



Mayors Challenge to Increase COVID-19 Vaccinations

RESOURCES FOR MAYORS

Introduction

Mayors know their communities better than most. You know how the COVID-19 pandemic has affected every corner of your municipality. And now that the COVID-19 vaccines are here, you have been leading local vaccination efforts, which are helping to bring an end to the pandemic.

The U.S. Department of Health and Human Services COVID-19 public education campaign is a national initiative to increase public confidence in and uptake of COVID-19 vaccines while reinforcing basic prevention measures, such as mask wearing and physical distancing.

To achieve these goals, tailored toolkits like this were developed with all the information and materials you need to help share the campaign messages in your community. Thanks to partners like you, science-based information can be widely shared to benefit the most people possible.

Through a nationwide network of trusted messengers and consistent, fact-based public health messaging, these efforts help the public make informed decisions about their health and COVID-19, including steps they can take to protect themselves and their communities.

Mayors Challenge:

70% BY INDEPENDENCE DAY

As of June 1, 2021, nearly 63% of adults in the United States have received at least one dose of a COVID-19 vaccine.

This is a major accomplishment. But it is critical that you encourage more people in your community to get vaccinated as soon as they can.

The Mayors Challenge aims to get 70% of adults in the United States at least partially vaccinated by July 4, 2021.



What You Can Do



Join the [Mayors Challenge to Increase COVID-19 Vaccinations](#) throughout the month of June 2021.



Commit to taking new actions or redoubling efforts throughout the month of June 2021 to boost the percentage of residents in your city who are at least partially vaccinated.



[Share summaries of your actions with the U.S. Conference of Mayors](#) to assist it and others in amplifying your city's efforts to get residents vaccinated.

Mayors Challenge Toolkit Contents

- **Communicating With General Audiences:** Facts on COVID-19's impact; talking points on the importance of vaccination, vaccine safety, and other preventive measures.
- **Key Things to Know:** Information on the most important things you need to know about the COVID-19 vaccines.
- **FAQs:** Comprehensive list of questions and answers related to vaccine safety, effectiveness, side effects, availability, and cost.
- **Door-to-Door Flyer:** Handout with information about how to find vaccines nearby.
- **Social Media:** Sample Facebook, Instagram, Twitter, and LinkedIn messages and images.
- **Talking About COVID-19 Vaccines With Family and Friends:** Tips on how to have open and helpful conversations about COVID-19 with people you care about.
- **Tips to Amplify We Can Do This Resources:** Ideas on the various communication tactics you can use to amplify the campaign messages among members of your community.
- **What Fully Vaccinated People Need to Know:** Recommendations on what people who have been fully vaccinated can start doing, and things they need to continue to do to protect themselves and others.

For updates and other material resources, visit [WeCanDoThis.HHS.gov](https://www.hhs.gov/we-cannot-do-this).