

MEDIA TOOLKIT



Ready-to-share resources to encourage seasonal vaccination and protect Massachusetts communities.

»» Social Media Outreach

These assets provide a simple way to encourage vaccinations through social media as well as health center websites or newsletters. Just download images and copy captions for posting!

»» Community Conversations

Prepared talking points about seasonal vaccination can be used to start discussions with journalists and other local media to reach a wider audience. Consider promoting seasonal clinics or appointment availability using local sources.

»» Toolkit Priorities & Purpose

- Provide accurate vaccination information and resources to patients, providers, and the greater Massachusetts community.
- Inform the community about access to seasonal vaccination and benefits of staying up-to-date each year.
- Remind the community to prioritize their seasonal vaccinations.

Download all images [here!](#)

COORDINATED POSTS

MCVP encourages all organizations to upload the following posts on the listed dates for two joint media pushes during the season.

October 22nd, 2026



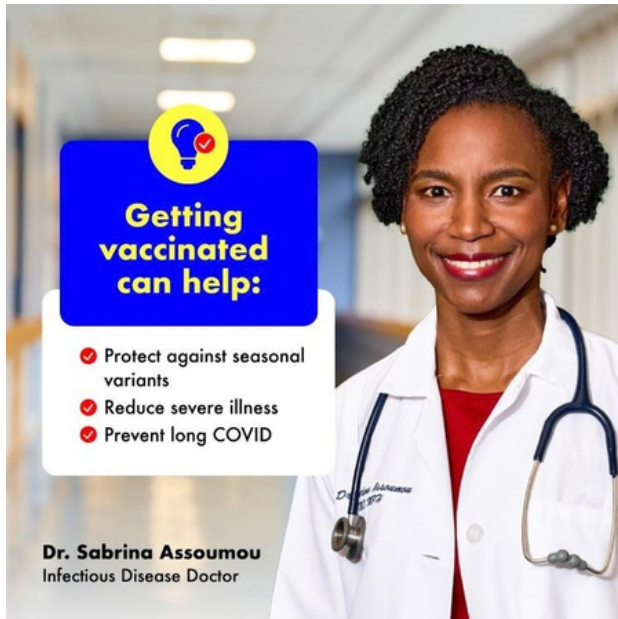
Caption: Are you up to date with your seasonal vaccines? Now is the time to get them done! Find a location near you at mass.gov/SeasonalVaccines

November 26th, 2026



Caption: Updated seasonal vaccines can help keep you and your family safe. Learn more at mass.gov/SeasonalVaccines

Use these images to inform and remind about seasonal vaccination.



Caption: Did you know seasonal flu and COVID shots provide protection for you and your family? Stay safe this season. Learn more at mass.gov/SeasonalVaccines



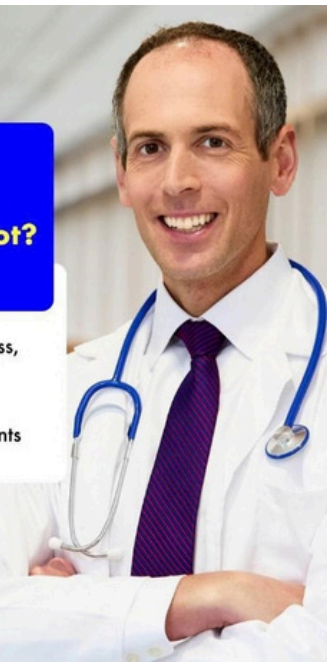
Caption: Do you know how effective the COVID shot is in reducing the risk of serious illness? Learn more at mass.gov/SeasonalVaccines



Caption: Did you know a COVID shot reduces your risk of getting seriously ill with COVID? Learn more at mass.gov/SeasonalVaccines



Caption: Want to protect yourself against long COVID? The COVID shot is the best available tool. Learn more at mass.gov/SeasonalVaccines



 **Why do I need another COVID shot? Vaccines help:**

- ✓ Reduce risk of serious illness, hospitalization and death
- ✓ Prevent long COVID
- ✓ Protect against latest variants

Dr. Robert Goldstein
Commissioner, Massachusetts
Department of Public Health

Caption: Not sure if seasonal vaccines are right for you? Find out more at mass.gov/SeasonalVaccines



