Share Your Voice to Promote Vaccines

A guide for pediatric healthcare professionals

More and more parents are getting their health information online, and a short, authentic video from a trusted healthcare professional can go a long way to help build confidence in childhood vaccines. Use this guidance to create short videos for your social media channels. No special equipment, skills, or editing are needed. You can easily record on your phone.

Share your video and tag @HealthVermont so we can celebrate your work and help amplify your message.

1 Quick Tips for Filming

- Record in a quiet, well-lit space
- Keep it conversational. A script isn't needed.
- Speak like you would with a parent or family member (calm, reassuring, conversational)
- Frame yourself from the chest up, with your face centered
- Look at the camera
- Use your phone to record and hold it vertically (up and down, not sideways)
- It's OK if it's not perfect. Authentic is better than polished
- Keep the video about 30-45 seconds long (Even just 20 seconds is great)
- Choose one question or concern to address; not everything about vaccines

2 A Simple Way to Structure Your Video:

1. Share a common question or concern from parents
2. Give 1-2 key points or share a personal story
3. End with where people can learn more

3 Helpful Starting Phrases:

- "I get a lot of questions about childhood vaccines..."
- "Parents often ask me..."
- "If you've been wondering about vaccines, you're not alone..."

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4 Share Common Questions or Concerns

- "Can my baby handle all of these vaccines at once?"
- "Can I delay or space out the vaccine schedule?"
- "Why is it so important to follow the recommended vaccine schedule?"
- "Are other parents vaccinating their kids?"
- "Why do we vaccinate for diseases that aren't even present in our communities?"

5 Provide Key Points

Share 1-2 key points, or even include your own professional or personal story

6 End With a Trusted Resource

- "If you have questions, talk with your child's doctor..."
- "Learn more at HealthVermont.gov/KidVax..."
- "Your healthcare provider can help you make a plan"

Optional Captions to Include With Your Video

- "Have questions about childhood vaccines? You're not alone. Talk with your child's doctor or learn more at HealthVermont.gov/KidVax"
- "It's normal to have questions about vaccines. Reliable information can help you make decisions with confidence. Learn more at HealthVermont.gov/KidVax or HealthyChildren.org"
- "Most Vermont families choose to vaccinate as part of routine care. Have questions? Find reliable information at HealthVermont.gov/KidVax or HealthyChildren.org"
- "Vaccines are one of the best ways to protect children from serious illness and hospital stays Get answers at HealthVermont.gov/KidVax or HealthyChildren.org"
- **Add captions whenever possible so people can watch without sound.**

Optional Hashtags to Include With Your Video

#ChildhoodVaccines #HealthyKids #HealthyFamilies #VaccineQuestions #TalkToYourPediatrician #VermontKids #VTKids

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See the Vermont Department of Health's video creator tips sheet for more ideas.

VERMONT DEPARTMENT OF HEALTH