



Dear Licensee,

As part of the District's communications strategy for the COVID-19 vaccine, DC Health is asking healthcare workers and first responders to record videos highlighting why you are getting vaccinated. The hope is for these videos to encourage others to get vaccinated when it's their turn to do so. Videos will be used via the District's social media platforms.

Below you will find the script that should be used for the video recordings. We also ask that phones be held vertically when recordings are done. Once completed, each recording should be sent to covidcomms@dc.gov.

Thank you for your continued partnership and we look forward to receiving videos and highlighting those who have been on the frontlines throughout this pandemic.

Script

"Hello, I'm [NAME] and [A LITTLE BIT INFO ABOUT THEMSELVES, e.g. "a nurse at Howard Hospital.]

Why am I getting vaccinated?

I'm getting vaccinated because [THEIR PERSONAL REASON(S)].

Together, we can save lives and end this pandemic. So, when it's your turn – get vaccinated, DC."

For information related to COVID-19, please go to <https://coronavirus.dc.gov> [lnks.gd].