

#ThisIsOurShot Public Launch Ally Toolkit

*Embargoed for Public Release
Wednesday, March 10 @ 9 am Eastern*

Topline Messages

- The quickest way for life to return back to normal - for our economy to reopen and kids to get back to school - is for most people to get vaccinated.
- #ThisIsOurShot is a grassroots coalition of health heroes working together to build vaccine trust for a COVID-free world.
- We aim to educate, train and empower trusted healthcare messengers and, in turn, community leaders to provide accurate information, address vaccine hesitancy and lead by example to build vaccine trust for a COVID-free world.
- For nearly a year, healthcare heroes have served on the front lines of the fight against the COVID-19 pandemic. With approval of multiple vaccines, those same heroes are now on the front lines of a new phase of the pandemic: protecting themselves, their patients and their communities by getting vaccinated, sharing their personal experiences with vaccination, and providing trusted, evidence-based information about the safety and efficacy of vaccines.
- #ThisIsOurShot has become the #1 digital vaccine trust campaign in the United States. Since mid-December 2020, we've engaged over 25,000 healthcare heroes generating more than 250 million digital impressions.
- We aim to acknowledge and empathize with vaccine hesitancy as a normal process and assist as communities move through this process towards widespread vaccine acceptance among all demographic groups.

Sample Press Release

[Organization] Joins #ThisIsOurShot to Fight Misinformation, Encourage Vaccination

EMBARGOED: Wednesday, March 10, 2021, 9 am Eastern | 6 am Pacific

[Organization name] today announced its support of #ThisIsOurShot, a campaign to build trust in COVID vaccines.

“We don’t just need to vaccinate patients against COVID-19” said Dr. Alex McDonald, a family physician and co-founder of #ThisIsOurShot, “we need to inoculate against misinformation that reduces trust in the vaccine and discourages patients from receiving it when they’re eligible.”

As the nation’s vaccine supply increases, getting accurate information to those considering vaccination can help achieve herd immunity as quickly as possible.

“[Organization quote about why you’re getting involved.]”

COVID-19 has impacted every aspect of our country. Our best shot to return to normalcy is to get as many people vaccinated as quickly as possible. To date, about 60 million Americans have received at least one dose of vaccine.

#

#ThisIsOurShot is a grassroots campaign to elevate the voices of health heroes to build trust toward a COVID-free world. It seeks to train and empower advocates to disseminate evidence-based information to build vaccine trust and combat misinformation. #VacunateYa is a parallel effort built for Spanish speakers. For more information or to get involved, please visit [ThisIsOurShot.info](https://thisisourshot.info) or find us on [Facebook](#), [Twitter](#) and [Instagram](#). You can follow the #ThisIsOurShot and #VacunateYa hashtags across social media.

Social Media Toolkit

We would appreciate your help in amplifying the posts from #ThisIsOurShot social media accounts including:

- [Facebook.com/ThisIsOurShot2021](https://www.facebook.com/ThisIsOurShot2021)
- [Twitter.com/ThisIsOurShot](https://twitter.com/ThisIsOurShot)
- [Instagram.com/ThisIsOurShot](https://www.instagram.com/ThisIsOurShot)

Please tag our Facebook page (@ThisIsOurShot2021) and our Twitter and Instagram accounts (@ThisIsOurShot) and use the #ThisIsOurShot and #VacunateYa hashtags so we can amplify your posts as well.

Feel free to refer to our Google folder for #ThisIsOurShot [Logos](#) and #VacunateYa [Logos](#). Please check out our [Branding Manual](#) if you have any questions or concerns. We've also created [customizable graphics](#) (.eps, .ai and .png formats) and sample posts for your use.

Facebook

With vaccine supplies increasing and millions of Americans gaining access to vaccination appointments, now is the time to build vaccine trust and fight against misinformation. We're proud to join #ThisIsOurShot to provide evidence-based facts about COVID-19 vaccines. Learn more at [ThisIsOurShot.info](https://thisisourshot.info).

Twitter

We stand united with @ThisIsOurShot in building vaccine trust and combating misinformation about COVID-19 vaccines. #ThisIsOurShot to end this pandemic. Learn more at [ThisIsOurShot.info](https://thisisourshot.info).

Instagram

We all look forward to the time when our world can be COVID-free. Getting vaccinated protects you, your family and your community and will help get us back to normal as quickly as possible. We're proud to stand alongside tens of thousands of vaccine advocates. #ThisIsOurShot.

Questions & Answers

What Is #ThisIsOurShot?

#ThisIsOurShot is a grassroots coalition of health heroes working together to build vaccine trust for a COVID-free world. We aim to educate, train and empower trusted healthcare messengers and, in turn, community leaders to provide accurate information, address vaccine hesitancy and lead by example to build vaccine trust for a COVID-free world.

Why Was #ThisIsOurShot Founded?

The quickest way for life to return back to normal - for our economy to reopen and kids to get back to school - is for most people to get vaccinated. Getting vaccinated will help protect you from getting sick from COVID-19. There is a flood of misinformation and disinformation on social media and in some media sources, spawned and spread by anti-vaxxers with financial interest in allowing dangerous and disingenuous narratives to flourish. Their aim is to sow fear and worsen vaccine hesitancy or opposition.

How Do I Get Involved in #ThisIsOurShot?

The most important thing you can do is to use your trusted voice to educate your community about the importance of getting vaccinated and to address concerns members of your community may have. Much of the activity that #ThisIsOurShot advocates undertake is through their own social - and social media - networks.

How is #ThisIsOurShot Supporting Vaccine Equity?

In order to address the disproportionate impact of COVID on communities of color and unequal access to COVID vaccines, #ThisIsOurShot is committed to advocating for equitable distribution of vaccines and culturally-appropriate education efforts to build trust, drive demand and increase vaccination rates among these communities. #VacunateYa is a parallel effort built for Spanish speakers.

Email/Newsletter Template

[Organization name] has joined more than two dozen other organizations across the country in supporting #ThisIsOurShot, a grassroots movement to build vaccine trust and fight back against misinformation about COVID vaccines.

#ThisIsOurShot seeks to train and empower advocates to disseminate evidence-based information with an eye towards achieving equity in vaccine access and distribution. #VacunateYa is a parallel effort built for Spanish speakers.

For more information or to get involved, please visit [ThisIsOurShot.info](https://thisisourshot.info) or find them on [Facebook](#), [Twitter](#) and [Instagram](#). You can follow the #ThisIsOurShot and #VacunateYa hashtags across social media.