

Drivers for Vaccine Hesitancy

Created Too Quickly. The rapid development of the vaccine fuels safety concerns that are nearly impossible to dispel in the near future.

Reluctance to replace self-protection measures. People don't want to abandon or replace the self-protection measures they've acquired over the last year.

Skepticism that vaccines will be enough. Cautious and conflicting messages have left people skeptical that the vaccine will end the pandemic.

Best Communications Practices

Show social proof of others getting vaccinated. Seeing tangible benefits that come with being vaccinated may play the most significant role in motivating people to put their fears aside.

Don't make vaccinations a zero-sum game. Most people believe that even as we get people vaccinated, we still need to test just as frequently.

Messaging Do's and Don'ts



Help people across the finish line.



Frame vaccines as a tool—not an ultimatum.



Emphasize the benefits side of the risk-benefit equation.



Refrain from using demanding, insistent, or urgent language.

Resources for States

- National survey-based messaging toolkits specific to:
 - [Vaccine confidence](#) in March 2021
 - [Reinforcing testing in the context of vaccines](#) in June 2021
- Comprehensive guidebooks for developing testing programs:
 - [Planning workbook](#)
 - [Tabletop exercises](#)
 - [Day-to-day implementation playbook](#) (recommended by CDC)
- Research—with RAND Corporation—about attitudes toward testing among:
 - [Teachers](#)
 - [Parents](#)
- Best-practice guidance—with Mathematica—on how to earn community buy-in and participation for testing programs:
 - [Lessons and Recommendations from Pilot Sites](#)