



NASHVILLE GENERAL HOSPITAL FOUNDATION



“Nashville Takes on COVID” Pledge

Updated: September 9, 2021

Goal

We seek to increase the number of Nashville residents age 12 and older who **initiate COVID vaccinations** and **wear masks** to protect themselves, friends, and family.

Approach

Working together with a larger coalition of organizations and residents, we will:

- Put brief, well-produced but very brief content about COVID vaccines and masking in front of every Nashvillian this month;
- Show Nashvillians exactly how we are lowering barriers to make vaccines accessible to everyone; and
- Give out at least 10,000 re-usable masks.

We ask these organizations and residents to [sign](#) the “Nashville Takes on COVID” pledge.

“Nashville Takes on COVID” Pledge

1. **We will protect our own health:**
 - a. I/we will get vaccinated for COVID if I have not done so already.
 - b. I/we will consistently wear masks when in public to protect ourselves and others.
2. **We will promote COVID vaccination and masking:**
 - a. I (or my organization) will consistently on Twitter, Facebook, **and** Instagram using the content supplied by “Nashville Takes on COVID.”
 - b. If I/we have an office open to the public, I/we will also put up posters or distribute flyers and masks supplied by “Nashville Takes on COVID.”
3. **We will strongly promote this campaign:**
 - a. I/we will personally and strongly encourage all employees, coworkers, colleagues, and other stakeholders to participate in this initiative, too, by posting on signing this pledge and posting on social media.
 - b. I/we will allow “Nashville Takes on COVID” to include my organization’s logo on the website and on materials. My organization will email our logo to Vernon.Rose@NashvilleHA.org.

Source of Video Content

The campaign will rely on [video content](#) and related social media templates developed by the Kaiser Family Foundation and national associations or medical professionals. The English-language video clips they have produced feature medical providers of color. They are introduced by comedian W. Kamau Bell. The Kaiser Family Foundation has also produced companion content in Spanish. Importantly, for vaccination topics specifically about children, the pediatricians who speak are frequently mothers themselves. [Health Literacy Media](#) is our communications partner with this campaign.

Contact Vernon.Rose@NashvilleHA.org or bhaile@neighborhoodhealthtn.org with any questions or visit www.NashvilleTakesOnCOVID.org.