Tools for Increasing COVID-19 Vaccine Uptake in Kentucky – 4/15/21 Webinar Links

“I Got The Shot” Campaign
- Video PSAs
- Campaign Toolkit
- Campaign Toolkit (Spanish)

“Take It From Me” Campaign
- Video PSAs
- Campaign Toolkit

Delanor Manson, MA, BSN, RN, CEO for the Kentucky Nurses Association
- For Physicians & Nurses: Answers to COVID-19 Vaccination Questions for HCPs | Ad Council (video)
  https://youtu.be/YgLkTMTGZt8

CDC Links
- How to talk about COVID-19 Vaccines with friends and family
- Key Things to Know About COVID-19 Vaccines
- Vaccines for COVID-19
- Finding Credible Vaccine Information
- Social Media Toolkit: COVID-19 Vaccinations
- Building Confidence in COVID-19 Vaccines

Shamarria Morrison, Weekend Evening Anchor, Reporter / Multimedia Journalist, WPSD TV
- “I Got the Shot PSA” – Shamarria Morrison (video)
- Skeptical mom speaks about journey toward deciding whether to take the COVID vaccine or not (video)
  https://www.youtube.com/watch?v=paXuxVS1p-s&t=57s

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