

Fellow Americans, February 2021, Vaccine Learnings

Last updated February 8, 2021

Contact: [Samarth Bhaskar](#), [Nate Lubin](#) and [Jess McIntosh](#)

Introduction

During the month of January, the Fellow Americans Education Fund produced a slate of content exploring messages to encourage people to get the vaccine for COVID-19. We received submissions from a diverse slate of creators ready and able to speak to the specific audiences who need good, accurate information about the vaccine. We combined their ideas with our learnings from our 2020 COVID Education work to produce over half a dozen spots for testing.

Focus

- Social Trust
 - Generally speaking, would you say that most people can be trusted or that you can't be too careful in dealing with people?
- Institutional Trust
 - How important is it that people have trust in federal agencies and services?
- Knowledge vs. Behavior
 - Do you agree or disagree with this statement: "I know how to protect myself and my loved ones from COVID-19."
 - How likely are you to observe social distancing, wear a mask, or get tested if you were in a high-risk situation?
- Vaccination Likelihood
 - How likely are you to get vaccinated once a vaccine is widely available?

Videos

Best testing:

- [Hype](#)
- [John - Vaccine Plea](#)
- [Sisi - Data](#)

Additional content:

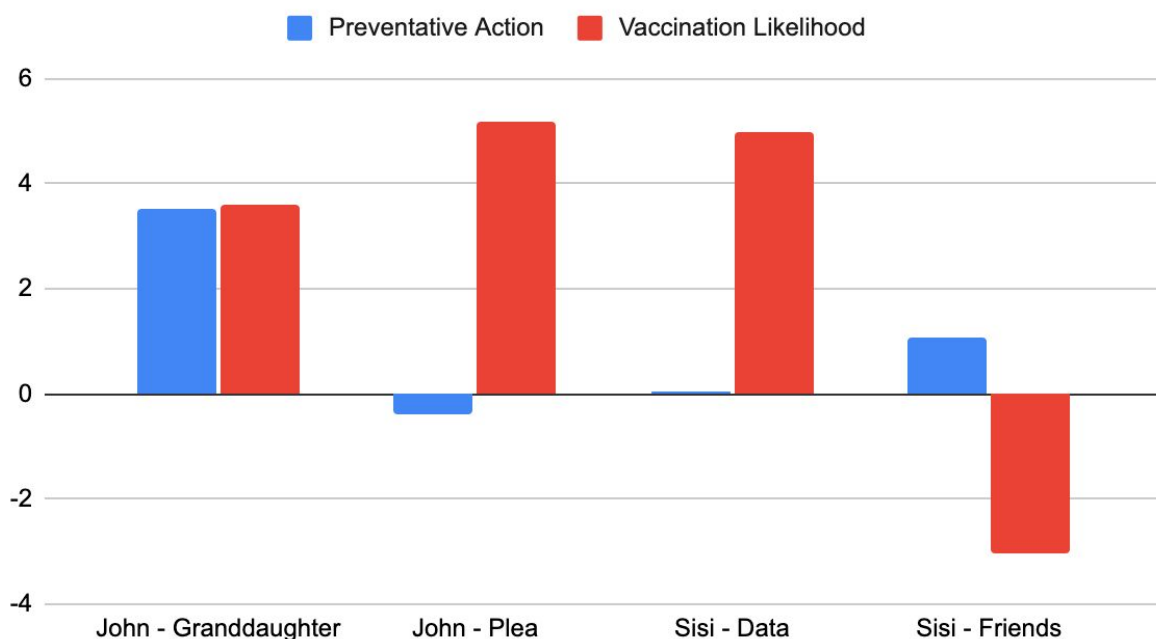
- [Hope is on the Way](#)
- [John - Granddaughter](#)

- [Sisi - Friends](#)
- [Something Good](#)

