

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.

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

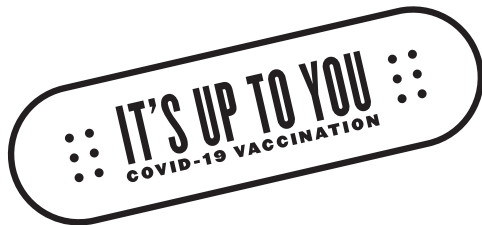
<p>COVID Vaccination Attitudes</p>	<ul style="list-style-type: none"> • 'Wait and see' mindset: More than half (52%) are unsure if/when they'll get vaccinated or are planning to wait more than 6 months before committing to a decision • Many are open to learning more (only 50% say that they feel well-informed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

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

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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
- 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)
- Emphasize that an option is now available that's fully approved by the FDA

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