

## How to Encourage COVID-19 Vaccinations

### Do's and Don'ts from the COVID-19 Collaborative Vaccine Education Initiative:

#### Do Say

Vaccination  
Safe and effective vaccine  
Authorized by FDA based  
on clinical testing  
Get latest information  
Keep family safe and the  
most vulnerable safe  
Public Health  
Health/medical experts/drs.  
People who have questions

#### Don't Say

Injection or Shot  
Vaccine developed quickly  
Emergency Use Authorization, Warp Speed  
Things we still don't know  
Keep your country safe  
Government  
Scientists  
People who are hesitant, resistant, anti-vaxers

### The main points to consider including in your note:

- Alert recipient that they are now eligible to get the COVID 19 vaccine (April 15 in CA, April 19 throughout the nation;
- Let them know you are now vaccinated and how great it is and why; and
- Encourage them to join you in getting the vaccination so we can all safely be with people again and go about our lives.

### SAMPLE COMMUNICATION

Hi \_\_\_\_\_,

On April 19, everyone over 16 is eligible to be vaccinated against COVID-19. Yay! So, of course, I thought immediately of all the young folks in my life that I dearly love, including you. Most of my friends and I are now fully vaccinated and it is such a relief to know that we're protected and can help protect everyone else in our community. If you have any questions about the vaccine, do go to [cdc.gov](https://www.cdc.gov) or talk to your doctor. But if you're having trouble finding a vaccination site, I'm happy to help. Just holler. If you live in California, this website is an easy way to make an appointment: <https://myturn.ca.gov/>. Let's make this happen!

Lots of love,

Hi \_\_\_\_\_,

Finally, everyone over 16 years of age is eligible to get vaccinated against COVID- 19 on April 19. If you live in California, this website is an easy way to make an appointment: <https://myturn.ca.gov/>. I hope you can schedule an appointment soon. It was such a relief to get my vaccination and know I'm protected, and that I am protecting vulnerable folks too. I can hardly wait to safely be with family and friends, co-workers, and anyone sitting in a restaurant! The sooner most of us are vaccinated the sooner we can make this happen. Join me! If you need more information about getting a vaccination, go to [cdc.gov](https://www.cdc.gov), your County Public Health website or talk to your doctor.

See you soon!