

Vote & Vax Promoting Your Clinic

Fall 2016



VOTE & VAX

Promoting Your Vote & Vax Clinic

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Welcome!

Welcome to *Vote & Vax* 2016, a program directed by SPARC (Sickness Prevention Achieved through Regional Collaboration).

The *Promoting Your Vote & Vax Clinic* guidebook and available promotional materials are designed to help you get the word out about your *Vote & Vax* program and energize your community to participate. It contains general information about how to effectively apply marketing techniques to generate interest in and support for your program, as well as tips for dealing with the media.

We encourage you to review the suggestions provided as well as add your own creativity and knowledge of your local area to create your own marketing campaign.

The materials provided in this guidebook will take a lot of the guesswork out of the process and help you fit effective communications into your overall plans to host a successful *Vote & Vax* clinic this Election Day.

Here's what you'll find in this guidebook:

Shout It From the Rooftops!

While literally shouting about your clinic might not have the most desired effect, planning effective communications can make sure that the people you want to reach are in the know. This section explains how you can apply smart marketing guidelines to get your audience excited about your *Vote & Vax* Program.

Get the Word Out.

Need some tips on how to get your *Vote & Vax* clinic in front of your target audience? This section explains how to put your local media to work for you. You'll learn how to use advertising, public relations and promotional materials.

Putting It All Together.

You've got the goods, now it's time to put them to use. This section explains when and how to use the different promotional materials available from *Vote & Vax*. It offers tips on distribution, follow-up and how to tailor the materials to your needs.

Don't be intimidated by all of the information provided in this guidebook—pick and choose activities from the suggestions that best fit your specific situation (time, resources, staffing, etc.).

Again, welcome, and let's get to work!

Shout It From the Rooftops!

FACT:

Most people don't want to go out of their way to improve their health.

FACT:

They won't come if they don't know about it.

FACT:

It takes more than a good program to attract participants. People need to be convinced that it will improve their health.



In the movie “Field of Dreams,” Kevin Costner’s character kept hearing the chant “Build-it-and-they-will-come.” He built the baseball field that the voice demanded and, sure enough, they came. Too bad it doesn’t work that way for public health initiatives. In fact, the “Build-it-and-they-will-come” approach is often responsible for causing well-intentioned public health programs to be less relevant or successful as planners hoped.

As health professionals, you’ve probably discovered that the best public health initiative will not make a difference in peoples’ lives if it isn’t actively communicated and promoted to the right audience. In the consumer world, commercial marketers use advertising, public relations and promotions to sell everything from toothpaste to tofu. Similarly, health initiatives like your *Vote & Vax* clinic need to actively pursue communications outreach to connect with people and get them to take action—namely, to get a flu shot on Election Day!

Communications Outreach for Public Health Initiatives

Just because you believe something is good for someone’s health doesn’t make it important to him or her. The purpose of your outreach efforts is to persuade your target audience that they have a self-interest in changing their health habits and convince them to take action (in this case, getting a flu shot when they go to vote). In a sense, communications outreach for a public health program like *Vote & Vax* is no different than marketing toothpaste, although it might be more difficult because people understand the basic benefits of toothpaste.

Using communications outreach to persuade people they will personally benefit from participating in a public health program can have a dramatic effect on a community’s well-being.

According to findings from research done by *Vote & Vax*, the majority of people age 50 and older understand the importance of having a flu shot to protect one’s health as well as the health of the community. The challenge is moving an individual beyond just understanding and to the point of taking action.

A crucial part of successful outreach is identifying the needs of the people you want to influence—or the “target audience.” Again, our research shows that consumers value their health and the health of those around them. *Vote & Vax* also found that consumers highly

value convenience and safety when considering getting a flu shot. In addition to promoting the health benefits of a flu shot, it is important to communicate to your target audience that getting a flu shot at a polling site is both convenient and safe.

Targeted Outreach

Successful outreach efforts are based on a few important principles.

