



As a preventive medicine specialist, you have the power through your actions and words to influence those around you. Join us in an effort to promote why you are vaccine confident and add your voice to help others understand that vaccines are safe, effective and critical to health – especially now.




Use this checklist to promote COVID-19 vaccine confidence and raise awareness of the overall importance of vaccines as part of holistic health strategy among your peers, family/friends and community at large.

## How to be a Vaccine Confident Ambassador

Become a Vaccine Confident Ambassador by incorporating campaign key messages in the following areas of your work and life.






### AT WORK



-  Give a Vaccine Confident presentation to your colleagues/staff.  
**ACPM Resource:**  
[Vaccine Confident Presentation](#)
-  Have a discussion with staff members to identify ways to integrate Vaccine Confident messages and materials into external communications to reach broader audience.  
**ACPM Resources:**  
[Vaccine Confident LinkedIn Article](#)  
[Vaccine Confident Social Media Content](#)  
[Vaccine Confident Graphics](#)
-  Post Vaccine Confident materials in staff break rooms.  
**ACPM Resources:**  
[Fact Sheet](#)  
[Infographic](#)

### ON SOCIAL MEDIA



-  Post the Vaccine Confident template social media copy to your personal Facebook and/or Twitter accounts using #vaccineconfident.  
**ACPM Resources:**  
[Vaccine Confident Social Content](#)  
[Vaccine Confident Graphics](#)  
[Vaccine Confident Social Frame](#)
-  Show your confidence in the vaccines by changing your social media profile picture to include the campaign frame and encourage your peers to do the same.  
**ACPM Resource:**  
[Vaccine Confident Social Frame](#)
-  Share your experience getting vaccinated with a photo on social media using #vaccineconfident to encourage others.
-  Continue the conversation about #vaccineconfident on social and interact with peers and others to create a dialogue.
-  Share testimonials from friends, colleagues and patients on vaccine experiences using #vaccineconfident.



## IN YOUR COMMUNITY



- ✓ If you are able and credentialed, get in touch with your local health department to offer to administer the COVID-19 vaccine.
- ✓ Volunteer at a local vaccination site to help with logistics or providing information.
- ✓ Contact your local government to inquire about virtual vaccine town halls. Offer to be a speaker or panelist.
- ✓ Contact your local media to let them know you are a resource for all things vaccines for future stories. Consider writing a letter to the editor in your local newspaper.

ACPM Resources:

[Vaccine Confident Talking Points](#)

## IN YOUR PERSONAL LIFE



- ✓ Schedule your vaccination and get vaccinated. Share your experience on social using #VaccineConfident.
- ✓ Encourage friends and family to consider getting vaccinated when available to them.

**"We are vaccine confident. You can be, too!"**

The American College of Preventive Medicine launched the Vaccine Confident campaign to create a dialogue with preventive medicine experts about why they are confident in the science behind vaccines and their effectiveness, ultimately bolstering consumer assurance in making the decision for themselves and loved ones to get vaccinated.

**Join the conversation  
on social using  
#VaccineConfident**