

Building confidence for the COVID-19 vaccine is a critical component of effective public health. Active listening, combined with validating existing hesitation or concerns, demonstrates an effort to meet individuals where they are and an opportunity to provide information. In your effort to build vaccine confidence, consider the following approach:

*“Are you considering the COVID-19 vaccine? Why/Why not? May I provide you with some information?”*

*“We understand some people may have questions/hesitation. May I provide some information to you today that might help?”*

*“Is there additional information that would be useful as you make your decision?”*

When delivering this information, we encourage you to:

- Tailor the communication to each audience.
- If comfortable, share a personal story so that the information is relatable.
- Focus on messages that include hopefulness and excitement.

Outlined below are **five key messages** aimed at raising vaccine confidence by providing clear, straightforward information.

### **Key Messages:**

#### ***The COVID-19 vaccine was developed following rigorous approval processes.***

- The COVID-19 vaccine was developed quickly due to federal funding and the world’s leading scientists working together to learn about the disease.
- The Food and Drug Administration (FDA) and Centers for Disease Control and Prevention (CDC) approved the Pfizer and Moderna COVID-19 vaccine for Emergency Use Authorization after following both agencies’ stringent standards and processes.

#### ***The COVID-19 vaccine is safe.***

- Both the Pfizer and Moderna vaccines were tested in large clinical trials of more than 70,000 participants, with meaningful representation across diverse populations across the country.
- Neither the Pfizer nor the Moderna vaccine use a live virus that causes COVID-19.

### ***The COVID-19 vaccine is effective.***

- Both the Moderna and Pfizer vaccines have an efficacy rate of at least 94%.
- The side effects of the COVID-19 vaccine demonstrate your body is doing what it needs to build up immunity.
- Millions of people in the United States have already received COVID-19 vaccines, with many reporting mild to moderate side effects including:
  - Soreness at the injection site
  - Flu like symptoms, including fever, chills, tiredness and headache

### ***The COVID-19 vaccine will help eradicate the spread of COVID-19.***

- The COVID-19 vaccine works by teaching your immune system how to recognize and fight the virus that causes COVID-19, and that protects you from getting sick.
- By getting vaccinated, you are protecting more than just yourself – you are protecting your family, friends, those you work with and those in your community.
  - People of color have been getting sick and dying of COVID-19 at rates higher than their non-people of color counterparts.
- The results show that the potential benefits of the vaccine outweigh the known and potential harms associated with COVID-19.
- Getting vaccinated will help us turn the corner on the pandemic.

### ***Get vaccinated as soon as the vaccine is available to you.***

- The supply of COVID-19 vaccine is still limited.
- The CDC has provided recommendations to federal, state and local governments on which groups should be vaccinated first.
- When the vaccine is available to you, make every effort to get it.

