

STRATEGIC BRIEF: PARENTS OF KIDS 5–11

BACKGROUND

As of November 2021, the FDA authorized use of at least one COVID vaccine for children ages 5-11. **40%** of parents of children 5-11 are intending to get their child/children vaccinated as soon as they are eligible. Approximately **20%** of parents in this age group are highly resistant to the idea. **40%** of parents are on the fence—they have concerns, and they require more information and assurance that COVID vaccination is safe, effective, and worthwhile for their children.

KEY OBJECTIVE

Leverage targeted messaging, content and trusted influencers to motivate parents of children ages 5-11 to learn the facts about vaccinating their kids—the vaccine safety and effectiveness, and the major upsides compared to perceived risks.

TARGET AUDIENCE	Parents of children ages 5-11 and who are hesitant about getting their kids vaccinated. <ul style="list-style-type: none">• Not parents who are highly resistant to getting their kids vaccinated.• Not kids themselves
KEY AUDIENCE INSIGHTS	<ul style="list-style-type: none">• Vaccine hesitancy is higher for parents with younger children.• Parents are very hungry for more information. There's a lot to sort through when it comes to COVID vaccines, and equipping parents with an understanding of vaccines and key facts is critical to build trust.• Black and White parents are more cautious about vaccines for their children. The biggest gap is with White parents where only 41% are intending to vaccinate their child immediately. Black parents are also somewhat skeptical, with just 44% intending to vaccinate their kids when vaccines are authorized. Hispanic parents are more confident.

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MAIN MESSAGE



CALL-TO-ACTION

- Get the latest facts at [GetVaccineAnswers.org](https://www.getvaccineanswers.org) to help make an informed decision.
- Talk to your pediatrician or healthcare provider

The decision to get your child/children vaccinated is up to you—and we're here to provide you the information you need to make an informed decision. It's up to you.

- **COVID vaccines help protect our kids against dangerous new variants.** Now, nearly a third of children under 18 who are hospitalized with COVID-19, are admitted to the Intensive Care Unit. Authorized vaccines provide strong protection against serious outcomes.
- **Immunizing kids helps keep the whole family healthy.** Kids can pass the virus to other family members, including older relatives or adults who may be more vulnerable or have compromised immune systems. Protecting kids also helps protect everyone else in their lives.
- **COVID vaccines are a step towards helping kids thrive again.** Being protected against COVID means that kids can do more safely - and start to return to some of the things that haven't felt as normal during the pandemic.
- **Now is the time to get answers to your questions.** It's okay to have questions or want to know more information about the safety of vaccines. Start by learning more at [GetVaccineAnswers.org](https://www.getvaccineanswers.org), or talking to your pediatrician or health care provider.

CONSIDERATIONS

- Be empathetic; acknowledge that it's valid to have questions and want more information.
- Avoid any whiff of condescension, elitism, or chiding.
- Parents need to feel that messages are directly relevant to their specific concerns and questions around vaccinating children, not vaccination generally.

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KEY FACTS TO KNOW

- **COVID vaccines give kids strong protection.** Authorized vaccines are about 90% effective at preventing sickness from COVID-19 and provide strong protection against serious illness.
- **Doses are smaller for kids under 12.** Clinical trials found that smaller doses generated a strong immune response in kids while ensuring safety.
- **Doses are based on age rather than weight.** This is because vaccines activate a child's immune system rather than traveling through the bloodstream. Weight is not a factor.
- **Vaccines are closely monitored for safety.** Clinical trials with thousands of kids age 5-11 involved extremely careful safety monitoring procedures and did not find any serious long-term side effects.
- **COVID can affect kids.** Since the start of the pandemic, about 1.9 million children ages 5-11 years have been infected. More than 8,000 have been hospitalized and 94 have died, putting COVID as a top-10 cause of death for this age group in the country.