

ImmUNITY Chicago Key Messaging

<p>North Star Message</p> <p>You have the power to protect your health against preventable diseases. Routine vaccines are safe and work well to protect your health, as well as the health of your family and community. Without high vaccine rates across the city, we cannot effectively protect our communities, which allows preventable disease to come back. We must all do our part to protect our loved ones and communities and live longer, healthier lives by keeping up with routine vaccines.</p>	
<p><u>Problem/Issue Summary</u></p>	<ul style="list-style-type: none"> • The U.S. is currently experiencing an alarming decline in vaccination rates across all ages, which puts us at risk of contracting vaccine-preventable diseases such as rotavirus and whooping cough • As one example, we've seen a decline in childhood vaccines of 11.7 million doses during the pandemic • We also saw a decline of between 22 and 71 percent in childhood vaccines in 2020 compared to the same period in 2018 and 2019 • <i>[For employer/business communities]</i> Finally, data suggest that the public sector is lagging behind the private sector in recovery of vaccine rates, which could widen existing disparities in vaccine coverage • What does this mean? Potential outbreaks of diseases we have the tools to prevent • Among children born between 1994-2018, vaccination will prevent an estimated 26.8 million hospitalizations and 936,000 deaths. But vaccines don't work if we don't administer them
<p><u>Pro-Social Behavior</u> <i>leverage social influence by framing as an individual & community issue</i></p>	<ul style="list-style-type: none"> • Being able to visit family and friends, come together as a community, attend school — routine vaccines enable us to enjoy all these moments to the fullest • By getting vaccinated, you can protect yourself and help your family and your community be safer and healthier • <i>[For employer/business communities]</i> The benefits of vaccines extend beyond public health; they also contribute to the health of our local economies • Decreased vaccines put everyone at risk for outbreaks of vaccine-preventable diseases, particularly those with a high risk of getting very sick, such as children, older adults, and people with health conditions like diabetes or heart disease
<p><u>Act/Implementation Intentions</u> <i>help people make a plan to get vaccinated; "make it easy", mitigating logistical and access barriers</i></p>	<ul style="list-style-type: none"> • This year, plan to get yourself and your family vaccinated to stay healthy! • Routine vaccines are available at many places, such as doctor's offices, clinics, and pharmacies • If you do not have a healthcare provider or your doctor's office does not administer vaccinations. You can also visit https://findahealthcenter.hrsa.gov to find a health center near you to get vaccinated • ImmUNITY Chicago has gathered some of the most requested information and resources to help you make informed health decisions for yourself, your family and community • Explore all of the resources at vaccinateyourfamily.org/immunity-chicago for fact-based, trusted information about vaccination safety and effectiveness and guidance to help you make a personal vaccine plan
<p><u>Inform & Influence</u> <i>supplement with credible, motivating information that builds trust in vaccine safety & protocol</i></p>	<ul style="list-style-type: none"> • Vaccines are the best defense we have against preventable disease, and our best chance of keeping our friends and family safe and healthy • The vaccines you need and when you need them depends on several factors, such as your overall health, age, job, and your day-to-day activities. Talk to a healthcare provider about which vaccines are right for you and your family. You can also learn more about the vaccines needed at every age from Vaccinate Your Family • All routine vaccines have been carefully studied and tested in clinical trials (research studies with volunteers) to make sure they are safe and work well to prevent disease. Before vaccines can be given to people, they have to be approved by the U.S. Food and Drug Administration (FDA). Even after a vaccine is approved, it is monitored to check for possible side effects. • Vaccines work very well to protect you from getting sick, but no vaccine offers 100% protection. However, if you do get sick, you're likely to have milder symptoms and less likely to be hospitalized