

Community Health Workers and COVID-19 Technical Assistance Call

Promotores(as) de Salud y COVID-19
Llamada de Asistencia Técnica
3:00 – 4:00pm EST


We will begin shortly!
¡Empezaremos pronto!

Agenda

- Welcome / Bienvenidos(as)
- Ice Breaker / Dinámica
- MHP Salud Presentation / Presentación de MHP Salud
- Panelist Presentation / Presentación del panelista:
 - Nancy Andrade, Deputy for Stakeholder Engagement and Disproportionately Affected Populations on CDC's Vaccine Task Force
- Q & A and Open Discussion / Sesión Abierta de Preguntas y Respuestas

Zoom Registration


Inscripción de Zoom



Registration Form - COVID-19 and CHWs Monthly Call

Please complete this form as part of the registration process for MHP Salud's "COVID-19 and CHWs" monthly technical assistance calls. Once you submit this form, you will be redirected to Zoom, where you can finalize your registration. Thank you!

Date *

/ / 

MM DD YYYY

Organization name *

Maximum of 150 characters. Currently Used: 0 characters.

Type of organization: *

☒ Community-based organization

☐ Community Health Worker Association

Registration - COVID-19 and CHWs Monthly TA Call





Topic COVID-19 and CHWs Virtual Technical Assistance Call

Description MHP Salud hosts monthly COVID-19 and CHWs Virtual Technical Assistance Sessions on the 3rd Thursday of every month at 3 pm EST. During these sessions, we will hear from guest speakers who are implementing innovative strategies to handle COVID-19 challenges that impact communities of color, followed by an open Q & A session where participants can ask questions about challenges they face in serving their communities. Session materials will be provided in English and Spanish.

MHP Salud organiza sesiones mensuales de Asistencia Técnica Virtual acerca de COVID-19 y Promotores de Salud, el tercer Jueves de cada mes a las 3 pm EST. Durante estas sesiones, escucharemos a presentadores invitados que están implementando estrategias innovadoras para manejar los desafíos de COVID-19 que impactan a las comunidades de color, siguiendo con una sesión abierta de preguntas y respuestas donde los participantes pueden hacer preguntas sobre los desafíos que enfrentan al servir a sus comunidades. Los materiales de la sesión se proporcionarán en Inglés y Español.

Time You can choose to attend one or more of the following webinars.

- ☒ Nov 19, 2020 03:00 PM
- ☒ Dec 17, 2020 03:00 PM
- ☒ Jan 21, 2021 03:00 PM
- ☐ Feb 18, 2021 03:00 PM
- ☐ Mar 18, 2021 03:00 PM

Time shows in [Eastern Time \(US and Canada\)](#)

First Name *

Last Name *

Email Address *

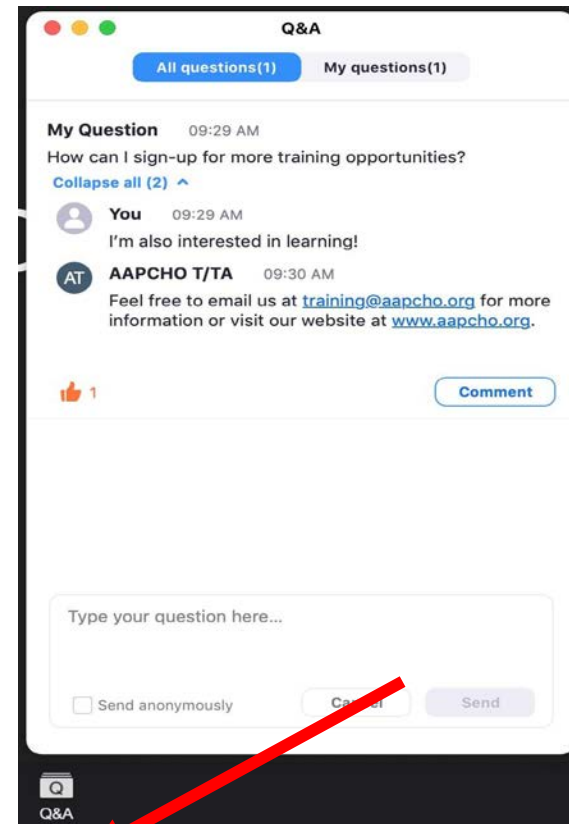
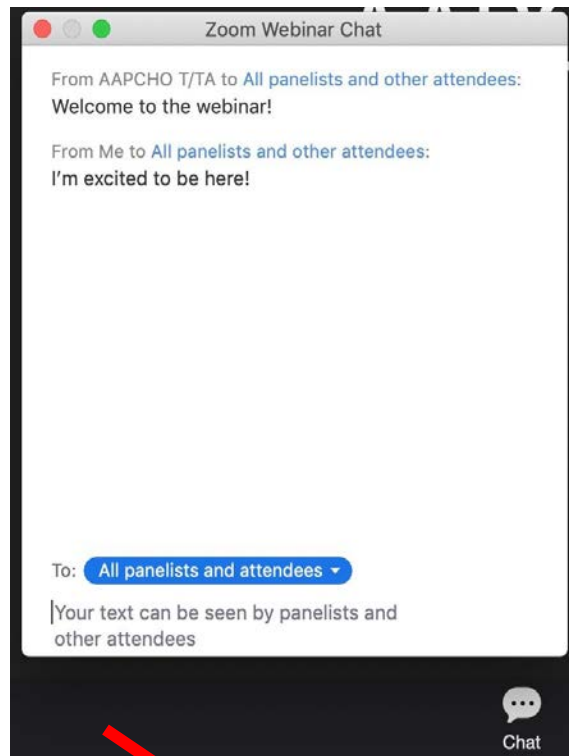
Confirm Email Address *

Register for
multiple
sessions!

¡Regístrese
para
múltiples
sesiones!

