



THE UNIVERSITY OF ARIZONA
COLLEGE OF SCIENCE

Molecular
& Cellular Biology

MCB PSA SARS-COV2 Vaccine Awareness Contest!

As you all know, there is some significant worry among some of our friends and neighbors about this vaccine. As an mRNA vaccine, we in MCB are well-qualified to understand its mechanism of action and hopefully to also explain it in terms someone outside our field will understand. Here are the details of the contest to create a PSA:

1. Address the following:
 - a. what is an mRNA vaccine?
 - b. how does the immune system respond to it?
 - c. how do we know it's safe?

Both Pfizer and Moderna phase 3 clinical trials are now published on pubmed;

<https://www.nejm.org/doi/full/10.1056/NEJMoa2034577>

<https://www.nejm.org/doi/pdf/10.1056/NEJMoa2035389?articleTools=true>

2. Use your considerable creativity to develop a vaccination message for the public that answers those questions.
3. We will form a committee of scientists (to ensure accuracy) and non-scientists (to ensure we are actually communicating what we want to communicate). Use any format you would like, but it needs to be easily digestible and fit on a single screen in a web-browser.
4. MCB will post this on our various media platforms (website, Instagram, facebook, etc.). If it is well-received, we will work to get other sites to pick it up. **The purpose of this is to generate awareness, understanding and get people vaccinated as soon as possible.**
5. The winning submission will receive \$500 and credit on any assets.

The purpose of this MCB Created PSA is to generate awareness, understanding and get people vaccinated as soon as possible!

You can create something by yourself or gather your MCB partners and friends and create something as a group.

Just a few simple rules:

- Submitter(s) must be associated with MCB – faculty, staff, graduate or undergraduate students.
- Whatever you submit must be original work.

Submissions due by Jan 20 so we can this PSA out as soon as possible!

How to Submit:

1. Email your PSA to michelevaughan@arizona.edu ~or~
2. Add your PSA [to this sharepoint](#)

Be sure to include your name(s) on the email or PSA somewhere so I know who submitted it!

Check back on the [MCB website](#) for any new information!