Our mission is to coalesce, inspire and support the Head Start field as a leader in early childhood development and education.

COVID-19 Vaccination Toolkit

Creating a PSA-Style Video

Sharing your experience with COVID-19 and/or vaccination is a valuable way to help others make their own decision. We have compiled some tips for sharing your experience with a PSA-style video.

Example PSA videos made by NHSA can be found here.

START HERE

LIGHTS!
Make sure you’re in a well-lit room without loud music or distractions.

CAMERA!
Get your camera ready. A computer or phone camera works perfectly. If you are using your phone, don’t forget to flip it horizontally.

ACTION!
Record yourself. Here are some talking points you may want to hit on:

• Start with your name, program, and title
• Why did you make the decision to get the COVID-19 vaccine? Or, why are you eager to get it as soon as you’re able to?
• What was your experience with COVID-19 and/or getting the vaccine? Did you face any obstacles booking an appointment, experience side effects, etc.?
• Emphasize that receiving the vaccine is a personal, medical decision and it’s important to educate yourself when deciding if the vaccine is right for you.

HELPFUL TIP:
We don’t expect you to have fancy video editing software—in fact, we encourage you not to edit at all! Plan on trying a few takes until you are able to hit everything you want to say.

SHARE!
Share your video on social media! Include the hashtag #SleevesUpForHeadStart and tag your program.

Find the full COVID-19 Vaccination Toolkit series at go.nhsa.org/sleeves-up.
Questions? Ideas? E-mail us at vaccines@nhsa.org

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