Q & A, Chat, Raising Hand

Preguntas y Respuestas, Chat, Levantando la Mano



Chat



Lower Hand



Q&A

Leave Meeting

Our Team

Nuestro Equipo



Hannah Mesa MPH, MPP
Program Director II



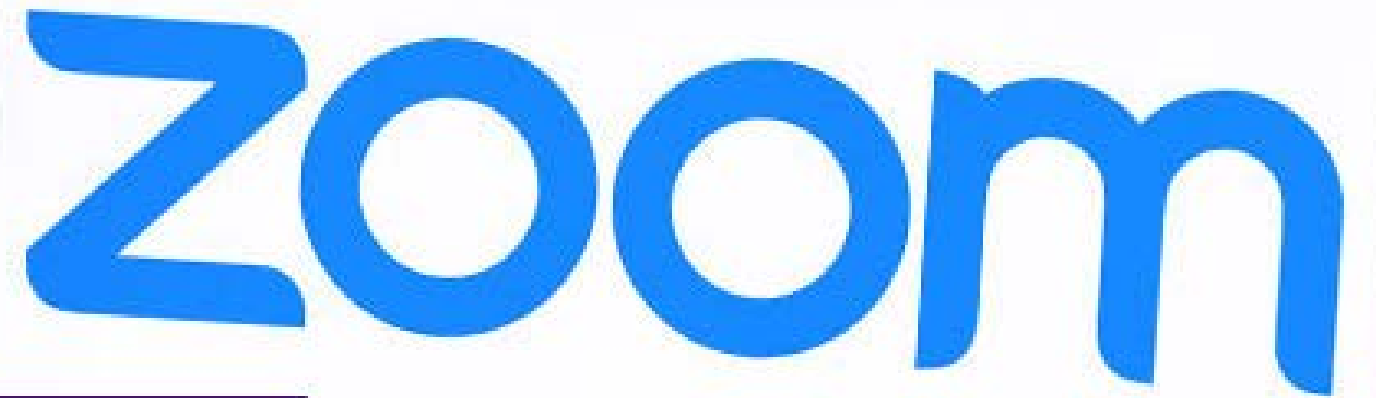
Hansel O. Ibarra, MPA
Program Director II



Selenia Gonzalez
CHW Resource Specialist



OUTCOMES-DRIVEN
EXPERIENCED
INNOVATIVE

The Zoom logo is displayed in a large, blue, sans-serif font. It is positioned on a white background that is part of a larger graphic element, possibly a screen or a sign, which is set against a dark purple background.

zoom

POLLS

Ice Breaker Dinámica



OUTCOMES-DRIVEN
EXPERIENCED
INNOVATIVE

Community Health Worker Promotor(a) de Salud

A Community Health Worker is a trusted member of the community who empowers their peers through education and connections to health and social resources.

Un(a) Promotor(a) de Salud es un miembro de confianza de la comunidad que empodera a sus compañeros a través de la educación y las conexiones con los recursos sociales y de salud.



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Panelist Presentation

Presentación del panelista:



Nancy Andrade, MPA

Deputy for Stakeholder Engagement and Disproportionately Affected Populations

CDC's Vaccine Task Force

Upcoming TA Calls

Próximas Llamadas de Asistencia Técnica

- **Strengthening Aging Services for Hispanic Older Adults** is holding Virtual Technical Assistance calls on the 3rd Wednesday of every month at 2 pm EST.
- **COVID-19 and CHWs Virtual Technical Assistance** calls on the 3rd Thursday of every month at 3 pm EST.

Visit here for our TA schedule /

Visite aquí para nuestro horario de llamadas de Asistencia Técnica:

<https://mhpsalud.org/how-we-can-help-you/technical-assistance-hours/>

Feedback Form

Encuesta



COVID-19 and CHWs TA Call Feedback Form


Encuesta para La Llamada de Asistencia Técnica de COVID-19 y Promotores de Salud

Thank you for attending MHP Salud's monthly COVID-19 and CHWs Technical Assistance Call. We ask that you please respond to this short survey to let us know how we can improve future sessions. This survey should take less than 5 minutes to complete. Thank you in advance for your participation!

Gracias por asistir a la Llamada de Asistencia Técnica Mensual de MHP Salud acerca de COVID-19 y Promotores de Salud. Le pedimos que responda a esta breve encuesta para informarnos cómo podemos mejorar las sesiones futuras. Esta encuesta debería tardar menos de 5 minutos en completarse. ¡Gracias por su participación!



OUTCOMES-DRIVEN
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INNOVATIVE

A background image showing two women outdoors. On the left, a woman with long, wavy brown hair and sunglasses is looking down at a brochure. On the right, a woman with dark hair, wearing a yellow polo shirt with a logo, is also looking at the brochure. The brochure has the text 'COMER PARA VIVIR' and 'COMER PARA VIVIR' visible. The background is a grassy field with trees and a clear blue sky.

COVID-19 Directory for Community Health Workers (CHWs)

<https://mhpsalud.org/online-resources/covid-19/>



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Contact us Contáctenos

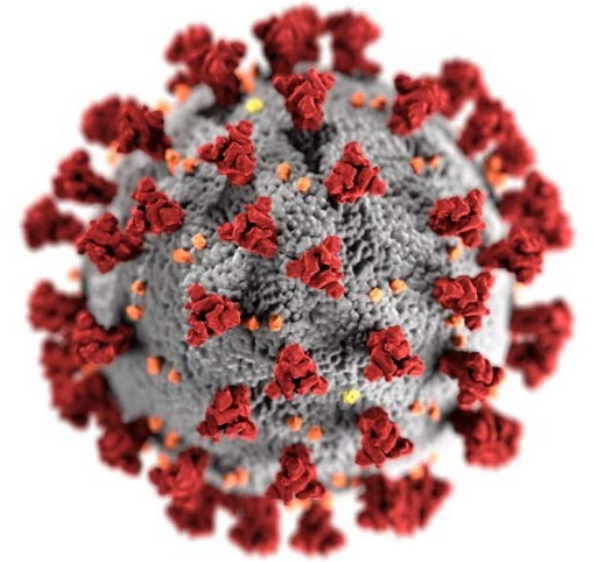
Capacity Building Assistance Program

programming@mhpsalud.org



OUTCOMES-DRIVEN
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Building Vaccine Confidence: COVID-19 Vaccination Saves Lives



**CDC COVID-19 Response
Vaccine Task Force**



Vaccinate with **Confidence**

cdc.gov/coronavirus

Call to Action

- The COVID-19 vaccine is an **important prevention tool** for stopping the COVID-19 pandemic.
- **You** are on the front lines of keeping our communities healthy.
- **You** can help the communities disproportionately affected by COVID-19 feel confident and safe in their decision to get vaccinated.
- We have resources to help you do that!



