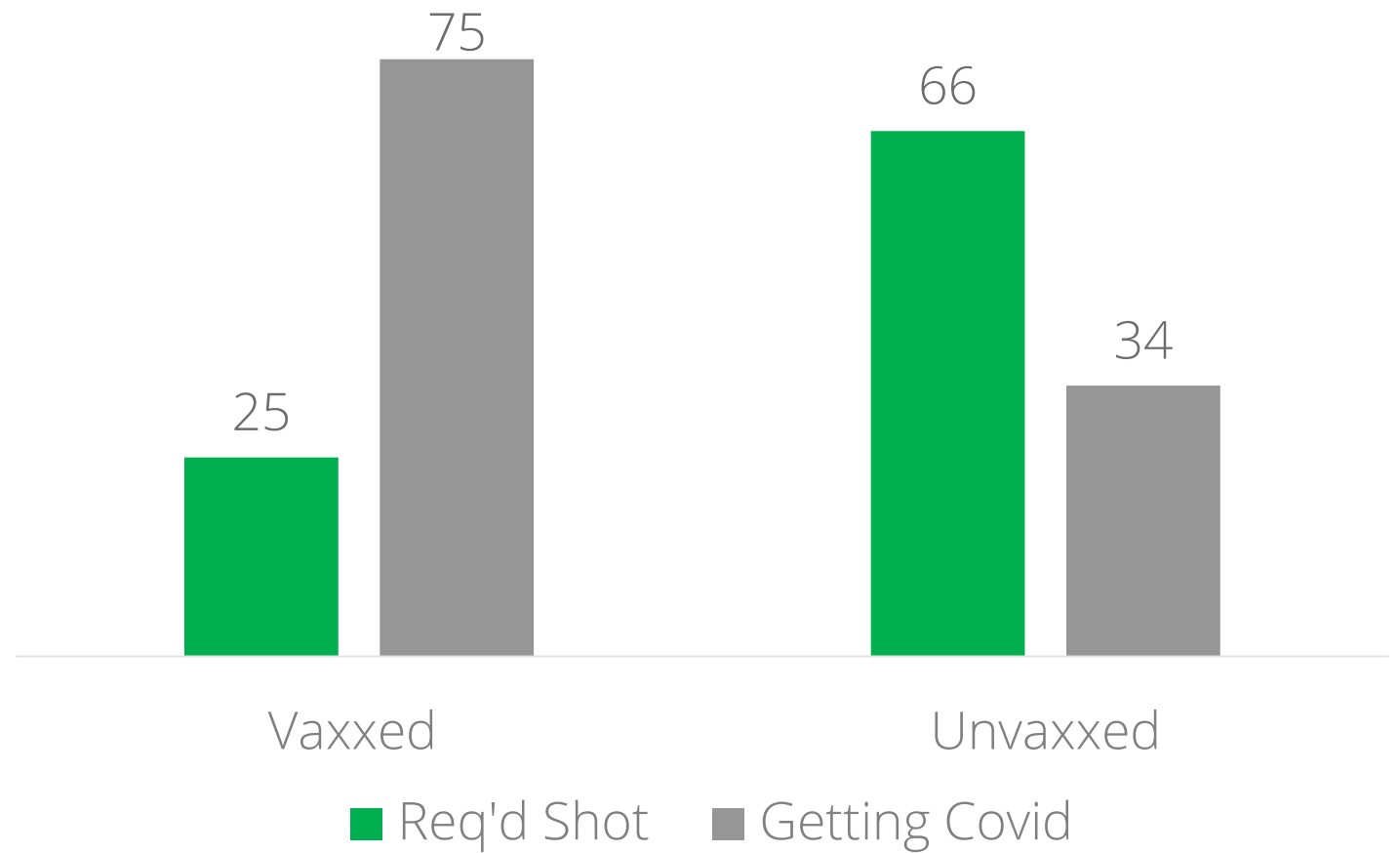
How many of your close friends and family, in any, generally agree with your views and opinions about politics and elections?



