



## ROUND 2: TALKING POINTS FOR CITY LEADERS

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This document is the Second Round of talking points in GMA's "It's Worth a Shot" COVID-19 vaccine awareness campaign. We have designed this document to help guide your communication around the COVID-19 vaccine. The following talking points may be used flexibly: as a source of themes for longer written pieces, as short explanations in interviews, or as prompts to help frame community conversations.

View the [First Round of campaign talking points](#).

### **General Talking Points**

- The best way to provide reasonable assurance of public health safety is to achieve herd immunity, and the surest and quickest way to achieve this is through mass vaccination.
- The freedom that comes with returning to the people and places we love is largely dependent on our community becoming vaccinated. The longer we wait to receive our shots, the longer it will take to be safe from the virus.
- Local businesses, your influence and sharing the importance of getting vaccinated will make a difference! I urge you to offer incentives to your employees and customers who get vaccinated, which can include discounts, gift cards and exclusive perks. If possible, take your vaccination efforts one step further by hosting vaccine appointments at your business.
- The CDC has already provided guidance that loosens or eliminates mask recommendations on vaccinated individuals in certain settings. The sooner we get vaccinated and achieve widespread herd immunity, the sooner we can stop masking up everywhere we go.
- With summer fast approaching, some of our favorite festivals and events are right around the corner, including the 4th of July. The only way to ensure that our favorite pastimes aren't cancelled or restricted is to drive down the spread of COVID-19 in our community, and the surest way to do this is to get vaccinated.
- The vaccines all have high efficacy rates—even more effective than the standard flu shot. The sooner you become fully vaccinated, the sooner you can stop worrying about contracting the virus every time you're out in the community.
- Since last December, we have seen almost six months of safe and effective vaccine administration for more than 107 million Americans, including over 6.6 million Georgians. It's worth a shot to reclaim the lives and time with our loved ones that we've missed so much!
- Any side effects from the vaccines that you might experience are a small price to pay for reclaiming your freedom and are almost entirely short-term effects. On the other hand, experiencing the alternatives of not getting vaccinated—serious illness, hospitalization, and even death—remain far worse.



## **COVID-19 Vaccine and Pregnancy**

- Pregnant people are more likely to get severely ill with COVID-19 compared with non-pregnant people. If you are pregnant, you can receive a COVID-19 vaccine. Getting a COVID-19 vaccine during pregnancy can protect you from severe illness from COVID-19.
- The best way to protect your baby is to protect yourself! According to the Center for Disease Control, the COVID-19 vaccines are safe for all adults, including pregnant women and report that there is currently no evidence that antibodies formed from COVID-19 vaccination cause any problem with pregnancy, including the development of the placenta.
- If you are trying to become pregnant now or want to get pregnant in the future, you can receive a COVID-19 vaccine. There is currently no evidence that any vaccines, including COVID-19 vaccines, cause fertility problems—problems trying to get pregnant. If you are trying to become pregnant, you **do not** need to avoid pregnancy after receiving a COVID-19 vaccine.

## **The End of Mass Vaccination Sites**

- Now is the time to act to protect the community and state we love! As more Georgians get vaccinated, our state's mass vaccination sites are shutting down. This leaves it up to our community to unite and increase vaccination rates. It's our responsibility to educate, promote, and create locations and opportunities to administer the COVID-19 vaccine. Talk to a doctor or pharmacist that you trust about how you can get your shot.

## **To Teens & Young Adults**

- Even if you aren't worried about getting sick, you can still infect your parents, grandparents, and other elderly individuals who are more likely to become seriously ill. It's worth a shot to keep them safe!
- You can't redo some of your greatest milestone events like your prom, graduation, and the on-campus college experience. So, get your COVID-19 vaccine today to ensure these memories aren't at stake.

## **Hesitant Parents & The Pfizer Vaccine**

- Getting vaccinated is the No. 1 way to keep the deadly coronavirus out of your home! Though children have been able to avoid the severely negative impacts of COVID, they can still become infected from you or even pass the potentially deadly virus to you. Also remember that the long-term effects of COVID in children is still unknown.
- Vaccinating children and teens will help protect our communities faster. While most cases of COVID-19 in people under 18 are mild, unvaccinated children and teens can transmit the virus to unvaccinated adults who are at higher risk of severe disease, complications, and death.
- On Monday, May 10, the FDA announced the Pfizer vaccine is 100% effective in preventing COVID-19 in children and teens aged 12 to 15. In the vaccine clinical trial, there were no cases of COVID-19 in the 1,100 children who received the Pfizer vaccine. Conversely, there were 16 cases detected in the placebo group, according to the FDA. The trial also found that vaccinated adolescents had high levels of antibodies in their blood, which is a signal they had developed strong protective immunity.

# It's Worth a Shot

- Side effects of the Pfizer vaccine in 12- to 15-year-olds are expected to be similar to, but no worse than, those experienced by adults: soreness near the injection site, tiredness, headache, fever, nausea and chills. According to the FDA, during these clinical trials, none of the children experienced unusual or adverse side effects nor did any die.
- Giving the Pfizer vaccine to children will give them the freedom to do the things they've missed for over a year. After being fully vaccinated, you can start planning overnight camps, sports activities, visits with friends and celebrating milestones like proms, senior trips, homecoming celebrations and graduations.
- Vaccinations of students will prevent mandatory remote learning scenarios in the future.

## **Importance of Getting the Second Shot**

- Don't waste your first shot! Unless you received the Johnson & Johnson vaccine, you need your second vaccine dose within the mandated timeframe after your first to ensure maximum protection against the deadly virus.

## **Faith Community**

- Fellowship is an important part of our faith experience. For more than a year, many of us have been unable to worship in-person with our congregations. The sooner we become vaccinated, the sooner we can worship together again!