Photo Sources: <https://www.today.com/health/covid-19-vaccine-health-care-workers-share-photos-t204282>, <https://www.dailynews.com/2020/12/14/first-wave-of-coronavirus-vaccines-arriving-across-southern-california/photos>

COVID-19 Cases and Deaths in the United States

Last Updated: 01/20/2021

- Total Cases: 24,135,690
- Total Deaths: 400,306

https://covid.cdc.gov/covid-data-tracker/#cases_casesper100klast7days

COVID-19 Vaccinations in the United States

Last Updated: 01/20/2021

- Number of People Receiving 1 or More Doses: 14,270,441
- Number of People Receiving 2 or More Doses: 2,161,419

<https://covid.cdc.gov/covid-data-tracker/#vaccinations>

Communities of Color have been Disproportionately Affected and Borne the Brunt of the Suffering

COVID-19 Cases, Hospitalizations, and Deaths, by Race/Ethnicity				
Rate ratios compared to White, Non-Hispanic persons	American Indian or Alaska Native, Non-Hispanic persons	Asian, Non-Hispanic persons	Black or African American, Non-Hispanic persons	Hispanic or Latino persons
Cases ¹	1.8x	0.6x	1.4x	1.7x
Hospitalization ²	4.0x	1.2x	3.7x	4.1x
Death ³	2.6x	1.1x	2.8x	2.8x
Race and ethnicity are risk markers for other underlying conditions that affect health, including socioeconomic status, access to health care, and exposure to the virus related to occupation, e.g., among frontline, essential, and critical infrastructure workers.				

www.cdc.gov/coronavirus/2019-ncov/covid-data/investigations-discovery/hospitalization-death-by-race-ethnicity.html

Key Messages about COVID-19 Vaccination

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



What is Known About COVID-19

- Infection with SARS-CoV-2, the virus that causes COVID-19, can result in a range of illnesses, from mild symptoms to severe illness and death.
- We don't know how SARS-CoV-2 will affect each person.
- Some people, such as adults 65 and older or people with certain medical conditions, are more likely than others to become severely ill.



How to Prevent COVID-19

Wear a mask that covers your nose and mouth

Avoid close contact with others.
Stay at least 6 feet (~2 arm lengths) away

Avoid Crowds

Wash your hands often with soap & water

Avoid poorly ventilated spaces

Avoid touching your eyes, nose, and mouth with unwashed hands

Get the COVID-19 Vaccine

Key Facts About COVID-19 Vaccination



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

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*

Current Authorized Vaccines are mRNA Vaccines

- mRNA vaccines take advantage of the process that cells use to make proteins in order to trigger an immune response.
 - Like all vaccines, COVID-19 mRNA vaccines have been **rigorously tested** for safety before being authorized for use in the United States.
 - mRNA technology is **new, but not unknown**. It has been studied for more than a decade.
 - mRNA vaccines **do not contain a live virus** and do not carry a risk of causing disease in the vaccinated person.
 - mRNA from the vaccine never enters the nucleus of the cell and **does not affect or interact with a person's DNA**.

Safety of COVID-19 Vaccines is a Top Priority

- COVID-19 vaccines are being held to the **same safety standards** as all vaccines.

Before authorization

- **FDA** carefully reviews all safety data from clinical trials.
- **ACIP** reviews all safety data before recommending use.

After vaccine authorization

- **FDA** and **CDC** closely monitor vaccine safety and side effects. There are systems in place that allow CDC and FDA to watch for safety issues.

When and How to Get Vaccinated

- CDC has provided recommendations to federal, state, and local governments about who should be vaccinated first.
- CDC's recommendations are based on those from the Advisory Committee on Immunization Practices (ACIP), an independent panel of medical and public health experts.
- The recommendations were made with these *equity* goals in mind:
 - Decrease death and serious disease as much as possible.
 - Preserve functioning of society.
 - Reduce the extra burden COVID-19 is having on people already facing disparities.
- While CDC makes recommendations for who should be offered COVID-19 vaccine first, each state has its own plan for deciding who will be vaccinated first and how they can receive vaccines. **Please contact your local health department for more information on COVID-19 vaccination in your area.**

Vaccination Efforts Informed by CDC COVID-19 Response Health Equity Strategy

- Balance equitable access, service delivery, and vaccine demand.

CDC COVID-19 Response Health Equity Strategy: Accelerating Progress Towards Reducing COVID-19 Disparities and Achieving Health Equity

July 2020



COVID-19 Vaccination: Before, During, and After

■ Before

- Learn about COVID-19 vaccines.
- See if COVID-19 vaccination is recommended for you.

■ During

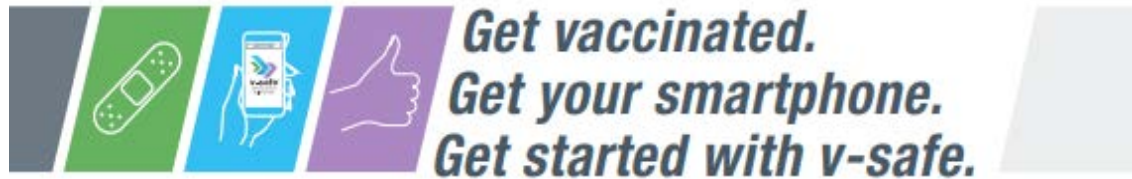
- Read the fact sheet that tells you about the specific COVID-19 vaccine you receive.
- Receive a vaccination record card.

■ After

- Expect some side effects.
- Enroll in V-safe. V-safe will remind you if you need a second shot.
- Continue using all the measures to protect yourself and others.

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

V-Safe After Vaccination



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

Defining Vaccine Confidence

- Vaccine confidence is the **trust** that patients, parents, or providers have in:
 - recommended vaccines;
 - providers who administer vaccines; and
 - processes and policies that lead to vaccine development, licensure, manufacturing, and recommendations for use.



Why Do We Need Vaccine Confidence?

- **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>

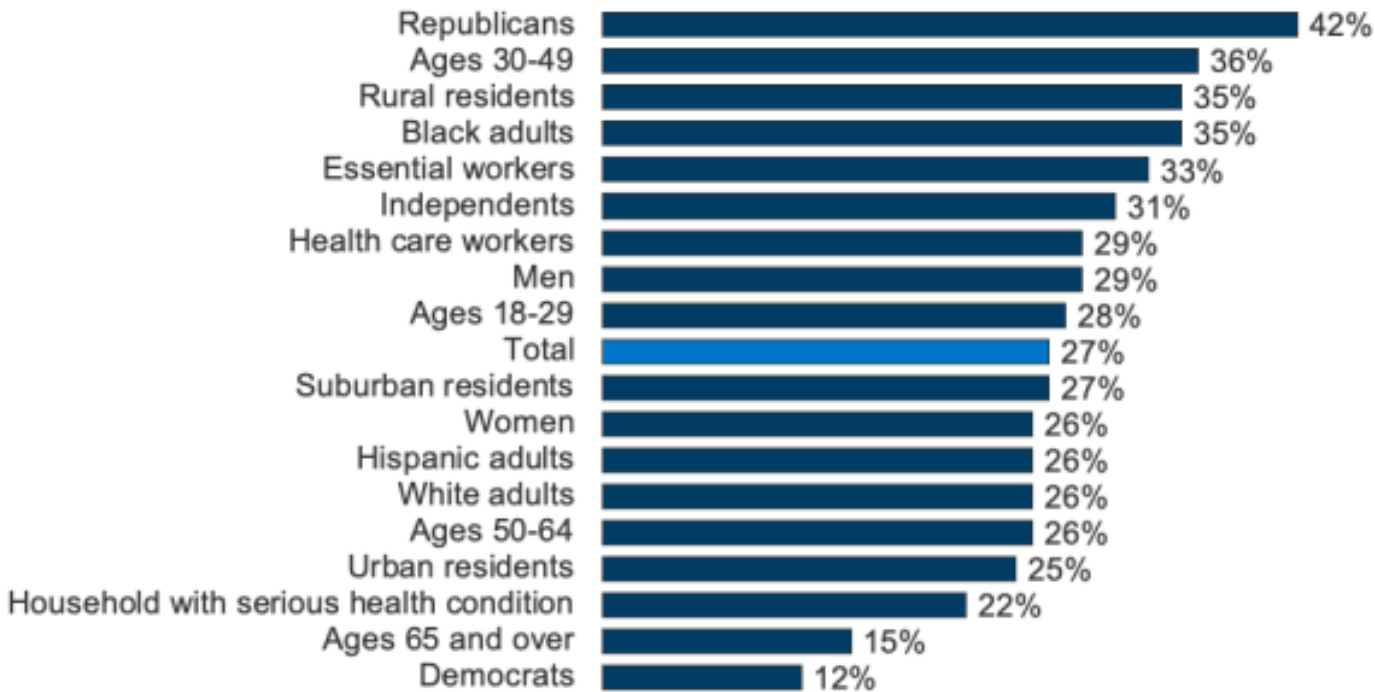
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Data from KFF COVID-19 Vaccine Monitor: December 2020

