

How to Encourage COVID-19 Vaccinations

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

| Do Say | Don't Say |
|--|---|
| Vaccination | Injection or Shot |
| Safe and effective vaccine | Vaccine developed quickly |
| Authorized by FDA based on clinical testing | Emergency Use Authorization, Warp Speed |
| Get latest information | Things we still don't know |
| Keep family safe and the most vulnerable safe | Keep your country safe |
| Public Health | Government |
| Health/medical experts/drs. | Scientists |
| People who have questions | 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 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, your County Public Health website or talk to your doctor.

See you soon!