


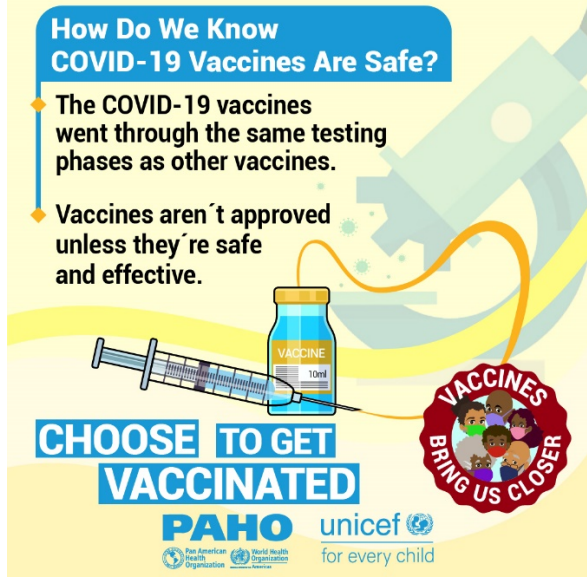


Choose to Get Vaccinated: Vaccines Bring Us Closer

Campaign launch date: Friday, May 21, 2021

Available here:

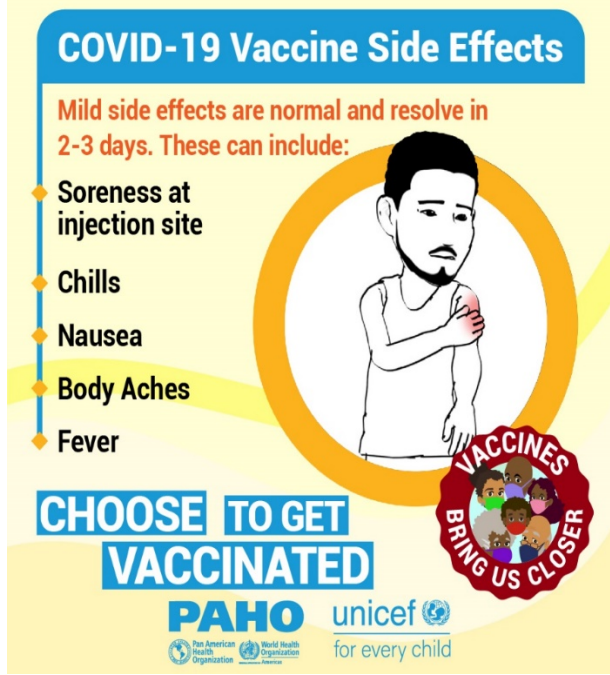
- Website: <https://www.paho.org/en/campaigns/covid-19-vaccines-bring-us-closer-choose-get-vaccinated>
- Hashtags: #GetVax #VaccinesWork #COVID19

Social Media Messages		
Message	Image	Alt Text
<p> Vaccine safety is a top priority.</p> <p>Global efforts developing the COVID-19 vaccine utilize existing coronavirus  research to produce safe and effective vaccines.</p> <p>Even after being approved, #COVID-19 vaccines are continuously monitored  for safety.</p> <p>#VaccinesWork #GetVax</p> <p>Tag: @UNICEFeasterncaribbean @PAHOWHO @PAHOWHOCaribbean</p>	 <p>The image is a social media graphic with a yellow background. At the top, a blue box contains the title 'How Do We Know COVID-19 Vaccines Are Safe?'. Below this, two bullet points state: 'The COVID-19 vaccines went through the same testing phases as other vaccines.' and 'Vaccines aren't approved unless they're safe and effective.' The graphic features a syringe, a vaccine vial labeled 'VACCINE 10ml', and a red circular seal with the text 'VACCINES BRING US CLOSER' around a family wearing masks. At the bottom, the logos for PAHO (Pan American Health Organization) and UNICEF (for every child) are displayed.</p>	<p>The card has a yellow background and includes writing in white with a blue background.</p> <p>The title is: How do we know COVID-19 vaccines are safe? This is followed by two bullets. The text states: The COVID-19 vaccines went through the same testing phases as other vaccines. Vaccines aren't approved unless they're safe and effective.</p> <p>The graphics include a vaccine container and a syringe and in the background is a microscope. The tag line is: Choose to get vaccinated. There is a red circular graphic which shows a family wearing masks and around them are the words: Vaccines bring us closer. The bottom of the card shows the logos of the Pan American Health Organization/World Health Organization and UNICEF: For every child.</p>

