

Messaging Based On Local Vaccination Rates

Millions of Americans are now protected from COVID-19, thanks to safe and effective vaccines. However, even in communities with high average rates of vaccination, there are geographic areas and population groups with much lower vaccination uptake. Across the country, communities and population groups with low vaccination rates are now experiencing the highest levels of COVID infections. It is critical to everyone's health that every person who can be vaccinated is vaccinated.

Our Vaccination Rate is High

*Together, we have
come so far—let's
keep going.*

Together, our community has made tremendous progress in protecting ourselves and our loved ones from COVID-19 *[cite local data]*. The vaccines are extremely effective and safe, and we're starting to experience the benefits: seeing friends and family members, reopening local businesses, and enjoying summer. But we have more work to do to increase vaccination rates in areas of *[state/city/county]* where vaccination uptake is low. We are monitoring the potential impact of variants, and the best way for us to keep our community safe and healthy is to ensure that every eligible adult and child is vaccinated. Communities that are currently experiencing high rates of COVID infections are the ones with low vaccination rates.

Our Vaccination Rates are Mixed, with Variations Among Population Groups

*We're getting there, but
we want everyone in our
community to be safe
and healthy.*

We are making progress in putting COVID-19 behind us, and we've achieved high vaccination rates among *[cite local data]*. However, vaccination rates in some areas of *[state/county/city]* are lagging. We have more work to do to improve rates among *[cite local data]*. We all want to continue to experience the benefits of reduced community spread: seeing loved ones, reopening local businesses, enjoying summer, and safely getting kids back to school this fall. The vaccines are extremely effective and safe, and the best way to keep us on the right track is for every eligible adult and child to get vaccinated. Communities that are experiencing high rates of COVID infections today are the ones with low vaccination rates.

Our Vaccination Rates are Far Below Our Targets

*Let's make our community
safer and healthier, one
vaccine at a time.*

As communities around the country begin to open, we are witnessing the effectiveness of the COVID-19 vaccine. We are all eager to see loved ones, travel, visit local businesses, and safely get kids back to school this fall. Communities with low vaccination rates are experiencing the highest rates of COVID infections. With new and potentially dangerous strains, such as the Delta variant, it's more important than ever for eligible adults and children to get vaccinated.

If you are unvaccinated, continue to wear a mask, social distance, and make a plan to get vaccinated. If you've been vaccinated and know neighbors, colleagues, or loved ones who aren't, encourage them to get vaccinated as soon as they can to help protect themselves and our community.