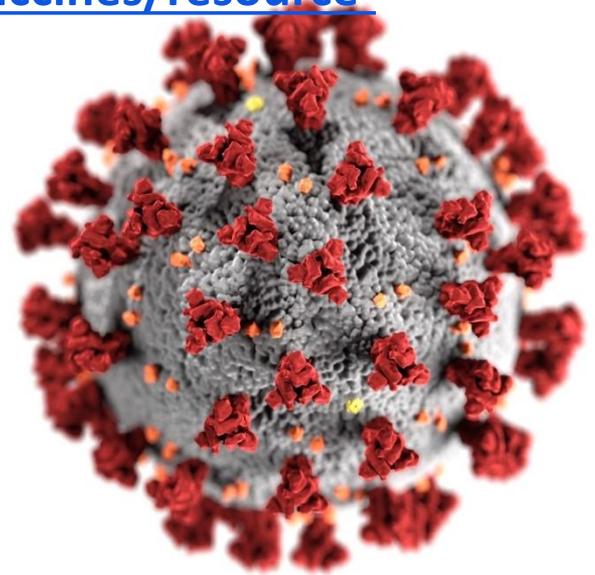


Vaccine Task Force Communications

<https://www.cdc.gov/coronavirus/2019-ncov/vaccines/resource-center.html>

COMMUNICATION RESOURCES PAGE!

Bookmark it & check frequently for updates.



March, 2021



[cdc.gov/coronavirus](https://www.cdc.gov/coronavirus)

NEJM—March 3, 2021

An Uncertain Public — Encouraging Acceptance of Covid-19

Gillian K. SteelFisher, Ph.D., Robert J. Blendon, Sc.D., and Hannah Caporello, B.A.

We also believe that clinical physicians, rather than pharmaceutical companies, political leaders, or even medical scientists, should be at the fore of education and outreach strategies. Featuring clinicians in messaging is particularly important given that many people will not see their own physician when making vaccination decisions: current vaccine policy and cold-chain logistics mean that people will largely be attending mass-vaccination clinics.



Communication Goals and Objectives

Communication efforts established to support [the President's goal of 150M shots in 100 days](#) by:

- **Increasing acceptance, confidence, and uptake of the COVID vaccine through:**
 - Information that is timely; clear, culturally and linguistically appropriate, accurate, relevant, and actionable
- **Boosting and maintaining trust:**
 - In CDC's vaccine messaging through third party validators
 - With a special emphasis on medical providers, governmental entities and impacted communities (especially those communities that have historically had harmful experiences with providers and/or government)
- **Promoting existing CDC COVID-19 vaccine information, resources, and recommendations**



Key Components of CDC's Communication Work

- Research and evaluation
- Crisis & Emergency Risk Communication (CERC)
- Outreach to populations disproportionately affected by COVID-19
- Professional education and engagement
- Vaccine safety and effectiveness messaging
- Responding to public inquiries
- Supporting CDC vaccine programs
 - COVID Data Tracker
 - Pharmacy Partnership for Long-Term Care Program
 - Federal Retail Pharmacy Program
 - Vaccine Administration Management System (VAMS)



Why Do We Need to Reinforce Confidence in COVID-19 Vaccines?

- **71%** of the general public said they would receive a COVID-19 vaccine

(Data from December 2020 KFF poll)

Factors weighing on acceptance:

- What are the side effects?
- How well does it work?
- How safe is it?
- How much does it cost?



COVID-19 vaccine more acceptable if:

- Healthcare team said it was safe
- No costs to the individual
- Would facilitate getting back to school and work
- They could get it easily



Tyson, A, Johnson, C, & Funk, C. (2020, September 17). *U.S. Public Now Divided Over Whether to Get COVID-19 Vaccine*. Pew Research Center. <https://www.pewresearch.org/science/2020/09/17/u-s-public-now-divided-over-whether-to-get-covid-19-vaccine/>

Jackson, C., & Newall, M. (2020, September 29). *Despite COVID-19 spike, few individual behaviors are changing*. Ipsos. <https://www.ipsos.com/en-us/news-polls/axios-ipsos-coronavirus-index>

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Vaccinate with Confidence

CDC's Strategy to Reinforce Confidence in COVID-19 Vaccines

Build Trust

Objective: Share clear, complete, and accurate messages about COVID-19 vaccines and take visible actions to build trust in the vaccine, the vaccinator, and the system in coordination with federal, state, and local agencies and partners.

