



**NEWFOUNDLAND AND LABRADOR
MEDICAL ASSOCIATION**

NLMA launches campaign to encourage COVID-19 vaccine uptake

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The Newfoundland and Labrador Medical Association (NLMA) has launched a new ad campaign that encourages all Newfoundlanders and Labradorians who have not yet registered for the COVID-19 vaccine to get vaccinated. The campaign was launched during Phase Three of the province’s vaccination plan, which allows any resident aged 12 and older to get the vaccine.

“Since the beginning of the global pandemic, the majority of Newfoundlanders and Labradorians have diligently followed public health advice, which has helped reduce the spread of COVID-19 and made this province an example for other jurisdictions to follow,” said NLMA President Dr. Lynette Powell.

“We are now calling on every person in the province who has not yet been vaccinated, to please continue to do your part by registering to receive the vaccine if you are eligible. These vaccines are proven to be safe and effective, and they are the best way to protect you and your loved ones from getting severely sick or hospitalized,” she explained.

The campaign highlights the everyday moments and personal connections that have been impacted by COVID-19, such as gatherings, spending time with family and friends, school graduations, group sporting events, vacations, and other activities.

“The videos are upbeat and intended to instill hope, while at the same time convey to viewers that we all have a responsibility to get vaccinated. If you think about all the moments we’ve missed since the pandemic, you’ll find all the reasons to take a moment to get your vaccine,” said Dr. Powell.

To compliment the videos, the NLMA is also developing a series of advertisements featuring advice from past Presidents of the NLMA about why Newfoundlanders and Labradorians should get vaccinated.

“Remember that after you receive your vaccine, it is extremely important to follow-up and get your second booster shot as soon as it is available to you. It is also critical that you continue to follow public health guidelines even after you have been vaccinated. While the vaccine will reduce the severity of symptoms of COVID-19, you can still contract the virus and pass it on to others. It takes at least two weeks before you start to develop immunity and you may not be protected against new and emerging variants,” said Dr. Powell.

“We are not out of the woods yet, but every vaccine brings us one step closer to getting back to our old way of life and each other,” she added.

If you have questions about the vaccine and your health, please use reliable sources that are based on science and evidence. Talk to your doctor, nurse practitioner, pharmacist or member of the public health team. To register for the vaccine please visit www.gov.nl.ca/covid-19.

Some of the NLMA’s ads can be viewed [here](#).

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