

The *PA Unites Against COVID* campaign is, at its core, a public information campaign: getting the right information to the right people at the right time so they can make the right decision. But *PA Unites* takes it one step further with materials to support information outreach efforts.

Purpose

PA Unites Against COVID is a public health campaign educating Pennsylvanians about COVID-19. We're sharing information so residents can protect themselves and their loved ones. Throughout the pandemic we've been talking about our health and safety measures, including masking up, washing up, physical distancing, and avoiding crowds.

Now vaccines are rolling out, **giving us new hope and a path back to our lives**. So, we're arming our communities with vaccine facts. Good information leads to good decisions. We hope to see our neighbors decide to take the next step in the fight by signing up and lining up for vaccines.

Health Equity Commitment

- The PA Unites Against COVID campaign delivers messages that appeal to each community's unique motivations and concerns.
- We are working with leaders, influencers, and trusted messengers to ensure that our efforts represent the diversity of our communities.
- **Languages** – we've been producing materials in English + 13 languages (list below). If you can highlight the priorities for your outreach, we can move those along faster as we continue to work on vaccine handouts.
 - English
 - Spanish
 - Arabic
 - Burmese
 - Chinese (Simplified)
 - Chinese (Traditional)
 - French
 - Haitian Creole
 - Karen
 - Korean
 - Nepali
 - Russian
 - Swahili
 - Vietnamese

The best place to go to see our campaign work so far is on [PA.gov/COVID](https://pa.gov/COVID). We are building out vaccine information, FAQs, and adding to our extensive [COVID Resource Library](#).