- ✓ Communicate transparently about the process for authorizing, approving, making recommendations for, monitoring the safety of, distributing, and administering COVID-19 vaccines, including data handling.
- ✓ Provide regular updates on benefits, safety, side effects and effectiveness; clearly communicate what is not known.
- ✓ Proactively address and mitigate the spread and harm of misinformation via social media platforms, partners, and trusted messengers.

Empower Healthcare Personnel

Objective: Promote confidence among healthcare personnel* in their decision to get vaccinated and to recommend vaccination to their patients.

- ✓ Engage national professional associations, health systems, and healthcare personnel often and early to ensure a clear understanding of the vaccine development and approval process, new vaccine technologies, and the benefits of vaccination.
- ✓ Ensure healthcare systems and medical practices are equipped to create a culture that builds confidence in COVID-19 vaccination.
- ✓ Strengthen the capacity of healthcare professionals to have empathetic vaccine conversations, address myths and common questions, provide tailored vaccine information to patients, and use motivational interviewing techniques when needed.

Engage Communities & Individuals

Objective: Engage communities in a sustainable, equitable and inclusive way—using two-way communication to listen, build trust, and increase collaboration.

- ✓ Empower vaccine recipients to share their personal stories and reasons for vaccination within their circles of influence.
- ✓ Work with health departments and national partners to engage communities around vaccine confidence and service delivery strategies, including adaptation of vaccination sites to meet community needs.
- ✓ Collaborate with trusted messengers—such as faith-based and community leaders—to tailor and share culturally relevant messages and materials with diverse communities.

*Personnel = All staff working in healthcare settings, including physicians, PAs/NPs, nurses, allied health professionals, pharmacists, support staff, and community health workers

Target Audiences

Primary Audiences

- Nurses
- Long-term care facility staff
- K-12 schoolteachers and staff

Secondary Audiences

- Rural Americans
- Black Americans
- Latinx populations



Key Messages

1. You can help **stop** the pandemic by getting a COVID-19 vaccine.
2. Get the **information** you need to choose to get vaccinated when it is **your turn**.
3. COVID-19 vaccines are safe **and** effective.
4. COVID-19 vaccine will be **free** for you.
5. After COVID-19 vaccination, you **might** have some side effects. These are normal signs that your body is building protection.
6. You will still need to wear a mask and socially distance after getting each shot of the vaccine **for now**.



Using Communications to Reach At-Risk Populations

- **Culturally appropriate materials**
 - Low literacy
 - Multiple languages
 - Images that reflect audience
- **Channels of distribution**
 - Capitalize on diverse partners' channels to reach audiences
 - Federal, NGOs, and community partners

You can address information gaps and build vaccine confidence by clear, consistent communication.



Ahora está disponible una vacuna segura y eficaz contra el COVID-19.

¡Te aplicamos la vacuna! ¿Dónde estás?

¡No te vi para nada ayer! ¿Dónde estás?

Trabaja tarde en la guardería infantil. Después del trabajo, me fui directa al centro médico para aplicarme la vacuna contra el COVID-19.

Como estaba un poquito nerviosa, llamé a mi hermano. Es un médico y trabaja en el centro de salud familiar.

Ale dijo que podría tener el bazo dolorido, cansancio, escalofríos o una fiebre leve.

No durarán mucho, tan solo unos días, si es un tipo de que sea la vacuna.

United Way

Protect From COVID-19.

Getting a COVID-19 vaccine adds one more layer of protection. www.cdc.gov

JoAnna Mendoza Retweeted
CDC @CDCgov · Feb 23
Community orgs: You play an important role in teaching your community about #COVID19 vaccines. CDC's new toolkit has the tools you need to educate community members about COVID-19 vaccines and address their questions and concerns. See it here: bit.ly/3t5VlIQ.

Coronavirus Disease 2019 (COVID-19)

[cdc.gov/coronavirus](https://www.cdc.gov/coronavirus)

United Way

Like by 96abrown and others

nflalumni A message from @profootballhof DB @brodwoodsanhof

Not even the @nfl best can defend COVID alone! @nflalumnihealth teamed up with @cdcgov to encourage you to #SleeveUp and get vaccinated when it's available to you. To check your vaccine eligibility visit <https://bit.ly/2gVYGz0>.

#NFLalumni #CDC #COVID #SleeveUp #MaskUp #GetVaccinated #CaringforOurOwn

Communication Strategy In Action: Reaching Hesitant Healthcare Workers

29% of healthcare workers nationwide hesitant to receive the vaccine over concerns of potential side effects*.

