



The 2022 #Vaccinate Pasadena Video Contest Helpful Hints and Tips

- **Use positive emotions** such as empowerment, love, excitement, hope, humor, etc. The idea is to connect positive emotions with positive health behaviors.
- **Avoid scare tactics** (such as emphasizing death) as studies show they do not work well in persuading the vaccine hesitant to agree to be vaccinated. Please go to <https://publichealthcollaborative.org/> or <https://www.greaterthancovid.org/theconversation/> for more information.
- **Avoid stigma.** Have others review your script and draft video for any stigmatizing messages that may unintentionally imply shaming of individuals who are not vaccinated.
- The CDC has some guidance on this topic: <https://www.cdc.gov/coronavirus/2019-ncov/daily-life-coping/reducing-stigma.html>
- **Model your call to action.** What do you want your audience to do after watching your video? Show your audience how they can do this. For example, your actors can:
 - Model what can be done about reducing vaccine hesitancy by encouraging their peers to:
 - Know the facts and get the facts from reputable sources. Having the facts can help reduce confusion and fear around COVID-19 and vaccines.
 - Address misconceptions circulating among your peers and the vaccination process. Talking openly about these topics can help normalize the subject.
 - Take action by leading others with supportive behavior.
 - Talk with peers about:
 - Parental consent
 - Health and social impacts of COVID-19 on youth and other members of our Pasadena community
 - Your COVID-19 vaccination experience
 - Talk with a parent, coach, doctor or other trusted adult about COVID-19 and COVID-19 vaccine hesitancy or concerns
 - Mention other methods that help encourage COVID-19 vaccination
 - Emphasize group safety, classmates, and family
 - Pointing out all the benefits of being vaccinated
 - Dispel some of the most common myths around COVID-19 and vaccines
 - Stress the importance of securing the healthiest future possible for our community