



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.

-  I stand with my colleagues of more than 2,000 preventive medicine physicians working in health systems across the country dedicated to improving the lives of individuals, families and communities in affirming my confidence in the safety and effectiveness of the FDA-approved COVID-19 vaccines.
-  There is a scientific process and the rigorous peer review put in place for the coronavirus vaccines, the same as all vaccines – I trust the process and the science behind it.
-  I fully support the overwhelming scientific evidence that demonstrates vaccines are among the most effective and safest interventions to prevent illness and protect the health of the public.
-  As a trusted medical voice, I have a responsibility to proudly and loudly proclaim my confidence in the FDA-authorized COVID-19 vaccines, and assure others in the decision to be vaccinated.
-  Vaccination is considered one of the most successful public health advancements for improving health and an important tool in the public health toolbox.
-  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.
-  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.