Health & Medicine

“Get the Shot!” Urges Rap Star

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Darryl “DMC” McDaniels (Gonzales Photo — Lasse Lagoni / Alamy)

In an effort to increase COVID-19 vaccine coverage in communities of color, Darryl “DMC” McDaniels of the legendary rap group Run-DMC is appearing in a new series of educational music videos launched by Hip Hop Public Health, a community-outreach organization founded by Columbia neurologist Olajide Williams ’04PH.

The five animated rap videos, which can be viewed on the organization’s website and which are being promoted in New York City public schools, address how vaccines work, the evidence that they are safe, what to expect after getting vaccinated, and vaccine myths.

“Communities of color carry the heaviest burden from the pandemic, and in order to stop the virus in its tracks, we need to increase vaccine literacy, change behavior, and get vaccinated,” says McDaniels, who is a member of the Hip Hop Public Health advisory board. “By harnessing the power of hip-hop, we hope to connect with

communities of color in a way they can relate to. I am honored to lend my voice to this vital campaign — get the shot, y’all!”



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