Figure 4

Which Groups Are Most Likely To Be COVID-19 Vaccine Hesitant?

Percent within each group who say, if a COVID-19 vaccine was determined to be safe by scientists and available for free to everyone who wanted it, they would **probably not get it** or **definitely not get it**:



SOURCE: KFF COVID-19 Vaccine Monitor (KFF Health Tracking Poll, Nov. 30-Dec. 8, 2020). See topline for full question wording.

Figure 4

Which Groups Are Most Likely To Be COVID-19 Vaccine Hesitant?

Percent within each group who say, if a COVID-19 vaccine was determined to be safe by scientists and available for free to everyone who wanted it, they would probably not get it or definitely not get it.



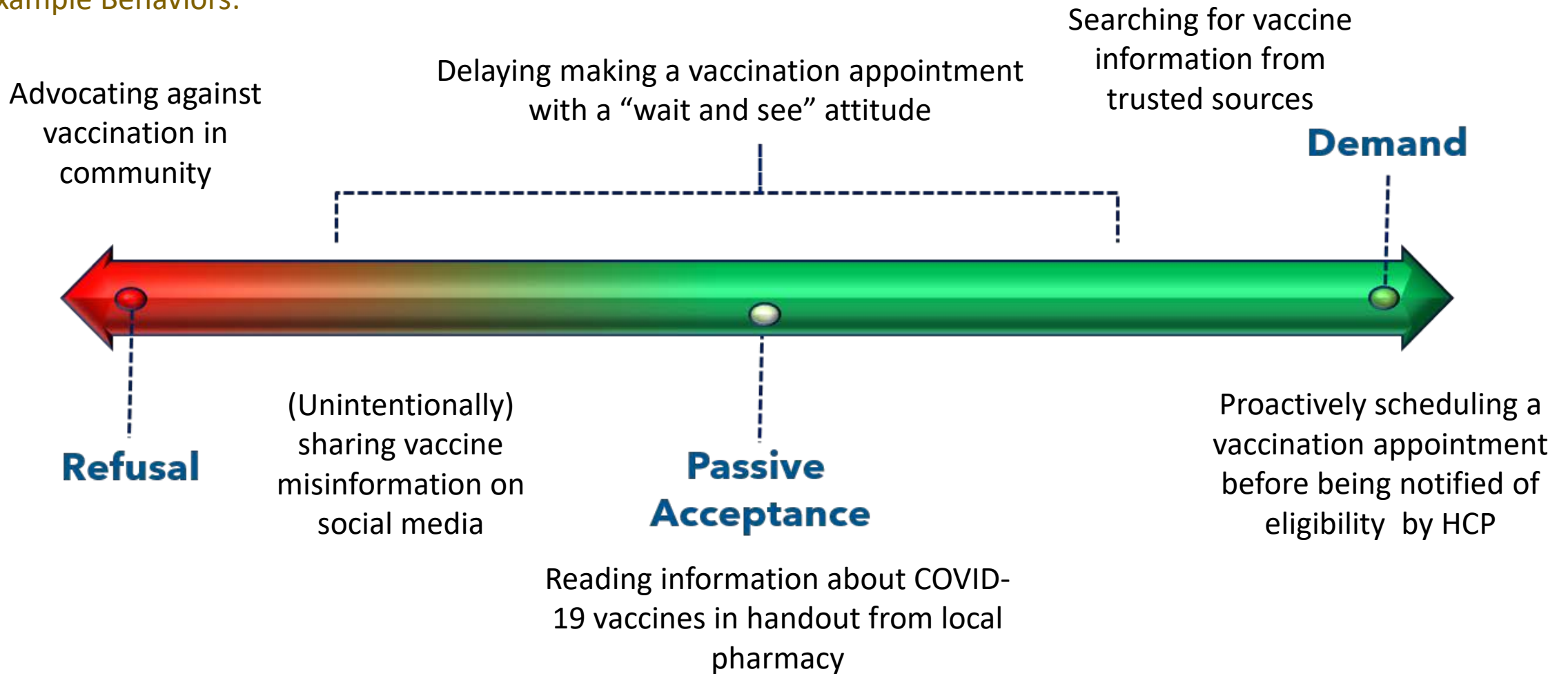
SOURCE: KFF COVID-19 Vaccine Monitor KFF Health Tracking Poll, Nov. 30-Dec. 8, 2020. See notes for full question wording.

KFF COVID-19
Vaccine Monitor

It is our job to let communities know that it is *okay and valid* to have questions, and especially *for those that have been hurt by societal systems.*

