

How to talk about the COVID-19 vaccine

As a local health department, healthcare provider, or community leader, you are no doubt fielding countless questions about the COVID-19 vaccines. Here's a quick overview on how to address some of those questions.

Why should you get vaccinated?

Vaccines are proven to protect you from getting sick.

The vaccines help your body build protection, which will help it fight against COVID-19 if you are exposed to it.

Getting the vaccine will help bring us back to our daily lives.

Once enough of us have been vaccinated and build immunity, we can get back to our pre-COVID routines and end this pandemic.

Important reminders

Focus on personal benefits.

It's most impactful to focus on how the vaccine will have an impact in an individual's life rather than talking about how it helps the broader community. You can even share a personal story if you have one.

Vaccines are free for all eligible Illinoisans.

Your insurance or state government may be billed a vaccine administration fee, but there are NO out of pocket costs.

You may experience side effects, and that's normal.

They show your body has recognized the vaccine and is building protection, which means the vaccine is working. Just like the flu shot, they should go away in a day or two.

Continue to follow safety precautions.

Vaccines work with your immune system so your body will be ready to fight if you are exposed to the virus. Until people have been vaccinated, you should still mask up, practice social distancing and wash your hands to protect others.

Don't use scientific jargon.

Mentioning science or the government bodies that are involved in the approval process can be ineffective, according to research. Keep it simple.

Avoid trying to counter vaccine myths.

Proactively addressing misinformation with science-focused corrections can be counterproductive. Instead, focus on the effectiveness of vaccines.