To make the most of your outreach think about the following questions:

- **Who are you trying to reach?** In order to develop an outreach approach that has the best chance for success, you should identify the group that you are trying to influence to accomplish your goal. For *Vote & Vax* 2016, our goal is to vaccinate as many people as we can who are vulnerable to the flu, so our target audience is adults 50 years and older. This may be tailored further in your communications to fit your individual community.
- **What do they care about?** To make a strong connection to your target audience, it's important to understand their values, wants, needs and how they receive information. Our research shows that when it comes to getting a flu shot, adults 50 and older care about the quality of the vaccine they are receiving, the convenience of the clinic location and protecting the health of their family and their community.
- **What's in it for them?** When communicating with your target audience about why they should do what you are asking of them, it's important to focus on the benefits, not features. In the case of *Vote & Vax*, that means talking to their values—focus on the safety and quality of the care they will receive; the convenience of getting a flu shot right at their polling place; and what the health benefits will be for them, their family and their community.
- **What are your messages?** Use the information about our target audience and their values to develop core messages and target all outreach efforts. As noted above, core messages for *Vote & Vax* 2016 should center on the quality of the shots and care; the convenience; and the health benefits to individuals, their families and their communities.
- **What's your "ask"?** Successful campaigns are not just about educating your target audience, but moving them to take action—and that means that they need to clearly understand what it is that you

are asking them to do. For *Vote & Vax 2016*, the “ask” is pretty clear—we are asking our target audience to get a flu shot at their polling place on Election Day! Just remember to make sure that all of your communications include your ask in a clear and simple way.

- **Are you sure they heard you?** Research shows that just when we are getting tired of using the same message, the audience is just starting to hear the message. Make sure to keep repeating your communications over and over to connect with your target audience and to make sure that the message sticks with them.

What It All Means

Communications outreach is crucial to a successful public health campaign and it's important to think through all of your strategic decisions before starting to think about the fun stuff, such as public service announcements and posters. This will ensure that you are developing your materials to make the greatest impact. The materials and suggested promotional techniques in this guidebook are designed to help you deliver a message that compels members of your target audience, adults ages 50 and older, to understand the value of a flu shot and the convenience and safety of getting it at polling places on Election Day.

Get the Word Out

Your local media can be an important partner in making your program a success. Working with the media and making smart use of promotional materials can increase participation in *Vote & Vax* and raise your organization's visibility in the community. This section offers tips of the trade on why and how to work with your local media to reach your target audience—people over 50—with your message. And, while biting a dog is certainly not the recommended way to get your issue in the news, the quote on the right does offer some sage advice: news outlets are interested in the new and uncommon. For *Vote & Vax* 2016, this offers a prime opportunity to highlight the innovative approach of the program and the benefits that it offers to your community.

This guidebook gives you outreach pointers and information on promotional materials that you can tailor and use to promote your clinic. You'll read information on how to use these items effectively. You may use all or some of the materials depending on your budget, staffing resources, the extent of your effort and the size of your local market. Research shows that you need to connect with your target audience at least three times before they will pay attention to your message, so it's best if you use a combination of outreach activities.

Here's a short primer on the key communications techniques *Vote & Vax* suggests:

- **Media:** There are two kinds of media coverage: paid and unpaid. Paid media includes purchasing airtime for commercials from broadcast media outlets (TV and radio) or purchasing space in print publications (newspapers and magazines). Unpaid media, also known as earned media, includes news and opinion pieces written in print publications and interviews on broadcast news shows. Unpaid media also includes public service announcements (PSAs) in print or broadcast media.
- **Grassroots Promotion:** This involves reaching out to people and organizations in the community and asking them to help you promote awareness of your *Vote & Vax* clinic. *Vote & Vax* has developed materials including poster and flyers that you can easily tailor and distribute. All of these materials can be downloaded from the *Vote & Vax* Web site at www.voteandvax.org.



“When a dog bites a man that is not news, but when a man bites a dog that is news.”

— JOHN B. BOGART,
EDITOR, NEW YORK SUN

Paid Media

Paid media can be very successful at reaching members of your target audience, but often can be a costly endeavor. If you do have resources to put toward paid advertising, consider contacting your local community print publications and broadcast stations. Advertising representatives at these outlets can help you craft the best approach to reach your target audience of adults 50 and older, offering advice on which times and formats would be best to connect with your audience.

Low-cost ads may also be available through some print and broadcast outlets. Local cable companies or community-run media outlets often provide discounted advertising for nonprofits and governmental organizations.

