

COVID-19 Vaccine Education Video Script

How to use this script template

This video script content addresses several topics related to COVID-19 vaccines. You can use this script to create videos to show as a part of vaccine clinic promotion, during a vaccine clinic, or in any other settings where you share COVID-19 vaccine information.

When creating a video, choose the sections of the script that are most relevant to your community and their needs. You can use all the content, mix and match topics, or rewrite or reorganize the sections.

For example, if there are myths circulating in your community, you may want to use the content related to ingredients, getting sick after the vaccine, concerns about microchips, or concerns about DNA. Or, if people in your community want to be prepared to get their shot, you can use content on ID, cost, what to expect, and side effects.

These are just suggestions—you may use any combination of topics that work for you. This is a template and is intended to flexibly support your COVID-19 vaccine video needs. Because of this flexibility, there are no transition statements in the script. If needed, please add your own transition statements between topics when you create your video.

We suggest keeping your video under three minutes so people can easily watch and remember what they learned. You do not need to use all the content in one video. If you would like to use all of the content, consider creating several short videos.

Suggested script:

Introduction/opening

[Personalized opening (10-15 seconds): introduce yourself, what organization you represent, and your role within organization or what community you are affiliated with and your role. Share why you are investing your time in putting together this video]

There is a lot of information out there about the COVID-19 vaccine. It really can be overwhelming trying to make sense of all the science—and peoples' opinions—while trying to figure out what is best for you.

The information I will share today comes from the Washington State Department of Health, the Centers for Disease Control and Prevention and the U.S. Food and Drug Administration. Getting vaccinated is your choice, and it's important to make an informed decision. I encourage you to

do your own research using reliable sources like the Department of Health, or talk to nurses, doctors, and community health workers.

Use if you want to address: Proof of citizenship

You do not need to be a U.S. citizen or show proof of citizenship to get the vaccine. Regardless of citizenship or immigration status, all people in Washington can get vaccinated. The only rule is you need to be age 12 or older.

Use if you want to address: ID requirements

When you get your vaccine, you may be asked for ID or a Social Security number. But you do not need to show these if you don't want to or don't have them.

Use if you want to address: Cost

The vaccine is provided at no cost to everyone, even for people without insurance. You should not be charged out-of-pocket costs or get a bill. If you have insurance, share it with your vaccine provider, but if you don't have insurance that's ok! You can still get the vaccine at no cost.

Use if you want to address: Language access

If you need help in [language] or have other communication needs, ask your vaccine provider. Interpretation services may be available.

Note to presenter: fill in the specific language(s) that are relevant to those watching the video.

Use if you want to address: Types of vaccines

There are currently 3 vaccines that can protect you from becoming seriously ill or dying from COVID-19. All of these vaccines are highly effective at preventing COVID-19, and greatly reduces your chances of getting very sick or dying from COVID-19. You only need to get one brand of vaccine.

- The Pfizer vaccine is two doses, taken 3 weeks apart. Anyone 12 and older can get the Pfizer vaccine.
- The Moderna vaccine is also two doses, taken 4 weeks apart, and is for anyone 18 and older.
- The Johnson & Johnson vaccine is just one dose and is also for anyone 18 and older.

Use if you want to address: What to expect after the vaccine

Before you get the vaccine, your provider will ask you some questions to check your risk of allergic reactions. After you get the vaccine, you will need to stay at the site for 15 minutes. While you wait the provider will watch for vaccine reactions. Reactions to the vaccine are very rare. Your vaccine provider is trained to respond and will know how to help you if you do have a reaction.

After you get your first vaccine you will get a vaccination record card. This card is a record or proof that you have received the COVID-19 vaccine. Keep this card to track the date, type of vaccine you got, and how many doses you've received. You should also keep it in case you need to prove that you are vaccinated for COVID-19. Take a picture of the card or make a photocopy in case you lose it.

If you got the Pfizer or Moderna vaccine, ask if you can schedule your second appointment while you're at the clinic for your first appointment.

It will take up to two weeks after you are fully vaccinated for maximum protection. Then you can go back to doing many of the things you did before the pandemic. You are considered fully vaccinated 2 weeks after your 2nd dose of Pfizer or Moderna, or 2 weeks after your single dose of Johnson & Johnson. Check out the website LifeAfterVaccine.org to find out more about what you can do once you're fully vaccinated.

Use if you want to introduce information based on commonly asked questions about the vaccine

As you may already know, the COVID-19 vaccines were approved by the FDA for emergency use and our medical providers and health departments are doing their best to get the vaccine to all Washington residents.

For some people, it is stressful to think about getting the vaccine because they are just not sure how their body will respond. It's normal to be nervous about any medical treatment, and it is always good to ask questions. What's good to know is that after tens of millions of doses of the vaccine given, we've seen that most people react fairly similarly to the vaccine. Many people simply get a sore arm and feel a bit tired for a couple of days. Others may have chills or a slight fever that goes away quickly. Some people don't feel any side effects at all. More severe reactions are very rare.

Use if you want to address: Ingredients in the vaccine, including myths about certain ingredients

The vaccines are made using fat, salts, and sugars to help them work better in your body. The ingredients are all safe and needed for the vaccine to protect you. Please note that the vaccines do not contain parts of fetuses or fetal cells, latex, metals, tracking devices, preservatives, or any animal by-products including pork products or egg products. The vaccines do not contain the virus that causes COVID-19.