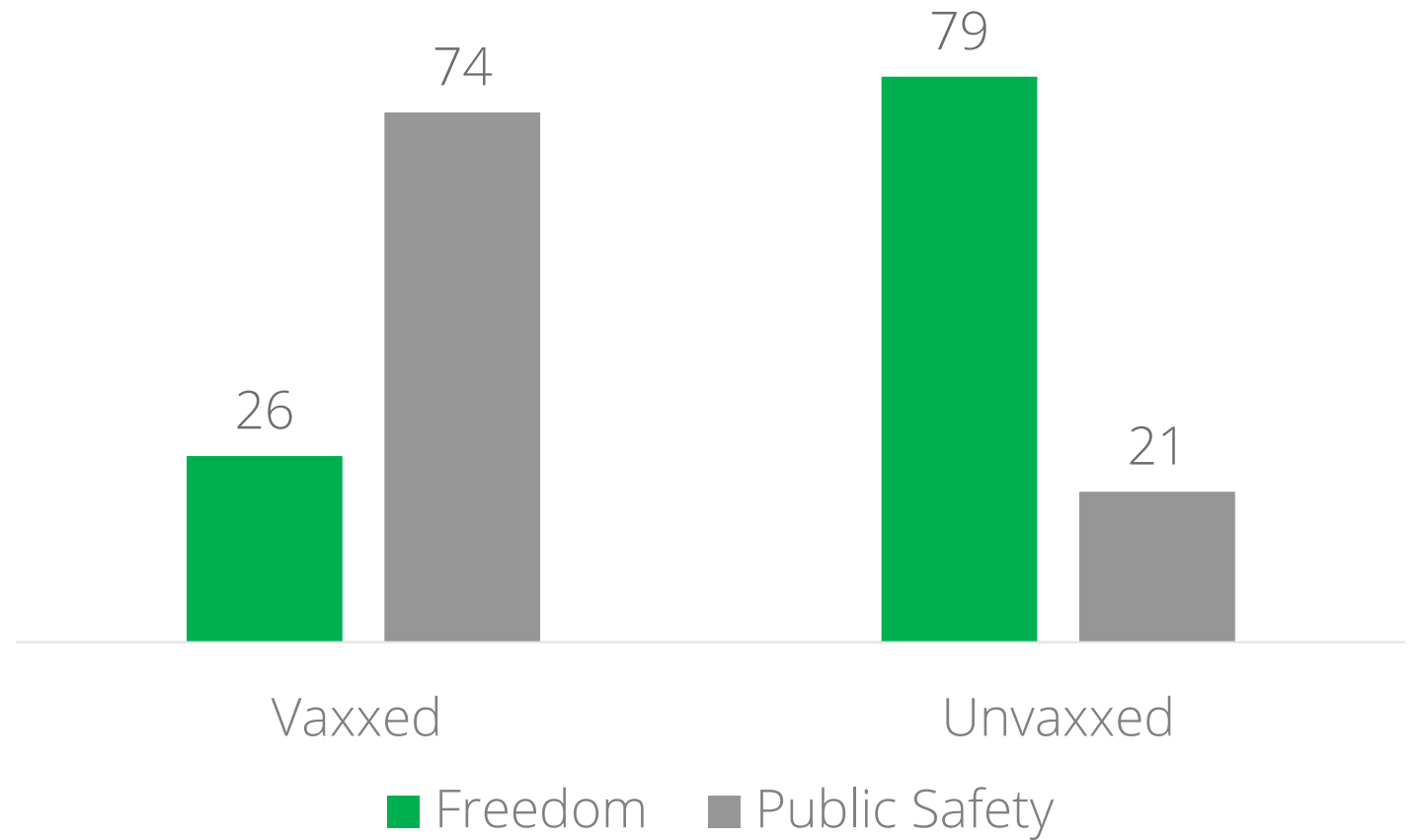
How many of your close friends and family, in any, have received the COVID vaccine?