Proposed outreach and research to healthcare workers includes:

- In-depth interviews and focus groups to identify reasons for declining vaccination thus far and how to overcome them
- Presenting vaccination as a public benefit to others
- Utilizing or repackaging existing materials from CDC and Ad Council
- Utilizing social media platforms such as LinkedIn
- Utilizing trusted peers and medical leaders to endorse the vaccines
- Partnering with allied health organizations, such as American College of Nurse Practitioners, American Academy of Nurses, American Academy of Physician's Assistants, National Healthcare Workers Association



Existing Resources





Your Health

Vaccines

Cases & Data

Work & School

Healthcare Workers

Health Depts

More

COVID-19 Vaccine: Helps protect you from getting COVID-19

Get a COVID-19 vaccine, wear a mask, stay at least 6 feet apart, avoid crowds, and wash your hands to protect against COVID-19.

QUESTIONS & ANSWERS

FOR HEALTHCARE WORKERS



Getting Ready for Your COVID-19 Vaccine

Does it work?

Is it safe?

Are there side effects?

Do I need the vaccine if I've had COVID-19?

When can I stop wearing a mask and be around others again?

WHAT YOU NEED TO KNOW >

How Do I Get a Vaccine?

CDC makes recommendations for [who should get the vaccine first](#), then each state makes its own plan.

Choose your state or territory below to find your health department:

Select State / Territory ▾



COVID-19 Vaccine Communication Toolkits

- Key messages
- Frequently asked questions
- Slide deck
- Plain language fact sheet in several languages
- “I got my COVID-19 vaccine!” stickers
- Customizable newsletter content
- Customizable letters
- Posters
- Social media images and sample messages
- Fotonovela



Vaccination Communication Toolkit

For Medical Centers, Clinics, Pharmacies, and Clinicians

Build confidence about COVID-19 vaccination among your healthcare teams and other staff.



Recipient Education Toolkit

For Healthcare Professionals and Pharmacists

Educate vaccine recipients about the importance of COVID-19 vaccination.



Long-Term Care Facility (LTCF) Vaccination Toolkit

For LTCF Administrators and Leadership

Prepare staff, residents, and their families for COVID-19 vaccination in LTCFs.



Essential Worker Vaccination Toolkit

For Employers of Essential Workers

Help plan for and encourage COVID-19 vaccination in the workplace.



Community-Based Organization (CBO) Vaccination Toolkit

For Staff of Organizations Serving Communities

Educate communities about the benefits of COVID-19 vaccination, and address common questions and concerns.

<https://www.cdc.gov/coronavirus/2019-ncov/vaccines/toolkits.html>



COVID-19 Vaccine Communication Toolkit Materials



COVID-19 Vaccine Information

COVID-19 and Vaccine Basics



Key facts about COVID-19 vaccination



Getting vaccinated can help prevent getting sick with COVID-19



People who have already gotten sick with COVID-19 may still benefit from getting vaccinated



COVID-19 vaccines **cannot** give you COVID-19



COVID-19 vaccines will not cause you to test positive on COVID-19 viral tests*

<https://www.cdc.gov/coronavirus/2019-ncov/vaccines/about-vaccines/vaccine-myths.html>

*<https://www.cdc.gov/coronavirus/2019-ncov/hcp/testing-overview.html>

Slides

Key Messages about COVID-19 Vaccines

You can help stop the pandemic by getting a COVID-19 vaccine.

To stop this pandemic, we need to use all our prevention tools. Vaccines are one of the most effective tools to protect your health and prevent disease. Vaccines work with your body's natural defenses so your body will be ready to fight the virus if you are exposed (also called "immunity").

In the coming months, doctors' offices, retail pharmacies, hospitals, and clinics will offer COVID-19 vaccine. Your doctor's office or local pharmacy may have contacted you with information about their vaccine plans. If not, you can contact your state or local health department (<https://www.cdc.gov/publichealthgateway/healthdirectories/index.html>) to find out when and where vaccines will be available in your community.



COVID-19 vaccines are safe and effective

The U.S. vaccine safety system makes sure that vaccines are as safe as possible. Learn how the federal government ensures the safety of COVID-19 vaccines (<https://www.cdc.gov/coronavirus/2019-ncov/>)

CDC has developed a new tool, v-safe (<https://www.cdc.gov/coronavirus/safety/vsafe.html>), to help us quickly find any safety issues with COVID-19 smartphone-based, after-vaccination health checker for people who receive COVID-19 vaccines. Download the v-safe app after you are vaccinated!

Studies show that COVID-19 vaccines are very effective at keeping you from getting sick with COVID-19. Experts also think that getting a COVID-19 vaccine may help keep you from getting sick with COVID-19. These vaccines cannot give you the disease.

