#THIS IS OUR SHOT

Top 5 Messages

- **Safety**

  The vaccine will help protect you from getting sick from COVID. Millions of Americans have been safely vaccinated and are now protected against COVID.

- **Side Effects**

  After vaccination, many people feel:

  1. **Sore arm** *(near site of shot)*
  2. **Tired or fatigue**
  3. **Headache**
  4. **Muscle pain**
  5. **Joint pain**

  Side effects can be normal and are a sign your body is activating to protect you.

- **Effectiveness and Choice**

  The best vaccine of them all? The one you can get first! Each vaccine is 100% effective in saving your life from COVID! It will allow us to get back to the things we love and miss. (Avoid mentioning "normal").

- **Speed**

  Health experts took all the necessary steps to produce a safe vaccine. It was built on 20 years of research and science.

- **Questions?**

  It's good to be careful when new things come along. We are glad you want to know more. Ultimately, the choice is yours to get it now, later, or not at all. Talk with your doctor or healthcare provider to discuss if it is right for you. (Can also share *www.getcovidanswers.org*)

COVID-19 VACCINE CONVERSATIONS

LANGUAGE DO'S & DON'TS

Do Say	Don't Say
Vaccination	Injection or shot
A safe and effective vaccine	A vaccine developed quickly
Authorized by FDA based on clinical testing	Approved by FDA, Operation Warp Speed; Emergency Use Authorization[1]
Get the latest information	There are things we still don't know
Keep your family safe; keep those most vulnerable safe	Keep your country safe
Public Health	Government
Health / medical experts and doctors	Scientists
People who have questions	People who are hesitant, skeptical, resistant, or "anti-vaxxers"

1. The perceived speed of vaccine development is a current barrier among many audiences

These recommendations are based partly on research conducted by the de Beaumont Foundation.

Messaging Elements That Resonate

Validate Concerns & Answer Questions

Acknowledge people's hesitancy rather than challenge it. Provide scientifically-base plain language answers.

Moments Missed

Reference things the people miss most. With many feeling COVID-19 fatigue, missed moments (especially human connections that we took for granted Like visiting family and friends) serve as a powerful reminder of the ultimate end goal: vaccination as a pathway to the possibility of regaining these moments.

Protection

Emphasize "protecting myself, loved ones and those in my community" (rather than "coming together as a nation").

Positive Tone

Be inviting and respectful as opposed to demanding. Acknowledge that the "choice is yours to make," which connects with the deeply rooted American value of liberty.

Messaging Elements That DON'T Resonate

Negativity & Fear

People push back when reminded of how difficult a year it's been—it tends to put them in a pessimistic, hopeless or frustrated frame of mind. Fear tactics are likely to backfire because this does Little to generate trust or answer people's questions about vaccines.

Guilt

References to "many people already stepping up" can come off as pushy or accusatory.
Those who are hesitant do not see themselves as "free riders" letting others take risks first; rather, they are worried about being "guinea pigs" for new COVID-19 vaccines.

Overpromising

Avoid claims that are unproven. Being overly rosy may cause concern. Be clear about the facts without any sugarcoating.
Most people understand that mass vaccination is a long-term process. Avoid messages that inadvertently imply that vaccine availability will "flip the switch."

"Back to Normal"

Some just want things to "get back to normal," but for others, post-pandemic Life will never be "the way it was." It's more about getting back to life rather than back to normal.
Messages that focus on economic recovery—rather than public health—do not perform well.

Research, insights, & content provided by Kaiser Family Foundation, AdCouncil, & COVID Collaborative

Help **spread the truth** about COVID vaccines.