

# SUPER Saturday Get Vaccinated

IT'S  
OUR  
SHOT  
NZ

## What is Super Saturday?

Aotearoa – we all have a role to play in protecting ourselves, our whānau and our community by getting vaccinated. If you are one of the many people who have already had 1 or 2 doses – Shot! But your job is not done.

To best protect your whānau, community, and the rest of New Zealand we are asking you to help us reach your friends, whānau, and colleagues who may still have some hesitation about being vaccinated and need some help and support to get it done.

We are pulling out all the stops to increase our vaccination rates. It has never been more urgent. So everyone is being asked to contribute to a big, nationwide push for vaccination. This will build up to a national day of action for vaccination on:

**Saturday 16 October**  
**Super Saturday**

## Why are we doing it?

The more people who are fully vaccinated, the more protection we have against COVID-19 and this gives us more freedom – freedom of concerns, for summer, of lockdowns and pressures and barriers to access and taking action.

We need two things to protect ourselves, our whānau and our communities in this outbreak and in the future:

**FIRST** we need as many people as possible to have their first dose to be partially protected;

**SECONDLY** we need all those people to be fully vaccinated with two doses as soon as possible.

It's never been more urgent – Summer is just eight weeks away, book your first vaccine appointment now to get two doses before Summer starts to be able to take advantage of everything that a Kiwi summer offers.

## What to expect?

It's going to be very easy to get vaccinated on Super Saturday. Vaccine clinics will be open throughout the motu all day and into the evening. A bit like Election Day, our political and civic leaders will be called on to contribute to a big collective effort to turn people out.

Local MPs will have maps showing where the highest concentrations of unvaccinated people are. Whether going door to door, working the phones, or waving signs, there will be a role for everyone to play.

We are asking our government agencies, our business community, our media, our community groups, and you to play a role too. Those who want to offer incentives or events to the unvaccinated to get them in the door – go for it.

Super Saturday will be supported by a nationwide and targeted marketing campaign, to energise business, community and other groups, and promote friendly competition between towns/areas to get more of their community vaccinated, and their vaccination rates higher.

## How can you help?

Help spread the word and motivate your community/organisation.

What would work in your community to get people behind this work, to motivate people to get their vaccinations and help support the spirit of friendly competition? We're looking

for ideas, innovation and what works for your community, whānau and friends.

We know talking about the reasons you've been vaccinated helps others who have concerns.

We know that getting reliable, honest information about the vaccine helps those who have questions and need to know more before they book a vaccine appointment.

Your help is needed. What can you do to help us to get the unvaccinated vaccinated. How can you get behind Super Saturday?

## How can we help you? What do you need?

### What's available to help:

- Regular updates on planned activity
- Collateral – things like digital content and people's stories about why they got vaccinated
- Conversation tips to support you to have conversations with people who have questions about the vaccine and may be waiting
- The numbers on how your community or area is going

## Want to know more now or to share what you're planning?

[covid19.govt.nz/supersaturday](https://covid19.govt.nz/supersaturday)