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Regional Hospital Association Lends Its Voice to Vaccine Education

Have You Herd campaign focuses on meaning, importance of immunity

For Immediate Release

Hauppauge, NY (March 22, 2021) Today, [Suburban Hospital Alliance of New York State](#) (SHANYS) launched its "[Have You Herd](#)" social media campaign to assist regional vaccination efforts on Long Island and in the Hudson Valley. The [Nassau-Suffolk Hospital Council](#) (NSHC) and the [Northern Metropolitan Hospital Association](#) (NorMet) are part of the Suburban Hospital Alliance, which advocates for hospital members in both the Long Island and Hudson Valley regions.

“The fastest and safest way to achieve herd immunity — the point at which such a high percentage of the population is immune that the virus will eventually run out of new victims — is through vaccination. The individual decision to become vaccinated doesn’t just protect you and your loved ones, it contributes to protecting all of us. It’s the first step on the road to resuming normal school, work and social activities, and it’s the way we get our economy moving again,” said Wendy Darwell, president and CEO of SHANYS.

The Suburban Hospital Alliance’s “Herd Immunity” themed campaign is designed to encourage everyone to get a COVID vaccine when they are eligible by explaining the importance of mass vaccination to individuals and communities. “We’ve spent a year in the pandemic saying that we’re all in this together. Our goal is to educate about how we all get out of this pandemic together. For those who are hesitant to get vaccinated, there are great resources available to answer your questions,” adds Darwell.

The campaign acknowledges that many individuals still have questions about vaccination, including the vaccine’s safety and side effects. This is why the campaign links to the Ad Council’s [GetVaccineAnswers.org](#) ([DeTiDepende.org](#) in Spanish). The Ad Council worked with the [Centers for Disease Control and Prevention](#), the national [COVID Collaborative](#), and other top public health experts to provide the public with an easy-to-navigate site that provides answers to many questions about vaccination – all with the intent to help consumers make an informed choice.

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About the Suburban Hospital Alliance of New York State

The Suburban Hospital Alliance of New York State advocates on behalf of hospitals in the Hudson Valley and Long Island regions. It engages key lawmakers and regulatory decision-makers in Albany and Washington to ensure reasonable and rational health care policy prevails.

About the Nassau-Suffolk Hospital Council (NSHC)



The [Nassau-Suffolk Hospital Council](#) represents the not-for-profit and public hospitals on Long Island. It works in conjunction with the [Suburban Hospital Alliance of New York State](#) to advance legislative and regulatory priorities. NSHC serves as the local and collective voice of hospitals on Long Island.

About the Northern Metropolitan Hospital Association (NorMet)



The [Northern Metropolitan Hospital Association](#) represents the not-for-profit and public hospitals in the Hudson Valley region. It works in conjunction with the [Suburban Hospital Alliance of New York State](#) to advance legislative and regulatory priorities. NorMet serves as the local and collective voice of hospitals in the Hudson Valley.