



**Informational Promos :30 to :60 seconds**

1. Absence is the Effectiveness Dr. Karissa Culbreath :63  
Director of Infectious Diseases, TriCore Reference Labs  
*By NOT seeing disease we know that vaccines have been effective.*  
<https://youtu.be/VDnSRrtUOE>
2. Could Have Been Prevented Matthew Probst, PA-C :30  
Medical Director, El Central Family Health  
*If we had the vaccine earlier, deaths could have been prevented*  
<https://youtu.be/nbjPzMnebhs>
3. Epidemic of Misinformation Dr. Brian Southwell :50  
Social Scientist, Professor Duke University and UNC Chapel Hill  
*How internet misinformation has become an epidemic.*  
<https://youtu.be/SW7K2JaHW3w>
4. Flu Vaccine Falsehoods Dr. Walter Dehority :40  
Pediatric Infectious Diseases, University of New Mexico Health Sciences Center  
*Explains how people can be misled regarding the flu vaccine.*  
<https://youtu.be/R0oiUySj4g4>
5. Forgotten Lessons Dr. Denise Gonzales :30  
Pulmonary Critical Care Physician, Medical Director, Presbyterian Medical Group  
*A look at some of the diseases, especially polio, that have been tamed through vaccination.*  
<https://youtu.be/varjSPa6Sm0>
6. Hesitation is Not Simple Dr. Sabrina Cherry :40  
School of Health and Applied Human Sciences, University of North Carolina, Wilmington  
*Examines how hesitation to be vaccinated is a very complicated thing.*  
<https://youtu.be/NhMFah0tL4>
7. Human Lifespan – Gift of Science Dr. Bette Korber :45  
Computational Biologist and Biophysicist, Los Alamos National Laboratory  
*How our lifespan as humans has increased over time as a result of this “gift from science.”*  
[https://youtu.be/A8\\_9LQKewOk](https://youtu.be/A8_9LQKewOk)
8. Misleading Statistics Dr. Walter Dehority :30  
Pediatric Infectious Diseases, University of New Mexico Health Sciences Center  
*Explains how misleading statistics can be regarding vaccinations.*  
[https://youtu.be/tG\\_R41XdacQ](https://youtu.be/tG_R41XdacQ)



9. Not a Hoax Chief Sam Greif :30  
Fire Chief, Plano TX  
*Talks from his hospital bed about getting Covid and how important it is to get vaccinated.*  
<https://youtu.be/4kmbfu2xMTQ>
10. Our Motivations Dr. Brian Southwell :30  
Social Scientist, Professor Duke University and UNC Chapel Hill  
*Why we search out information that may be false.*  
<https://youtu.be/ucGVc-DEZso>
11. Pharmacists Stay Open Dr. Anne Lin :30  
Dean, School of Pharmacy, Notre Dame of Maryland University (NDMU)  
*When everything shut down for Covid, pharmacies stayed open.*  
<https://youtu.be/Engtv5frCs8>
12. Placing Trust Dr. Brian Southwell :30  
Social Scientist, Professor Duke University and UNC Chapel Hill  
*How to overcome misinformation by putting trust in reliable sources that you have known over time – scientific research, respectable journalism.*  
<https://youtu.be/HZ2VU0hRiwQ>
13. Risks and Benefits Matthew Probst, PA-C :30  
Medical Director, El Central Family Health  
*Discusses how the benefits of vaccines far outweigh the risks. "It's not even close."*  
<https://youtu.be/adjCVxogHCK>
14. Saving Lives Dr. John Grabenstein :24 (:30)  
Epidemiologist, Vaccinologist, Pharmacist, Immunization Action Coalition (IAC)  
*How vaccines have saved millions of lives, more than almost any other medical intervention.*  
<https://youtu.be/cPvmzOXvCOg>
15. Science and Faith Dr. Karissa Culbreath :51 (:60)  
Director of Infectious Diseases, TriCore Reference Laboratories  
*A scientist who is also a Christian explains how her faith and science go hand in hand.*  
<https://youtu.be/wemHVMqRWfg>
16. Systems Fear Dr. Sabrina Cherry :30  
School of Health and Applied Human Sciences, University of North Carolina, Wilmington  
*Explains why some people have fear of the systems that create and distribute vaccines.*  
<https://youtu.be/k9TqdUxqY6s>
17. Take a Breath Dr. Brian Southwell :40  
Social Scientist, Professor Duke University and UNC Chapel Hill  
*How to get past misinformation online.*  
<https://youtu.be/YRheF6oTyL8>



