



Flu Edition!

Parents Talk: Testimonial Submission Instructions

What is Parents Talk?

Parents Talk is a campaign that features real parents (and grandparents) sharing why vaccines are important to them and their families. Standing up for vaccines takes courage, but facts and information rooted in scientific evidence cannot be debated. You are part of the majority who choose to vaccinate their kids. By submitting a Parents Talk testimonial, you can help other parents gain the confidence to vaccinate their own child!

How Do I Submit a Testimonial?

We are currently seeking testimonials for our Flu Edition of Parents Talk. We ask that you answer the question, **“Why are flu vaccines important to me and my family?”** You can submit your testimonial in either **video** or **written** format. We prefer videos since these are more engaging, but understand that filming yourself might be uncomfortable.

Instructions for Video

- Film yourself horizontally using your phone or computer.
- Film from your chest up and leave space above your head.
- Start with an introduction: “My name is _ and I’m a mom/grandma/dad/etc. to x kids, aged x.” Then, explain why the flu vaccine is important to you. Share a personal story or reason if you have one.
- If helpful, write a script and practice it a couple times before recording.
- Talk for 1-2 minutes. We can edit out pauses if needed!
- Finally, don’t forget to smile!

Instructions for Written

- Write 3-5 sentences.
- Start with an introduction: “I’m a mom/grandma/dad/etc. to x kids, aged x.” Then, explain why the flu vaccine is important to you. Share a personal story or reason if you have one.
- Include a photo of yourself and/or your kid(s) if you are comfortable. This helps make the content more relatable.



Email your testimonial to
Lila.Wilford@childrenscolorado.org

See examples of other testimonials for inspiration: <https://qrco.de/ParentsTalk>

Need help recording? Schedule a Zoom call with us! Contact Lila to set one up:

Lila.Wilford@childrenscolorado.org

Where Will My Testimonial Be Used?

Your testimonial will appear on the Parents Talk page of Immunize Colorado’s *Immunize for Good* website: <https://qrco.de/ParentsTalk>

It will also appear on Immunize Colorado’s [Vimeo](#) video hosting account, as well as our social media channels: [Facebook](#), [X](#), and [Bluesky](#).