

A person is holding a large white sign. The sign has the text "Vaccine communication" written on it in a bold, yellow, sans-serif font. The text is split across two lines: "Vaccine" on the top line and "communication" on the bottom line. The background of the text is a solid red color. The person holding the sign is wearing a blue shirt, and their hands are visible on the left and right sides of the sign. The background is slightly blurred, showing other people in the distance.

Vaccine communication

Why get vaccinated?

COVID-19 has affected many.

Vaccines will help us end the pandemic and return to normal.

Your communities are relying on you.

Keep healthy to protect our most vulnerable.

You want to stay healthy.

Keep yourself, your friends and your family safe.

How to discuss the vaccine

1. Connect before you communicate

- Build common ground

2. Personalize the information

- Talk about COVID-19 in the context of their life

3. Share your own experience





A few pointers on effective communication:

- Spend time to find the common ground
- Remember the gist of what you're trying to communicate
 - People make decisions on gist!
- Use personal testimony or anecdotes
- Keep messaging simple: use simple numbers



A few pointers on tailoring the message:

Keep it around their identity:

- Acknowledge their circumstances

For vaccine hesitant people identifying with an ethnic group:

- Respectfully acknowledge historical harms of vaccines and medical experimentation
- Bridge trust by pointing to local champions and support groups

Highlight community benefits

- Call out adverse effects of COVID on the specific communities they are apart of
- Speak about strengthening their community with vaccine protection

COVID-19 Vaccine Communication Framework

Pr

Proactively start the conversation with a **Pr**esumptive statement.

O

Offer to share your knowledge about the facts and your experience with having had the vaccine.

T

Tailor the recommendations to their specific health concerns.

C

Address specific **concerns** (should not be the bulk of the conversation).

T

Talk through a specific plan for where and when to get the vaccine.

Pr

Proactively start the conversation with a **Pr**esumptive statement.

I am here to support you as you make the decision to take the vaccine. I had the chance to receive the vaccine myself and am happy to help you get protected too.

O

Offer to share your knowledge about the facts and your experience with having had the vaccine.

I have been thinking a lot about this vaccine for myself and my family members. I have also taken steps toward educating myself on the benefits of the vaccine. Can I share some of what I know with you?

T

Tailor the recommendations to their specific health concerns.

Because of your conditions (ie., diabetes and high blood pressure), you are at high risk of being hospitalized with COVID-19. In order to maintain the good quality of life you have right now, it is important to consider getting vaccinated.

C

Address specific **concerns** (should not be the bulk of the conversation).

I had the chance to take the vaccine myself and am happy to help you make the decision too, so you can be protected.

T

Talk through a specific plan for where and when to get the vaccine.

You can do the following to get the vaccine (list steps). I can help you make your appointment through a local pharmacy or online.