As you develop relationships with advertising representatives at media outlets, discuss opportunities for interviews with your spokesperson(s) as part of local news coverage. While most news outlets maintain a separation between advertising and editorial, advertising representatives can often help facilitate introductions to reporters.

Vote & Vax has developed some sample print advertisements that can be easily resized and customized for various print publications. These sample advertisements are available to all registered providers and downloadable from www.voteandvax.org. In addition, the radio PSA copy included as part of this guidebook can be adopted for TV.

Earned Media

It is possible to get significant media coverage of your *Vote & Vax* clinic without paying directly for advertising.

Public Service Announcements (PSAs)

Most broadcast and print media will announce upcoming community events in community calendars or bulletins free of charge. It is very easy to contact your targeted local media outlets and ask if they offer such a service. If they do, you will likely just need to send the appropriate contact basic details (who, what, when, where, etc.) of your event. If you just ask, most outlets will provide you with details on exactly what information they need and in what format. This process is something you will want to start at least two months prior to your event.

In addition to basic community calendars, most broadcast stations commit a portion of their advertising time to airing ads that are in

the public interest at no cost or at a reduced cost to nonprofit and governmental organizations. For community events, such as your *Vote & Vax* clinic, a targeted TV or radio PSA may be a very effective way to reach listeners age 50 and older to let them know about your clinic and encourage them to get a flu shot on Election Day.

While there is little or no cost associated with airing of a broadcast PSA, it can be a significant expense to produce a professional broadcast PSA. If resources allow, we encourage you to consider both TV and radio as options. However, given that a simple radio PSA is a more viable option for many organizations, we have elected to focus on radio in this guidebook.

When you contact your local radio stations, be sure to ask about their specific guidelines for submitting PSAs. In general, it is best to send them two versions of your PSA, one for 15 seconds and one for 30 seconds, so that the station can pick the one they want to air. If your PSA is selected to air, be prepared that it may be during non-peak listening time. With that in mind, PSAs should be a part of a larger outreach plan and not the focus of your outreach efforts.

A PSA or ad should be honed to your target audience and the selected radio station. For *Vote & Vax* 2016, your target audience is adults age 50 and older, but you may want to further tailor your PSA to the radio stations' audience, especially if the stations have ethnic audiences. At the end of this guidebook, you will find sample 15 and 30 second PSAs that can be tailored to reach your target audience and that is appropriate for the radio outlets.

- **Start early:** The process for developing and securing PSAs can take several weeks or even a couple of months. If you would like your PSAs to air in the weeks prior to Election Day, give yourself plenty of lead time to start working with radio stations and developing an ad. We recommend contacting your target stations at least two months prior to Election Day.
- **Identify target radio stations:** Early in your planning process, identify the key radio stations that reach your target audiences. Request media kits from the likely radio stations in your area to learn more about their audience. The easiest way to obtain a media kit for your local radio stations is to simply call the radio station and ask them to send you one.

- **Follow guidelines:** An important step in developing a PSA campaign is to check with the radio station to gather any additional guideline specifics. There is usually a public affairs director or a staff person who deals with PSAs who can give you more information on the station's PSA protocol. Ask about format guidelines and test the waters as to their willingness to run a PSA for your community *Vote & Vax* clinic.
- **Emphasize community value:** When submitting your PSA, include a cover letter that emphasizes the direct value to the community. Highlight the relevance of your flu clinic to the station's listeners (who should also be your target audience). You will likely have to create a slightly different script for each radio station (e.g., the PSA you send to an adult gospel station will likely be slightly different from a script for a news station).

While we included in this guidebook sample written scripts to send to radio stations, many radio stations—and even some TV stations—will often produce more professional quality PSAs for select organizations. Again, this varies by media outlet but is something you should feel free to ask about when contacting your local media.

When your PSAs do receive airtime, send a thank you note to your contact at the station that emphasizes the value of their contribution to protecting the health of the community. It is not only a polite thing to do but may also strengthen your relationship with the station for future collaboration.

Media Relations

While advertising and public service announcements are important, research shows you get a great deal more credibility from being part of news coverage. And, best of all, you don't pay for news like you do with advertising.

