

# SAY THIS... NOT THAT



In partnership with Milwaukee UEOC, a public health collaborative.

Sponsored by the Milwaukee UEOC Vaccine Integrated Communications Outreach & Mobilization Group | Updated: 3/9/21

SAY THIS...	NOT THAT
Building vaccine confidence	Addressing vaccine hesitancy
Not Intending to take the vaccine	Resistant or against the vaccine
People who have Questions about the vaccine	People who are resistant, against, skeptical about the vaccine; people who are anti-vaxxers
Intending to take the vaccine	Eager to take the vaccine
All COVID-19 vaccines are safe and effective	All COVID-19 vaccines were developed quickly
Get the latest information	There are things we still don't know
Keep your family safe; keep those most vulnerable safe	Get back to normal
Taking the vaccine is a personal choice, we want it to be an informed choice	People should take the vaccine because it is the right thing to do
We all want to get back to spending time with who we love and doing the things we miss	This past year has been tough, taking the vaccine will help us get back to normal
The choice is yours to make	You should take the vaccine
Vaccine availability is limited globally, nationally and in our community	Vaccine isn't available in our community
Providing access to the vaccine for all who want to take it is critical for vaccine equity	We need vaccine to be distributed to communities of color

Sources: Ad Council; Societal Experts Action Network (SEAN); National Academies of Sciences, Engineering and Medicine (NASEM)

For more information, and to stay up to date on vaccine eligibility, visit: [healthyMKE.com](https://healthyMKE.com)