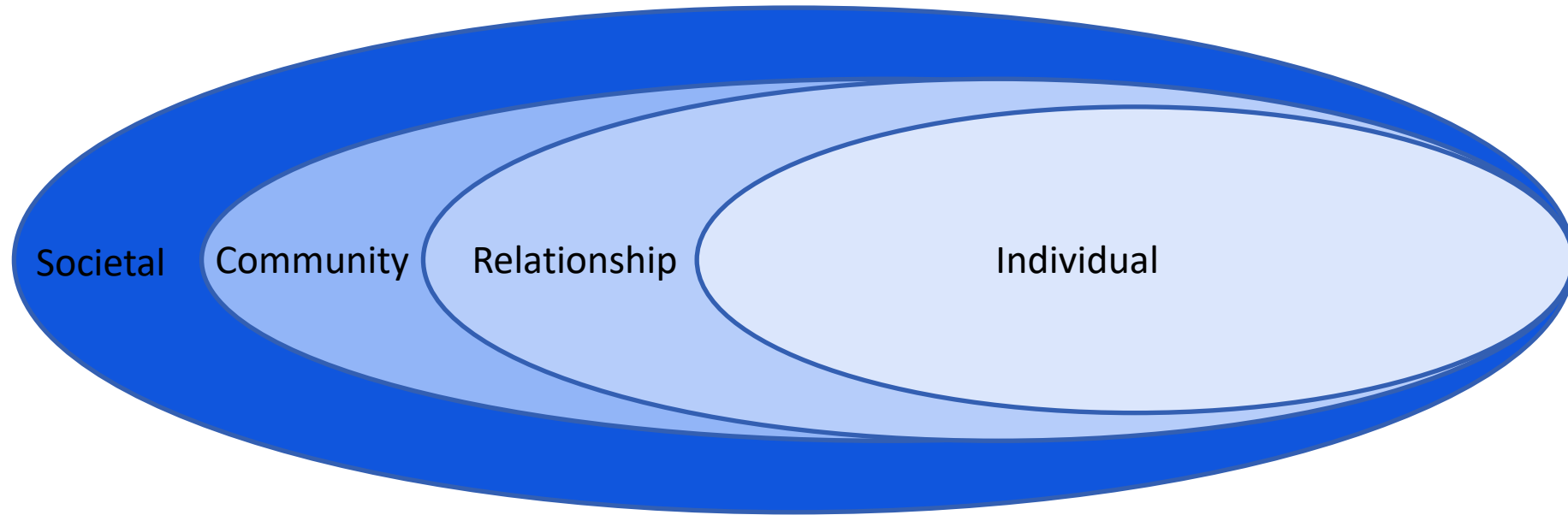
Vaccine Confidence is Dynamic and Expressed in Behaviors

Example Behaviors:



Hesitancy is Local and Contextual

Different populations require tailored vaccine confidence promotion strategies



https://www.cdc.gov/violenceprevention/pdf/sem_framework-a.pdf



Vaccinate with **Confidence**

Three Pillars:

- 1. Build trust**
- 2. Empower Healthcare Personnel (including CHWS!)**
- 3. Engage Communities and Individuals**

Build Trust

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

Empower Healthcare Personnel (including CHWS!)

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 and Individuals

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.

Six Strategies for Building COVID-19 Vaccine Confidence Among Healthcare Personnel and community members

1. Encourage leaders to be vaccine champions.
2. Host discussions where healthcare personnel and community members can provide input and ask questions. Communicate that questions are **okay**.
3. Share key messages through posters, handouts, discussions, media – in the languages and formats that will resonate most with the audience.
4. Educate healthcare personnel and community members about COVID-19 vaccines, how they are developed and monitored for safety, and how teams can talk to others about the vaccines.
5. Educate healthcare personnel and community members about the importance of getting vaccinated to protect themselves and to help end this pandemic.
6. When the vaccine is offered to you, make visible the decision to get vaccinated and celebrate it!

1. Encourage leaders to be vaccine champions

- Talk to your leaders about vaccine confidence and why it's important.
 - Ask leaders to lead by example and be photographed while getting COVID-19 vaccine.
 - Invite leaders to share their personal reasons for getting vaccinated and the importance of vaccination for all staff.
- Share via:

- Testimonials given during elevator conversations, meetings, and staff presentations
- Short videos
- Email blasts
- Social media
- Blogs or web articles



Photo credit: National Foundation for Infectious Diseases

2. Host discussions with personnel (and community members)

- Purpose: To provide a forum for questions and generate ideas for how to increase COVID-19 vaccine confidence and make it visible
- Format: Facilitated meeting (suggest 60 minutes)
- Participants: People representing management, CHW's healthcare teams, labor unions, and support staff
- Facilitator: Staff member who is well-respected and seen as a neutral convener on the topic
- Discussion Guide: www.cdc.gov/vaccines/covid-19/health-systems-communication-toolkit.html



**Resources on
hosting town halls for
community members
coming soon!**

3. Share these five key messages about COVID-19 Vaccination

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

4. Educate Healthcare Personnel and Community Members

- Educate teams and community about COVID-19 vaccines, how they are developed and monitored for safety, and how people can talk to others about vaccines.
- Teach healthcare teams and community members and leaders how to have effective COVID-19 vaccine conversations and answer common questions.

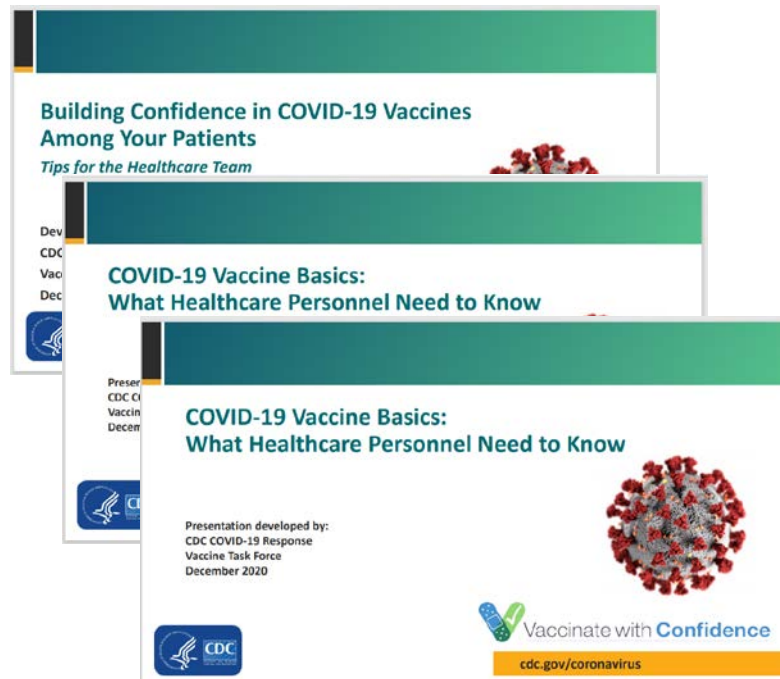


www.cdc.gov/vaccines/covid-19/health-systems-communication-toolkit.html

www.cdc.gov/coronavirus/2019-ncov/vaccines/toolkits/community-organization.html

www.cdc.gov/coronavirus/2019-ncov/vaccines/toolkits/essential-workers.html

COVID-19 Vaccination Communication Toolkit For Medical Centers, Clinics, and Clinicians



