

This script is to be adapted for use in rural communities. A local physician or health department official should be the on-camera talent, and up-to-date local statistics should be used.

:60 Rural Vaccination TV PSA Script

**Title: It's time to finish this**

*(Graphic: Dr. \_\_\_\_\_, name of practice, location)*

**Doctor:** I'm Dr. \_\_\_\_\_. It may feel like the pandemic is over. And the good news is we're closer than ever to ending COVID resurgences. But there's still work to be done.

Now, some of you still don't want to get vaccinated against a possible next wave. I respect your right to choose, so I'm going to ask you to just hear me out.

First, the vaccine saves lives.

*(Graphic with local covid mortality/vaccination statistics)*

Only X percent of the patients who died from COVID in the last 6 months in (our county/district) had been vaccinated.

Second, the vaccine is safe and effective.

*(B-roll: doctor administering vaccine)*

I respect the fact you haven't wanted to live in fear of the virus. But don't live in fear of the vaccination.

*(Graphic: \_\_\_\_\_ County Health Department, contact information)*

I don't ever want to wear one of these *(holds up mask)* outside an operating room again. It's time to finish this. Help us kill off COVID. Get the shot. Visit the \_\_\_\_\_ County Health Department (on facebook/online) today to get started.

Thank you.