



The Arizona Partnership for Immunization

Support NIAM Campaign Messaging Framework: “It’s Okay to Ask” Vaccine Confidence Campaign

Purpose: individuals who are unsure about vaccines by normalizing questions, providing clear answers, and connecting people with trusted healthcare professionals.

Campaign Goal

Create a welcoming, nonjudgmental environment where community members feel comfortable asking questions about vaccines and receiving accurate, understandable information.

Target Audience

Individuals and families who are unsure about vaccines, have questions, or are seeking trustworthy, evidence-based information before making healthcare decisions.

Primary Message

Unsure about vaccines? It is okay to ask questions. Getting clear, trusted answers helps you make informed decisions for yourself and your family.

Supporting Messages

- Many people have questions about vaccines. You are not alone.
- Questions are an important part of making healthcare decisions.
- Healthcare professionals can help provide clear, evidence-based answers.
- Information should be easy to understand, honest, and respectful.
- Making informed decisions starts with having the facts.

Campaign Theme

It’s Okay to Ask

Suggested Slogans

- Unsure About Vaccines? Let’s Talk.
- Ask First. Decide Confidently.
- Curious About Vaccines? We’re Here to Listen.
- Real Questions. Clear Answers. Trusted Information.
- Your Questions Matter. Your Health Matters,



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NIAM Outreach Messaging Example:

Headline: Questions About Vaccines?

Subheadline: It's Okay to Ask.

Call to Action: Get clear, trusted answers from healthcare professionals who are ready to listen.

- Ask about effectiveness/what diseases the vaccine protects against
- Ask about side effects and what to expect after receiving the vaccine
- Ask about what is right for you and your family

Closing Message: Real Questions. Clear Answers. Trusted Information.

Sample Social Media Content

- Every question matters. Whether you're wondering about effectiveness, safety or timing, start the conversation and get the facts you need to vaccinate.
- Vaccine confidence starts with understanding. Talk to your trusted health care worker. Ask Questions. Learn the facts. Decide with confidence.
- Not sure about vaccines? That's okay. Asking questions and getting clear, trusted answers is an important part of making healthcare decisions, Talk to your healthcare provider about vaccines.

Hashtags

#QuestionsDeserveAnswers

#AskQuestions

#ItsOkayToAsk

#Let'sTalkVaccines