Frequently Asked Questions about the COVID-19 Vaccine



1 Why should I get vaccinated for COVID-19?

COVID-19 can cause serious illness or even death. There is no way to know how COVID-19 will affect you. And if you get sick, you could spread the disease to friends, family, and others around you. All COVID-19 vaccines currently available in the United States have been shown to be highly effective at preventing COVID-19 disease. Even if you still get infected after you get vaccinated, the vaccine may prevent serious illness.

2 Can the vaccine give me COVID-19?

No, the vaccine does not cause COVID-19. None of the approved COVID-19 vaccines contain the virus that causes COVID-19. It does take a few weeks after vaccination for your body to build up antibodies to protect you from the virus. That means it's possible you could be infected with the virus that causes COVID-19 just before or just after getting the vaccine and still get sick.

3 Will the shot hurt or make me sick?

Some people might get sore muscles, feel tired, or have mild fever after getting the vaccine. These reactions mean the vaccine is working to help teach your body how to fight COVID-19 if you are exposed. For most people, these side effects will last no longer than a few days. If you have any concerns, call your doctor or nurse.

4 Why do I need two COVID-19 shots?

Some COVID-19 vaccines need two shots. The first shot gets your body ready. If you are told you need two shots, make sure that you get your second shot at the time you are told, to make sure you have full protection.

Key messages and FAQs

COVID-19 Vaccine Communication Toolkit Materials

Customizable COVID-19 Vaccine Content for Community-Based Organizations

Updated Feb. 12, 2021 Languages Print

Community-Based Organizations and Leaders can use the following materials to encourage COVID-19 vaccination. You can add your own logos and customize the text to make it appropriate for your organization.

Introductory letter

This letter can be sent to branches, chapters, or affiliates to encourage review and use of the toolkit materials.

Dear Community-Based Organization Leader:

Soon the communities you serve will have access to vaccines to help protect them against COVID-19. All COVID-19 vaccines currently available in the United States have been shown to be highly effective at preventing COVID-19. Vaccination is one of our many important tools to help stop the pandemic.

Some community members may be hesitant to get the vaccine. Before they agree to be vaccinated, they will want answers to their questions about the process for developing these vaccines and information about safety and effectiveness. Your organization can help inform communities about the vaccines and help people feel confident when they decide to get vaccinated.

This COVID-19 Vaccine Communication Toolkit for Community-Based Organizations was created by the Centers for Disease Control and Prevention (CDC) to help you provide clear, consistent, and credible information about COVID-19 vaccines to your communities. We encourage you to review and customize these materials.

- **Letter to members:** Customize this letter about COVID-19 vaccination to send to your members.
- **Newsletter content:** This short newsletter-style blurb can be widely distributed to share information on COVID-19 vaccines.
- **Key messages:** Use these key messages about COVID-19 vaccine to educate your communities.
- **Frequently Asked Questions (FAQs):** Use these to help answer questions about COVID-19 vaccine in your communities.
- **Slide deck:** These basic slides about COVID-19 vaccines are for virtual town halls or other informational meetings within your communities. You can use all or part of the set or also include

On this Page

[Introductory letter](#)

[Letter to members](#)

[Newsletter content](#)



Fotonovela



THE COVID-19 VACCINE HELPS PROTECT YOU & YOUR FAMILY.

A safe and effective vaccine to protect against COVID-19 is now available.

www.cdc.gov



Social Media

Customizable Content

COVID-19 Vaccine Communication Toolkit Materials

COVID-19 Vaccines

Vaccines (shots) are one of the tools we have to fight the COVID-19 pandemic.



To stop this pandemic, we need to use all of our prevention tools. Vaccines are one of the most effective tools to protect your health and prevent disease. Vaccines work with your body's natural defenses so **your body will be ready to fight the virus**, if you are exposed (also called immunity). Other steps, like wearing a mask that covers your nose and mouth and staying at least 6 feet away from other people you don't live with, also help stop the spread of COVID-19.

Studies show that COVID-19 vaccines are **very effective** at keeping you from getting COVID-19. Experts also think that getting a COVID-19 vaccine may help keep you from getting seriously ill even if you do get COVID-19. These vaccines cannot give you the disease itself.



The vaccines are safe. The U.S. vaccine safety system makes sure that all vaccines are as safe as possible. All the COVID-19 vaccines that are being used have gone through the same safety tests and meet the same standards as any other vaccines produced through the years. A system in place across the entire country that allows CDC to watch for safety issues and make sure the vaccines stay safe.