Use if you want to address: Myths about tracking or chips in vaccine

There are myths going around about microchips and tracking. There is no microchip or other tracking devices in COVID-19 vaccines, or any other vaccines. The vaccine does not track people or collect personal information. The government does record the fact that a vaccine was given, but they will not and cannot track you! The record is created from the form you fill out when

you get your vaccine. So, no, there is no chip in the vaccine. There have never been chips in vaccines! Providers [like me] do use state immunization records to log patients vaccinations, including the COVID-19 vaccine. We use these records to remind you if you are overdue for vaccines and to know who is vulnerable during disease outbreaks.

Use if you want to address: Vaccine safety for BIPOC community

The FDA authorized these vaccines after reviewing a lot of evidence. Independent experts confirmed that they meet high safety standards. People of many races and ethnicities participated in the trials for the vaccines. For the Pfizer and Moderna vaccines, about 30% of U.S. participants in the vaccine trials were Hispanic, Black or African American, Asian, or American Indian or Alaska Native and about half were older adults.

For the Johnson & Johnson vaccine, at least 38% of all participants in the vaccine trials identified as Black or African American, Asian, or American Indian or Alaska Native and about half were older adults. In addition, about 45% of all participants identified as Hispanic or Latinx. There were no significant safety concerns identified in these or any other groups for any of the trials.

Use if you want to address: How the vaccine works

The vaccine teaches your body to make antibodies that can fight off the virus if you get infected. So, you'll be able to fight off the virus without getting sick, and you won't miss out on events or work. This is the same way your or your child's routine vaccines fight off other illnesses, such as measles and whooping cough.

Use if you want to address: Who should get the vaccine

Everyone 12 years of age and older should get the vaccine. This includes people who have previously been sick with COVID-19, and people who are healthy. We encourage everyone that is eligible to for the vaccine to get it. But we know that some folks maybe unsure because they may be pregnant or are concerned about a health condition. Talk with your health care provider if you have any medical concerns about getting vaccinated.

The vaccine is not limited in who can get it right now. At first when we had limited supply, we could only offer it to small groups of people. But now there's enough vaccine and it's your turn now! Everyone age 12 and up can get the vaccine in Washington.

Use if you want to address: Vaccine safety for people who are pregnant or want to have a baby

People who are pregnant, lactating, or trying to become pregnant can get the vaccine. You're right to want to protect yourself and your family. Early reports suggest the vaccine might help your body pass antibodies to your baby through breastmilk. More studies are needed, but if this is confirmed, it will help protect your baby from COVID-19. And if you want to have a baby in

the future, there is no evidence that fertility problems are a side effect of any vaccine, including COVID-19 vaccines. If you're pregnant, lactating, or planning to become pregnant, talk to your health care provider to decide if the vaccine is right for you.

Medical experts do not have any safety concerns for pregnant people.

Use if you want to address: Vaccine safety for people with preexisting health conditions

COVID-19 vaccines are recommended for people with most health conditions including heart disease, lung disease, diabetes, or obesity. People with these or other conditions are more likely to get seriously sick if they get COVID-19 so the vaccine is even more vital to protect them. If you have a health condition, talk to your health care provider. They will give you all the information you need to make an informed decision about the vaccine.

Use if you want to address: Side effects

Some side effects are possible. You might have side effects after you get the vaccine. You might experience a sore arm, tiredness, headache, or muscle pain. These are normal, and mean the vaccine is working to help your body build protection. And your body is still building protection even if you don't get side effects.

For most people, these side effects happen within two days of getting the vaccine and last about a day. For two-dose vaccines, side effects are more common after the second dose than the first dose.

Knowing about these side effects can help you prepare before you get the vaccine. These side effects are mild, don't last long, and are predictable. And, vaccine side effects are easier to manage and less dangerous than getting infected with COVID-19.

Use if you want to provide tips for dealing with side effects

- Some people are concerned about missing work due to side effects. You might inform your employer you plan on getting the vaccine, you might use sick leave or schedule your appointment before your weekend starts so that you can use your days off to rest if needed. For example, on Friday after your shift.
- If you have young children at home, ask a friend or family member to be on standby in case you have side effects and need a little rest after you get your vaccine.

Use if you want to address: Myths that the vaccine can change DNA or give people COVID-19

The COVID-19 vaccine does not change or affect your DNA. Instead, the vaccines work with our body's natural defenses to build immunity. They deliver instructions to your cells on how to fight off the virus if your body ever encounters it, so your body can create the right antibodies.

And, none of the vaccines contain the virus that causes COVID-19, so you cannot get sick with COVID-19 from a vaccine.

Closing

[I/we] hope this video helped give you the information and answers you need to decide if the COVID-19 vaccine is right for you.

If you need a little more time or information to make your decision about the vaccine, that is ok! Visit CovidVaccineWA.org for more information. OR, you can call your provider - they want to help you make an informed decision. To find a vaccination site near you, use Vaccine Locator at vaccinelocator.doh.wa.gov. Or if you need help finding or scheduling an appointment, call 1-833-VAX-HELP, then press #. Language assistance is available.

Note to presenter: If you are going to record this video in a language other than English, use 1-800-525-0127 instead of 1-833-VAX-HELP. It's the same call center but avoids the English words in the phone number that are not meaningful in other languages.

[Personalized closing (10-15 seconds)]

To request this document in another format, call 1-800-525-0127. Deaf or hard of hearing customers, please call 711 (Washington Relay) or email civil.rights@doh.wa.gov.