Slides

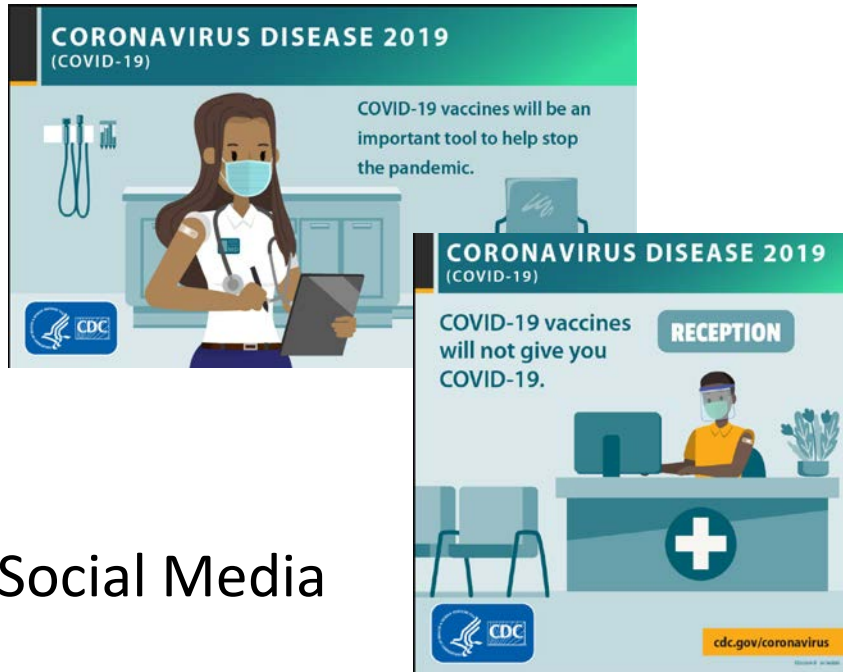


Fact Sheets & FAQs



Posters

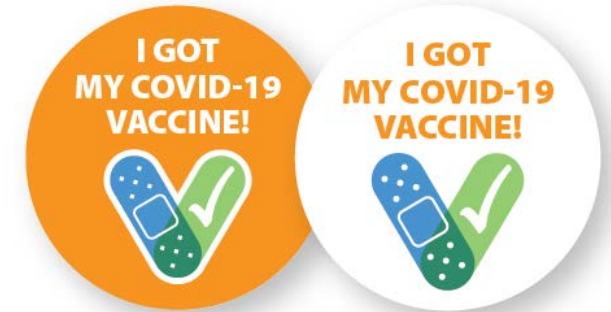
COVID-19 Vaccination Communication Toolkit For Medical Centers, Clinics, and Clinicians



Social Media



Video



Stickers

COVID-19 Vaccine Communication Toolkit for Community-Based Organizations



COVID-19 Vaccine Information

for Community-Based Organizations



COVID-19 and Vaccine Basics

FOR MORE

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

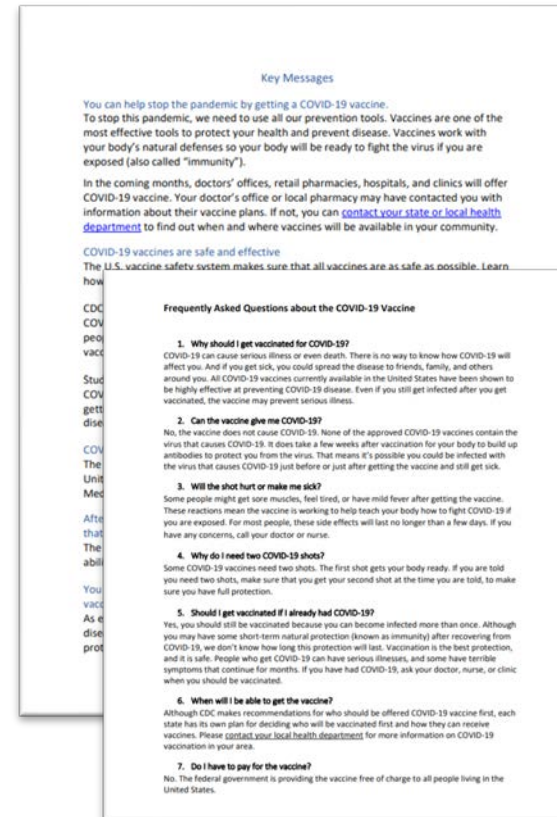


COVID-19 vaccines will not cause you to test positive on COVID-19 viral tests*

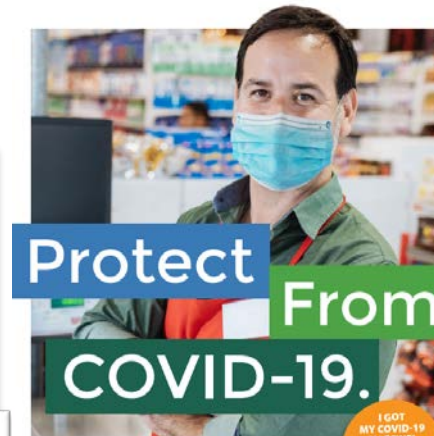
<https://www.cdc.gov/coronavirus/2019-ncov/vaccines/about-vaccines/vaccine-myths.html>

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

Slides



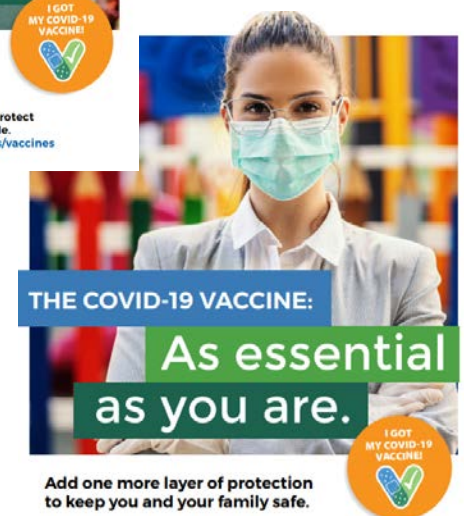
Key messages & FAQs



You risk being exposed to people with COVID-19 every day.



A safe and effective vaccine to protect against COVID-19 is now available. Learn more: [cdc.gov/coronavirus/vaccines](https://www.cdc.gov/coronavirus/vaccines)



Add one more layer of protection to keep you and your family safe.



