SAMPLE :30 PUBLIC SERVICE ANNOUNCEMENT SCRIPT

Insert Partner Logo

Center for Sustainable Health Care *Quality and Equity*

Headline: People in [Insert city] are at risk of serious dangers from the COVID-19, but why?

Anchor Track:

COVID-19 is not just a "bad flu." Did you know that if you have a chronic condition like heart disease, diabetes, asthma, or COPD, COVID-19 can result in complications like heart attack, stroke, hospitalization, loss of independence or even death?

Your best defense against COVID-19 is a COVID-19 vaccine.

But, in [INSERT COMMUNITY NAME], not enough of us are getting the COVID-19 vaccine. [INSERT PROVIDER NAME] is offering [INSERT DETAILS – e.g., COVID-19 vaccinations to all at LOCATION]. For more information, [INSERT CONTACT INFORMATION – phone number or website].