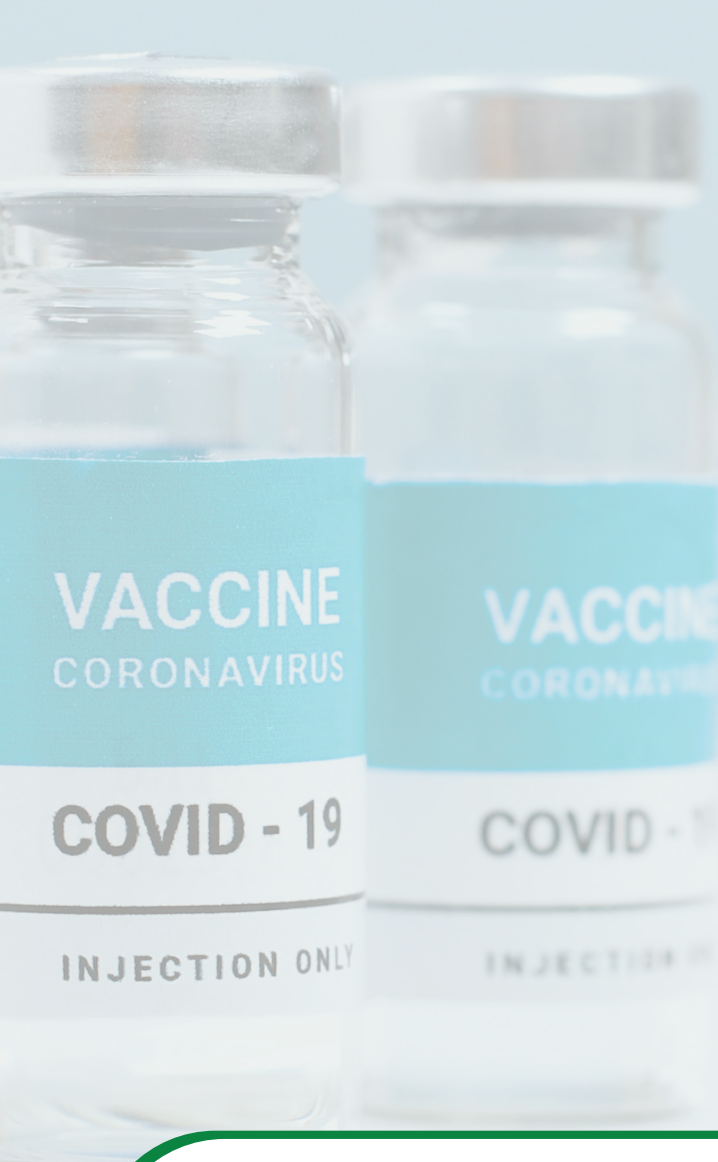


# COVID-19 Vaccine Talking Points

FOR RURAL LEADERS







# Background

More than half of adult Americans are vaccinated. Many of them did it to help protect their families. It's time for rural America to join the vaccination conversation. This is our shot to help stop the spread of COVID-19 and return to life as it was. In order to increase rural COVID-19 vaccine confidence, it is important to share clear, concise and personalized messages about vaccine safety, efficacy and social impact. As you know, the factors that motivate rural Americans to get vaccinated are often different than those of their urban counterparts.

As THE trusted voice of rural healthcare information, the National Rural Health Association (NRHA) developed these tools to help you address many of the specific questions and concerns members of your rural community have about the COVID-19 vaccines. We encourage you to use this information to facilitate conversations within your local community (e.g., meetings with internal staff; local business owners and employees; faith-based organizations; town hall, school and service club presentations; talking with other influencers in your area).

## Sharing THE FACTS messaging:

- I'm here to answer your questions about the COVID-19 vaccines and share why I believe they're safe and effective. There's a lot of misinformation floating around, and I want to make sure you have the facts you need to make an informed decision.
- Cost is not a barrier to getting a vaccine. In fact, all COVID-19 vaccines—and COVID tests—are provided free of charge to anyone living in the United States, regardless of their health insurance status.
- If you're undecided about getting vaccinated, keep in mind that scientists have been working on this technology for 30 years.
- COVID-19 hospitalizations and mortality rates have been higher per-population in small towns than in larger cities. Fortunately, the vaccines are nearly 100% effective at decreasing the chance of hospitalization and death—and you can easily get one to help protect your family, friends and our community.
- The vaccines were approved quickly—not because corners were cut. The previous Administration helped cut out the red tape that typically slows the development process.
- Former President Donald Trump and current President Joe Biden received their vaccinations in January. Do your part to protect [COMMUNITY]—and your country.
- If you're undecided about the vaccine, consider this: More than 100,000 people from diverse backgrounds—and ethnicities—participated in the vaccine trials.



## Protecting **LOCAL BUSINESSES** while strengthening our economy messaging:

- Local healthcare workers have been pushed to the limit. There are critical staff shortages, and our community hospital is an asset we can't afford to lose. A COVID-19 vaccine can help prevent hospitalization. Do it for yourself—and the hometown heroes we need to protect.
- You may feel that you don't need to vaccinate—and that's absolutely your choice. But what if you could prevent one person from being infected? Or one business from losing an employee when there's already an employee shortage?
- We need to help local businesses keep workers safe—and help keep our economy open. Retail employees interact with the public every day. COVID-19 could quarantine an entire staff and shut down operations. Getting vaccinated can help you protect yourself—and others—from getting sick.
- Businesses in [CITY/COMMUNITY] are already struggling to find employees. You can protect others—and help keep our workforce and local economy strong—by getting a vaccine.
- Own a business in [CITY/COMMUNITY]? Then encouraging COVID-19 vaccination is your business. Every non-vaccinated person in your store, restaurant or office is an opportunity to infect a customer or an employee. Encourage your customers and employees to get vaccinated.
- We've always pulled together for the benefit of [CITY/COMMUNITY]. If you're not worried about getting COVID, get vaccinated to protect your neighbors, coworkers and visitors to our community. Let's show the rest of the country how we take care of our own.
- If you don't want to listen to the Government about the vaccines, listen to your conscience. In [CITY/COMMUNITY], we know the meaning of protecting our neighbors. Let's show our small-town values to the rest of the world.





## Protecting **YOURSELF** messaging:

- COVID-19 hospitalizations and mortality rates have been higher per-population in small towns than in larger cities. Fortunately, the vaccines are nearly 100% effective at decreasing the chance of hospitalization and death—and you can easily get one to help protect yourself, your family and our community.
- When more people are vaccinated, more people stay healthy. It's a personal choice worth considering—for your health and the people you care about.
- Getting vaccinated offers peace of mind. You can worry less about getting COVID-19 or unknowingly passing it on to the people around you.

## **Additional resources:**

To review the listing of resources compiled for NRHA members, please visit [www.ruralhealthweb.org/programs/resources/covid-19-resources](http://www.ruralhealthweb.org/programs/resources/covid-19-resources).