

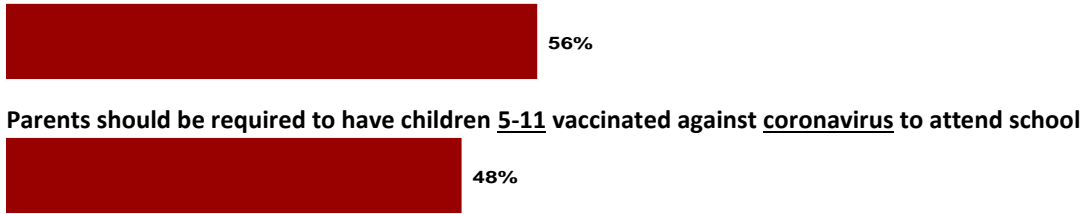
BACK TO SCHOOL: PARENT VIEWS OF COVID PROTECTION

Brief report from the tracking survey for communication strategy – WAVE IV

In partnership with ASTHO and NPHIC, the Harvard Opinion Research Program is conducting a series of surveys to provide robust evidence that can guide communications strategy around mask-wearing and vaccination in the evolving COVID-19 context. This update showcases results about parent views of school-based protections. Data are from the latest wave of the tracking survey (July 14-26, 2021) and highlight results specifically among parents with a child age 5-17 who will be in school in-person at least part-time during the upcoming school year (n=815; referred to as “parents” for ease). Key conclusions and tips for state, territorial and local health departments were developed from results and can be used to shape communications and outreach. This project is funded by the CDC.

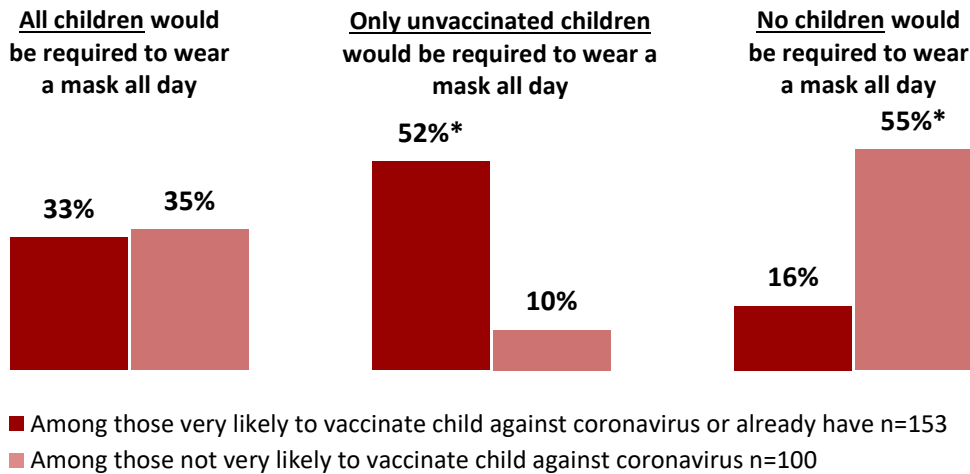
	Key Findings	Implications
Vaccine Requirements	<ul style="list-style-type: none"> • A slim majority of parents with a child age 12-17 going to school in-person have gotten or are “very likely” to get the coronavirus vaccine for those children. • Among their hesitant counterparts, only half would be more likely to get their child the vaccine if required for school; this includes just a quarter who would be “much more likely”. • Parents are divided on vaccine requirements. • Those who are not very likely to get their child vaccinated are vastly more likely to oppose requirements. 	<ul style="list-style-type: none"> • At this stage, vaccination requirements for in-person school are unlikely to be widely supported except in areas with high vaccination rates. • Moreover, it is not clear that large numbers of parents would be motivated to get the vaccine even if required for school; exemptions could be in high demand. • Anticipate concerns and exemption requests if messages around vaccination requirements are needed.
Mask Requirements	<ul style="list-style-type: none"> • A majority of parents support some mask-wearing policy in school for their older children (12-17). • Vaccine-hesitant parents are less likely to support mask policies, though policies requiring all children to wear masks are less polarizing than those focused on unvaccinated children. • Parents of younger children are divided about mask policies at school. 	<ul style="list-style-type: none"> • Calibrating parental support for school mask policies as related to community vaccination rates may be useful. • Understand that universal mask policies may be less likely to sew divisions than mask policies targeting unvaccinated children. • Highlight the equal nature of universal mask policies if possible.
Other Requirements	<ul style="list-style-type: none"> • Parents are more likely to support a range of other policies in schools, including frequent hand-washing; symptom checks; physical distancing; and requirements to stay home with a positive test. • While vaccine-hesitant parents are less likely to support such policies, there is still majority support even among these parents. 	<ul style="list-style-type: none"> • Emphasize the range of policies that schools may put in place to help protect children. • Situate policies that are less appealing in the larger context of multiple protections.
Trusted Sources	<ul style="list-style-type: none"> • Parents are most likely to trust health professionals for coronavirus information. • CDC is also relatively well trusted, followed by state and local public health agencies. • Parents are least likely to trust elected officials. 	<ul style="list-style-type: none"> • Bring in doctors and other health professionals as partners in messaging. <ul style="list-style-type: none"> ○ Consider health professionals who reflect the diversity of the communities you hope to reach. ○ Limit or avoid isolated messages from elected officials.

