



CHOOSING THE RIGHT WORDS

QUICK GUIDE

SAY: "Thank you for sharing your thoughts with me," or "I appreciate the questions you're asking."

SAY: "A vaccine will train your body to fight Covid-19 so you won't get sick if you come into contact with it later."



DON'T SAY: "You're putting your family at risk if you don't get vaccinated"

SAY: "protecting those we love" rather than "getting out of lockdown."

SAY: "protecting your loved ones" rather than "protecting our country."

SAY: "Black/Latinx/Native American/Asian and Pacific Islander communities are most at risk from Covid-19 infection. This is because they don't have equal access to health care and their risk of exposure is higher. That's why vaccination efforts focus on these communities. That's also why it's important to make vaccination easily accessible to everyone."

SAY: "The vaccine will give you protection against the coronavirus." Use the word "protection" instead of "immunity" or "antibodies."

SAY: "Scientists were able to develop vaccines quickly because they already had years of research to build on. The FDA made sure no corners were cut in the safety testing. Hundreds of millions of people around the world have now been safely vaccinated."

SAY: "ultimately the choice is yours to make."

SAY: "people who have concerns about vaccination." (Even if they are "anti-vaxxers").



DON'T SAY: "the vaccine is the key" or "vaccine availability will flip the switch."

SAY: That "the vaccine is free and available to everyone. You don't have to have health insurance or legal immigration status. You do not have to pay anything."