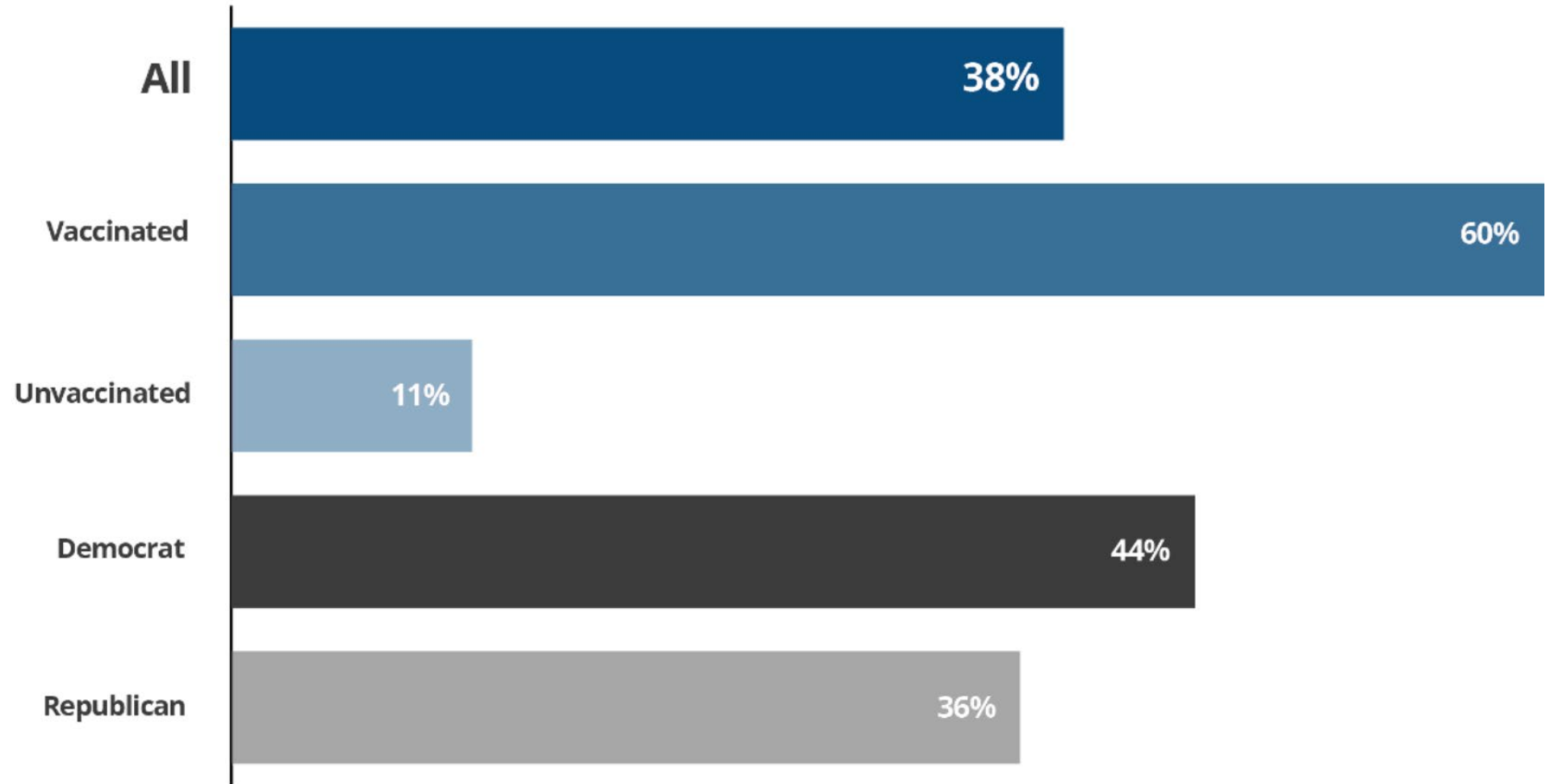
Which is a **GREATER** threat to your personal health and safety?



Which of the following is a higher priority for you, personally?

