

# COVID-19 VACCINES

# MESSAGING GUIDANCE



## OVERVIEW

It's critical to lead with empathy when communicating about COVID-19 vaccines, affirming that it is normal to have questions and directing folks to resources and guidance that can help them make their decision. The strongest messages emphasize that COVID-19 vaccines are the best tool we have to protect ourselves and our loved ones. Below, you will find sample messaging broken out by issue.

## GENERAL VACCINE INFO

Getting vaccinated is the best way to protect yourself and your loved ones against COVID-19.

COVID-19 vaccines offer the best protection against serious illness and hospitalization.

It's normal to have questions about the COVID-19 vaccines. Get the answers you need so you can make your own decision.

If you have COVID-19 vaccine questions, there are answers. Talk to a doctor, nurse, or pharmacist to get the information you need.

COVID-19 vaccines are free and widely available. Find one near you today

Any reason is a good reason to get a COVID-19 vaccine.

## BOOSTERS

Boosters help keep your protection strong against COVID-19.

All Oregonians 5+ are eligible for a COVID-19 booster.

The best way to protect yourself from COVID-19 is to get vaccinated and boosted.

Boosters provide the best protection against COVID-19 and new variants.

Boosters are free and widely available.

## PARENTS AND CAREGIVERS

Getting your child vaccinated is the best way to protect them against COVID-19. Children ages 6 months and older are eligible for a vaccine.

A COVID-19 vaccine will help protect your child from severe illness, hospitalization, and death.

The vaccine is the best tool we have to protect kids from the effects of COVID-19.

It's normal to have questions about the COVID-19 vaccines, talking to your child's pediatrician is a great place to start.

More than 8 million kids have gotten at least one dose of the pediatric COVID-19 vaccine, including over 125,000 kids here in Oregon.

## RESOURCES

[Oregon Vaccine Info FAQ](#)

[COVID-19 Vaccine Appointment Finder](#)

[Oregon Vaccine Info - Vaccine Voices \(stories from rural Oregonians\)](#)

[The Ad Council's COVID Collaborative - Rural Vaccine Education Resources](#)