Learn how you can get a COVID-19 vaccine. [cdc.gov/coronavirus/vaccines](https://www.cdc.gov/coronavirus/vaccines)

Posters

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

COVID-19 Vaccine Communication Toolkit for Community-Based Organizations



Community Based Organizations
Social Media Message Bank

Content Topic	Facebook	Instagram	Twitter	LinkedIn
Testimony Quote	"I got the shot to do my part in stopping #COVID19. Learn how and where you can get your COVID-19 vaccine, too." https://bit.ly/3bP6zSN	"I got the shot to do my part in stopping #COVID19. Learn how and where you can get your COVID-19 vaccine, too." at https://bit.ly/3bP6zSN	"I got the shot to do my part in stopping #COVID19. Learn how and where you can get your COVID-19 vaccine, too." https://bit.ly/3bP6zSN	"I got the shot to do my part in stopping #COVID19. Learn how and where you can get your COVID-19 vaccine, too." https://bit.ly/3bP6zSN
Vaccine Benefits	Have you scheduled your COVID-19 vaccine appointment? Vaccination works better when we do it together. #SleeveUp for a future safe from #COVID19. Find your vaccine site at https://bit.ly/3bP6zSN	Vaccination works better when we do it together. #SleeveUp for a future safe from #COVID19. Find your vaccine site at https://bit.ly/3bP6zSN	Vaccination works better when we do it together. #SleeveUp for a future safe from #COVID19. Find your vaccine site at https://bit.ly/3bP6zSN	Have you scheduled your COVID-19 vaccination appointment? Vaccination works better when we do it together. #SleeveUp for a future safe from #COVID19. Find your vaccine site at https://bit.ly/3bP6zSN
Testimony Quote	"I got vaccinated in memory of those we've lost during the pandemic who did not have the chance to. Learn how and where you can get your #COVID19 vaccine, too." https://bit.ly/3bP6zSN	"I got vaccinated in memory of those we've lost during the pandemic who did not have the chance where I #COVID https://bit.ly/3bP6zSN	"I got vaccinated in memory of those we've lost during the pandemic who did not have the chance where I #COVID https://bit.ly/3bP6zSN	"I got vaccinated in memory of those we've lost during the pandemic who did not have the chance where I #COVID https://bit.ly/3bP6zSN

Community Leader—please customize the letter below for your community.

Dear [MEMBER],

Across the country, the COVID-19 pandemic is having devastating effects. Here at [INSERT YOUR ORGANIZATION NAME], we have felt the pain and loss in our own community. We've supported families who have been affected and mourned those we have lost.

While the pandemic has kept us apart, there is new hope—vaccines are here. They will help us move closer to ending the pandemic.

We want everyone in our community to be safe and get back to hugging our families and friends and shaking hands with our neighbors. Getting the COVID-19 vaccine adds one more layer of protection for you, your family, and your loved ones. Here are some key points about the COVID-19 vaccine:

- All COVID-19 vaccines currently available in the United States are very effective at preventing the disease.
- The most common side effects are pain in the arm where you got the shot, feeling tired, headache, body aches, chills, and fever.
- Stopping a pandemic requires using all the tools we have available—wearing masks, staying at least 6 feet apart from people who don't live with you, avoiding crowds and poorly ventilated spaces, washing your hands frequently, and **getting vaccinated**.

We all play a part in this effort, and you are key. Please sign up to get your COVID-19 vaccination at [INSERT INFORMATION ABOUT WHERE TO GET VACCINATED].

If you have questions about vaccination clinics in [INSERT COMMUNITY CLINIC INFORMATION], please contact [INSERT NAME AND CONTACT INFORMATION].

If you want to know more about COVID-19 vaccines, visit www.cdc.gov/coronavirus/2019-ncov/vaccines

Sincerely,

[INSERT SIGNATURE OF ORGANIZATION LEADER]

Note to organizations: Use this article in your e-newsletters or hard copy newsletters that you distribute to members. Please consider a "special edition" newsletter with this article and supplement it with information about who to contact for more information about vaccines. Feel free to customize the text to make it appropriate for your organization.

COVID-19 vaccine: It's our turn to roll up our sleeves and get vaccinated!

It's hard to imagine a time when we didn't know COVID-19 existed. Now when people say "virus," we know what they mean. The impact of COVID-19 on our lives, our activities, and our freedom has affected us all. The responsibility is ours, as a community, to help stop this virus. Now we have a new, safe, and effective tool to help us do that—COVID-19 vaccines.

It takes everyone.

We all need to step up to beat COVID-19. We ask you to join us in protecting yourself, your family and friends, and our community by getting vaccinated.

[INSERT QUOTE FROM ORGANIZATION LEADERSHIP. Suggested quote: "COVID-19 vaccination is one of the strongest tools we can use to fight this pandemic together,"] says [NAME AND TITLE].

Getting vaccinated adds an important layer of protection for you, your family, and loved ones. Here are some things you should know about the COVID-19 vaccine:

- All COVID-19 vaccines currently available in the United States are very effective at preventing the disease.
- The most common side effects are pain in the arm where you got the shot, feeling tired, headache, body aches, chills, and fever.
- Stopping a pandemic requires using all the tools we have available—wearing masks, staying at least 6 feet apart from people who don't live with you, avoiding crowds and poorly ventilated spaces, washing your hands frequently, and **getting vaccinated**.

We want everyone in our community to be safe and get back to hugging our families and friends and shaking hands with our neighbors.

We all play a part in this effort, and you are key. Please sign up to get your COVID-19 vaccination at [INSERT INFORMATION ABOUT WHERE TO GET VACCINATED].



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

www.cdc.gov


Customizable Letters

Newsletter Content

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




Social Media Content

Plain Language Factsheet in Several Languages



Información sobre las vacunas
contra el COVID-19

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



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

COVID-19 Vaccine Communication Toolkit for Essential Workers



COVID-19 Vaccine Information

for Essential Workers and Employers



JANUARY 2021

COVID-19 and Vaccine Basics

Vaccination is one measure to help stop the pandemic

- While COVID-19 mRNA vaccines appear to be highly effective, additional preventive tools remain important to limit the spread of COVID-19.
- The combination of getting vaccinated and following CDC recommendations to protect yourself and others offers the best protection from COVID-19.
 - Cover your nose and mouth with a mask.
 - Stay at least 6 feet from people who don't live with you.
 - Avoid crowds and poorly ventilated indoor spaces.
 - Wash your hands.



Key Messages

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](#) 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 all vaccines are as safe as possible. Learn how the federal government is working to ensure the [safety of COVID-19 vaccines](#).

CDC has developed COVID-19 vaccine information for people who are not vaccinated!

Studies show COVID-19. Ex getting serious disease.

COVID-19 vaccine. The federal government has developed COVID-19 vaccine information for people who are not vaccinated!

After COVID-19 that your body. The side effect ability to do it.

You will still need vaccine for COVID-19. As experts lead disease, CDC protecting you.

FAQs about COVID-19 Vaccination in the Workplace: For Workers

1. Will my employer require proof that I am vaccinated?

Whether an employer may require or mandate COVID-19 vaccination is a matter of state or other applicable law. If an employer requires employees to provide proof that they have received a COVID-19 vaccination from a pharmacy or their own healthcare provider, you do not need to provide any medical information as part of the proof. Learn more from the [U.S. Equal Employment Opportunity Commission](#).

2. How will I remember to get the second shot?

Each person getting the COVID-19 vaccine will receive a vaccination record card to make sure they receive the correct vaccine for the second dose. You can also enroll in [v-safe](#), a smartphone-based tool that uses text messaging and web surveys to provide personalized health check-ins after you receive a COVID-19 vaccination. V-safe will remind you to get your second COVID-19 vaccine dose if you need one.

