

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