

COVID-19 Immunization



Below are materials from trusted institutions to increase vaccine acceptance in your community. There are a variety of resources developed for different institutions, audiences, and formats.

[U.S. Department of Health and Human Services: We Can Do This](#)

This is a national public education campaign to increase public confidence in and uptake of COVID-19 vaccines while reinforcing basic prevention measures. The campaign helps the public make informed decisions about their health and COVID-19, including steps to protect themselves and their communities through trusted messengers and consistent, fact-based public health messaging. There are resources and toolkits by audience, format, language, and topic; vaccine hesitancy map, and TV campaign ads.

[Massachusetts Department of Health's "Trust the Facts, Get the Vax"](#)

The goal of this campaign is to:

- Promote the safety of the vaccine, ensuring residents of the Commonwealth understand how it works
- Establish trust in the science used and the efficacy of the vaccine with populations who have been disproportionately impacted by COVID-19
- Encourage Massachusetts residents to get vaccinated when it's their turn
- Drive users to: www.mass.gov/CovidVaccine, the campaign website to learn more

There are [TV ads/Animated videos](#), print ads, information about how the vaccine works, the timeline and [vaccine safety](#).

[CDC's COVID Vaccine toolkit\(s\); Vaccine Communication Toolkit, Health Departments and Public Health Vaccination Toolkit, Essential Workers, Community-Based Organizations, Recipient Education Toolkit and Long-Term Facility \(LTFC\) Toolkit](#)

There is a short summary of each toolkit and resources that can be beneficial to your community regardless of the setting. As the CDC outlines on their website, the curated toolkits are intended to:

- Build confidence about COVID-19 vaccination among healthcare teams, pharmacy teams, and staff
- Provide health professionals and pharmacy teams with tools they can use to educate patients and answer questions
- Provide proper storage and handling information

[COVID Vaccination Communication Toolkit](#)

These are resources to Build Confidence in COVID-19 Vaccines: A Short Guide for Immunization Coordinators in Medical Centers and Clinics, factsheets, FAQs, posters, stickers, slides, social media posts, and a video. While this toolkit is aimed at medical centers, pharmacies, and clinicians, there are some very helpful resources.

[Tools/practices to "get us back to normal" poster](#)

["Why get vaccinated?" poster](#)

[Recipient Toolkit](#)

[Health Department and Public Health Partner Vaccination Toolkit](#)

This toolkit is designed to help Health Departments and Public Health Partners provide accurate and clear COVID-19 vaccine information to their communities. This includes information on how to roll out vaccine recommendations, communicate with the community, vaccinate with confidence, digital and print resources, stickers, social media, sharing of real-time vaccine information.

[Essential Workers COVID-19 Vaccine Toolkit](#)

This toolkit is designed to help employers educate their essential workers about this important new prevention tool. There are resources to help promote COVID vaccines, resources to communicate with employees, flyers, posters, printable stickers, and social media messages.

[Posters](#)

[Factsheets](#)

[Comic book style graphic](#)

Community-Based Organizations COVID-19 Vaccine Toolkit

This toolkit is designed to help community-based organizations about the importance of the vaccine. There are resources to help promote COVID vaccines and to communicate with your employees, and flyers, posters, printable stickers, and social media messages.

[Posters](#)

[Factsheets](#)

[Comic book style graphic](#)

Recipient Toolkit

This toolkit has proven communication strategies and tips for effectively setting expectations and addressing questions from COVID-19 vaccine recipients, including factsheets about the COVID Vaccine, the science behind the vaccine development, training materials, and how to answer questions about the vaccine. Below are highlights that may be beneficial to your community:

[Facts about COVID Vaccine \[English\]](#)

[Facts about COVID Vaccine \[Spanish\]](#)

[Journey of the COVID Vaccine \[English\]](#)

Long-term Care Facility (LTCF) Vaccination Toolkit

This toolkit provides long-term care facility (LTCF) administrators and clinical leadership with information and resources to help build vaccine confidence among healthcare personnel (HCP) and residents. This includes preparing staff for COVID Vaccination, preparing residents for vaccination, COVID-19 safety in long-term facilities, FAQs, and additional resources.

Below are some highlights:

[Common Questions about COVID Vaccine \[English\]](#)

[Common Questions for Residents & Loved Ones \[English\]](#)