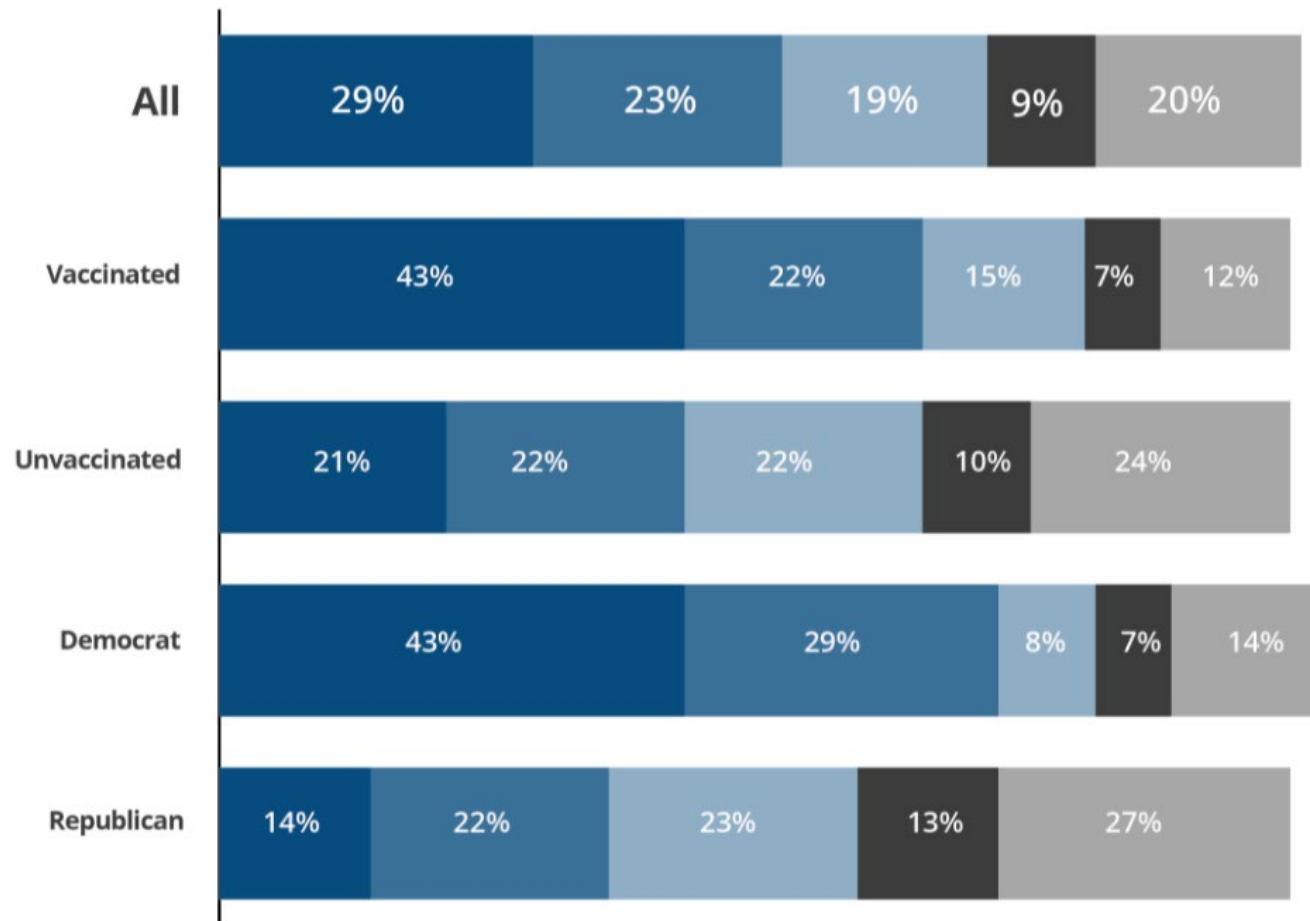


MY CHILD HAS ALREADY RECEIVED THE VACCINE



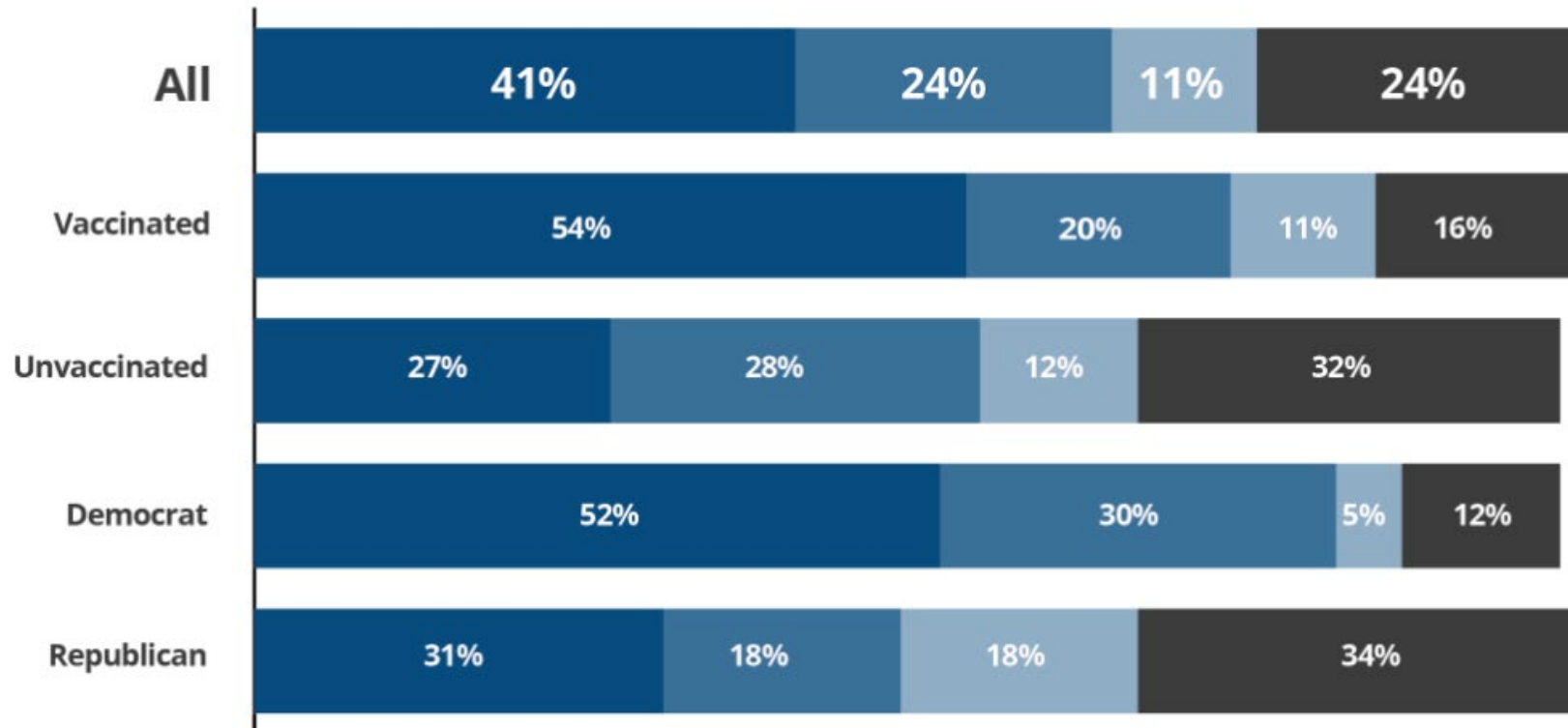
HOW LIKELY IS YOUR CHILD TO GET A COVID-19 VACCINATION?
(Responses from parents whose children have not been vaccinated)

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



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



The dropoff among GOP parents for COVID is notable as compared to Democrat parents

