

The Vaccine & You



Activity Outline

1. Invitation.

“Would you like to help me sort some COVID-19 science?”

2. Ask visitors to choose a character card.

They will respond as if they are this person. They can also choose to just respond as themselves.

3. Show visitors an information card and discuss the information.

Begin by using only cards 1-22 unless visitors raise concerns about the long-term effects of the vaccine (card 23), natural immunity (card 24), myocarditis (card 25), or fertility (card 26).

4. Ask visitors to place the card on one of the plates.

5. Repeat for additional cards.

Setup

- Three decision trays with sign holders and signs
- One set of character cards
- One set of information cards



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Getting Started

- Ask visitors what questions they have about the vaccine or COVID-19. Show them a related card and ask them what they think.
- Place a few cards in front of the visitors. Ask them to choose one to read.
- Choose one card you think will resonate with visitors (see Card Index). Present it to them and ask them what they think.

Card Index

mRNA: cards 12, 13, & 15

COVID-19 risks: cards 2, 3, 8, 19, 23

Vaccine safety: cards 4, 5, 7, 11, 23

Vaccine benefits: cards 1, 16-18

Vaccine side effects: cards 6, 25

Immune system science: cards 8-10

Pregnancy & reproduction: cards 17-22, 26

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Key Tips

- **Stay Positive.** Emphasize the benefits of vaccination more than any risks.
- **Counter vaccine risks with COVID-19 risks.** Acknowledge concerns about side effects but contrast those with the dangers of getting the virus.
- **Focus on the facts.** Avoid engaging in arguments over misinformation or conspiracy theories. Acknowledge visitors' ideas and concerns. Refocus the conversation on the factual information.
- **Respect personal choice.** Avoid trying to “sell” or convince anyone to get the vaccine. Present the information and focus on visitors' reactions.
- **Emphasize community benefits.** Focus on benefits to communities rather than just to individuals.
- **Focus on vaccines as preventative.** Emphasize that as opposed to medicines, vaccines must be taken before you come into contact with a virus.
- **Don't pretend you know.** If you cannot answer their questions, suggest visitors consult their doctors or pharmacists.

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Additional Reading

Covid Vaccines: Moving from Concern to Confidence.
The de Beaumont Foundation.

debeaumont.org/wp-content/uploads/dlm_uploads/2022/01/RepTips.pdf

*Communicating About Vaccination in the United States: A
FrameWorks Strategic Brief. The American Academy of Pediatrics.*

www.frameworksinstitute.org/publication/communicating-about-vaccination-in-the-united-states-a-frameworks-strategic-brief/

*Vaccines for COVID-19. The Centers for Disease Control and
Prevention.*

www.cdc.gov/coronavirus/2019-ncov/vaccines/index.html