

# #ThisIsOurShot Campaign

Our mission is to elevate voices of healthcare heroes  
to build vaccine-trust towards a covid-free world

**Background:** Science has achieved a moonshot for humankind with the covid-19 vaccine. Up until now, COVID has ravaged the American dream. Today, more than 83 million Americans are struggling to afford basic life necessities like food, housing, and healthcare. Yet, there is hope: the vaccine is the single best bet toward a covid-free world.

However, the single greatest barrier now facing us is [vaccine trust](#) especially amongst [communities](#) of color, younger individuals, and lower socioeconomic populations. Without the trust of these communities, we will never achieve herd immunity in America. Even healthcare workers are not immune to mistrust. We also know that the most prominent anti-vaxxers met for a private three-day international meeting with the goal of destroying vaccine legitimacy and [capitalizing on societal distrust](#). In total, their followership has increased by 7.8 million this year alone to now 58 million followers worldwide.

**Why Now?** Given the stealth and sophistication of the opposition; that the public has limited resources for trusted, accurate information; and that patients [trust](#) their personal doctor [universally](#) on the vaccine across all races and party lines: now is the time to mobilize doctors and healthcare workers in a national grassroots campaign as trusted vaccine messengers with fidelity to science and evidence. The goal is to catalyze critical public confidence in the COVID-19 vaccine. Never has more been at stake in the 21st century. The end of this pandemic is now squarely in our hands.

The leadership mission is clear: to elevate voices of healthcare heroes to build vaccine-trust towards a covid-free world in 2021. **#ThisIsOurShot**

**Impact to date:** Over 23,000 healthcare advocates who've elevated their voices through the viral grassroots social media campaign, **#ThisIsOurShot**, has now reached 59 million impressions across Facebook, Twitter, & Instagram as of January 1, 2021.

**Who We Are:** This initiative is led and supported by the California Medical Association with allies from the California Academy of Family Physicians, American College of Sports Medicine, Texas Medical Association, Doctors for America, Doctors in Politics, American Medical Student Association, Vot-ER, American Medical Association, and Governor's Office.

## Join Us!

- 1. Sign up to be added to the mailing list here: <http://tiny.cc/healthleader>
- 2. Join the Social Media Movement:
  - [Facebook](#)
  - [Instagram](#)
  - [Twitter](#)
- 3. Post on Social Media!
  - [tiny.cc/vaxask](http://tiny.cc/vaxask) template scripts when you post! Tag #ThisIsOurShot
- 4. Share this page with friends, family, colleagues, and anyone else who's interested in reducing vaccine hesitancy around the COVID-19 vaccines!
- 5. Attend our weekly group calls, Tuesday @6PM PST to learn more and get involved! :) Details will be shared once you sign up for the mailing list!



## Personal Health Care Providers Are Most Trusted Source Of Information On COVID-19 Vaccine

New Online Views 7,195 Citations 0 Altmetric 236 Comments

Viewpoint

ONLINE FIRST FREE

December 14, 2020

### Behaviorally Informed Strategies for a National COVID-19 Vaccine Promotion Program

The US needs a national strategy for promotion of COVID-19 vaccines that unites the urgency and commitment of Operation Warp Speed with innovative behavioral science and social marketing approaches to increase COVID-19 vaccine confidence and acceptance in diverse populations.

Q Popular Latest

*The Atlantic*

IDEAS

## Anti-vaxxers Think This Is Their Moment

Society's well-being depends on how well public-health officials and average internet users combat misinformation.

DECEMBER 20, 2020

**The Washington Post**  
*Democracy Dies in Darkness*

## Inoculated health-care workers are now ambassadors for the coronavirus vaccine

# THE ANTI-VAXX PLAYBOOK

### KEY FINDINGS:

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|---|---|
| 1. There is an industry of anti-vaxxers across Facebook, Instagram, Twitter & YouTube | 2. The total audience for anti-vaxxers on social media is 58 million          |
| 3. Anti-vaxx followers are worth \$1 billion to tech companies                        | 4. Anti-vaxxers have grown their following by 7.8 million during the pandemic |

58% of African Americans and 52% of Hispanic respondents are vaccine hesitant. This means that the communities hardest hit by the virus will be least likely to take the critical life-saving vaccine