



# LANGUAGE THAT WORKS TO IMPROVE VACCINE ACCEPTANCE

## Communications Cheat Sheet

### TIPS



**TAILOR YOUR MESSAGE FOR YOUR AUDIENCE.** *Americans' perceptions about vaccines and their safety differ by political party, race, age, and geography.*



**EXPLAIN THE BENEFITS OF GETTING VACCINATED, NOT JUST THE CONSEQUENCES OF NOT DOING IT.** *Say, "Getting the vaccine will keep you and your family safe," rather than calling it "the right thing to do." Focus on the need to return to normal and reopen the economy.*



**TALK ABOUT THE PEOPLE BEHIND THE VACCINE.** *Refer to the scientists, the health and medical experts, and the researchers – not the science, health, and pharmaceutical companies.*



**AVOID JUDGMENTAL LANGUAGE WHEN TALKING ABOUT OR TO PEOPLE WHO ARE CONCERNED.** *Acknowledge their concern or skepticism and offer to answer their questions.*



**USE (AND REPEAT) THE WORD "EVERY" TO EXPLAIN THE VACCINE DEVELOPMENT PROCESS.** *For example: "Every study, every phase, and every trial was reviewed by the FDA and a safety board."*

### Use These Words MORE:

### Use These Words LESS:

The benefits of taking it

Getting the vaccine will keep you safe

A return to normal

Your family

Medical experts

Research

Medical researchers

Damage from lockdowns

A transparent, rigorous process

Safety

Pharmaceutical companies

Advanced/groundbreaking

Vaccination

America's leading experts

Skeptical/concerned about the vaccine

The consequences of not taking it

Getting the vaccine is the right thing to do

Predictability/certainty

Your community

Scientists/health experts

Discover/create/invent

Drug companies

Inability to travel easily and safely

The dollars spent; number of participants

Security

Drug companies

Historic

Injection/inoculation

The world's leading experts

Misled/confused about the vaccine



# The Language of COVID-19 Vaccine Acceptance

## WHY TAKE THE VACCINE?

- “Getting vaccinated will help keep you, your family, and your community healthy and safe.
- “By getting vaccinated, you can help end the damage to the economy, prevent more illnesses and deaths in America, and eliminate and eradicate COVID-19.”
- “Vaccines will help bring this pandemic to an end.”
- At 95% efficacy, the vaccine is extraordinarily effective at protecting you from the virus.”



### VACCINE DEVELOPMENT:

“The groundbreaking cooperation between leading medical experts here in America and pharmaceutical companies globally has made a return to normal possible thanks to the COVID-19 vaccine. The speed of development was due to the sharing of research on a scale never attempted before – and every study, and every phase of every trial, was carefully reviewed and approved by a safety board at the FDA. The process was transparent and rigorous throughout, with continual oversight and expert approval.”



### VACCINE SAFETY:

“A safety board approved every study, and the FDA carefully reviewed the data from every phase of every vaccine trial. Data will continue to be collected two years after a vaccine is first administered to ensure that the long-term effects are safe.”



### VACCINE DISTRIBUTION:

“Frontline workers and those most at-risk from the virus will get the vaccination first.”



### SIDE EFFECTS:

“If you’re concerned about side effects, we hear you. The likelihood of a severe side effect is less than 0.5%. When mild side effects occur, they are a normal sign your body is building protection to the virus, and most go away in a few days.”

## PUTTING IT TOGETHER:

“Imagine the day you can stop wearing a mask, or when you can gather indoors at your favorite restaurant again with friends and family for a celebratory meal. That day is coming ... but only if we do what needs to be done today to keep ourselves, our families, our communities, and our country healthy and safe.

“The groundbreaking cooperation between leading medical experts here in America and pharmaceutical companies globally has made a return to normal possible thanks to the COVID-19 vaccine. The speed of development was due to the sharing of research on a scale never attempted before – and every study, and every phase of every trial, was carefully reviewed and approved by a safety board and the FDA. The process was transparent and rigorous throughout, with continual oversight and expert approval. Data will continue to be collected two years after each vaccine is first administered to ensure that the long-term effects are safe.

“As we distribute the vaccine, frontline workers and those most at-risk from the virus will get the vaccination first.

“If you’re skeptical or concerned about side effects, we hear you. The likelihood of a severe side effect is less than 0.5%. When mild side effects occur, they are a normal sign your body is building protection to the virus, and most go away in a few days.

“Getting vaccinated will help keep you, your family, and your community healthy and safe. At 95% efficacy, the vaccine is extraordinarily effective at protecting you from the virus. By getting vaccinated, you can end the damage to the economy, prevent more illnesses and deaths in America, and eliminate and eradicate COVID-19.”

*Based on a poll by the de Beaumont Foundation and Frank Luntz, in partnership with the American Public Health Association, the National Collaborative for Health Equity, and Resolve to Save Lives, an Initiative of Vital Strategies. A nationwide survey of 1,400 registered voters was conducted Dec. 21-22, 2020, with an oversample of 300 Black Americans and 300 Latinx Americans. Margin of error +3%. For more information, visit [changingthecovidconversation.org](http://changingthecovidconversation.org).*