

# COVID-19 VACCINE EDUCATION INITIATIVE

## MESSAGING DO'S AND DON'TS

*Getting back to the moments we miss starts with getting informed.*

**As vaccination efforts** extend across the country, over half of those who have not yet been vaccinated say they still need more information before making a decision.

It's not about convincing friends and neighbors to get vaccinated. It's about equipping every person with solid information to make an informed decision about vaccination for themselves and their families. The talking points and resources below provide the latest information so everyone can make an informed decision that's right for them.

### Key Messaging Principals

**LEAD WITH EMPATHY** - Treat questions with respect. We're not trying to convince people – we're helping people make informed decisions.

**EMPOWER WITH INFORMATION** - Create a surround sound of facts to help people understand key areas around safety and protection.

**TRUSTED MESSENGERS** - Put medical experts and trusted sources at the forefront.

Encourage people to talk with their doctor or health care provider about their questions.

### Messages that Resonate

- **Acknowledge Concerns:** Acknowledge people's hesitancy rather than challenging it. It's normal to have questions.
- **Appeal with Facts:** Give people transparent, substantiated answers that address safety concerns and elevate benefits of vaccination.
- **Protection:** Emphasis on protecting myself, loved ones and those most vulnerable.
- **Personal Decision:** Acknowledge that the decision is theirs to make. For many, talking to their doctor or healthcare team can help in the decision-making process.

### Messages to Avoid

- **Negativity & Fear:** Avoid reminders of how difficult the year has been, as it can invoke a sense of hopelessness – most people don't need to be reminded.
- **The Right Thing To Do:** References to “step up” or “do your part” can come off as pushy or accusatory – we are focused on getting information out.
- **Over-Promising:** Fully defeating COVID-19 is a long-term process. Avoid messages that imply vaccine availability will “flip the switch”.
- **“Back to Normal”:** For many people, post-pandemic life will never be “the way it was.” For others, life is very much back to normal so for most, this message doesn't feel relevant.

### What You Can Say

- It's okay to have questions...
- Talk to your doctor or health care provider...
- It's your decision...



Get the latest Information at [GetVaccineAnswers.org](https://www.getvaccineanswers.org)