

## How to get involved:

- 1** Download the video.
- 2** Post across your social channels and share with your community!
- 3** Be sure to tag the Ad Council at @adcouncil.
- 4** Please also tag the medical professional who created the video.
- 5** Direct fans with questions to head to [GetVaccineAnswers.org](https://www.getvaccineanswers.org) to learn more!

## CAMPAIGN OVERVIEW

The COVID-19 vaccines have the potential to transform life as we know it today and save hundreds of thousands of lives—but they can only be successful if millions of Americans recognize the urgency, safety and vital importance of getting vaccinated.

While many have already started the vaccination process, there is currently a general lack of confidence. Overall, 40% of the U.S. public have expressed concerns, ranging from “skeptical” to “open but uncertain,” about getting vaccinated.

The *It's Up to You* campaign encourages audiences to get the latest vaccine information—knowing that personal education is the first step in building vaccine confidence. It's OK to have questions. We want to acknowledge Americans' concerns, provide answers to their questions, and get us all on the road back to the moments and people we miss most.

