



Talking to Parents about the COVID-19 Vaccines for Children

Parents have a lot of questions about the recent news that Pfizer's COVID-19 vaccine is now recommended for children age 5-11. New data from Made to Save and the de Beaumont Foundation shows that many parents are still undecided about vaccinating their children, but are motivated by messages about **health** and **community**.

Message Themes

The research tested five message themes in a randomly controlled trial. These were the top three messages that parents motivated parents of children age 5-11 to consider vaccinating them:



Health

COVID-19 is one of the top 10 causes of death among children. The COVID-19 vaccine is the best way to protect your child from getting sick, being hospitalized, or developing long-term symptoms.

This was the most effective message among white and Black parents of 5- to 11-year-olds, as well as more conservative parents.

Community

Having your child vaccinated will protect family members and friends, especially those who may be at high risk.

Almost all parents were motivated by this message, especially Latino, Asian, and Native American parents, parents with higher education, and vaccinated parents.

Fun

Being vaccinated will help kids be kids. It will enable them to safely do more of the activities they enjoy, like attending birthday parties, playing sports, and spending time indoors with friends and family members.

Parents of 5- to 11-year-olds, parents with more education, and parents who are vaccinated were more responsive to this message.

The messages above were more effective than messages about rigorous safety reviews and keeping kids in school, especially among parents of younger kids, vaccinated parents, and parents of color.

- **Among parents of 12-17 year olds**, the most effective messages were about protecting family members and friends and keeping kids in school.

Parents' Intentions to Vaccinate Children

46% of parents of children age 5-11 say they plan to get their child vaccinated against COVID-19. Among the parents most likely to say yes:

- Very or somewhat liberal
- Vaccinated
- White, Asian, or Black

More than half are either undecided or do not plan to get their child the COVID-19 vaccine.

Among the parents most likely to say they don't plan to (29% of all respondents):

- Very conservative
- Unvaccinated
- Hispanic or Latino/a
- Mothers

26% said they were undecided.

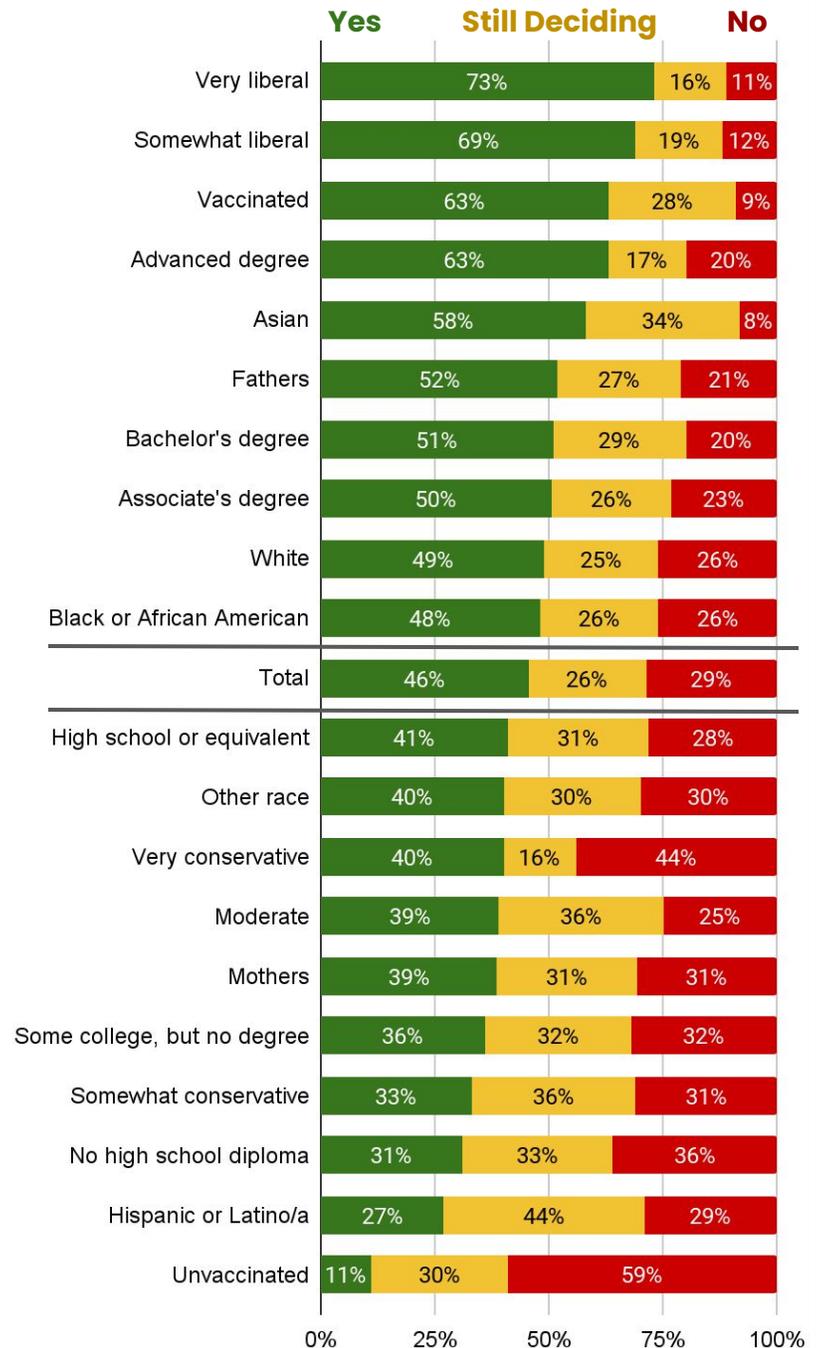
Among the parents most likely to say they were undecided:

- Hispanic or Latino/a
- Moderate or somewhat conservative
- Less than a college education
- Mothers

52% of fathers said they plan to get their child vaccinated, compared with 39% of mothers.

Among undecided parents, 52% believe that the rewards of the COVID-19 vaccine outweigh the risk. 48% believe the risk outweighs the rewards.

Do you plan to vaccinate your child(ren) against COVID-19?
Among parents of child(ren) 5-11 years old



Survey was run Oct. 29-Nov. 1 among 3,033 parents of children aged 5-17 by Civis Analytics. Respondents were divided into six groups; one control group which received no message, and five treatment groups, each of which received a different message. Toplines on the second page are from the control group. Results are weighted to the U.S. parent population; margin of error +/-3 percentage points on the full sample.

