No matter who we are – being vaccinated against disease makes it easier and safer to do the things we want to do.

Thank you for protecting your city by participating in the Move With The Mayor™ Vaccination Initiative. You will find a wealth of resources for social media, communications, and press relations to help you and your staff amplify your message and encourage your residents to get their COVID-19 vaccine, and up-to-date on other adult vaccinations.
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Call To Action

• No matter who we are – parents, school kids, teachers, business owners, faith leaders – being vaccinated against disease makes it easier and safer to do the things we want to do.
• We've come so far together over the past 2 years – and this is an opportunity to take charge of our health.
• By now, we all know about getting our annual flu shot, and getting vaccinated against COVID-19 is becoming just as routine.
• But there are other routine vaccinations we need as adults that can help protect us against serious illnesses such as shingles, pneumonia, and whooping cough.
• These immunizations all have one thing in common – they help protect us by increasing our ability to fight disease.
• It’s easy to find out which vaccines you need – just ask your doctor or pharmacist. They can help you figure out what you need – and in many cases, they can provide them on the spot.
• CDC’s Adult Vaccine Quiz helps you create a list of the immunizations you may need based on your age, health conditions, and other factors.
• Getting our adult immunizations is like a seatbelt for our immune systems: they’re routine, they help protect us, and they’re always there when we need them.
• Join me in making sure you’re up to date on your immunizations; it’s an easy way to take charge of your health.
• When we’re better protected, our community is stronger.

Source: https://www.hhs.gov/immunization/who-and-when/adults/index.html

Why Adults Need To Get Vaccinated

• Did you know that:
  ○ Protection from immunizations we had as kids decreases over time, so we need additional doses of some vaccines to stay protected.
  ○ Some viruses, like the flu, can change over time – which is why we need a flu shot every year.
  ○ Some vaccines, such as the shingles vaccine, are recommended only for adults.
  ○ There are some new vaccines available to protect us from serious illness that we never had before, like the one for COVID-19.
Why Adults Need To Get Vaccinated (cont.)

- Vaccinations are especially important for people with medical conditions such as asthma, heart disease, and diabetes – because they are at higher risk of developing severe complications, and the vaccines help reduce that risk.
- Getting vaccinated can also help keep those around you safe.
  - You may have family members who can’t get certain vaccines because of their age (such as newborn babies) or health condition.
  - Others have weakened immune systems, so even if they get vaccinated, they’re still more vulnerable to disease.

Source: https://www.hhs.gov/immunization/who-and-when/adults/index.html

How To Take Action/Financial Requirements

- You can get adult immunizations at your doctor’s office and in many cases, at your local pharmacy.
- Many immunizations are covered by private health plans as well as Medicare and Medicaid.
- Routine adult immunizations also are covered by TRICARE for members of the military and their families.

Source: https://www.cdc.gov/vaccines/adults/pay-for-vaccines.html

Messages Specific To Move with the Mayor

- I’ve joined my fellow mayors across the country in the Move with the Mayor™ vaccine initiative because the health and strength of our community is so important.
- We have so much to be proud of in our community, and I want to do everything I can to keep us healthy and strong.
- If you want to know more about this important non-partisan initiative, go to [insert link].
- Making sure we’ve all had our routine immunizations isn’t political — it’s simply about strengthening ourselves, our loved ones, and our communities. That’s why mayors from all around this great country are part of this program – regardless of their political party.
Instructions

1. You may use any type of digital video recording device—phone, tablet, computer, or camera. Please orient the recording device horizontally. This will match how most people will watch your PSAs.

2. If you plan to get one of your adult vaccinations (e.g., COVID-19, flu, shingles, pneumonia, whooping cough), it would be great to include that activity as part of your PSAs.

3. We have provided both 15- and 30-second scripts for your use. 15-second videos are ideal, as a viewer on social media cannot skip the video when watching it. Please choose one 15-second script and one 30-second script to record. You are free to choose the two scripts that works best for you.

4. When you have made your recording, please send it to your assigned Community Engagement Coordinator, along with a high-resolution logo file (transparent background if possible) for inclusion on the closing screen.

5. The National Forum will produce your PSAs and send it to you for approval.

6. The National Forum will provide you with sample social media messages to use with your PSAs.
15 Second Scripts

VERSION 1–Adult Vaccination

Hi, I’m Mayor [First Name] [Last Name]. Vaccines help keep us healthy, and free to do the things we want to do. So make sure you’re caught up on vaccinations for flu, shingles, pneumonia, and tetanus.

Just ask your doctor which ones you need.

When you’re protected, our community is stronger.

VERSION 2–More emphasis on COVID-19

Hi, I’m Mayor [First Name] [Last Name]. The pandemic has been tough, and I’m proud of [INSERT CITY NAME] for staying strong.

