

Choose to Get Vaccinated: Vaccines Bring Us Closer

Campaign launch date: Friday, May 21, 2021

COVID-19 Vaccine Scripts

VIDEO	AUDIO	COMMENTS
<p>How are Vaccines Developed?</p> <p>Pre-Clinical trials Clinical trials – 3 phases Licensing – independent policy makers Emergency Use Authorization</p> <p>You are important to your family and friends. Choose to get vaccinated today.</p> <p>LOGOS</p>	<p>1. Vaccine Development:</p> <p>Vaccine safety is always a top priority.</p> <p>Like other vaccines, the COVID-19 vaccines being developed have been through the same trial phases and rigorous process required for all vaccines.</p> <p>Global efforts on the development of the vaccine are built on existing research from previous coronaviruses like MERS and SARS1.</p> <p>As COVID-19 vaccines are approved for their broad use in the population, be reassured that they will continue to be monitored to identify any adverse events.</p> <p>Your safety is our top priority. Vaccines bring us closer.</p> <p>Choose to get vaccinated.</p>	<p><i>Single overarching communication outcome (SOCO): To demystify vaccine development and encourage persons to trust and take the COVID-19 vaccine</i></p> <p>Target Audience: Health Care Workers</p>

VIDEO	AUDIO	COMMENTS
(leave spot for local ministries) PAHO/WHO and UNICEF	FOR AUDIO: A message from the Pan American Health Organisation, UNICEF and the Ministry of Health.	
<p>How do vaccines work?</p> <p>How does the immune system work?</p> <p>LOGOS (leave spot for local ministries) PAHO/WHO and UNICEF</p>	<p>2. How do vaccines work?</p> <p>Over the years, vaccines have protected us from serious diseases like whooping cough, chicken pox, polio, measles and others. Vaccines help your immune system do its job better and faster. And that protects you from serious diseases.</p> <p>Like a police officer, your immune system is always on patrol in your body looking for invading germs.</p> <p>When it come across a germ, it begins releasing antibodies to fight the germ. These antibodies work to attack, weaken, and destroy the germ.</p> <p>The CoVID-19 vaccine is no different. It will work to help your immune system fight COVID-19 effectively.</p> <p>You are important to your family and friends.</p> <p>Vaccines bring us closer. Choose to get Vaccinated.</p> <p>FOR AUDIO: A message from the Pan</p>	<p><i>Single overarching communication outcome (SOCO): To demystify vaccines and encourage persons to trust and take the COVID-19 vaccine</i></p> <p><i>Animated video/audio clips</i> <i>Social media cards/digital cards/banners</i> <i>Posters</i></p> <p><i>Target Audience: General Public</i></p>

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<p>Testimonial: I have taken the vaccine - TBC</p> <p><i>CG: Prof. Peter Figueroa Head of Caribbean Immunisation Technical Working Group (CITAG)</i></p>	<p>American Health Organisation, UNICEF and the Ministry of Health.</p> <p>3. Vaccine Safety</p> <p>V/O: Vaccine safety is always a top priority, and this is no different for the COVID-19 vaccines.</p> <p>FOR AUDIO: Here is Head of the Caribbean Immunisation Technical Working Group, Prof. Peter Figueroa</p> <p>IN: The COVID vaccines that we have... OUT: ...if you get COVID</p> <p>As COVID-19 vaccines are approved for use in the general population, monitoring for safety continues. Each COVID-19 vaccine goes through the same clinical trials and rigorous study as with all other vaccines, with the focus on safety and efficacy.</p> <p>IN: Nothing goes into the nucleus... OUT: ... it will keep us safe.</p> <p>Vaccines bring us closer. Choose to get Vaccinated.</p> <p>FOR AUDIO: A message from the Pan American Health Organisation, UNICEF and the Ministry of Health.</p>	<p><i>Single overarching communication outcome (SOCO): To encourage HCW and target groups to take the vaccine and trust the safety of the vaccine.</i></p>

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	<p>4. Side Effects</p> <p>Following the COVID-19 vaccination, some people may experience side effects, such as soreness at the injection site, chills, nausea, body aches, or a fever, but these symptoms go away after a few days.</p> <p>These side effects are a result of your immune system responding to the vaccine and are <u>not</u> a sign that you are sick with COVID-19. The COVID-19 vaccines will not give you COVID.</p> <p>When you receive your vaccine, the health worker will advise you what to take if you are experiencing any of these side effects.</p> <p>Remember, these mild side effects cannot compare to you <u>not</u> being able to share memorable moments with your family and friends if you fall gravely ill from COVID.</p> <p>Vaccines bring us closer. Choose to get Vaccinated.</p> <p>FOR AUDIO: A message from the Pan American Health Organisation, UNICEF and the Ministry of Health.</p>	
Nurse	<p>5. Benefits of receiving the vaccine</p> <p>Vaccines protect you and they protect me</p>	<p><i>Single overarching communication outcome (SOCO): To create an emotional impulse and inspire persons</i></p>

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<p>Shots: Cu shots infants, young children, pregnant women,</p>	<p>Getting vaccinated is one of the <u>most</u> important things you can do to keep yourself and your family safe and healthy.</p> <p>Once enough people are immunized, opportunities for an outbreak of disease become very low.</p> <p>If we all choose to get vaccinated, we contribute in getting back to spending quality time with our loved ones in a safe way.</p> <p>Vaccines bring us closer. Choose to get Vaccinated.</p> <p>FOR AUDIO: A message from the Pan American Health Organisation, UNICEF and the Ministry of Health.</p>	<p><i>to take the COVID-19 vaccines</i></p>

Helpful documents:

1. Frequently Asked Questions (FAQs) about COVID-19 Candidate Vaccines and Access Mechanisms. Version 3, 6 January 2021 (<https://iris.paho.org/handle/10665.2/53195>)
2. Addressing COVID-19 Vaccine Myths Material for general public and healthcare workers 15 January 2021 - <https://iris.paho.org/handle/10665.2/53214>
3. Communication in Crises Related to Vaccine Safety: Technical Guidance <https://iris.paho.org/handle/10665.2/53221>
4. Guidance on developing a national deployment and vaccination plan for COVID-19 vaccines https://www.who.int/publications/i/item/WHO-2019-nCoV-Vaccine_deployment-2020.1
5. Communicating about Vaccine Safety: Guidelines to help health workers communicate with parents, caregivers, and patients <https://iris.paho.org/handle/10665.2/53167>
6. Communication materials (updated over time) - <https://www.paho.org/en/covid-19-vaccines> COVID-19 vaccines and safety