



**NEW YORK CITY DEPARTMENT OF HEALTH  
AND MENTAL HYGIENE**  
Dave A. Chokshi, MD MSc  
Commissioner

**FOR IMMEDIATE RELEASE**  
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**(347) 396-4177**

## **‘GET VACCINATED’ – GOOD ADVICE IN EVERY LANGUAGE**

*A new multicultural, multilingual campaign created with input from New Yorkers of the respective communities launches today to reach Black, Latino, Asian and Orthodox Jewish New Yorkers*

*The multimillion-dollar campaigns come as NYC has reached 6.6-million doses administered*

**May 04, 2021** – The Health Department launched multicultural and multi-lingual vaccination ad campaigns by and for NYC’s Spanish, Haitian Creole, Yiddish, Russian, Mandarin, Cantonese, Korean, Bengali and Urdu-speaking communities. In addition to citywide placement, the campaigns will run in local neighborhood and in-language media.

“These campaigns are by and for the communities we’re striving to reach,” said **Health Commissioner Dr. Dave A. Chokshi**. “We want New Yorkers to hear about the safe and effective COVID-19 vaccines in the languages that they speak from people whom they trust. This vaccine is for you and your community.”

The campaigns will run from May 3<sup>rd</sup> through the end of June. and will run on digital channels, local in-language media and outdoor locations, including bus shelters and at neighborhood businesses, such as bodegas and supermarkets.

In addition, the Health Department will begin airing a new public-service announcement featuring leading doctors at the Health Department to address vaccine confidence, medical mistrust and racism. The announcement is being run with the specific goal of reaching Black New Yorkers. The video is viewable [here](#).

The Health Department routinely translates its ads into the top 13 languages spoken by New Yorkers. However, this campaign is even more targeted to specific communities with the concepts informed by community input via focus group testing of New Yorkers of the respective communities, designed with the input of community experts and disseminated in languages spoken by the respective communities.

“[Get Back](#),” the campaign to reach Black New Yorkers emphasizes that with more New Yorkers getting vaccinated, we will be able to get back to the things we have missed and the people we love and recognized that people need to get the facts about the vaccines so that they may make their decision.



[“Vacúdate. Por...”](#) (“Get Vaccinated For...”), the Latino campaign shows some of the most missed activities like hugging and enjoying activities with friends and family and notes that vaccines are available to all regardless of insurance or immigration status.

[“The Joys of Life”](#) campaign in Chinese, Korean, Bengali and Urdu shows and reminds us that the best way to return to the life and moments we enjoy is to get vaccinated.

[“Almost There”](#) campaign to reach Orthodox Jewish New Yorkers asks community members to do their part to save a life by getting vaccinated.

New York City has recently reached more than 6.6-million COVID vaccine doses administered. However, disparities remain in community vaccine coverage. In addition to expanded outreach and distribution of vaccine, the City is focusing its public health messages even more intensely.

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**MEDIA CONTACT:** Patrick Gallahue / Michael Lanza, (347) 396-4177  
[PressOffice@health.nyc.gov](mailto:PressOffice@health.nyc.gov)