But COVID is still here–so it’s important to get vaccinated to protect yourself and loved ones.

When you’re protected, our community is stronger.

VERSION 3–More emphasis on COVID-19

Hi, I’m Mayor [First Name] [Last Name]. We all value the freedom that comes with good health.

So let’s control COVID here in [INSERT CITY NAME] so it doesn’t control us.

Have questions? Talk to your doctor or pharmacist.

When you’re protected, our community is stronger.

VERSION 4–Personal Choice COVID-19

Hi, I’m Mayor [First Name] [Last Name]. Set yourself up for success. Talk with your doctor about making the choice to get your COVID-19 vaccination to protect yourself and your loved ones.

When you’re protected, our community is stronger.

*Note regarding blue font: If you choose to film your PSA with a doctor/physician, we suggest the doctor/physician reads the lines in blue. If you are filming by yourself, please read the full script.
Version 1–General Vaccination + COVID

Hi, I'm Mayor [First Name] [Last Name]. No matter who we are – parents, business owners, faith leaders, teachers – vaccines help keep us healthy so we’re free to do the things we want to do.

I applaud everyone who’s made the choice to get vaccinated against COVID-19. You’re helping our community thrive.

There are other vaccinations we adults need to help protect us from flu, shingles, pneumonia, and tetanus.

It’s easy to find out which ones you need – just ask your doctor or pharmacist.

I’m so proud of the strength our community has shown over the past two years.

So, let’s knock it out of the park: Join me in making sure you’re up to date on your adult vaccinations.

When you’re protected, our community is stronger.

Version 2–Adult Vaccination

Hi, I’m Mayor [First Name] [Last Name]. No matter who we are – parents, business owners, faith leaders, teachers – vaccines help keep us healthy so we’re free to do the things we want to do.

There are vaccines we need as adults to help protect us from shingles, pneumonia, and the flu. It’s easy to find out which ones you need – just ask your doctor or pharmacist.

I’m so proud of how we support each other in our community.

So let’s knock it out of the park: Join me in making sure you’re up to date on your adult vaccinations.

When you’re protected, our community is stronger.
Hi, I'm Mayor [First Name] [Last Name]. The COVID-19 pandemic has been tough on us, but we have so much to be proud of.

But it’s still important to get vaccinated to protect yourself and your loved ones.

If you do get infected, the COVID-19 vaccine can prevent severe illness and help keep you out of the hospital.

The vaccine is safe and effective – and easy to get at your local pharmacy.

While you’re there, make sure you’re caught up on other vaccinations adults need for flu, shingles, pneumonia, and tetanus.

When you’re protected, our community is stronger.
Sample Social Posts and Graphics

Please feel free to use/adapt the posts below. You can include your PSA link in your posts.

Graphic: You may download image here. To customize the images, reach out to your Community Engagement Coordinator.

Captions:

Facebook Caption:
Being fully vaccinated against diseases makes it easier and safer to do the things we love to do. Curious about what vaccines you may need? Take this quick quiz. Most are available at your local clinic or pharmacy. When we’re better protected, *Insert city name* is stronger. https://www2.cdc.gov/nip/adultimmsched/

Instagram Caption:
Being fully vaccinated against diseases makes it easier and safer to do the things we love to do. Curious about what vaccines you may need? Take this quick quiz. Most are available at your local clinic or pharmacy. When we’re better protected, *Insert city name* is stronger. https://www2.cdc.gov/nip/adultimmsched/

Twitter Caption:
Being fully vaccinated against diseases makes it easier and safer to do the things we love to do. Take this quiz to learn which vaccines you may need; most are available at your local clinic or pharmacy. https://www2.cdc.gov/nip/adultimmsched/
Sample Social Posts and Graphics

Please feel free to use/adapt the posts below. You can include your PSA link in your posts.

**Graphic:** You may download image here. To customize the images, reach out to your Community Engagement Coordinator.

![Image of a pledge to get adult vaccinations]

**Captions:**

**Facebook Caption:**
Our community has been through so much in the past two years, and we’ve learned just how frightening it is when our health is in jeopardy. Protect yourself by making sure you’ve had all of your adult vaccines – like those for shingles, pneumonia, flu, and whooping cough. I’m making a pledge to get my adult vaccinations. Won’t you join me, *insert city name?*

**Instagram Caption:**
Our community has been through so much in the past two years, and we’ve learned just how frightening it is when our health is in jeopardy. Protect yourself by making sure you’ve had all of your adult vaccines – like those for shingles, pneumonia, flu, and whooping cough. I’m making a pledge to get my adult vaccinations. Won’t you join me, *insert city name?*

**Twitter Caption:**
We’ve seen just how frightening it is when our health is jeopardized. Staying up to date on our adult vaccinations is the best way to protect ourselves. I’m making a pledge to get vaccinations. Won’t you join me, *insert city name?*
Sample Social Posts and Graphics

Please feel free to use/adapt the posts below. You can include your PSA link in your posts.

