

## Four messages to help increase number of COVID-19 vaccines



HPSM members trust their doctors, but many still struggle with their confidence in the vaccine. Here are four messages they have proven to be effective in overcoming vaccine hesitancy, as seen in the Behavioural Insights Team blog.

### 1. Your loved ones need you.

Get the COVID-19 vaccine to make sure you can be there for them.

### 2. We have a chance to return to the people and places we love.

Let's get our lives back again. Sign up to get the COVID-19 vaccine.

### 3. Doctors and nurses have decided to get the vaccine.

Now, they recommend that you do too. Talk to your doctor to find out more about why it's right for you.

### 4. The vaccine was tested with 70,000 people.

Now, more than 14 million people have gotten it. When it's your turn, you can feel confident that it is safe and effective.

For other COVID-19 vaccine materials, please visit  
[www.hpsm.org/covid-19/vaccinations](http://www.hpsm.org/covid-19/vaccinations).