WORDS MATTER
How to talk about the COVID-19 vaccine

DON’T...

DON’T repeat rumors, misinformation, or myths
DON’T dwell on the negative
DON’T make fear, guilt, or shame appeals
DON’T make overt persuasion or be pushy
DON’T use syringes for visuals
DON’T assume people will have the same background or perspective as you

...DO

DO discuss specifics behind the concern
DO frame the positive and focus on the truth
DO communicate without a hint of judgement
DO present just the facts or engage with personal storytelling
DO use imagery like vials, bandages, or a shield
DO consider diversity and inclusivity

SAY THIS...

✔️ “shots”
✔️ “residents”
✔️ “primary series” or “booster shots”
✔️ “another shot” (regarding boosters)
✔️ “up-to-date”

...NOT THAT

❌ not “doses”
❌ not “citizens”
❌ not “third/fourth/fifth shot”
❌ not “an additional dose”
❌ not “not fully vaccinated”