

COVID-19 Vaccine Messaging Tips

DO

Share information and offer positive encouragement and empathy!

DON'T

Shame or judge people for being hesitant or not being vaccinated yet!

DO

Keep your conversations friendly at all times, and politely end the conversation if someone becomes angry or agitated.

DON'T

Argue about the merits of the vaccine and/or requirements. If the person is very resistant to getting the vaccine, thank them for their time and move on.

DO

Go the extra mile to help people make a plan to get vaccinated if they ask for your help. We may be the only resource that has reached them!

DON'T

Get discouraged if you're not reaching a lot of people. The next person you reach may need to hear from us and can benefit from our resources!