



**FOR IMMEDIATE RELEASE**

September 15, 2021

PH21-277

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**CDPH Announces Partnership with Tyler Perry to Encourage More Californians to Get Vaccinated**

SACRAMENTO – The California Department of Public Health (CDPH) is announcing a partnership with Tyler Perry to continue educating California’s families about the safety and importance of the COVID-19 vaccines. The partnership is part of the state’s “Let’s Get to ImmUnity” public education campaign designed to inform Californians about COVID-19 vaccines.

CDPH will distribute a series of videos created by Tyler Perry Studios throughout September, covering various frequently asked questions around the safety and efficacy of the vaccines across various social media platforms. Topics will include: how we know the vaccines are safe, what is mRNA, and more.

“What I want to do is give people the facts,” said Tyler Perry. “There’s a lot of misinformation out there, and my hope is that this content will give people the answers they need to make their own decisions based on the truth.”

COVID-19 vaccines are safe, free, and provide excellent protection from severe illness, hospitalization, and death – including against the Delta variant.

“The vaccines continue to be our best tool to put an end to this deadly pandemic,” said Dr. Tomás J. Aragón, CDPH Director and State Public Health Officer. “We are pleased to partner with Tyler Perry to help communicate the facts to more people – COVID-19 vaccines are effective, safe, and save lives.”

The “Let’s Get to ImmUnity” campaign launched statewide in early February as part of California’s broader [Vaccinate ALL 58](#) effort to educate, motivate, and activate Californians to get vaccinated, with a focus on multicultural and multilingual media outlets. The campaign places additional focus on geographic areas hardest hit by the pandemic.

The Tyler Perry partnership is part of a comprehensive effort to reach California’s Black residents.

For more information on the COVID-19 vaccines, including scheduling an appointment, visit [VaccinateALL58.com](https://www.vaccinateall58.com).

[www.cdph.ca.gov](https://www.cdph.ca.gov)