



IN THIS
HOUSE
WE
BELIEVE
IN HEALTH

AND THAT INCLUDES
VACCINES!

Vaccine Confidence Messaging House

This messaging house serves as a foundation for culturally competent communication, empowering our leaders to promote vaccine confidence and health equity effectively in our communities.

Core Message

In this House, We Believe in Health. We are committed to nurturing our health and the health of our community, and vaccines are a vital part of that. Vaccines help us protect ourselves, our families, and our neighbors.

Pastoral Messaging from the Pulpit

- **Spiritual and Community Protection:** "As loved members of our community, it is our duty to protect our flock. Vaccines are a gift that allows us to safeguard our health and the health of those we love. Let us embrace this responsibility with open hearts and minds."
- **Faith and Science Together:** "Our faith teaches us compassion and wisdom. Science provides us with the tools to put these teachings into action. By getting vaccinated, we demonstrate love for our neighbors and our faith in God's plan for each of us."
- **Collective Strength:** "In unity, there is strength. When we come together as a community and commit to being vaccinated, we build a fortress of health that protects us all."

Community Conversations

- **Personal Empowerment:** "Taking control of your health includes making informed decisions about vaccines. They are safe, effective, and a simple step you can take to protect yourself and your loved ones from serious diseases like COVID-19, Flu, and RSV."
- **Myths vs. Facts:** "There are many myths about vaccines, but the truth is they save lives. Let's talk about any concerns you might have, and we can separate fact from fiction together."
- **Role Models in Health:** "By choosing to get vaccinated, you're setting a powerful example for your family and friends. You become a role model for health in our community, inspiring others to take this important step."
- **Community Well-being:** "Our community has faced many health challenges, but we've always stood strong together. Vaccines are a key part of our strategy to overcome these challenges and ensure a healthy future for us all."
- **Learning together:** What are your main concerns or questions about vaccines that we can discuss together?

Protecting Our Community: The Importance of Vaccination for COVID-19, Flu, and RSV

In our community, health is a shared responsibility. Vaccines play a vital role in protecting our families and communities. Here's some key messaging on why getting vaccinated for each virus is essential:

RSV Vaccine: Shielding Our Most Vulnerable

- **Protect our Elders:** "Keeping our elders safe from RSV protects them from serious illness and builds a legacy of health for future generations."
- **Safeguard Our Future:** "Our children are our future. By vaccinating against RSV, we ensure they grow up healthy and strong, ready to lead tomorrow."
- **Community Defense:** "Vaccination against RSV reduces hospitalizations and serious illnesses, keeping our community resources available for those in need."

Flu Vaccine: A Tradition of Care

- **Prevention is Power:** "Flu vaccination is our ticket to uninterrupted living—ensuring we stay healthy and active in our schools, workplaces, and community gatherings. By choosing to vaccinate, we empower our community to thrive and move forward together."
- **Strength in Prevention, Health in Unity:** "Vaccination is our frontline defense against the severe complications that flu can bring. By choosing to vaccinate, we take proactive steps to protect ourselves and our loved ones, ensuring a healthier future for everyone."
- **Building Our Shield, Ensuring Our Future:** "Vaccination serves as a vital shield, protecting our community. It also contributes to herd immunity, which happens when a significant portion of the community becomes immune to a disease like the Flu. This reduces its spread and protects our loved ones who cannot be vaccinated."

COVID-19 Vaccine: A Path to Resilience

- **United in Health, Stronger Together:** "COVID-19 vaccines are powerful tools to prevent severe illness, keeping our loved ones safe from harm, especially in these challenging times recovering from the pandemic. By getting vaccinated, we fulfill a shared responsibility to reduce the spread of diseases and safeguard those most vulnerable among us."
- **Trusted Leaders, Trusted Choices:** "Our pastors and community leaders are speaking from the heart on this issue, driven by their deep commitment to our well-being. By listening to their insights on the COVID vaccine and trusting in their wisdom, we know they will guide us with the best intentions for a healthier, stronger community."
- **Resilience and Trust:** "COVID-19 has tested our resilience, but through trust in vaccines, we can emerge stronger. Staying up to date ensures continued protection for our community."

Additional Educational Information

- **Protection Against Illness:** Vaccines are crucial for preventing severe illness and complications from COVID-19, Flu, and RSV. They are a proactive measure to keep you and your family safe.
- **Community Immunity:** By getting vaccinated, you help build herd immunity, which is essential for protecting those who cannot be vaccinated, such as newborns and individuals with certain health conditions.
- **Combatting Health Disparities:** Historically, the Black community has faced significant health disparities. Vaccination is a powerful tool in addressing these inequities and promoting health equity.
- **Resilience and Recovery:** Vaccines support our community's resilience by reducing the burden of disease, allowing us to focus on recovery and growth in all aspects of life.

Sources

Why it's important to get the flu vaccine:

<https://www.cdc.gov/flu/vaccines/keyfacts.html>

Why it's important to get the COVID-19 vaccine:

<https://www.cdc.gov/covid/vaccines/benefits.html#:~:text=Vaccination%20remains%20the%20safest%20strategy,%2C%20being%20hospitalized%2C%20and%20dying.>

Why it's important to get the RSV vaccine:

<https://www.cdc.gov/vaccines/hcp/vis/vis-statements/rsv.html#:~:text=about%20RSV%20vaccination-Why%20get%20vaccinated%3F,for%20infants%20and%20older%20adults.>