FIGURE 1. Support for school vaccination requirements among U.S. parents with a child in in-person school
Parents should be required to have children 12-17 vaccinated against coronavirus to attend school



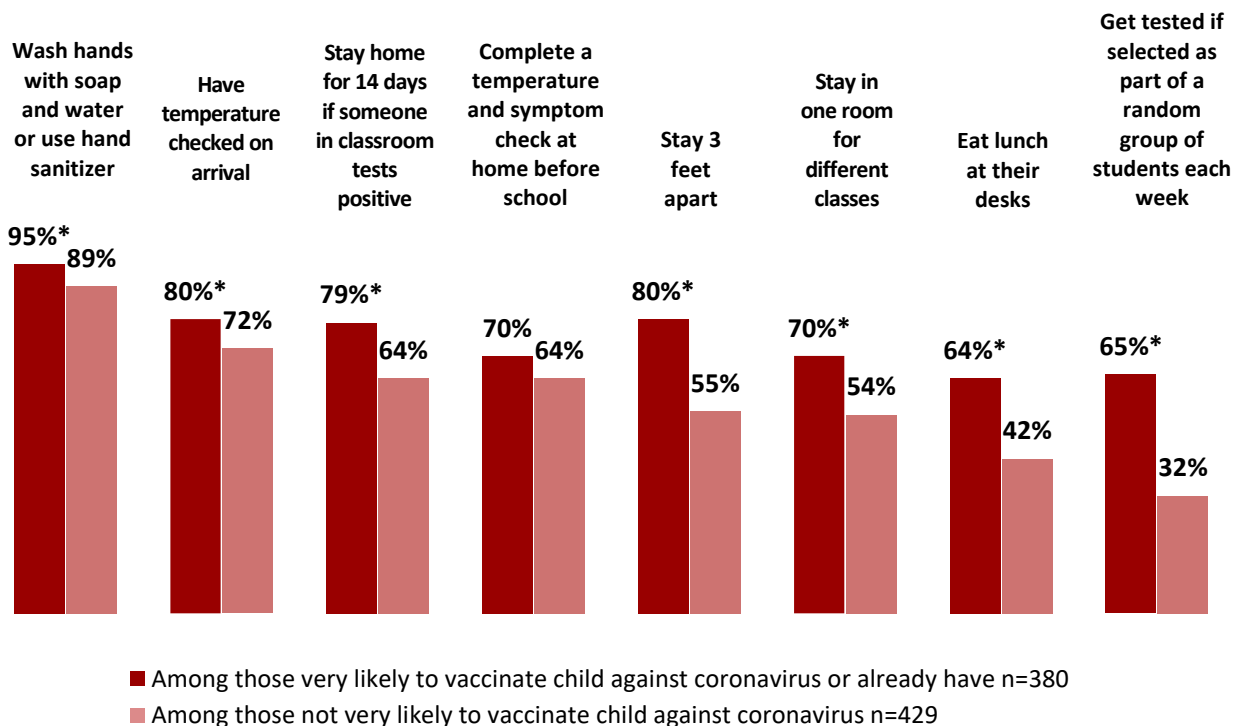
Note: Question specified that children who cannot get vaccinated for medical reasons are never required to get vaccinated in order to attend school and asked about vaccination requirements for all other children to attend school.

FIGURE 2. Support for school mask policies among U.S. parents with a child age 12-17 in in-person school, by likelihood of child vaccination



*Percentage is statistically significantly greater than corresponding group

FIGURE 3. Support for structural policies in schools to prevent coronavirus spread among U.S. parents with a child in in-person school, by likelihood of child vaccination



*Percentage is statistically significantly greater than corresponding group