 **Worried about the cost of seasonal vaccines?**

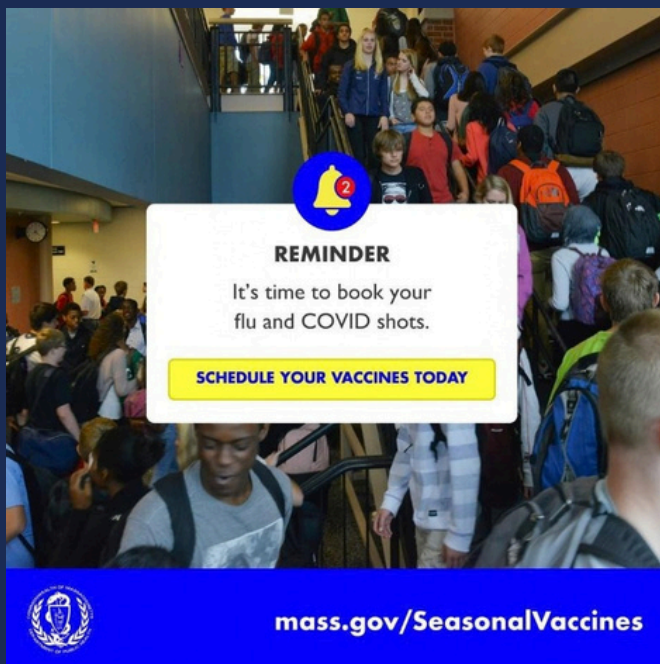
- ✓ They're covered by insurance
- ✓ They're safe, easy, and effective

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Commissioner, Massachusetts
Department of Public Health

Caption: Flu and COVID shots provide powerful protection. Find a vaccine location at mass.gov/SeasonalVaccines



Caption: Stay up to date and find flu and COVID shots at a location near you at mass.gov/SeasonalVaccines



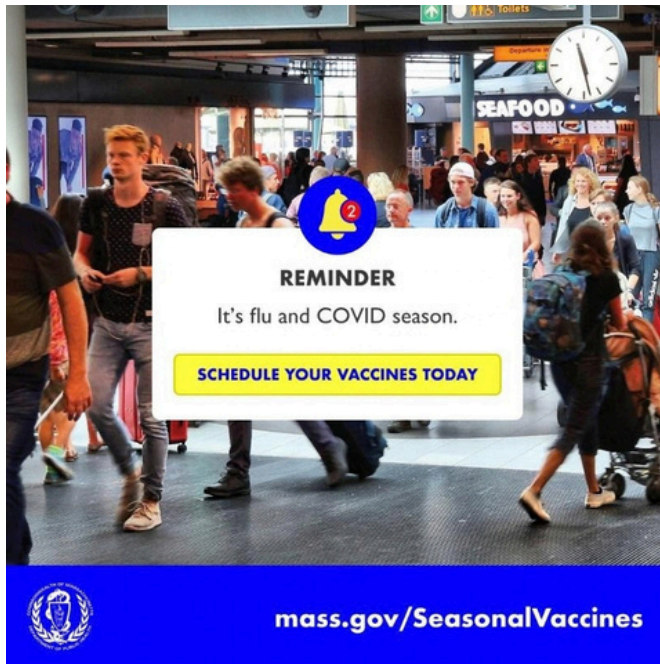
Caption: Stay up to date with your seasonal vaccines and get the protection you need. Find a location at mass.gov/SeasonalVaccines



Caption: Before you gather this season, get your flu and COVID vaccines. Find a vaccine location at mass.gov/SeasonalVaccines



Caption: 'Tis the season for flu and COVID vaccines. Give yourself the gift of protection. Learn more at mass.gov/SeasonalVaccines



Caption: Planning a trip? Protect yourself against flu and COVID before you go. Find a vaccine location at mass.gov/SeasonalVaccines



Caption: It's not too late to protect yourself this season from flu and COVID. Find a location nearby at mass.gov/SeasonalVaccines



Caption: Protect yourself against severe illness. It's not too late. Find a vaccine location at mass.gov/SeasonalVaccines



Caption: Cases are spiking. Protect yourself against flu and COVID. Find a location nearby at mass.gov/SeasonalVaccines



COMMUNITY CONVERSATIONS

Use these talking points for outreach to local media, partner organizations, and journalists.

Key Messages

- While Massachusetts residents overwhelmingly believe vaccines are safe and effective, seasonal "vaccine fatigue," lower perceived personal risk, and systemic access friction are causing many to skip their yearly respiratory shots. When people delay or skip their annual flu and COVID-19 shots, our overall community immunity weakens. This puts high-risk neighbors, older adults, and healthcare systems at unnecessary risk each respiratory season.
- Confidence in childhood and routine immunizations remains strong across Massachusetts, backed by strong trust in local healthcare providers.
- We encourage everyone to talk with their healthcare provider about the vaccines recommended for them and their families and make a plan to get vaccinated.
- Respiratory viruses are a predictable part of the fall and winter, but serious illness doesn't have to be. Taking a few minutes to check which seasonal immunizations are recommended for you and your family can be an important step toward protecting your health and the health of those around you.

Outreach Tips

When speaking with journalists or local media, emphasize that vaccination is about reducing the risk of serious illness and helping people stay healthier during a time of year when respiratory viruses are more likely to spread.

For detailed surveillance data, visit the [MDPH Respiratory Diseases Immunizations Dashboard](https://www.mass.gov/info-details/mdph-respiratory-diseases-immunizations-dashboard). To learn more about community resources, clinical tools, and educational materials, visit massvaccineconfidenceproject.org.