

The NYC DFTA and NYC's Age-friendly Commission applaud the Global Coalition on Aging (GCOA) for making this work possible. DFTA collaborated with GCOA to convene trusted scientific, faith-based, and other key voices to help develop and gain insights to inform communication around COVID-19 and adult vaccination.

This playbook is the result of several weeks' preparation among our NYC diverse older adult population to prepare and implement through two targeted webinars the ideas, communication, values, and education that might serve to enhance trust and confidence in older adults getting vaccinated.

We hope you find aspects of this playbook to be helpful and relevant to your work and your Age-Friendly City.

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