

**FOR IMMEDIATE RELEASE**

**REAL CHEMISTRY, HILL COMMUNICATIONS AND THE NEW HOUSE (TNH) TEAM UP  
TO RELEASE COMPREHENSIVE RESEARCH REPORT ON VACCINE  
CONFIDENCE AMONG SYRACUSE UNIVERSITY STUDENTS**

*Report details sentiment surrounding students' confidence and hesitations  
toward the COVID-19 vaccine relative to their individual campus experiences*

SYRACUSE, NY (MAY 2021) – [Real Chemistry](#), a global health innovation company, has partnered with [Hill Communications](#) and [TNH](#), Syracuse University's student-run public relations and advertising firms, to release a comprehensive [signature research study](#) assessing vaccine confidence among SU students. The report, entitled "Get Shot Done: Vaccine Confidence Among Syracuse Students" was built upon digital survey responses from 472 students, two focus groups, and a social media conversation analysis.

Findings from the report include and expand on the following:

- 95% of respondents said they would get the vaccine if it meant a return to classrooms and regular social life on campus
- 86% of respondents said they are open to getting the vaccine as soon as it's made available to them
- 80% of respondents who don't want to get vaccinated reported it was because they were nervous about side effects

"The widespread impacts of COVID-19 have transformed student life," said Jesse Nadelman, Firm Director of Hill Communications. "Our research not only emphasizes this, but also uncovers insights surrounding the student body's substantial willingness to do whatever it takes to 'get back to normal'. We hope these findings can serve as a guide for universities and colleges nationwide looking to vaccinate their student populations for the 2021-2022 school year."

Following the research, throughout the duration of the campaign, Syracuse University [announced](#) a schoolwide mandate for students and faculty to get vaccinated before the Fall 2021 semester. Medical and religious exemptions will be accommodated.

At Syracuse University, this research has informed Hill Communications and TNH's vaccine confidence campaign, Get Shot Done SU. With the goal of increasing vaccine confidence university-wide, the Get Shot Done SU campaign spotlighted an Instagram account, [@getshotdoneSU](#), home to lighthearted video content, memes and informational posts delving into the vaccines' science and how to get vaccinated. The campaign efforts were featured in several Syracuse University [news outlets](#), on Syracuse-based social media accounts, and local broadcast television shows.

(more)

As the semester comes to a close, the campaign will culminate with an upcoming virtual event featuring panelists Indu Gupta, Onondaga County Commissioner of Health and Professor of Practice in Falk College; Annika Engineer, Practice Leader, Corporate Strategy and Crisis Communications at Real Chemistry; and Allen Griffin, Assistant Coach of the Syracuse Orange Men's Basketball team. Sean Dorcellus, a senior at SU studying Broadcast and Digital Journalism, will moderate the panelists' discussion around student confidence and hesitations toward the COVID-19 vaccine and our path forward. The panel will take place on Wednesday, May 19 at 7 p.m. and is open to the public. You can register for the event here: <https://bit.ly/3uMTeRn>.

The report is now available via the [Newhouse website](#).

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#### About Real Chemistry

Real Chemistry is a global health innovation company with an alchemic mix of 1,600 people and hundreds of clients and partners working from bench to bedside, making the world a healthier place. Purpose-built by Jim Weiss to address modern healthcare challenges, Real Chemistry is the culmination of 20 years of intentional, fiercely independent, sustained growth. With offices across the United States and Europe, Real Chemistry believes that the way to real, transformative change is through the uncommon combination of talents, disciplines and technologies.

For more information, please visit [www.realchemistry.com](http://www.realchemistry.com) and connect with us on [Twitter](#) and [LinkedIn](#).

#### About Hill Communications

Run out of the S.I. Newhouse School of Public Communications, Hill Communications is a student-run public relations firm that has been at the forefront of providing individualized communications services to its clients for over a decade. At Hill Communications, we aim to facilitate the transition of aspiring public relations students into the professional field through hands-on experience with paying clients, and allow opportunities for our members to gain different levels of responsibility and leadership. Our members are talented and motivated students who not only want to build their resumes and portfolios, but are dedicated to providing the best quality work. Hill Communications is part of the William P. Ehling chapter of the Public Relations Student Society of America (PRSSA), which is one of the largest and most prestigious chapters in the nation. The firm celebrated its 20th anniversary during the 2020-2021 school year, with 60+ members and nine clients.

#### About TNH

The NewHouse, commonly known as TNH, is Syracuse University's on-campus advertising agency. It is the largest and most successful student-run agency in the nation. Started by Edward Russell in 2007, TNH gives students hands-on client experience while they continue their academic careers. The goal of TNH is to provide an unparalleled opportunity to learn and gain experience while obtaining a competitive edge in the ad industry pre-graduation. Our leadership and student associates are handpicked and changed every year to create a constant flow of fresh ideas.