Social Media Messages

Message	Image	Alt Text
<p>📌 Vaccines protect you from disease ☐ by helping your immune system fight infections faster.</p> <p>👉 #COVID-19 vaccines are no different. Vaccines helps your immune system fight 🦠 COVID-19.</p> <p>👨👩👧👦 Choose to get vaccinated.</p> <p>#VaccinesWork #GetVax</p> <p>Tag: @UNICEFeasterncaribbean @PAHOWHO @PAHOWHOCaribbean</p>	<p>How Do COVID-19 Vaccines Work?</p> <p>Vaccines help your immune system fight infections faster</p> <p>CHOOSE TO GET VACCINATED</p> <p>PAHO unicef for every child</p>	<p>The card has a yellow background and includes writing in white with a blue background.</p> <p>The title is: How do COVID-19 Vaccines work? This is followed by the text: Vaccines help your immune system fight infections faster. There is an image of a human body filled wth cogs which highlight the parts of the body working. There is also a syringe which is used to admnister vaccines. In the background are germ molecules. The tag line is: Choose to get vaccinated.</p> <p>There is a red circular graphic which shows a family wearing masks and around them are the words: Vaccines bring us closer. The bottom of the card shows the logos of the Pan American Health Organization/World Health Organization and UNICEF: For every child.</p>
<p>📌 Every COVID-19 vaccine ✓ approved for use is continuously monitored for safety.</p> <p>COVID-19 vaccines go through the same clinical trials ☐ and rigorous studies 📄 as all other vaccines.</p> <p>Safety and efficacy are top priorities for all approved vaccines. Choose to get Vaccinated.</p> <p>#GetVax #VaccinesWork #COVID19</p> <p>Tag:</p>	<p>COVID-19 Vaccine Safety</p> <ul style="list-style-type: none"> • All vaccines go through three different clinical trial phases • Monitoring for safety is ongoing • Nothing affects your genetic code <p>CHOOSE TO GET VACCINATED</p> <p>PAHO unicef for every child</p>	<p>The card has a yellow background and includes writing in white with a blue background. The title is: COVID-19 Vaccine Safety. This is followed by the text: All vaccines got through three different clinical trial phases. Monitoring for safety is ongoing. Nothing affects your genetic code. The graphic is blue and silver shield with a white check icon</p> <p>The tag line is: Choose to get vaccinated. There is a red circular graphic which shows a family wearing masks and around them are the words: Vaccines bring us closer. The bottom of the card shows the logos of the Pan American Health Organization/World Health Organization and UNICEF: For every child.</p>

Social Media Messages

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<p>@UNICEFeasterncaribbean @PAHOWHO @PAHOWHOCaribbean</p> <p>Some people may experience mild side effects 😞 following a COVID-19 vaccination.</p> <p>This is a normal reaction from your immune system responding to the vaccine. It is not 🧑 a sign that you are sick with COVID-19.</p> <p>Vaccination side effects generally go away after 2-3 days.</p> <p>#VaccinesWork #GetVax</p> <p>Tag: @UNICEFeasterncaribbean @PAHOWHO @PAHOWHOCaribbean</p>	 <p>The infographic has a yellow background. At the top, a blue banner reads "COVID-19 Vaccine Side Effects". Below it, orange text says "Mild side effects are normal and resolve in 2-3 days. These can include:". A list of symptoms follows: Soreness at injection site, Chills, Nausea, Body Aches, and Fever. To the right is a drawing of a man touching his upper arm, with a red circle highlighting the injection site. At the bottom, it says "CHOOSE TO GET VACCINATED" and features logos for PAHO (Pan American Health Organization) and UNICEF (for every child). A red circular graphic on the right says "VACCINES BRING US CLOSER" with a family wearing masks.</p>	<p>The card has a yellow background and includes writing in white with a blue background.</p> <p>The title is: COVID-19 Vaccine Side Effects. This is followed the text: Mild side effects are normal and resolve in 2-3 days. These can include: Soreness at the injection site, Chills, Nausea, body aches and fever. The graphic shows a man in an orange circle touching the injection site on his upper arm and a red circle showing where persons can expect to experience soreness.</p> <p>The tag line is: Choose to get vaccinated. There is a red circular graphic which shows a family wearing masks and around them are the words: Vaccines bring us closer. The bottom of the card shows the logos of the Pan American Health Organization/World Health Organization and UNICEF: For every child.</p>

Social Media Messages

Message	Image	Alt Text
<p>Getting vaccinated is one of many actions you can take to keep yourself and your family safe and healthy. 🧑🏻‍🤝‍🧑🏻</p> <p>Choosing to get vaccinated brings us a step closer to spending quality time with our loved ones again.</p> <p>📄 Vaccines bring us closer together 🧑🏻‍🤝‍🧑🏻</p> <p>#GetVax #VaccinesWork #COVID19</p> <p>Tag: @UNICEFeasterncaribbean @PAHOWHO @PAHOWHOCaribbean</p>		<p>The card has a yellow background and includes writing in white with a blue background.</p> <p>The title is: Benefits of COVID-19 Vaccines. This is followed the text: Builds your immune system, protects you from severe sickness and complications and reduces your risk of hospitalization.</p> <p>The graphic shows a family of six including grandparents. They are wearing masks and are in a heart shape which is linked to a vaccination syringe.</p> <p>The tag line is: Choose to get vaccinated. There is a red circular graphic which shows a family wearing masks and around them are the words: Vaccines bring us closer. The bottom of the card shows the logos of the Pan American Health Organization/World Health Organization and UNICEF: For every child.</p>