18. Virus Spread Dr. Sara Del Valle :30  
Mathematical Epidemiologist, Los Alamos National Laboratory  
*Explains how viruses spread through inhaling particles, just like you smell smoke but can't see it.*  
<https://youtu.be/s-tcOXgNgus>
19. Vulnerable Folks Matthew Probst, PA-C :60  
Medical Director, El Central Family Health  
*Remembering that vulnerable people were hit hardest by Covid-19.*  
[https://youtu.be/eVgk30dDt\\_8](https://youtu.be/eVgk30dDt_8)
20. Why it's Worth It Dr. John Grabenstein :30  
Epidemiologist, Vaccinologist, Pharmacist, Immunization Action Coalition (IAC)  
*Getting vaccinated protects you from all kinds of dangerous pathogens.*  
<https://youtu.be/0BjyERuZxH4>

#### **LIFT OUTS 1:00 to 4:00 minutes**

1. Cowpox Smallpox Dr. Walter Dehority / Dr. John Grabenstein / Daniel Levenson, DVM 2:50  
*A quick history of how vaccines began and why they are called "vaccines"*  
<https://youtu.be/2qg7fktmwqE>
2. Future of Vaccines Dr. Walter Dehority / Dr. Bette Korber / Dr. John Grabenstein 1:30  
*A brief look at the positive future of vaccines.*  
<https://youtu.be/XqF9qcVwii0>
3. Health Disparities / Distrust Dr. Sabrina Cherry / Dr. Denise Gonzales / Dr. Letitia Dzirasa /  
Mechem Frashier, RN 3:25  
*Why health disparities in many populations affect vaccine confidence.*  
<https://youtu.be/Htvs-7bxjdg>
4. Herd Immunity Dr. John Grabenstein 1:10  
*Explains what herd immunity is and how it can change place to place and day to day.*  
[https://youtu.be/BQju\\_-kvlv4](https://youtu.be/BQju_-kvlv4)
5. Historical Trauma Dr. Sabrina Cherry 1:40  
*Why historical trauma, trauma that continues today, affects vaccine confidence.*  
<https://youtu.be/E8YXunneViA>
6. Hope Pharmacy Shantelle Brown PharmD 3:30  
*How one woman has created a community center of health around her pharmacy.*  
[https://youtu.be/llGhwxwmN\\_o](https://youtu.be/llGhwxwmN_o)



7. Measles Story Ariel Loop, RN 4:05  
*A story about a nurse in Pasadena whose child became infected with Measles in 2014.*  
[https://youtu.be/ls6\\_tzJgy\\_4](https://youtu.be/ls6_tzJgy_4)
8. MRNA developmental timeline Dr. Melvina McCabe / Dr. Karissa Culbreath 1:00  
*How the MRNA vaccine has been developed over many years and not at “warp speed”.*  
<https://youtu.be/YASCSux4Ft4>
9. Native Distrust / Safety Dr. Melvina McCabe 1:30  
*How history has affected Native American trust of our government.*  
<https://youtu.be/OVIR412AqnE>
10. Native Trust / Traditional vs Western Medicine Dr. Melvina McCabe, Roland Begay, Governor Brian Vallo 1:45  
*Explains who Native Americans trust and why, in this case, Western medicine can be helpful.*  
<https://youtu.be/ghMPx8AfXck>
11. Reproductive Number Dr. Sara Del Valle 2:00  
*Explains how the reproductive number of a particular virus affects the number of people who can be infected by that virus.*  
[https://youtu.be/D\\_aj00Hlbk8](https://youtu.be/D_aj00Hlbk8)
12. Types of Vaccines NDMU Pharmacy School 1:05  
*A quick look at all the different types of vaccines.*  
<https://youtu.be/nzY03REvPyU>
13. Vaccinating Communities El Centro Family Health Matthew Probst, PA-C 3:15  
*A story about a clinic who serves rural populations.*  
<https://youtu.be/0Skllks61xYk>
14. Vaccines Protect From.... Dr. Walter Dehority / NDMU Pharmacy School :50  
*The diseases that have been tamed by vaccines.*  
<https://youtu.be/ixJYE-otYPE>
15. Viruses Vs Vaccines Dr. Karissa Culbreath / Dr. Walter Dehority 1:40  
*How vaccines work against viruses by preparing the body.*  
<https://youtu.be/kc8FjOLWN0c>