

Rural Vaccine Confidence Initiative

Join [HOSPITAL NAME] to make sure everyone has access to all of the COVID-19 vaccine facts.

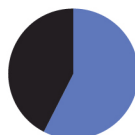


COVID-19 CONTINUES TO HIT CLOSE TO HOME

Even though COVID infection and death rates have improved since the beginning of the pandemic, the fact is:



The rural death rate remains about two times higher than the metropolitan death rate.¹



The cumulative death rate is about 368 per 100,000 rural Americans vs. 270 per 100,000 metropolitan residents.¹

**170,000
DEATHS**

Since the start of the pandemic, nearly 170,000 rural Americans have died from COVID-19.¹



Vaccination is proven to be safe and effective in preventing serious illness or death from COVID.



Partner with us to share the real vaccine facts.

[HOSPITAL NAME] is asking [ORGANIZATION NAME] and other key community leaders to become community champions in a grassroots initiative to help put COVID behind us.

WHAT'S UNIQUE ABOUT THIS INITIATIVE?

In our area, as in many other rural communities, there is a lot of:

- mistrust of the federal government and CDC.
- misinformation about the vaccines and boosters.
- misunderstanding and confusion around the vaccine's effectiveness, who should get boosted and when, and more.

Unlike national campaigns that tell everyone to get vaccinated, this is a grassroots effort to help make sure everyone in [COMMUNITY NAME] knows about a new, local resource where they can get all of the vaccine facts:

[HospitalURL.com/FactCheck]

HOW ARE THESE FACTS DIFFERENT?

There's no contradictory "do this — no, don't do that" messaging. The rural vaccine facts address specific comments and questions we've all heard circulating around our community. That way everyone in [COMMUNITY NAME] can make a choice based on all of the facts — free from Washington rhetoric.

HOW CAN COMMUNITY PARTNERS MAKE AN IMPACT?

Hanging posters, handing out brochures, holding an educational social hour, emailing the vaccine facts link to employees — there are many ways you can join in this local initiative. Keep in mind this is a true community partnership. [HOSPITAL NAME] will provide the resources needed to spread the word to your staff, customers, members of your congregation, nonprofit, friends, and neighbors.

KNOWLEDGE IS POWER

Everyone is entitled to accurate, up-to-date information about both sides of the vaccine discussion so they can weigh the potential risks against the proven benefits. Please help us get the word out about this new resource: RuralFacts.com/COMMUNITYNAME. Because everyone is entitled to make a personal choice based on all of the facts.



Join us in this life-saving initiative.

To learn more, contact:

[HOSPITAL CONTACT PERSON

EMAIL

PHONE #]