

AMA, Ad Council COVID-19 resources to boost vaccine confidence

The AMA recognizes the critical importance of science as we fight to contain the spread of COVID-19 and plan for the distribution and administration of COVID-19 vaccines.

Patients who have questions or doubts about the COVID-19 vaccines are encouraged to discuss them with a physician, nurse or other health care professional. Explore resources, provided in coordination with the Ad Council and the COVID Collaborative, that can be shared with patients who want to learn more and make informed choices for themselves and their families.

"It's Up to You" COVID-19 vaccine education initiative

To further advance COVID-19 vaccine education and boost confidence in the safety and effectiveness of vaccines authorized by the FDA, the AMA has worked with the Ad Council and the COVID Collaborative, a coalition of the nation's experts in health, education and the economy, to launch "It's Up to You."

Created in close cooperation with the Centers for Disease Control and Prevention (CDC), the campaigns urge the American public to visit [GetVaccineAnswers.org](https://www.getvaccineanswers.org) ([DeTiDepende.org](https://www.detiddepende.org) in Spanish) for information about COVID-19 vaccines, with the ultimate goal of helping the public feel confident and prepared to get vaccinated.

Learn more about the Ad Council's COVID-19 Vaccine Education Initiative, and share these resources with patients who are looking to get the latest information.

AMA communication resources for physicians

To promote factual information around COVID-19 vaccines, the AMA provides a number of evidence-based resources to help guide online and in-person conversations with your peers, patients and people in your community.

Video series: Health care leaders address questions about the COVID-19 vaccine

The Ad Council and the COVID Collaborative have created a new resource designed to address health professional's questions about COVID-19 vaccination. The video series was developed in collaboration with the AMA, Centers for Disease Control and Prevention, U.S. Department of Health and Human Services, National Institute of Allergy and Infectious Diseases and other top health and medical institutions.

Topics addressed include safety, availability, cost, side effects, vaccine administration, answering patients' questions and more. Learn more about this joint effort and watch the series now.