As part of the American College of Preventive Medicine’s Vaccine Conﬁdent campaign, we encourage you to use your credibility as a leading voice in preventive medicine to help spread the message of vaccine conﬁdence. By leveraging your LinkedIn platform, you have the power to create a dialogue about your conﬁdence in vaccines and foster that same assurance with your professional and social communities.

Below is a template LinkedIn article. Please tailor the content below to depict your personal experiences and voice.

**Template LinkedIn Article:**

**Next/This month**, as we enter a new year living in a COVID-19-altered world amongst new variants and booster guidelines, we reﬂect on hardships, tough decisions and changes we’ve made to keep ourselves and our families safe. To say we’ve been through a lot would be an understatement, but if these last 3 years have taught us anything it’s that we must prioritize our health.

As we look to what lies ahead, we must continue to prioritize our wellbeing. However, that is no easy feat with the amount of misperception, inaccurate and conﬂicting health information coming through every screen, publication and discussion about how to properly protect ourselves from COVID-19. It’s having an impact — not only related to COVID-19 protocol, but in our preventive care practices overall.

Did you know since March 2020, due to COVID-19 concerns, many chose to forego their regular appointments with their primary care physicians? According to the American Medical Association (AMA) almost 60% of patients missed a routine preventive care visit during the height of the pandemic. A downstream impact of this absence is millions of Americans, many children and elderly, interrupted their vaccination schedule — leaving them at risk of long-term health impacts. This is an alarming trend that can turn back the clock on preventive care that keeps us safe from illnesses ranging from the ﬂu and measles to shingles, Mpox, and HPV. This is evident in the recent emergence of the tripledemic of RSV (respiratory syncytial virus), flu, and COVID-19.

In my role at **[insert institution name]**, I’ve seen this happening ﬁrst-hand **[insert personal experience around vaccine declines]**.

We know that if each of us received recommended clinical preventive care such as routine vaccinations, hundreds of thousands of lives would be saved every year. In fact, those very vaccines will prevent 419 million illnesses, 26.8 million hospitalizations and 936,000 deaths in today’s youth. Vaccines are safe, effective and critical to health — especially now.

With the distribution of the COVID-19 vaccine and updated boosters, we now have the important tools on our side to help guide us as we approach the other side of the biggest health crisis of the century. As we look to prioritize our health and wellness during this time, receiving the vaccine is a key part of the equation. However, today, nearly one fourth of Americans remain unwilling to get vaccinated (KFF). Knowing the vaccine is developed from sound science and backed by evidence-based research, I can stand with a strong majority of preventive medicine professionals when I say that we are vaccine conﬁdent, and because of that, you can be too. **[Insert anecdote about why you are vaccine conﬁdent related to science, personal experience, social determinants of health, etc.]**.

As epidemiologists, public health practitioners, clinicians, we each have a critical role to set an example in our community and to carry out the message that vaccines save millions of lives each year — and the COVID-19 vaccines are no different. I am proud to be one of more than 2,000 #VaccineConﬁdent preventive medicine champions joining in on @The American College of Preventive Medicine’s Vaccine Conﬁdentcampaign.