

# Research Summary for Booster Messaging

## 1. There is a need communicate information about booster eligibility and access.

*Prior to the announcement on September 24:*

- **3 in 10** vaccinated adults did not know how to determine if they are eligible; **28%** did not know how to get a booster shot if/when eligible.
- **36%** believed boosters are recommended for Moderna; **15%** believe boosters are recommended for J&J

## 2. Most people eligible for booster shots in the next several months are “booster-ready” and will follow FDA & CDC guidance.

- **8 in 10** vaccinated adults are ready to get a booster shot as soon as it is recommended for them. We consider the remaining **20% (~40M)** booster-hesitant.
- The vast majority of the **40M** booster-hesitant population received their first vaccine dose in June 2021 or later, which means that – if recommended for a booster – they will not be eligible for a shot until early 2022.

# Guidelines for Messaging Boosters

- 1. To increase uptake, we need to provide clear and simple information on eligibility and communicate how easy it is to get a shot**
  - Assist patients in applying recommendation to their unique circumstance
  - Communicate ease & access – no insurance / ID required; walk-ins and appointments available at local pharmacies if provider is not able to administer
- 2. We do not need to persuade most people to get booster shots at this time, but we do need to make people aware of eligibility**
  - Based on our research, the vast majority of those currently eligible for a booster shot trust the vaccines and will follow the recommendations – *assuming they are aware and understand them*. The ~20 percent of those vaccinated who may be booster-hesitant will largely not be eligible to receive a booster until 2022.
- 3. We need to continue efforts to increase confidence amongst the unvaccinated, including answering questions about boosters**
  - Unvaccinated adults also need to easily understand who is eligible for a booster shot. Unanswered questions about booster eligibility are among the top reasons cited for waiting to get vaccinated.
  - Messaging about booster shots may increase vaccine hesitancy, particularly if it implies that vaccines are less effective. A perception of effectiveness is key to vaccine uptake.

## Topline Boosters Message

*People who got Pfizer and are age 65 and older, at high-risk for severe COVID, or work in a high-risk job can go get their booster, starting at least 6 months after their 2nd shot.*

- This is the first group of people eligible, and FDA and CDC will continue to evaluate data over the coming weeks and make determinations for additional populations going forward, including people who got Moderna and J&J.
- We will always follow the direction of scientists and public health experts and we will always be transparent with what we know, as soon as we know it.
- We are ready to distribute booster shots to all those eligible, free of charge, at tens of thousands of pharmacies, doctor's offices, and healthcare providers across the country.
- Getting any dose of the vaccine is easier than ever. Go to [vaccines.gov](https://www.vaccines.gov) to learn more and find a vaccine near you.

## The HHS public education campaign will largely continue its focus on the unvaccinated; we are relying on providers to...

1. **Proactively reach out** to patients by e-mail, text, or phone to alert them of eligibility and ease of access
2. Assist patients in **applying recommendations** to their unique circumstances
3. **Communicate ease & access** – no insurance / ID required; walk-ins and appointments available at local pharmacies if provider is not able to administer
4. Ensure patients who are vaccinated, but not yet eligible for a booster (especially because of brand of primary series), understand that we are still at beginning of the booster process; **more recommendations will be coming**
5. Continue to **increase confidence among the unvaccinated**