

Vaccine Hesitancy

with Peter Dinklage

written by
Alan William Harris



Vaccine Hesitancy

**“About 10 percent of American Adults have made it clear...
that under certain circumstances, they are open to being convinced to get a vaccine.”**

–New York Times, 7/31/21

<https://www.nytimes.com/2021/07/31/us/virus-unvaccinated-americans.html>

The Vaccines for Covid-19 are here! Yet, despite this miracle of science, many Americans are afraid or uninterested in getting them, even though they’ve been proven to be safe and effective.

The following PSAs take strategically different approaches to tackling Vaccine Hesitancy and offers different levels of involvement from Peter Dinklage.

Vaccine Myths calls out some of the more common myths circulated on social media surrounding Covid-19 Vaccines,

Game Show looks at Vaccine Hesitancy around not knowing what’s in the Vaccines,

The Dangers of a New Car highlights Vaccine Hesitancy around fear that the Vaccines are too new to have been properly tested, while **Freedom is Back!** celebrates some of the silly little things we can all safely get back to once we’re vaccinated.

Vaccine Myths

Misinformation about Covid Vaccines is rampant, leading many people to become Vaccine Hesitant.

In this concept, Peter Dinklage acts out some of the more ridiculous myths about the Covid-19 Vaccines, and then points viewers towards finding out the truth for themselves – that the Vaccines are safe and have gone through rigorous trials. The following series of bite-sized spots would be ideal for social media or on-air.

(Production Note: As written, Peter would read Covid-19 myths AND act them out, but as an alternative, he could read the myths and record the VO while various actors could be cast to act out the myths).

<https://www.britannica.com/list/the-top-covid-19-vaccine-myths-spreading-online>

<https://www.kansascity.com/news/coronavirus/article253058548.html>



Vaccine Myths - Magnetic

Graphic/VO: Covid-19 Vaccine Myths presented by Peter Dinklage.

Peter Dinklage sits in an armchair wearing a blazer and ascot. He reads from a book titled Covid-19 Myths.

Peter: Videos on social media show magnets sticking to people's arms after they've received Covid-19 Vaccines, proving they contain magnetic ingredients.

We cut to a shot of Peter Dinklage turning the corner in a department store and finding himself in the cutlery department – the walls lined with cutlery displays. Suddenly the cutlery starts shaking as if in an earthquake.

Peter: Uh, oh.

The cutlery flies off the shelves, covering Peter from head to toe in metal! He coyly pulls a fork out of the side of his head.

A red graphic of the word MYTH slams on frame.

VO: There's a lot of misinformation out there. To find out more about the safety and effectiveness of Covid Vaccines, talk to your doctor or healthcare practitioner or visit [cdc.org](https://www.cdc.org).



Vaccine Myths - Microchipped

Graphic/VO: Covid-19 Vaccine Myths presented by Peter Dinklage.

Peter Dinklage sits in an armchair wearing a blazer and ascot. He reads from a book titled Covid-19 Myths.

Peter: The Covid-19 Vaccines use microchip surveillance technology created by Bill Gates-funded research.

Cut to Peter standing at a urinal. Suddenly, the side of his arm starts to blink a green light and beep.

Peter: Always when I'm peeing.