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

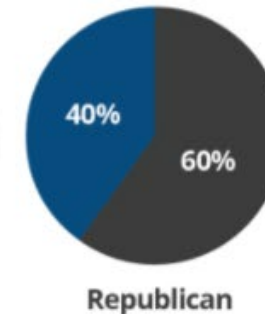
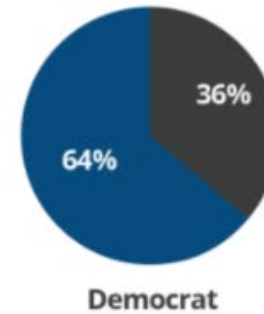
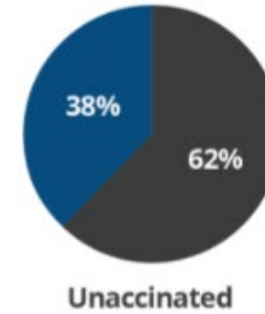
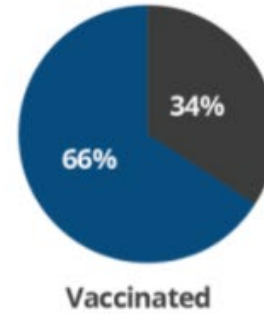
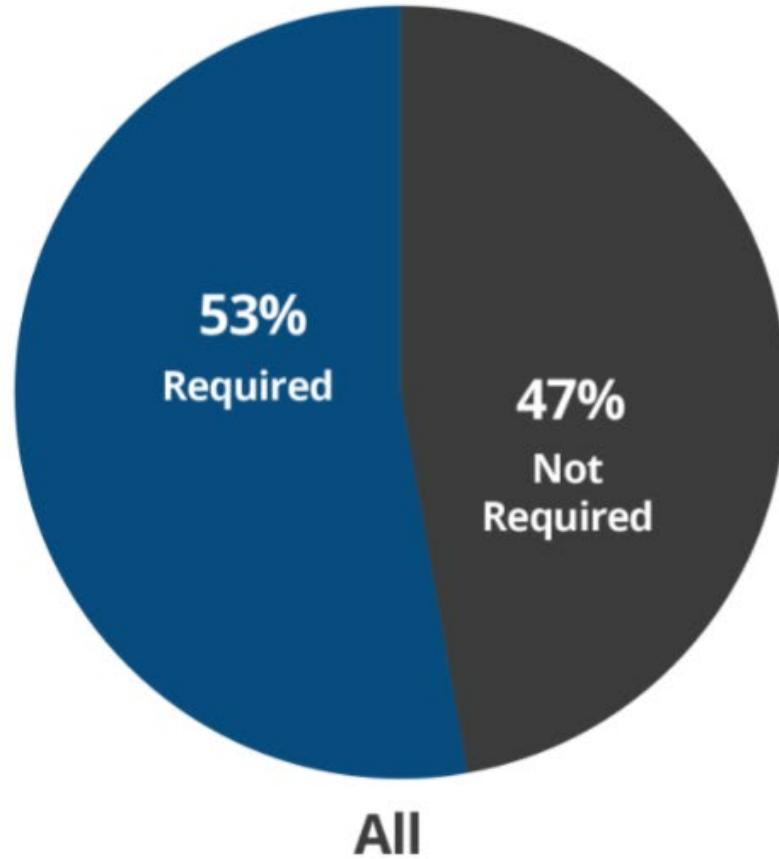
Total	Dem	GOP	
89%	92%	90%	Safe (NET)
11%	8%	10%	Unsafe (NET)

How safe do you think the COVID-19 vaccines are for most children?

Total	Dem	GOP	
75%	86%	67%	Safe (NET)
25%	14%	33%	Unsafe (NET)

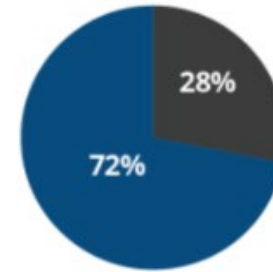
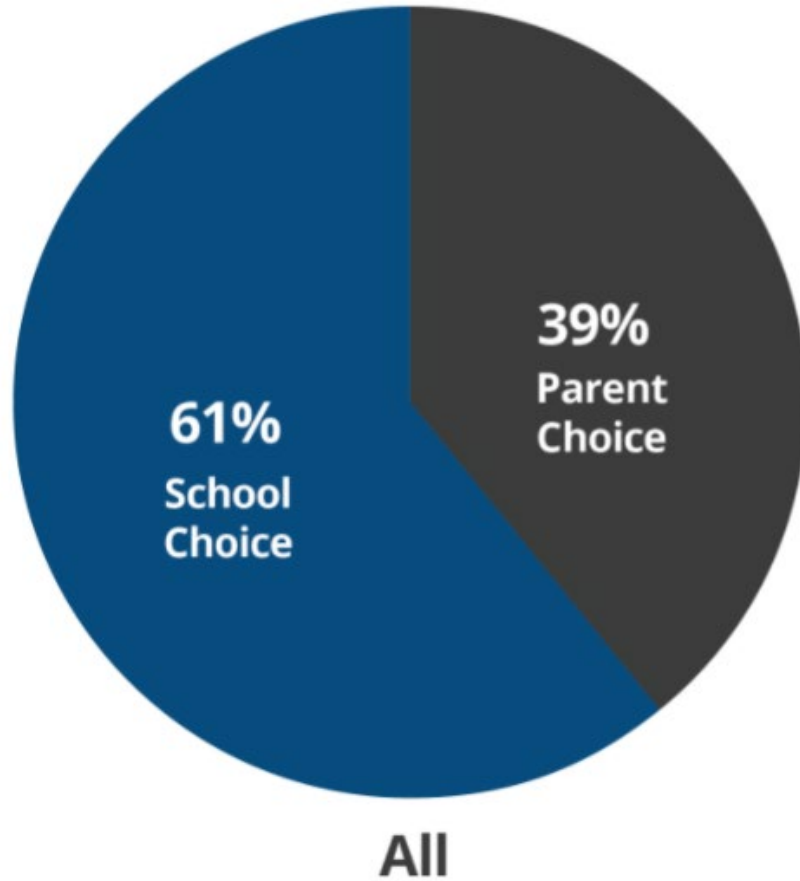
EXCEPT FOR STUDENTS WHO CAN'T GET VACCINATED FOR MEDICAL REASONS, ONCE THERE IS A COVID-19 VACCINE AUTHORIZED AND AVAILABLE FOR YOUR CHILD, DO YOU THINK VACCINATION SHOULD BE REQUIRED?

