



San Francisco Department of Public Health

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***** PRESS RELEASE *****

DEPARTMENT OF PUBLIC HEALTH LAUNCHES NEW VACCINE CONFIDENCE CAMPAIGN

Multi-media campaign is part of ongoing efforts to reach unvaccinated San Franciscans

San Francisco, CA — The San Francisco Department of Public Health (DPH) announced today the launch of a new multi-media campaign focused on providing the latest information to San Franciscans who have not yet received the vaccine.

“It’s imperative that we listen to community concerns, and we’re able to respond quickly in this dynamic environment,” said Director of Health, Dr. Grant Colfax. “Working closely with community partners, this campaign is creative and aligns with our equity-driven, hyper-local strategy. We remain committed to prioritizing those populations most impacted by COVID-19, meeting people where they are, and ensuring their questions are answered.”

The campaign builds upon DPH’s existing outreach efforts focused on communities and neighborhoods most impacted throughout the pandemic. These outreach efforts have included providing physicians at vaccination events to answer questions about the vaccines, providing incentives at vaccination events, and partnering with youth-led organizations to better reach priority communities. For this campaign, DPH partnered with Socialisssima, a creative agency with experience communicating to diverse audiences.

Socialisssima’s work for San Francisco includes a series of strong images capturing the stark difference between the potential mild side effects of a vaccine, compared with the risk of serious illness from COVID-19, as well as a series of animated videos summarizing how vaccines work, and the benefits of being vaccinated, in several different languages. Campaign images will be displayed on billboards in neighborhoods throughout the southeast sector of the City, on Muni vehicles, and bus shelters.

“Vaccines are safe, effective, and the surest way out of this pandemic,” said Dr. Colfax. “We are urging everyone who can get vaccinated, to do so as soon as possible”.

For more information on where to get vaccinated in San Francisco, visit: sf.gov/getvaccinated or call 628-652-2700. More information about the vaccine confidence campaign is available at sf.gov/vaxsf.

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