

July 20, 2021

AHA Releases New COVID-19 Vaccination PSAs and Resources for Hospitals and Health Systems to Adapt and Use Locally

One PSA continues partnership with AMA and ANA to increase vaccination rates

The AHA today released a series of public service announcements (PSA) and supporting materials that encourage people to seek the answers they need and ask the questions that will help them understand and become confident in the safety and effectiveness of COVID-19 vaccines. AHA, through these videos and supporting materials, also continues its efforts to reinforce to the public the critical role played by America's hospitals and health systems in the nation's health – serving as a trusted voice and always there, ready to care – as we continue battling this historic public health crisis. Highlights of the resources follow.

PSA TO ADD CREDIBILITY TO VACCINATION EFFORTS

The first PSA, “Ask questions, follow science, get vaccinated,” released today, features AHA Board Chair Rod Hochman, M.D., president and CEO of Providence, and chairs from the American Medical Association and the American Nurses Association urging the public to ask questions, follow the science and get vaccinated. [The PSA](#) stresses that COVID-19 vaccines are a safe and effective way to protect you, your family and your community from the virus.

CONTENT FOR HOSPITALS AND HEALTH SYSTEMS TO USE LOCALLY

A second PSA, “A Serious Decision,” also released today features a diverse cross section of people discussing how they reached their own conclusions about the vaccines. To support this PSA and other public-focused messaging, AHA also released a consumer [vaccine webpage](#). **Hospitals and health systems can add their own branding to a [30-second](#) or [15-second PSA](#). Watch for a Spanish language webpage and video coming next week.**

NON-CLINICAL HEALTH CARE VACCINATION STORIES

The AHA's [#MyWhy vaccination campaign](#) continues its focus on health care workers with new resources highlighting the reasons those in non-clinical roles, including [risk managers](#) and [engineers](#), chose to get vaccinated. Hospitals and health systems are encouraged to have their teams share their own #MyWhy and join the campaign. Ready-to-use materials and resources are available on [AHA's #MyWhy webpage](#).

New social media content that supports all of these vaccination efforts is updated regularly and available on AHA's vaccine confidence webpage. You can customize the

content for your brand and use. If you have questions, please contact the AHA at 800-424-4301.