

ArMA joins nationwide campaign with other leading US health care organizations to promote COVID-19 vaccination

April 22, 2021 (Phoenix) — The Arizona Medical Association (ArMA) is collaborating with a coalition of 60 of America's top hospitals and health care institutions on a nationwide campaign to encourage adults to get vaccinated for COVID-19. Led by Cleveland Clinic and Mayo Clinic, the campaign "[Get the Vaccine to Save Lives](#)," is designed to reassure the public that vaccines are safe, effective, and necessary to achieve herd immunity and a return to normal activities.

"In our state, only 38% of the population has received the COVID-19 vaccine," said Dr. Miriam Anand, President of ArMA. "By joining forces with leading health care institutions from across the nation, ArMA hopes to demonstrate to those that are unvaccinated that the vaccines are safe and effective."

The campaign hopes to reach adults who are hesitant to receive a vaccine, including racial and minority ethnic groups and people living in rural communities. According to a Kaiser Family Foundation survey published March 30, 17% of the public say they will take a wait-and-see approach before getting it themselves, and another 20% say they will never get a vaccine or will only get it if required to do so for work, school or other activities. This leaves a significant portion of the population at risk of going unvaccinated.

The nationwide campaign includes print and digital advertising, media outreach, social media, an awareness video and an informational [website](#).

With vaccine distribution underway, the campaign aims to help Americans feel safe and confident about receiving a vaccine. To achieve herd immunity and help end the pandemic, leading health officials say at least 75% of the population needs to receive a vaccine. Herd immunity occurs when a large portion of a community becomes immune to a disease, making the spread of disease from person to person unlikely. As a result, the whole community becomes protected — not just those who have been vaccinated.

"If we truly want to return to a sense of normalcy, we must reach herd immunity in our community," says Libby McDannell, CEO of ArMA. "We can only reach this goal if Arizonans are provided accurate, fact-based information about the vaccines that allows them to feel confident in receiving a vaccine."

[More than 195 million doses of COVID-19 vaccine have been administered and 48% of the population age 18 and over has received at least one vaccine dose in the U.S. through April 14](#), according to the Centers for Disease Control and Prevention. COVID-19 vaccines were evaluated in tens of thousands of participants in clinical trials. The vaccines met the [Food and Drug Administration's](#) rigorous scientific standards for safety, effectiveness, and manufacturing quality needed to support emergency use authorization.

[Ethos Creative Group](#) of Burlington, North Carolina, created the campaign and donated their services. The New York Times, The Washington Post, Spectrum Reach and USA Today also provided complimentary resources.

For more information about the campaign, visit ourshot2savelives.org.

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About Arizona Medical Association

The Arizona Medical Association (ArMA) is the largest organization in the state representing the interests of all physicians. Since 1892, ArMA has been advancing patient care and providing its members with leadership, advocacy, education, and networking. For more information, visit www.AZmed.org and follow ArMA on [Facebook](#), [Twitter](#), and [LinkedIn](#).

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