

# BLACK AUDIENCES CREATIVE BRIEF

## BACKGROUND

The [Ad Council](#) and [COVID Collaborative](#) are leading a massive communications effort to educate the American public and build confidence around the COVID-19 vaccines.

Guided by the leading minds in health and medicine and fueled by the best talent in the private sector, the COVID-19 Vaccine Education Initiative is designed to reach different audiences, including communities of color who have been disproportionately affected by COVID-19.

## AUDIENCE GOAL

Increase vaccine confidence amongst Black Americans by empowering people to get the answers they need, overcome myths and misinformation, and make an informed decision to protect themselves and their loved ones.

## AUDIENCE ROOTS OF HESITANCY<sup>1</sup>

- Concerns about **safety and side effects** from COVID-19 vaccination, driven by the speed of the clinical development process and the vaccines' novelty.
- Desire for more information to help make an **informed decision**.
- Higher rates of **distrust** in the **political and economic motives** of the medical community, government, and corporations.

## HESITANT BLACK COMMUNITY<sup>1 2</sup>

<b>Demographic skews</b>	<ul style="list-style-type: none"> <li>• Higher hesitancy among Black women</li> <li>• More likely to be employed as an essential worker</li> <li>• Less likely to have access to high quality healthcare</li> <li>• Skews towards Southern United States</li> </ul>
<b>Psychographic skews</b>	<ul style="list-style-type: none"> <li>• Less likely to trust in government</li> <li>• More likely to be suspicious of being 'guinea pigs'</li> </ul>
<b>Unique concerns</b>	<ul style="list-style-type: none"> <li>• Distrust is especially salient in the Black community because of medical and government mistreatment (e.g. Tuskegee study) that has contributed to cultural trauma.</li> </ul>

<sup>1</sup>National survey conducted via IPSOS; December 15-21, 2020 | n=1,992 adults 18+

<sup>2</sup>Qualitative interviews conducted via Ahuzl Research; December 8-18, 2020 | n=26 adults 25-60

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## MEDIA CONSUMPTION INSIGHTS

As of July 2021, there is a growing need to reach younger adults under the age of 35.

## GUIDING MESSAGING PRINCIPLES

- Lead with the “new news” to break through, such as variants or increasing local urgency.
- Lead with empathy and respect that people have real questions or concerns.
- Position vaccines as a way to help people protect themselves and their loved ones.
- Ideal tone is empathetic, urgent, authentic, and respectful if people have questions or concerns.
- Respect people’s independence and urge them to make an informed decision.
- Gain trust by being honest and transparent where appropriate.
- Pair the rational information with the emotional side of the moments we all miss.
- Welcome people’s questions, and point them to the latest clear information.
- Emphasize that an option is now available that’s fully approved by the FDA.
- Specific Black audience creative insights<sup>2</sup>
  - o Community is critical, with an emphasis on local neighborhoods, churches, and schools.
  - o Be careful of singling out Black communities and/or depicting responsibility for vaccination to be resting on their shoulders—creative should include diverse audiences.

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## CREATIVE PLATFORM

**It's Up to You** is a simple idea that can inspire brilliant executions. It's a framework that allows for independent, yet integrated communications efforts. We believe that uniting under this open-source creative concept will strengthen the key communications message and inspire people to learn more about COVID-19 vaccines.



- CTA: Visit [GetVaccineAnswers.org](https://GetVaccineAnswers.org) for all the latest information.
- URL: [GetVaccineAnswers.org](https://GetVaccineAnswers.org)
- Platform engages with current mindset, highlights social connections, and gives people a personal choice to make an informed decision.

### MESSAGES TO AVOID

- Negativity, fear, and reminders of how difficult the pandemic has been.
- Positioning getting a vaccine as “the right thing to do.”
- Overpromising that getting a vaccine will “flip the switch” and end the pandemic immediately.
- Using “back to normal” when things will never be normal for so many people – focus on “back to life” or “back to the moments we miss” as most compelling.

### TRUSTED MESSENGERS<sup>3</sup>

- **Medical experts and community health providers** are generally the most trusted sources. A call to action to “get vaccinated” is best to only come from these sources.
- **Word of mouth** is important to build a cultural consensus. Although people trust doctors for factual information, the feelings of **one's inner circle, community leaders, and faith leaders** can be equally important.
- **Celebrities** can be useful to amplify support or when they give a platform to medical experts to help share educational information (but stay away from celebrities telling people what to do).
- **Institutions** like CDC still carry credibility, but it can be just as effective to focus on trusted medical experts. Faith in government and the pharmaceutical industry is generally low right now.