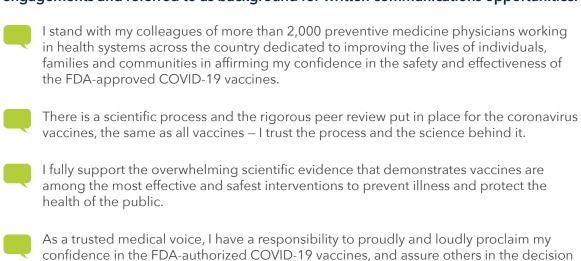


Talking Points



The following provides ACPM members with sample talking points on the Vaccine Confident campaign, COVID-19 vaccine science and overall benefits of vaccines for public health as a preventive measure.

These talking points are meant to be leveraged for media interviews, speaking engagements and referred to as background for written communications opportunities.



- to be vaccinated.

 Vaccination is considered one of the most successful public health advancements for
- As a result of the COVID-19 pandemic, we have seen a dramatic decline in routine vaccinations, leaving millions of people at risk of long-term health impacts.

improving health and an important tool in the public health toolbox.

- As the nation looks to turn a corner on COVID-19 with vaccination ramping up, we could be facing additional outbreaks of previously contained and/or eradicated diseases if routine vaccination schedules are not kept up to date.
- Not taking advantage of proven vaccines turns back the clock on prevention to the 20th century.
- By taking a holistic approach to health, including preventive measures, such as remaining in care and staying up to date with clinical preventive services and vaccination schedules, we can lower odds of illness, disability and death.