Successful media outreach involves earning credibility with people in the media by consistently delivering usable, quotable information. Your project can gain respect and trust with your local media outlets if you notify them of a newsworthy story with clear and concise messages.

One of the most important keys to a winning media outreach campaign is creating a thorough and accurate media list. Make sure to include outlets that will reach your target audience and make sure that your media list includes the appropriate contact at each outlet. The easiest

way to ensure that you are including the correct contacts on your media list is to go to the outlet's Web site to look for the information or call the outlet and simply ask them who the appropriate contact would be. Likely, these will be health and/or community news reporters.

Event-related media alerts and press releases (like the samples at the end of this guidebook), can be sent to media outlets to inform them of your upcoming event. Alerts are brief one-page documents highlighting the basic information of the event (who, what, when, where, why). Media alerts should be sent to daily news planning schedules, such as the AP Daybook, which is distributed daily and is routinely used by news outlets for story assignments. If you are not sure who the alert should go to, the best course of action is to call the outlet and ask them before hitting the 'send' button.

Press releases tell more of the story behind the event, and include event information as well as quotes from recognizable or reputable sources. Releases should be sent directly to the media outlet, and determining exactly who to send it to is covered below.

Understand what people on your media list want. If you can meet their needs, you make it easier for them to use your information. Consider these questions:

- **What is the deadline?** Keep in mind that weekly papers are "put to bed," or stop accepting new content, the same day every week. Find out when that is and get your news release to them in a timely manner. For example, if you want your story to run the week before Election Day (November 8, 2016), you need to submit it to the weekly paper during the week of October 20. It is best to reach out to daily papers, television stations and radio stations at least one week before your event (the week of October 31) for their planning purposes and so you can coordinate any interviews that they might be interested in. Within a few days of submitting your release, follow up with the media outlet via phone to remind them of your event and re-send them any pertinent information, if necessary.
- **How do they prefer to get the release?** When you put together your media list, find out how reporters and editors prefer to receive press releases. Today, most news releases are distributed by e-mail. Don't assume that's the case for everyone however. When you are building your media list, ask each reporter how he or she prefers to be contacted. This will ensure that your release reaches the appropriate media contact.

- **Who's the release going to?** Take the time to develop a media list that includes names. It's far more effective to send a release to Jane Smith than it is to send it to "Editor." Also, remember that an old media list is a worthless media list. Make sure you have updated names, as reporters change jobs often. As noted earlier, you can find out the correct contact name by going to the outlet's Web site or calling the outlet and asking.
- **Who cares?** Send your release to the right people. At daily papers, there are two kinds of reporters—general assignment and beat reporters. Send your release to the beat reporters. These are people who usually cover a specific topic (i.e., health or senior citizens) or geographic area. At weekly papers, you can send it to the editor. At radio stations, send the news release to the news director and to producers of local talk shows. At television stations, send it to the assignment editor and (if they have one) the reporter who covers health issues.

Your media list should include the following:

Print

- *Daily newspapers:* Find out if there is a health reporter, a reporter who covers the community where the clinic will be held, and/or a reporter who covers issues related to older adults.
- *Weekly newspapers:* Make sure you include local newspapers that cover each of the communities where you are holding a clinic. Often, a number of weeklies come from one publisher. That doesn't mean you should send only one release to the publisher. Most of the time, the local papers will have their own editor and those papers should each receive their own release.
- *Local news services,* such as the local Associated Press bureau.
- *"Shopper" publications* (i.e., the free publications you commonly find near the entrance of supermarkets and convenience stores): People read these regularly for tips and bargains and they often carry short stories about local events.
- *Publications aimed at seniors,* including grand-parenting publications, multigenerational center newsletters and senior living community newsletters.
- *Newsletters for houses of worship.*

To help prepare for any potential questions from or interviews with the media, a list of key talking points is included in the back of this guidebook.



- *Local religious publications* (i.e., *The Catholic Transcript*).
- *Local ethnic press*, such as newspapers for the African-American, Latino, Asian or Native American populations.

Broadcast

- *Television stations*: Include news directors, public service directors and producers of community service programs.
- *Radio stations*: Include news directors, public service directors, producers of talk shows and producers of community service programs.
- *Cable systems*: Seek out community calendar editors and producers of community access programs.