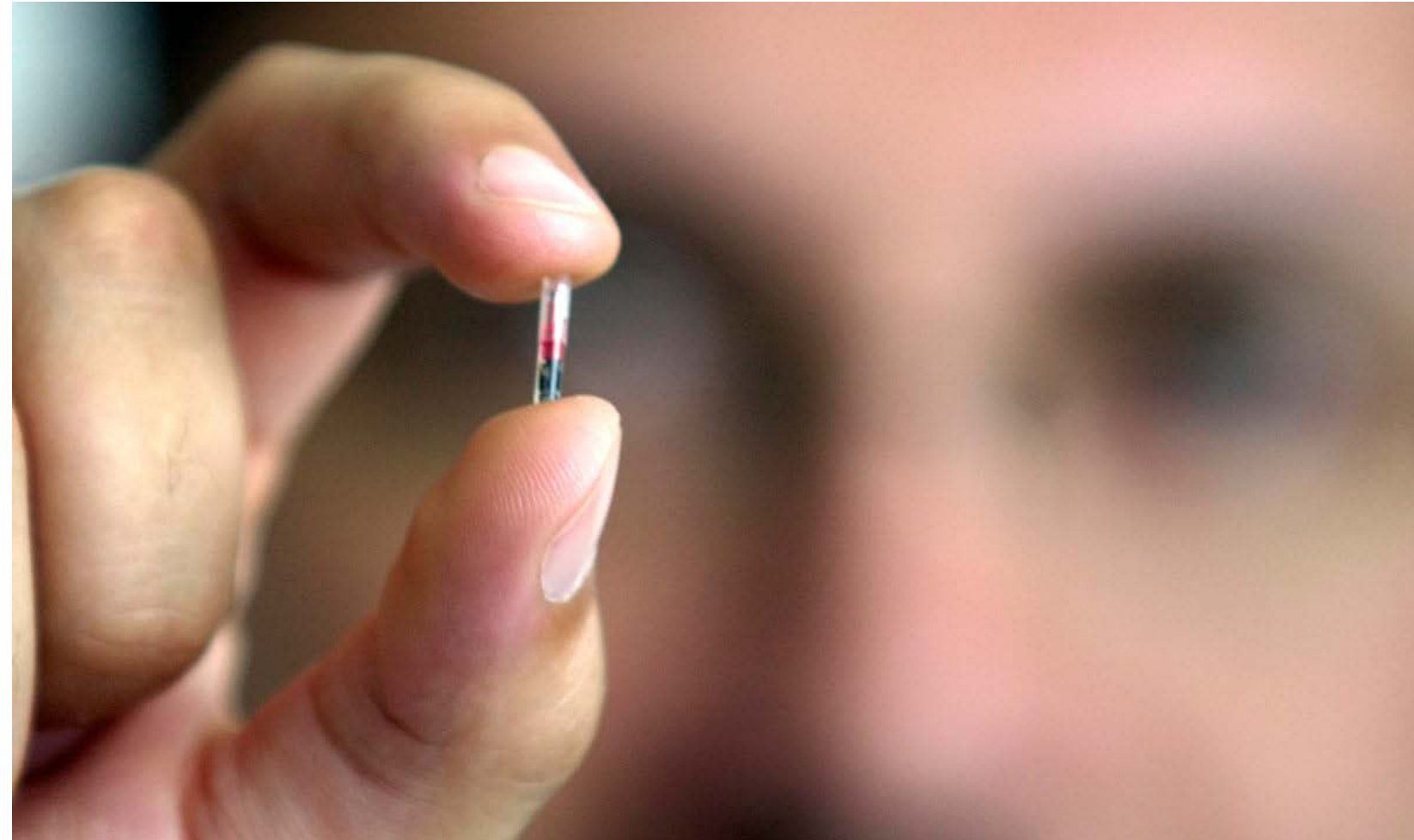
A crowd of paparazzi kick in the door. The ringleader is holding a GPS tracker.

Ringleader: Got him!

The paparazzi bombard him with flash bulbs and questions!

A red graphic of the word MYTH slams on frame.

VO: There's a lot of misinformation out there. To find out more about the safety and effectiveness of Covid Vaccines, talk to your doctor or healthcare practitioner or visit [cdc.org](https://www.cdc.org).



Vaccine Myths - Altered DNA

Graphic/VO: Covid-19 Vaccine Myths presented by Peter Dinklage.

Peter Dinklage sits in an armchair wearing a blazer and ascot. He reads from a book titled Covid-19 Myths.

Peter: The mRNA vaccines being developed for Covid-19 will alter human DNA.

We cut to a shot of Peter Dinklage at a restaurant having dinner. Suddenly, he looks a little peaked. He looks to the window where we see a full moon.

Peter: Not again.