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

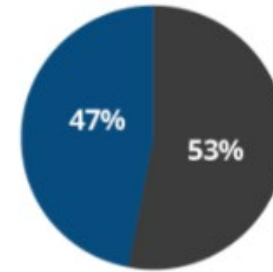


IN SEVERAL STATES, SCHOOLS ARE NOT ALLOWED TO ENACT MASK MANDATES FOR STUDENTS. GIVEN THE DELTA VARIANT, WHICH WOULD YOU SUPPORT?

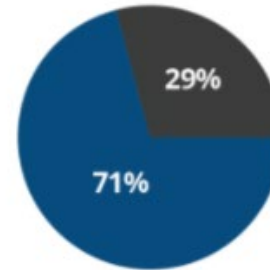
- Individual schools should be able to enact mask mandates and keep schools open
- It should be the parents' choice - there is no need for mask mandates for students



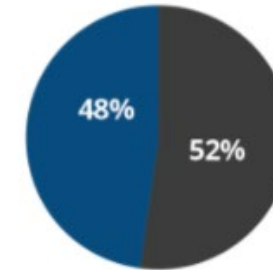
Vaccinated



Unvaccinated



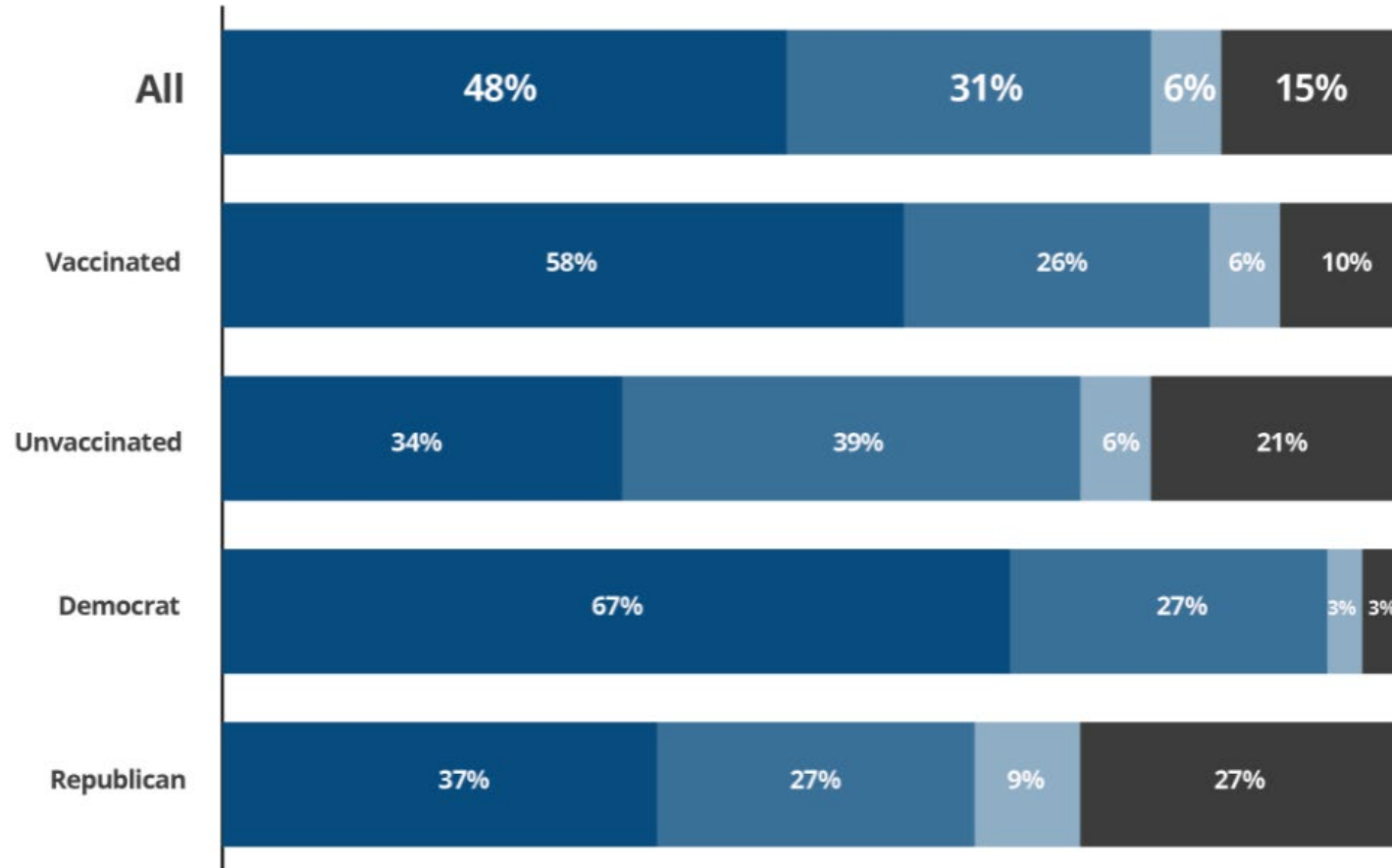
Democrat



Republican

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



Action

**The antidote to misinformation is
trust**

PHRASES

Public Health Reaching Across Sectors

A PARTNERSHIP OF
de Beaumont Foundation
The Aspen Institute

Visit phrases.org to access the tools

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mobilize allies

Home

Changing the COVID Conversation

How Physicians Can Build Trust...

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

<https://debeaumont.org/wp-content/uploads/2021/04/doctors-vaccines.pdf>

FROM CONCERN TO CONFIDENCE: How Physicians Can Build Trust in COVID-19 Vaccines

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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 are attempting to address people's concerns, the single most influential factor will be a *strong recommendation* from a medical professional.

HERE ARE 6 THINGS YOU CAN DO TO IMPROVE VACCINE ACCEPTANCE AMONG YOUR PATIENT FAMILIES.

- 1 Lead by example.** Get vaccinated and encourage your entire staff to be vaccinated.
- 2 Prepare your health care team, pharmacy teams, and staff to have these conversations.** Ask your staff if they'd be willing to speak with patients and other staff about why they got vaccinated. All staff should be equipped to answer basic questions about COVID vaccines.
- 3 Share educational materials widely.** Post information in the waiting room, the staff break room, and common areas in your facility. Publish information on your website, intranet, and social media platforms. Include a way for people to contact you with questions.
- 4 During patient visits, make the COVID-19 vaccine a new vital sign.** Ask every patient what their vaccination plan is. For those who say they will take it, make sure they know how and where to schedule an appointment. If they say they're not sure, discuss their concerns and answer their questions.
- 5 Partner with your health department, employers, and others to engage with community members.** Collaborate with trusted messengers – like faith-based leaders, local employers, and other community leaders – to tailor and share culturally relevant messages and materials.
- 6 Consider sending a letter or email to your patients.**

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?**

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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

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Sometimes you must turn to
mandates

<https://tinyurl.com/jk2yp5x4>

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