Promotional Materials

Promotional materials such as the posters and flyers that can be downloaded from the *Vote & Vax* Web site (www.voteandvax.org) are only as good as their distribution. Don't be content to hang a poster at the polling place and think your job is done. Mobilize a "workforce" to widen your distribution. You can recruit volunteers from organizations like:

- local high schools that have community service clubs;
- local community service organizations like the Rotary, Shriners and Kiwanis;
- houses of worship that have community outreach groups;
- members of senior job banks; and
- residents of senior housing complexes.

Below are some suggested places to put the posters. Make sure to ask for permission before putting up your posters!

- Grocery stores
- Pharmacies
- Multigenerational centers
- Senior housing complexes
- Houses of worship
- Libraries
- Town Hall
- Merchants with community bulletin boards
- Hospitals and other health care providers
- Restaurants
- Health clubs/local YMCA centers
- Banks

Putting It All Together

This section summarizes the timing and uses of the different materials available in this guidebook and downloadable from the *Vote & Vax* Web site.



Downloadable
print ad

Print Ads

- If you have a budget for paid advertising, contact your local targeted media outlets to discuss placing advertisements to promote your *Vote & Vax* clinic. You should begin this process at least two months prior to Election Day.
- There are two different ad sizes available for download. Each advertisement is available in JPEG and PDF formats.

Radio Public Service Announcements (PSAs)

- Contact your local targeted radio stations to confirm if they accept PSAs, and if so, what guidelines you need to follow. You should begin this process at least two months prior to Election Day.
- There are two different samples of PSA scripts included in this guidebook.

Media Relations

- A press release, which you can develop based on the sample in this guidebook, should be sent to your targeted media contacts at least one week prior to Election Day or up to a month or more for longer lead publications (i.e., monthly or quarterly publications). A well-written release distributed to the appropriate reporters can help stimulate news stories about the event before Election Day and increase participation.
- A media alert, which you can develop based on the sample in this guidebook, should be sent your targeted media contacts at least two to three business days prior to Election Day. A media alert is designed to attract same-day news coverage which can help encourage last-minute participation as well as goodwill stories about your organization's effort.

Posters/Flyers

Pinpoint locations for posters.

- Distributing posters and flyers in locations (see page 13 for ideas) that are near the polling place where you will be holding your *Vote & Vax* clinic is an excellent grassroots promotional activity. You should begin this process at least two weeks prior to Election Day.
- There is an 8½" × 11" customizable flyer/small poster available for download in JPEG and PDF formats, at www.voteandvax.org.
- There is an 11" × 17" customizable poster available for download in JPEG and PDF formats, at www.voteandvax.org.

Vote & Vax Spokesperson Talking Points

Top Three Key Messages

Because television and radio interviews are typically brief, these three messages will deliver the key points about your *Vote & Vax* clinic(s). For longer interviews, especially with newspaper reporters, you may have an opportunity to get into more detail and should find the other talking points helpful.

- We **<name of organization>** are one of many health organizations across the country participating in a nationwide project called *Vote & Vax*.
- Through the *Vote & Vax* project, we're making it convenient to get a flu shot from trained and safe professionals at **<number>** local polling places in our community.
- This is a great opportunity for the community, but especially for adults age 50 and older who are particularly vulnerable to the flu, to conveniently protect their own health as well as the health of their family.

Other Helpful Talking Points

- There is a substantial and well-established effort to get people from all walks of life, particularly older and infirmed citizens, to the polls on Election Day. Offering flu shots at polling places is a perfect way to serve these high-risk and hard-to-reach populations.
- This service is designed to help all people in the community protect and take control of their health.



Downloadable
poster

- Our *Vote & Vax* clinics are run by professionally trained staff, and the vaccine that is being used is the same as what would be administered in a physician's office.
- The *Vote & Vax* program is directed by an organization called Sickness Prevention Achieved through Regional Collaboration (SPARC).

Talking Points After Election Day

- *Vote & Vax* 2016 was a big success.
- **<Number or more than XXX or nearly XXX>** people took advantage of health-related services set up by **<organization name>** at various polling places throughout the **<area name>** yesterday.
- Since we and the other **<number>** *Vote & Vax* sites were so successful, I hope that means we will see more of these clinics next Election Day.
- Every time we offer programs like this, we are taking proactive steps to save people's lives and improve the health of the community.