**Graphic:** You may download image here. To customize the images, reach out to your Community Engagement Coordinator.

**Captions:**

*Facebook Caption:*  
I'm so proud of how our community has navigated the past two years, and I want to do everything I can to help keep *Insert city name* safe as we get to a new normal. That's why I've joined mayors across the country in the Move with the Mayor™ vaccination initiative. Getting up to date on vaccines like those for shingles, pneumonia, and whooping cough will help keep all of us safe and healthy.

*Instagram Caption:*  
I'm so proud of how our community has navigated the past two years, and I want to do everything I can to help keep *Insert city name* safe as we get to a new normal. That's why I've joined mayors across the country in the Move with the Mayor™ vaccination initiative. Getting up to date on vaccines like those for shingles, pneumonia, and whooping cough will help keep all of us safe and healthy.

*Twitter Caption:*  
To help keep *Insert city name* safe, I've joined mayors across the country in the Move with the Mayor™ vaccination initiative. Join me in ensuring you're up to date on your adult vaccines. Take this quiz to learn which ones you need: https://www2.cdc.gov/nip/adultimmsched/
Sample Social Posts and Graphics

Please feel free to use/adapt the posts below. You can include your PSA link in your posts.

**Graphic:** You may download mov file here. To customize the images, reach out to your Community Engagement Coordinator.

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**Captions:**

**Facebook Caption:**
Making sure we’re up to date on our adult vaccinations isn’t political – it’s about strengthening ourselves, our loved ones, and our communities. That’s why mayors from all over this great country are part of the Move with the Mayor™ vaccination initiative. Make sure you’re protected from serious diseases like shingles and pneumonia. Talk to your doctor or pharmacist about which vaccines you need.

**Instagram Caption:**
Making sure we’re up to date on our adult vaccinations isn’t political – it’s about strengthening ourselves, our loved ones, and our communities. That’s why mayors from all over this great country are part of the Move with the Mayor™ vaccination initiative. Make sure you’re protected from serious diseases like shingles and pneumonia. Talk to your doctor or pharmacist about which vaccines you need.

**Twitter Caption:**
Ensuring we’re up to date on our adult vaccines isn’t political – it’s about strengthening ourselves, our loved ones, and our communities. Make sure you’re protected from diseases like shingles and pneumonia. Ask your doctor or pharmacist which vaccines you need.
Sample Social Posts and Graphics

Please feel free to use/adapt the posts below. You can include your PSA link in your posts.

Graphic: You may download image here. To customize the images, reach out to your Community Engagement Coordinator.

Captions:

Facebook Caption:
I've done the research, and the facts are clear: Getting vaccinated against COVID-19 is proven to reduce the severity of your illness if you get infected. The vaccine is far safer than getting COVID-19. Still have questions? Talk to your doctor about joining the more than XX million people in [STATE] who are fully vaccinated. You’re protecting yourself, your family, and your community!

Instagram Caption:
I've done the research, and the facts are clear: Getting vaccinated against COVID-19 is proven to reduce the severity of your illness if you get infected. The vaccine is far safer than getting COVID-19. Still have questions? Talk to your doctor about joining the more than XX million people in [STATE] who are fully vaccinated. You’re protecting yourself, your family, and your community!

Twitter Caption:
I've done the research, and the facts are clear: getting vaccinated against COVID-19 is proven to reduce the severity of your illness if you get infected. The vaccine is far safer than getting COVID-19. Still have questions? Talk to your doctor.
FOR IMMEDIATE RELEASE

**MAYOR [NAME] JOINS MAYORS AROUND THE COUNTRY TO RAISE AWARENESS OF THE NEED FOR ADULT VACCINATIONS**

Many adults may not realize that beyond COVID-19 vaccination, they need protection from shingles, pneumonia, tetanus, and whooping cough.

[CITY] [DATE] – The effects of COVID-19 have made clear how easy it is to take our health for granted – and how vital vaccines can be in protecting us from serious illness. That's why Mayor [NAME] is calling on [CITY] residents to get caught up on their routine adult vaccinations – for COVID-19, but also for diseases such as shingles, pneumonia, tetanus, and whooping cough – to keep the community strong.

“The pandemic turned many of our normal routines upside down. But we've made critical health gains and we're on the right path,” Mayor [NAME] said. “Many of us have made the choice to protect ourselves and our community through COVID-19 vaccination, but it's easy to forget about the other routine vaccinations that can keep us healthy.”

