



Colorado COVID-19 Vaccine Campaign

COVID-19 Vaccine Campaign Key Messages

KEY MESSAGES

Dose by dose, COVID-19 vaccines are bringing Coloradans closer to the life we all miss.

The COVID-19 pandemic has been tough on all of us. While the COVID-19 vaccine won't end the crisis caused by the pandemic overnight, and we will all still have to follow public health protocols for a while longer, each vaccine will move Colorado closer to doing the things we miss most.

Imagine that day when you can return to doing the things that matter to you. Getting vaccinated is one of the major things you can do to get you and your loved ones closer to that day. Get the facts today so you can make an informed decision when it's your turn for the vaccine.

Because of a limited federal supply, it may be several months before everyone who wants a vaccine can get one. We're moving as quickly as supplies allow.

When it's your turn, and you choose to get the vaccine, you'll know you've helped protect yourself and others -- and that you're doing your part to help end the crisis caused by the pandemic, to save lives, and to help our state recover.

We need everyone to keep following public health protocols until the vaccine is widely available and used, and we achieve community immunity. Wear masks, avoid gatherings, stay home when you're sick, wash your hands, and maintain physical distance when you must go out. Taking all the safety steps together helps better protect both those closest to us and our entire community from COVID-19.



Until the vaccine is widely available and enough people are vaccinated to protect entire communities, we all need to continue to wear masks, avoid gatherings, stay home when we're sick, wash our hands,

and stay away from others when you must go out.

We know you may have heard a lot about the vaccines and you may have questions. When you are empowered with the facts, you can make informed decisions for yourself and your family. We are providing fact-based information to help you make informed choices.

Staying informed can help you and the people you know and love stay healthy, including those who may be at extra risk from getting very sick or even dying from COVID-19. Do your own research by exploring the latest in-depth, fact-based information from the Colorado Department of Public Health and Environment at covid19.colorado.gov/vaccine, as well as information from the U.S. Centers for Disease Control and Prevention. Also talk to your doctor or pharmacist -- they are ready to answer your questions.

Take a moment to share the facts you learn with the people who count on you for trusted information and consider sharing with your family and friends why you're choosing to get vaccinated.

KEY FACTS

Here are some key facts: The COVID-19 vaccines are safe, effective and free -- and we are moving as fast as the federal supply chain allows to get them to anyone who wants one.

- **Independent, top scientists and doctors have tested them with tens of thousands of volunteers including people like you -- just like every other vaccine on the market.**

The U.S. Food and Drug Administration (FDA) approved the COVID-19 vaccines for use after extensive research and safety testing. A large and diverse group of people volunteered for the vaccine trials, including African Americans, Hispanics/Latinos, American Indians and Asian Americans. This vaccine approval process is overseen by independent, top medical experts. Just like with all other available vaccines, the FDA found that the COVID-19 vaccines are safe and effective.

- **They will help protect people from getting COVID-19.**

The FDA-authorized vaccines have been proven through this detailed research to be about 95% effective after the second dose. It's common for vaccines for different diseases to have mild to moderate side effects, but scientists say these limited side effects are far outweighed by the benefits they offer in preventing COVID-19.

- **They're free for you, whether or not you have health insurance.**

Cost will not be a barrier to getting the vaccine. Medicare, Medicaid, and private insurance must cover the cost of the COVID-19 vaccines; uninsured Coloradans will have access to free vaccines. Providers cannot turn away anyone because they can't pay for the vaccine or lack health insurance.

COLORADO DISTRIBUTION PLAN

Colorado's vaccine distribution process is designed to save the most lives and end the crisis that has been brought on by the pandemic as quickly as possible. To save lives until the vaccine becomes widely available, the Colorado plan begins with health care workers, long-term care facility residents, first responders, frontline essential workers, and those most at risk for getting severely sick or even dying of COVID-19, including those 70 and older.

We are working hard to ensure that a vaccine will be available to anybody who wants it over time, so your turn will come. Make a plan now so you'll be ready when it's your turn.

FOR COMMUNITIES OF COLOR

Because of generations of inequities, some communities -- like communities of color or lower income communities -- have been impacted by COVID-19 more than others. To help communities that are impacted the most, our goal is to educate and distribute the vaccines equitably across all communities. The FDA-authorized vaccines have been proven to safely and effectively reduce the risk of getting sick from COVID-19 among people from all races, ethnicities, genders, and age groups over 16.

The first American to get the vaccine as part of the national rollout was Sandra Lindsay, a [Black nurse and hospital leader who volunteered "to inspire people who look like me, who are skeptical in general about taking vaccines."](#)

It's also important to recognize the critically important role of Dr. Kizzmekia Corbett, a Black scientist who has served as a leader in the development of one of the authorized COVID-19 vaccines.

Thousands of African Americans volunteered to receive the vaccines as part of the research phase that led to FDA authorization. [Michael Rouse, a Denver resident](#), has shared his experience being a trial participant and is a part of CDPHE's Champions for Vaccine Equity initiative.

The largest organization representing African American physicians and their patients, the National Medical Association, has reviewed the research and [supported FDA authorization of the vaccines](#).

Latino/a Coloradans have been impacted more by COVID-19 than white Coloradans. Because of this disparity, it is a priority to provide information and vaccines to Latino/a communities most affected by the pandemic. Over 20% of participants who volunteered in the vaccine trials were Latino/a, helping to end the crisis for their communities. These trials proved the vaccine to be 95% effective at preventing people from getting sick with COVID-19.

Research shows that the majority of Latino/a Coloradans surveyed are ready to get the vaccine when it is their turn.

American Indians and Alaska Natives have also been disproportionately affected by the pandemic and are at higher risk for severe COVID-19 outcomes. They were also represented in the vaccine studies which showed 95% reduction of risk of getting sick with COVID once fully vaccinated. Outreach to these communities remains a major priority for Colorado's vaccine plan.

The more people in your community get vaccinated, the better everyone will be protected against COVID-19, especially those who are more vulnerable to serious illness, like elders and people in high-risk groups.

FOR IMMIGRANTS

Whether you are a U.S. citizen or not, we are all in this together. If you would like a vaccine, you will be able to get one according to what vaccine phase you are in. An ID should not be required for access to the vaccine. State and local public health agencies will never share your information for any immigration or law enforcement purposes. Receiving the COVID-19 vaccine will not count against you in any public charge determinations.