

# STRATEGIC BRIEF: YOUNG ADULTS

## BACKGROUND

**It's Up to You** is a simple idea that can inspire brilliant executions. It's a framework that allows for independent yet integrated efforts. We believe uniting together under this open-source creative concept will strengthen the key communications message and inspire motivation to get informed.

Building confidence with young adults (age 18-29) through tailored messaging is critical, as this age group is reporting higher uncertainty about COVID-19 than older ages. As of June roughly **33% of young adults** remain unsure of whether they will receive a COVID-19 vaccine (or about 16 million Americans).

## TARGET AUDIENCE

- Americans age 18-29 and who are hesitant about getting vaccinated (those open but uncertain or skeptical)
- *Not* those who are highly resistant to getting vaccinated or intending to get vaccinated immediately

<p><b>COVID Vaccination Attitudes</b></p>	<ul style="list-style-type: none"> <li>• 'Wait and see' mindset: More than half (52%) are unsure if/when they'll get vaccinated or are planning to wait more than 6 months before committing to a decision</li> <li>• Many are open to learning more (only 50% say that they feel well-informed enough to make a decision); They do not want broad generalizations, but instead data and reasons for why they should get vaccinated</li> </ul>
<p><b>Barriers to Vaccine Confidence</b></p>	<ul style="list-style-type: none"> <li>• Vaccine Development Speed: Belief that rush meant cut corners and not enough long-term data to prove safety</li> <li>• Safety: Highly concerned about the short and unknown, long-term side effects, such as infertility</li> <li>• Efficacy: More focused on the prevention of infection and transmission than prevention of severe outcomes</li> <li>• Perceived Susceptibility: Perception that YA are not at high-risk of hospitalization/death (long-COVID not part of risk assessment); They themselves are at low-risk of infection/transmission; Less proactive in preventive healthcare</li> <li>• Distrust: Many young adults are distrustful of government and institutions               <ul style="list-style-type: none"> <li>o Black young adults more likely to base distrust on historical/current inequities in healthcare and social justice</li> <li>o Conservative young adults more likely to base distrust on belief that COVID-19 has been politicized</li> </ul> </li> </ul>

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<p><b>Key Questions about COVID-19 and the Vaccines:</b></p>	<ol style="list-style-type: none"> <li>1. How can I be confident in the safety of the vaccines?</li> <li>2. What are the short and long-term side effects? Will I have to miss work? Do they affect fertility and pregnancy?</li> <li>3. How effective are they in preventing infection (including variants) and serious outcomes, and reducing transmission? How many young adults specifically are impacted by the effects of COVID-19?</li> <li>4. Will I be required to get the vaccine (for college, work, travel, etc.)?</li> <li>5. How often will I have to get the COVID vaccine?</li> <li>6. If I've already had COVID, why do I need the vaccine?</li> </ol>
<p><b>General Psychographics &amp; Demographics</b></p>	<ul style="list-style-type: none"> <li>• There are many life stages/key segments represented within this audience with special considerations, including:             <ul style="list-style-type: none"> <li>• College educated: More likely to get vaccinated if required by university</li> <li>• Non-college educated: New to the workforce and worried about missing work for appt/side effects</li> <li>• Those considering reproductive health: Concerns about vaccine effects on fertility (for men and women)</li> </ul> </li> <li>• Compared to older age cohorts, they tend to hold more progressive political and social views (even among self-identified Republicans and Independents)</li> <li>• <i>Demo breakdown:</i> <ul style="list-style-type: none"> <li>o <i>Race/ethnicity:</i> 71% white; 17% Hispanic/Latino; 6% Black; 3% Asian</li> <li>o <i>Sex:</i> 41% male; 56% female; 2% Other</li> <li>o <i>Age:</i> 59% 18-24; 41% 25-29</li> <li>o <i>Region:</i> 25% Midwest; 14% Northeast; 33% South; 27% West</li> <li>o <i>Education:</i> 54% high school degree or less; 33% some college; 13% Bachelor's degree or higher</li> <li>o <i>Employment:</i> 19% FT; 43% PT; 17% looking for a job</li> <li>o <i>Household income:</i> 61% &lt; \$50K; 26% \$50K-99K; 12% \$100K+</li> </ul> </li> </ul>

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## MAIN MESSAGE



Go to [GetVaccineAnswers.org](https://www.getvaccineanswers.org) to get answers to your vaccine questions to help you make an informed decision

- Get the Facts
- Get Back to Moments Missed
- Share your vaccine story and why you got the shot (#IGotTheShot)

The decision to get vaccinated is up to you—and we're here to provide you the information you need to make an informed decision. It's up to you.

### MESSAGING OPPORTUNITIES

- Create surround sound of facts that confirm safety and benefits of vaccination outweigh the risks of COVID-19
- Highlight young adult data to increase understanding of potential serious COVID-19 outcomes, incl. long-COVID
- Address key myths/misconceptions, utilizing trusted messengers (e.g. OBGYNs and fertility)

### CONSIDERATIONS FOR #IGOTTHESHOT (WHEN SHARING CONTENT OF PEOPLE GETTING VACCINATED):

- Encourage young people and trusted influencers to share their vaccination story or thought process; Consider pairing with a fact, e.g. "I was concerned about fertility side effects, but I read up about it and found out that there is currently no evidence that any vaccines, including COVID-19 vaccines, cause fertility problems. #IGotTheShot"
- Pair with moment missed or motivator, e.g. "I want to get back to safely traveling with friends so #IGotTheShot"
- Encourage young adults to have honest conversations with family and friends

### TONALITY

- Be empathetic; Acknowledge that their questions and doubts are valid
- Avoid any whiff of condescension, elitism, or chiding
- Avoid positioning getting a vaccine as "the right thing to do"
- Avoid overpromising that getting a vaccine will "flip the switch" and end the pandemic immediately