Peter suddenly transforms into some sort of strange Covid monster – a cross between a sea creature and the pictures of the Covid-19 virus. He casually pours a glass of wine like nothing's happened.

A red graphic of the word MYTH slams on frame.

VO: There's a lot of misinformation out there. To find out more about the safety and effectiveness of Covid Vaccines, talk to your doctor or healthcare practitioner or visit [cdc.org](https://www.cdc.org).



Game Show

“Is It Safe to Put in Your Body?”

One concern of people who are Vaccine Hesitant is that they don't know what the ingredients are in the Vaccines. However, the Vaccines' ingredients aren't a secret. In fact, despite having complicated names, some of the ingredients are as simple as common table salt or sugar.

The following sketch (designed to play on social media, although a cutdown could be created for air) is a SNL-style game show parody. Peter Dinklage would play the host (the voice of reason). The object of the gameshow is to determine if an ingredient in the Vaccines is safe to put in your body. The comedy comes from the fact that all the ingredients in the sketch are safe. It's a very easy game show! Yet, the contestants still struggle since the names of the ingredients sound scary or are unfamiliar.

<https://www.hackensackmeridianhealth.org/HealthU/2021/01/11/a-simple-breakdown-of-the-ingredients-in-the-covid-vaccines/>



“Is It Safe to Put in Your Body?”

We are on a Game Show Set where two Contestants stand across from the host, Peter Dinklage.

Peter: Welcome back to “Is it Safe to Put in Your Body?”. You all know the rules. I’ll say an ingredient found in one of the Covid-19 Vaccines, the first person to guess correctly if it’s safe to put in your body or not, receives 100 points. Ready?

The contestants nod.

Peter: The first ingredient... messenger Ribonucleic Acid.

Contestant 1 buzzes in.

Contestant 1: Ribonucleic Acid is not safe. I don’t want to get burned.

SFX: BUZZ

Peter: Sorry, no. Messenger Ribonucleic Acid or mRNA is a molecule that contains genetic material that triggers our immune response and is safe. Next up... Sucrose.

Contestant 2 buzzes in.

Contestant 2: I’m gonna go with ‘not safe’. Sucrose just sounds Su-GROSS!

SFX: BUZZ

Peter: No. Sucrose is just a fancy word for ‘sugar’. No points for you. Perhaps this is a good time to mention that on “Is it Safe to Put in Your Body?”, although rare side-effects can occur, all of the ingredients mentioned are in fact safe and common in almost all vaccines. Next ingredient... Lipids.

Contestant 1 buzzes in.

Contestant 1: Not safe? Sounds like some sort of flower from space.

SFX: BUZZ

Peter: (slightly annoyed) I just said all the ingredients on this show are safe. Lipids provide a somewhat “greasy” exterior that helps the mRNA slide into the cells.

Contestant 1: I still don’t want a space flower inside my body.

Peter: It’s not a space flower. Let’s try something a little easier. Sodium Chloride.

Contestant 1: Not safe.

SFX: BUZZ

Peter: Sodium Chloride is common table salt.

Contestant 1: Well, I definitely do NOT want that in me.

Peter: It’s already– Forget it, I give up. This game show is ridiculous.

We cut to a Graphic End Page/VO:

VO: Hesitant to get a Covid-19 Vaccine because you don’t know what’s in it? The Vaccines’ ingredients aren’t a secret. To find out more about what’s in the Vaccines and how they work, ask your doctor or health care practitioner or go to [CDC.org](https://www.cdc.org).

The Dangers of Buying a New Car

Many people who are Vaccine Hesitant fear getting vaccinated because Covid-19 Vaccines were developed relatively quickly. However, Covid-19 Vaccines were actually developed using the same scientific methods and safety precautions that vaccines have been using for years.

This 30-second spot highlights this fear using a metaphor of buying a new car. Peter Dinklage would play the car salesman or “straight man”.



Ext: Car Dealership

A Car Salesman (played by Peter Dinklage) walks up to a prospective Buyer.

Salesman: She's a real beaut. Just came off the line. Leather interior, moon roof, heated seats, the works.