Different types of COVID-19 vaccines will be available. Most of these vaccines are given in two shots, one at a time and spaced apart. The first shot gets your body ready. The second shot is given at least three weeks later to make sure you have full protection. If you are told you need two shots, make sure that you get both of them. The vaccines may work in slightly different ways, but all types of the vaccines will help protect you.

Vacunas contra el COVID-19

Las vacunas son una de las herramientas que tenemos para luchar contra la pandemia del COVID-19.

COVID-19 疫苗

疫苗（注射）是我们抗击 COVID-19 疫情的手段之一。



为了遏制疫情蔓延，我们需要使用所有可用的预防手段。疫苗是保护健康和预防疾病的最有效手段之一。疫苗将与您的身体自然防御系统一起工作。因此，如果您暴露在病毒下，**您的身体将准备好对抗病毒**（也称为免疫）。其他措施，如戴口罩遮住口鼻，与其他不住在一起的人保持至少 6 英尺的距离，也有助于阻断 COVID-19 的传播。

研究表明，COVID-19 疫苗在防止您感染 COVID-19 方面**非常有效**。专家还认为，即使您感染了 COVID-19，接种 COVID-19 疫苗也可以帮助您避免患上严重疾病。这些疫苗本身不能给您带来疾病。

Alternative Languages: [Arabic](#) | [Spanish](#) | [Korean](#) | [Russian](#) | [Simplified Chinese](#) | [Tagalog](#) | [Traditional Chinese](#) | [Vietnamese](#)

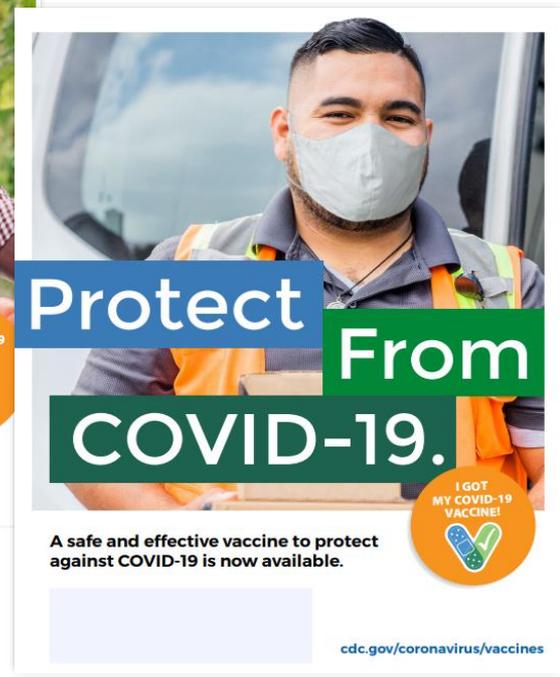
COVID-19 Vaccine Communication Toolkit Materials



Stickers

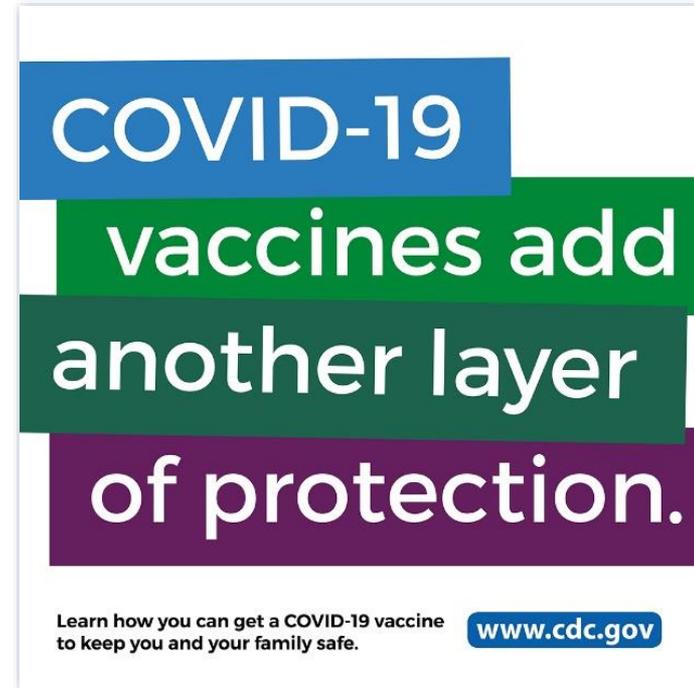


Posters



Upcoming Materials

- Health Department Toolkit
- Vaccine infographics
- Additional photos and posters
- Success story videos
- Matte articles
- How to guides



That website again...

<https://www.cdc.gov/coronavirus/2019-ncov/vaccines/resource-center.html>

