

Short headlines

- Do your part for everyone.
- Get back to things you love.
- Let's end the pandemic.
- Vaccine = hope + protection.
- Vaccine is safe and available.

Long headline

Don't put your health and safety on hold. Get vaccinated now.

Descriptions

- Get your vaccine, restore hope and stop the virus.
- Roll up your sleeve and do your part ... for yourself, your family and everyone.
- The COVID-19 vaccine is safe and will protect you and your baby.
- Vaccines are safe. Vaccines are needed. Vaccines are available near you.
- Vaccines: Tested, safe and effective for everyone.

Facebook post

Free COVID-19 vaccines are available to Iowans 16 and older. This is an important step to helping us beat this virus and returning to normal. Getting your vaccine is how we work together to reach the end of this pandemic.