

# COMMUNICATING ABOUT FDA APPROVAL TO BUILD CONFIDENCE IN COVID-19 VACCINES

August 23, 2021

The FDA's full approval of the Pfizer COVID-19 vaccine on August 23 presents an opportunity for public health experts and state, local, and federal officials to further emphasize the safety and effectiveness of the three COVID-19 vaccines.

In a new national poll conducted by Morning Consult on behalf of the de Beaumont Foundation, American adults identified the language that would be most likely to give them confidence in the FDA's approval process and the vaccines. The findings here reflect responses from unvaccinated adults.

## UNVACCINATED ADULTS SAID THESE MESSAGES MAY MAKE THEM MORE CONFIDENT IN THE VACCINES' SAFETY.

- *FDA's full approval of the first COVID-19 vaccine is an important milestone that should reassure anyone who has concerns about getting vaccinated. (27% said more confident, 54% no impact either way)*
- *With the FDA granting full approval for a COVID-19 vaccine, Americans can be even more confident that the COVID-19 vaccines work and are safe. (26% more confident, 52% no impact)*
- *All three COVID-19 vaccines have been proven to be safe and effective, based on extensive clinical trials and the fact that nearly 200 million Americans have received at least one shot without major complications. (26% more confident, 50% no impact)*
- *All three COVID-19 vaccines work. They reduce the risk of getting COVID-19 and greatly reduce your risk of being hospitalized or dying. (25% more confident, 50% no impact either way)*
- *For people who have said they will "wait and see," the results are in – the COVID-19 vaccines work, and they're safe. (22% more confident, 57% no impact)*

## UNVACCINATED ADULTS SAID THESE DESCRIPTIONS OF FDA APPROVAL WOULD GIVE THEM MOST CONFIDENCE IN VACCINES' SAFETY AND EFFECTIVENESS.

- *For full approval of a new drug, the FDA requires extensive data on safety and effectiveness, inspection of manufacturing facilities, and a comprehensive review of all clinical and "real-world" use. (32% chose this as one of two statements)*
- *When a vaccine receives the FDA's full approval, it's no different than the shot people have been getting for months. It just means we have even more data proving that it works and is safe. (26%)*
- *FDA's full approval means that a vaccine has cleared every level of review. (26%)*
- *Full approval represents the FDA's highest level of confidence in a drug's safety and effectiveness. (25%)*

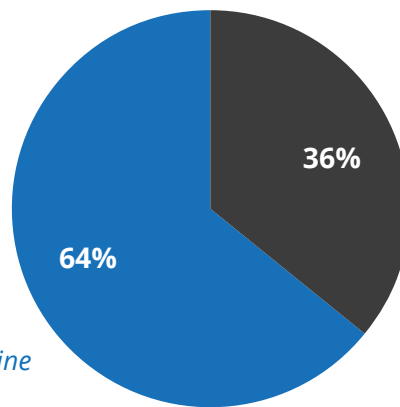
## WHICH OF THE FOLLOWING STATEMENTS WOULD MAKE YOU MOST LIKELY TO BE VACCINATED AGAINST COVID-19?

- *The Delta variant now makes up over 90% of all COVID-19 cases. (22% chose this as one of two statements)*
- *The FDA expects to be able to fully approve the first COVID-19 vaccine very soon. (22%)*
- *The COVID-19 vaccines are extremely effective at preventing serious illness, hospitalization, and death – even from the Delta variant. (21%)*
- *The Delta variant is twice as contagious as the original COVID-19 virus. (20%)*
- *While the long-term impacts of COVID-10 are still unclear, it's clear that once you get it, your life can be severely disrupted for months or years. (20%)*
- *None of these statements would make me more likely to be vaccinated. (33%)*

## SAMPLE SOCIAL MEDIA MESSAGES

- *If you've said you'll "wait and see" before getting a COVID-19 vaccine, now there's no reason to wait. With full FDA approval of the first of the three vaccines, you can have even more confidence that the vaccines work and are safe.*
- *Safe? Check. Effective? Check. Fully approved? Check. The first of the three COVID-19 vaccines has reached the highest level of approval. The vaccines are safe – and they work.*
- *Rigorous testing, real-world data, and billions of doses safely administered. With full FDA approval of the first vaccine, you can trust that the COVID-19 vaccines are safe and effective.*
- *After reviewing even more safety data, the FDA has given the Pfizer COVID-19 vaccine full approval – its ultimate vote of confidence. Join the millions who have already gotten a safe, effective, and free COVID-19 vaccine.*
- *The Delta variant has led to more COVID-19 infections, hospitalizations, and deaths – and unvaccinated Americans are most at risk. The good news: the FDA has fully approved the first COVID-19 vaccine. Get yours today to protect yourself and your loved ones.*

## PROOF OF SAFETY OR JUST ANOTHER BUREAUCRATIC STEP?



*Now that the vaccine has full approval – and not just “emergency use authorization” – people who have had concerns about the vaccines’ safety can have more confidence that they’re safe.*

*The FDA’s full approval of the COVID-19 vaccine is just another bureaucratic step. It doesn’t do anything to address concerns about the vaccines’ safety.*

## IF THE FDA GAVE ONE OF THE THREE COVID-19 VACCINES FULL APPROVAL. WHICH OF THE FOLLOWING COMES CLOSEST TO YOUR VIEW, EVEN IF NONE ARE COMPLETELY CORRECT? FULL FDA APPROVAL OF ONE OR TWO OF THE COVID-19 VACCINES WOULD ADDRESS...