Buyer: I'm looking for something that's safe.

Salesman: She's best in class. Dual passenger airbags, backup camera, adaptive headlights, and a complete collision prevention system.

Buyer: But it's a new car, right? How do they know it won't just stop turning left? Or the steering wheel won't just fall off in my hands. Or the car won't just randomly... you know, explode.

Salesman: (looks at the Buyer incredulously) What?

Cut to graphics cards and VO.

VO: Just because something's new, doesn't mean it isn't safe. Covid-19 Vaccines were created using the same safe methods scientists have used for years, and tested in rigorous trials. For more information on Covid Vaccines' safety, ask your doctor or go to [cdc.gov](https://www.cdc.gov).

Back to scene.

Buyer: What about that one? Now that's withstood the real test... the test of time.

We reveal what the Buyer is looking at – a beat up very old used car on the street. One window is covered in plastic. The hood is dented. It doesn't even have all four tires.

Freedom is Back!

Many people who are Vaccine Hesitant see getting a Vaccine and having to wear a mask as an attack on their civil liberties. But in reality, it's just the opposite. This campaign positions getting one of the Vaccines as an opportunity to regain some of the freedoms Covid-19 has taken away. Even with the Delta Variant, in many situations, getting one of the Vaccines is a ticket to take off your mask (at least outdoors) and more-safely begin to get closer to normalcy.

This bite-sized linear and social campaign would primarily target Vaccine Hesitant young people by comedically showing some of the fun things one can do once vaccinated. The spots would feature a cast of actors of various ethnicities and use Peter Dinklage as the VO.

So cue the music...

“I’m free to do what I want, any old time...”

-Soup Dragons’ “I’m Free”



Freedom is Back!

Sloppy Makeouts

We see a Young Couple on a park bench. The two flash their Vaccine Cards and then start to intensely make out. It's wet and sloppy.

Graphic/VO: Sloppy Makeouts are Back!

Graphic/VO: Covid Vaccines = Freedom.

Graphic/VO: Simple. Safe. Free. Book your appointment today.

Bubbles

We see a (maskless) Young Person chewing gum. She blows a huge bubble. Her precocious (masked) Little Sister pops the bubble all over her face.

Graphic/VO: Bubbles are Back!

Graphic/VO: Covid Vaccines = Freedom.

Graphic/VO: Simple. Safe. Free. Book your appointment today.

Delightfully Awkward

We see two People outside on a date having lunch. One has a huge piece of spinach stuck in her teeth. The other can't stop staring.

Graphic/VO: Delightfully Awkward is Back!

Graphic/VO: Covid Vaccines = Freedom.

Graphic/VO: Simple. Safe. Free. Book your appointment today.

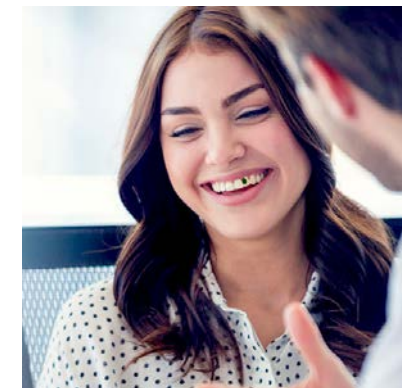
Pointless Arguments

We see a Pedestrian accidentally walk in front of a car. The car screeches to a halt and the (maskless) Driver and (maskless) Pedestrian start very closely yelling at each other.

Graphic/VO: Pointless Arguments are Back!

Graphic/VO: Covid Vaccines = Freedom.

Graphic/VO: Simple. Safe. Free. Book your appointment today.



Thank You



Alan William Harris is a comedy Writer and Director who is best know for his work at a little mom-and-pop shop called MTV. He's written and directed inclusive, Award-Winning (and 2 Emmy-Nominated) PSAs on Voting, the Environment, Safe Sex, Internet Addiction, Anti-Smoking, and Bullying, and has worked with such talent as Steve Carrell, Paul Rudd, Kevin Hart, Kristen Bell, and BB-8.

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