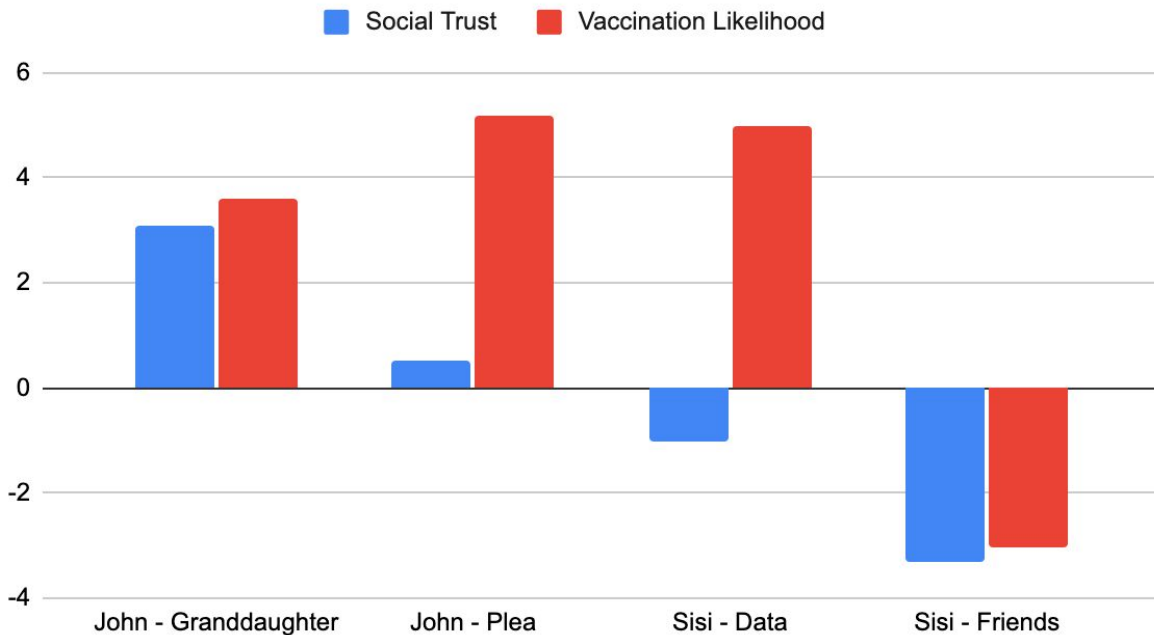
What we've learned

- **Measuring preventive behavior is different from measuring willingness to get the vaccine.** Videos that increase likelihood to take preventative COVID measures did not always translate into a willingness to get the vaccine. In fact, in some cases they proved to have an inverse relationship. For example, in [Sisi - Friends](#), we saw an increase in willingness to take preventative measures against COVID, but a backlash in vaccination likelihood. In contrast, [John - Vaccine Plea](#), which contained a direct appeal to get the vaccine, saw the opposite effect (a backlash in willingness to take preventative measures, but positive movement in regard to vaccination likelihood). We believe preventative behavior and vaccine enthusiasm have a complicated, not direct relationship.
 - This was especially interesting because [John - Granddaughter](#) (featuring the same speaker as the other John video) did not have a direct plea to get the vaccine, and was slightly less effective at moving vaccination likelihood, but it was the more effective video because it also positively increased Knowledge, Behaviour, Vaccination Likelihood and Social Trust.

Preventative Action vs Vaccination Likelihood



Social Trust vs Vaccination Likelihood



- **The importance of trust and positive vibes.** Out of our three vaccine roll-out videos ([Hope is on the Way](#), [Hype](#) and [Something Good](#)), [Hype](#) performed the best on the metrics of Social and Institutional Trust overall, but also among key subgroups like Suburban Women, Moderates and Latinx. Combined with the fact that this video increased both COVID knowledge and behaviour among Black viewers (while, in contrast, [Something Good](#) decreased COVID knowledge directionally among Black viewers and significantly among Latinx viewers) [Hype](#) was clearly the top video in this batch. Respondents also mentioned how happy this video made them. We've seen in other research that positive affects and upbeat music can help with increasing trust.
- **Data vs Feelings.** [Sisi - Data](#) and [Sisi - Friends](#) were very similar ads in so much as the narrator describes being excited about getting the vaccine because then she can see her friends again. A major difference between the two ads is how the narrator explains her rationale for wanting to get the vaccine. In [Sisi - Data](#), she discusses why she is confident about what “the data show” in terms of the effectiveness of vaccination. While, in the ad [Sisi - Friends](#) the narrator starts off with “the science shows,” she does not offer specifics. It is interesting to note that by beginning the message with more specific information, [Sisi - Data](#) positively increased vaccination likelihood overall. That said, it had a slightly negative or null effect on COVID Action and Knowledge, while the opposite is true for [Sisi - Friends](#). More research needs to be done to determine the usefulness of “data” vs focusing on feelings around the vaccine.

- **Behavior vs Attitude.** In much of our earlier COVID education content, it was easier to raise awareness of public health measures than it was to change the behavior of the viewer itself. In contrast, these vaccination videos have a higher rate of increasing behavioral change in comparison to attitudinal changes.

Possible next steps

We received a large pool of pitches for COVID vaccine outside of our initial produced slate. We stand ready to put additional material into production, as well as to leverage the results outlined above in a new round.