

# News Release

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## Arizona launches new COVID-19 vaccine public service announcements

### *Messages in English and Spanish encourage Arizonans to get vaccinated*

**PHOENIX** — With COVID-19 vaccination becoming available to all adults at state-run sites, the Arizona Department of Health Services (ADHS) is launching a series of public service announcements in both English and Spanish encouraging people to get vaccinated.

[Two of the first PSAs](#), which began airing this week, feature Governor Doug Ducey and ADHS Director Dr. Cara Christ.

“Remember: It’s safe, it’s effective, and it’s our best shot at returning to normal,” Governor Ducey says [in one PSA](#).

“The data is in, and with millions of Arizonans who have already received their shot, we know the vaccine is safe,” Dr. Christ says in [the other PSA](#).

Along with a [Spanish-language PSA featuring David Adame](#), president and CEO of Chicano Por La Causa, deliver the message that COVID-19 vaccines are safe, highly effective, and soon to be available to all Arizonans age 16 and older at state-run mass-vaccination sites.

“Cuando sea su turno, únase a los millones de Arizonenses que ya se han vacunado y reciba su vacuna (When it’s your turn, join the millions of Arizonans who have already been vaccinated and get your shot),” Adame says in [the first Spanish-language PSA](#).

The messages, these are part of a multi-pronged effort to reach all Arizonans, are being distributed on television, radio, and social media.

“We are taking these vital messages where people are so we can get as many Arizonans vaccinated as possible as soon as possible,” Governor Ducey said. “Arizona is committed to administering vaccine equitably, and that starts with reaching all Arizonans where they live.”

“Since the start of our vaccination efforts, we have been working with partners statewide to ensure that we are encouraging everyone to get vaccinated when it is their turn,” Dr. Christ said. “The PSAs we are launching this week are part of a series of messages that encourage people to get vaccinated against COVID-19. Getting vaccinated against the disease is the best way to protect you, your family and all of our communities. It is also the best way to help us return to normal.”

In order to reach more high risk Arizonans and get them vaccinated, ADHS and partners recently conducted a pilot program in ZIP code 85009, just west of downtown Phoenix,

including highly targeted communication and outreach such as telephone town halls in English and Spanish. Interaction with community leaders has also led to a collaboration that got more than 400 of the area's prioritized residents registered and vaccinated at a state site.

This approach is being expanded into underserved neighborhoods in areas of southwest and south Phoenix and Yuma County, while looking to reach even more of Arizona.

ADHS offers a bilingual COVID-19 Vaccine Navigation Help Desk at 1-844-542-8201 for those needing extra assistance with registration and answers to questions. The agency continues to add information and resources in Spanish, including the online scheduling tool at [podvaccine.azdhs.gov](https://podvaccine.azdhs.gov).

Information about all vaccination sites across Arizona can be found at [azhealth.gov/findvaccine](https://azhealth.gov/findvaccine). Those without computer access or needing extra help registering can call 1-844-542-8201 to be connected with someone who can assist.

To learn more about COVID-19 vaccines and vaccination, please visit [azdhs.gov/COVID19Vaccines](https://azdhs.gov/COVID19Vaccines).