

# Build Vaccine Confidence By Sharing Vaccine Stories and Testimonials

Sharing stories and testimonials about vaccine experiences can build vaccine confidence by deepening understanding and awareness. Stories about COVID-19 vaccines are everywhere. You may have a story and so might your family, friends, fellow community members, work colleagues, and program partners and members. Stories can help highlight collective healing and recovery, preservation, and survival. They have the power to inspire, energize and move people to action.

## Sharing stories:

- Helps people relate and respond to the importance of the vaccines and getting vaccinated
- Builds connection and trust
- Highlights common values and shared goals
- Acknowledges and celebrates the people in your community who are making change
- Encourages hope and visions for the future

## When sharing your story about getting vaccinated:

- Describe your values and what matters to you
- Connect your story to the experience and interests of the people you are sharing it with
- Share what helped you make your decision, how you feel about it and the impact it has had

## When collecting stories from others about getting vaccinated:

- Work in close collaboration with community members
- Create an open, safe and accepting environment for sharing stories
- Always get permission from people to take notes, use a recording device or share their stories with others. This is called informed consent, and it means that the person understands what the story will be used for and how and where it will be shared. If taking notes or recording stories, bring someone with you to help out.
- Use open-ended questions to avoid yes-no answers
- Be curious and open — do not come with a set story or an end in mind
- Actively listen and lead with kindness

**NYC VACCINE FOR ALL:  
SAFE, FREE, EASY**

**NYC**  
Health



- If the person who is sharing their story discusses current or past trauma, refer them to resources, such as NYC Well, a free and confidential mental health support service available 24/7 and in over 200 languages. Call 888-NYC-WELL (888-692-9355), text “WELL” to 65173 or chat online at [nyc.gov/nycwell](https://nyc.gov/nycwell).
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### Sample questions to support the sharing and collecting of vaccination stories:

- Did you get vaccinated? Why did you choose to get a COVID-19 vaccine?
  - What did getting vaccinated mean to you? To your family?
  - Why do you think it is important to be vaccinated?
  - How did getting vaccinated or helping others get vaccinated support your community’s recovery?
  - What made you change your decision about whether to get vaccinated?
  - How do you feel now that you are vaccinated?
  - How have things changed for you now that you are vaccinated?
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### Get the stories out there

There are different ways that you can share and use stories. As a trusted voice in your community, you or your organization can:

- Tell your story when you are speaking with others about the vaccines
  - Share stories on your website and social media as well as in your newsletters and emails
  - Include stories in your presentations and share stories at partner and community meetings and events
  - Share stories with local media and press outlets
  - Make artwork with the stories to share and display
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### Examples of vaccine stories

The videos listed below show New Yorkers in Brooklyn and staff at the NYC Department of Health and Mental Hygiene telling their stories about the vaccines and getting vaccinated.

- **Community Vaccine Stories | Brooklyn:** [youtu.be/H5-YFeLxe14](https://youtu.be/H5-YFeLxe14)
- **Community Vaccine Stories | Brooklyn (Version 2):** [youtu.be/gl\\_eHzjL\\_-E](https://youtu.be/gl_eHzjL_-E)
- **Why I Got Vaccinated | Staff Stories (Version 1):** [youtu.be/OBOIECveAY0](https://youtu.be/OBOIECveAY0)
- **Why I Got Vaccinated | Staff Stories (Version 2):** [youtu.be/UNaIYF4Xpt0](https://youtu.be/UNaIYF4Xpt0)
- **Why I Got Vaccinated | Staff Stories (Version 3):** [youtu.be/l4A1FvbERI8](https://youtu.be/l4A1FvbERI8)