That was the message Mayor [NAME] delivered in a public service announcement [s/he] just recorded as part of the Move with the MayorTM vaccine initiative, a national effort to raise awareness and encourage people across America to ensure they're up to date on their adult vaccinations.

“Getting our adult vaccinations is like wearing a seatbelt: they're part of our routine, and wearing one can make the difference between a life-threatening injury and a minor one,” Mayor [NAME] said. “I'm so proud of the resilience our community has shown over the past two years, and this is the perfect time to shore up our defenses.”

**Why adult immunizations are needed**

Every year, thousands of adults in the United States get sick and are hospitalized from diseases such as pneumonia, measles, whooping cough and in older adults, meningitis.

Adults require immunizations for a variety of reasons. In some cases, protection from childhood vaccinations decreases over time, so additional doses of some vaccines are needed. In other cases, such as with the flu, the virus can change frequently – which is why we need a flu shot every year. Other vaccines are necessary because they are completely new, like the ones for COVID-19.

Adult vaccinations are especially important for people with medical conditions such as asthma, heart disease, and diabetes – because they are at higher risk of developing severe complications, and the vaccines help reduce that risk.

A doctor or pharmacist can help people determine which vaccinations they need. The U.S. Centers for Disease Control and Prevention also offers an Adult Vaccine Quiz to help people identify what they may need based on their age, health conditions, and other factors.

Adult vaccinations are available at the doctor's office and in many cases, at the local pharmacy. Many are covered by private health plans as well as Medicare and Medicaid.

“Getting vaccinated can also help keep those around us safe – such as very young babies, who aren't yet able to get vaccinated, or loved ones with weakened immune systems,” Mayor [NAME] said.

“But that's what being part of a community is about,” Mayor [NAME] added. “It's up to all of us to protect each other.”

The Move with the MayorTM vaccination initiative is a national campaign to raise awareness of the need to get up to date on routine adult vaccinations, including the COVID-19 vaccine. The Move with the Mayor platform was created by the nonprofit National Forum for Heart Disease and Stroke Prevention.

This Mayor's Project is supported by the Centers for Disease Control and Prevention of the U.S. Department of Health and Human Services (HHS) as part of a financial assistance award totaling $5,000,000 with 100 percent funded by CDC/HHS. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by CDC/HHS, or the U.S. Government.
Move with the MayorTM Vaccination Campaign

As a community, we have come so far together over the past two years. The COVID-19 pandemic brought hardships we never expected – overwhelming our hospitals, hurting our local businesses, and heartbreakingly, taking many lives. But [CITY NAME] stood strong, and there are many positive signs that we are recovering. We are getting back to work and school. We’re eating out again and gathering with our friends. We’re getting healthier.

Now we have the opportunity to take charge of our health in other ways.

We all know about getting our annual flu shot, and getting vaccinated against COVID-19 is becoming just as routine. But there are other routine vaccinations we need as adults that can help protect us against serious illnesses such as shingles, pneumonia, and whooping cough. We don't hear as much about these vaccines, and if you're like me, you may not even realize you need them as an adult.

What are these other vaccines, and why do we need them now? In some cases, protection from immunizations we had as kids wears off over time, so we need additional doses of some vaccines to stay protected. This is the case with illnesses we think of as “kids’ diseases” that can be even more serious in adults, such as measles and whooping cough.
In other cases, like with the flu, the virus can change over time – which is why we need a flu shot every year. And of course, some vaccinations now available to protect us from serious illness weren't around before, like the ones for COVID-19 and shingles.

All of these vaccines have one important thing in common: they help protect us by increasing our ability to fight disease. They're especially important for people with medical conditions such as asthma, heart disease, and diabetes – because they are at higher risk of developing severe complications. The vaccines help reduce that risk.

Why talk about this now? Because I don't want us or [CITY NAME] to lose the progress we've made as we emerge from these last two difficult years. So I've joined mayors across the country in the Move with the MayorTM vaccine initiative, with the goal of helping our community stay strong and healthy.

Making sure we've all had our routine immunizations isn't political — it's simply about strengthening ourselves, our loved ones, and our communities. That’s why mayors from all around this great country are part of the initiative – Republicans, Democrats, and Independents, from cities large and small, rural and urban.
It's easy to find out which vaccines you may need – you can ask your doctor, nurse, or pharmacist. In many cases, they can provide them on the spot. Many are covered by private health plans as well as Medicare and Medicaid. [FOR MILITARY COMMUNITIES: They're also covered by TRICARE for members of the military and their families.]

Thanks to this campaign, I'm up to date on my adult vaccines – and I hope you'll join me in this effort.

Getting our adult immunizations is like a seatbelt for our immune systems: they're routine, they help protect us, and they're always there when we need them.

When we're protected, our community is stronger.