Sample: Vote & Vax Local Public Service Announcements (PSAs)

:30 PSA

Elect to support a healthier America. Get a flu shot.

On Election Day, Tuesday, November 8, 2016, you can conveniently receive a safe flu shot at a local *Vote & Vax* clinic, which will be set up at a number of polling places in **<city or county names>**.

A flu shot is a very important way of protecting your health and the health of your community. It is especially important for adults age 50 and older.

For more information **visit www.voteandvax.org**.

Remember, get a flu shot and do your part to protect your health and the health of your community.

Why take a chance.

:15 PSA

On Election Day, Tuesday, November 8, [name of organization] will be conveniently offering flu shots at [specific location(s)] polling site.

For more information **visit www.voteandvax.org**.

Remember, get a flu shot and do your part to protect your health and the health of your community.

Sample: Vote & Vax Local Press Release

FOR IMMEDIATE RELEASE

CONTACT: <XXX>

<(XXX) XXX-XXXX> or <(XXX) Cell>

<Email>

<Name of Organization> TO HOLD FLU SHOT CLINICS AT POLLING PLACES AS PART OF NATIONAL INITIATIVE

October 31, 2016 <City, State>—On Election Day 2016, those who go to polling places in <area name> may find that they can do more than vote—they can also get a flu shot. <Name of organization> will be setting up <number> <define event, i.e., flu shot clinics> at local polling places as part of a nationwide pilot program to help improve the health of all Americans. <Name of organization> is one of a growing number of health organizations across the country participating in *Vote & Vax*, a national project to encourage the hosting of flu clinics at polling sites on Election Day.

“This is a great opportunity for everyone, but particularly adults age 50 and older who are especially vulnerable to illness during flu season, to safely and conveniently receive a flu shot from a medical professional, while also voting,” says <name of organization representative>, <title> of <name of organization>. “This Election Day, more than 100 million Americans are expected to vote at their local community polling places. The *Vote & Vax* project provides a good solution to help our community protect its health during the upcoming flu season.”

Each year, as many as 60 million people in the United States come down with the flu. Hundreds of thousands of people are hospitalized and more than 36,000 people die as a result of the flu. The majority of those who die are adults age 50 and older.

It is important that people take all precautions to ensure they stay healthy. This is why <name of organization> is providing voters and other community members with easy access to flu shots at polling places to help protect their health and the health of their community.

“Election Day represents a good opportunity for us to make contact with a large cross section of the community,” says <Name of Director>. “Great effort is expended on Election Day to get people to the polls. Because of this, we can vaccinate many people who may otherwise not be reached.”

The polling places participating in <name of organization>’s *Vote & Vax* clinics are:

<List Polling Places and address/phone number>

For more information about <Name of organization>’s *Vote & Vax* clinics, visit <local website> or call <phone number>.

<Organization’s boilerplate message>

-end-

Sample: Vote & Vax Local Media Alert

On-Site Contact for Election Day:

<Name>

<Cell Number>

MEDIA ALERT

EXCELLENT PHOTO OPPORTUNITY

Flu Shots at Local Polling Places on Election Day

When: Tuesday, November 8, 2016,
<Time that spokesperson will be on-site>

Where: <Location(s)> (i.e., Haven High School)
<Address> (i.e., 55 Bailey Rd, Smithville)

This Election Day, the <Organization Name> (i.e., New York Department of Health) is setting up *Vote & Vax* flu shot clinics at polling places in <List of locations>.

These clinics are designed to make it convenient for voters and other community members to receive a flu shot to help protect their health and their community's health. More than 100 million people are expected to vote today across the country, so this national project is a great opportunity to reach a large number of people, especially adults age 50 and older who are particularly vulnerable to getting the flu.

A representative from <Organization Name> will be at the <name and location of selected polling place> polling place from <list time> and will be available to answer questions about *Vote & Vax* 2016. This event is an excellent addition to your Election Day coverage.

<Directions to the staffed Polling Place>:



VOTE & VAX

76 Prince Street
Newton, Massachusetts 02465
P·617-796-7966
F·617-796-7964
www.voteandvax.org