3. What if I miss my second shot?

People who receive the first dose of COVID-19 vaccine but are not able to receive the second dose when their employer offers it may bring their vaccination record card to another location that is administering vaccine in their area to complete the vaccine series. You should not need to restart your series of shots. It is important that you get the same vaccine for both your first and second dose. You should not mix and match the different brands like Pfizer-BioNTech or Moderna.

4. What if I can't be vaccinated for medical or religious reasons?

The [Equal Employment Opportunity Commission \(EEOC\)](#) has no existing position on COVID-19 vaccination. Some individuals may be at risk for an adverse reaction because of an allergy to one of the vaccine components or a medical condition. This is referred to as a medical exemption. CDC provides [recommendations](#) for people who have had allergic reactions to other vaccines and for those with other types of allergies. Some individuals may decline vaccination because of a religious belief. This is referred to as a religious exemption.

5. What are my options to receive the COVID-19 vaccine if I am employed by a contract firm or temporary help agency?

For workers employed by contract firms or temporary help agencies, the staffing agency and the host employer are joint employers. Both are responsible for providing and maintaining a safe work environment. The responsibilities the staffing agency and the host employer have can be different, depending on the workplace conditions, and should be described in their contract. [Protecting Temporary Workers](#)

It is important to find out where you can get vaccinated to get the vaccine as soon as it is available to you. Possibilities include a workplace vaccination program, your personal healthcare provider's office, a pharmacy, your local health department, or vaccination sites set up by your state or local government or local health systems. To learn what is available through your workplace, ask your employer if they are



On the job, and at home. Getting a COVID-19 vaccine adds one more layer of protection.



Learn how you can get a COVID-19 vaccine. [cdc.gov/coronavirus/vaccines](#)



Protect From COVID-19.

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



[cdc.gov/coronavirus/vaccines](#)

Slides
Key messages & FAQs

Posters

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

COVID-19 Vaccine Communication Toolkit for Essential Workers

Employer—please customize the letter below for your organization.

Dear Employee,

Across the country, the COVID-19 pandemic is having devastating effects. We appreciate how much you have already done to adapt during this challenging time. As you know, we have been taking preventive measures at {INSERT YOUR COMPANY NAME} against COVID-19 for the past several months to help keep you, our entire staff, your families, and our customers safe. We have worked under some uncertain and often stressful conditions, and you have helped make it possible for us to continue our essential operations.

It's important that essential workers like you are vaccinated because of your role in maintaining critical infrastructure operations. Essential workers are at increased risk of getting COVID-19 and spreading it to others because work-related duties must be performed on site and involve being in close contact (within 6 feet for a cumulative total of 15 minutes in a 24-hour period) with the public or coworkers.

Getting the COVID-19 vaccine gives you an added layer of protection against COVID-19 and could also protect your coworkers and your family. Here are some key points about COVID-19 vaccination:

- All COVID-19 vaccines available in the United States are very effective at preventing the disease.
- The most common side effects are pain in the arm where you got the shot, feeling tired, headache, body aches, chills, and fever.
- Stopping a pandemic requires using all the tools we have available—wearing masks, staying at least 6 feet from people who don't live with you, avoiding crowds and poorly ventilated spaces, washing your hands frequently, and getting vaccinated.

{If you have scheduled vaccination clinics} Your health and safety continue to be our priority and, to ensure convenient access to vaccination, we will have vaccines available to our staff at {INSERT INFORMATION ABOUT WHERE TO GET VACCINATED}.

If you have questions about our vaccination clinics, please contact {INSERT NAME AND CONTACT INFORMATION FOR YOUR COMPANY'S POINT OF CONTACT}.

If you want to know more about COVID-19 vaccines, visit www.cdc.gov/coronavirus/2019-ncov/vaccines.

Sincerely,

{INSERT SIGNATURE OF COMPANY LEADER}



Add one more layer of protection to keep you and your family safe.



Note to organizations: Use this article in your e-newsletters or hard copy newsletters that you distribute to members. Please consider a "special edition" newsletter with this article and supplement it with information about who to contact for more information about vaccines. Feel free to customize the text to make it appropriate for your organization.

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It takes everyone.

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{INSERT QUOTE FROM ORGANIZATION LEADERSHIP. Suggested quote: "COVID-19 vaccination is one of the strongest tools we can use to fight this pandemic together," says [NAME AND TITLE].}

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We want everyone in our community to be safe and get back to hugging our families and friends and shaking hands with our neighbors.

We all play a part in this effort, and you are key. Please sign up to get your COVID-19 vaccination at {INSERT INFORMATION ABOUT WHERE TO GET VACCINATED}.

Essential Workers
Social Media Message Bank



Content Topic	Facebook	Instagram	Twitter	LinkedIn
Vaccine Benefits	Getting vaccinated is the best protection against getting sick with COVID-19. Find out where to get your COVID-19 vaccine: https://bit.ly/3bP6s5N	Getting vaccinated is the best protection against getting sick with COVID-19. Visit https://bit.ly/3bP6s5N to locate a #COVID19 vaccine site near you.	Getting vaccinated is the best protection against getting sick with COVID-19. Visit https://bit.ly/3bP6s5N to locate a #COVID19 vaccine site near you.	Getting vaccinated is the best protection against getting sick with COVID-19. Visit https://bit.ly/3bP6s5N to locate a COVID-19 vaccine site near you.
About the COVID-19 Vaccines	Stay up to date with the facts about the COVID-19 vaccine. Learn more: https://www.cdc.gov/coronavirus/2019-ncov/vaccines/index.html	Stay up to date with the facts about the #COVID19 vaccine. Visit www.cdc.gov/coronavirus/2019-ncov/vaccines to learn more.	Stay up to date with the facts about the #COVID19 vaccine. Visit www.cdc.gov/coronavirus/2019-ncov/vaccines to learn more.	Stay up to date with the facts about the COVID-19 vaccine. Learn more: https://www.cdc.gov/coronavirus/2019-ncov/vaccines/index.html
Vaccine Benefits	You are more than an essential worker; you are essential to your family and loved ones. Find out how you can get your COVID-19 vaccine today: https://bit.ly/3bP6s5N	You are more than an essential worker; you are essential to your family and loved ones. Visit https://bit.ly/3bP6s5N to locate a #COVID19 vaccine site near you.	You are more than an essential worker; you are essential to your family. Visit https://bit.ly/3bP6s5N to find out how to get vaccinated against #COVID19 today!	You are more than an essential worker; you are essential to your family and loved ones. Find out how you can get your COVID-19 vaccine today: https://bit.ly/3bP6s5N
Vaccine Benefits	You have taken care of all of us. Now it's time to take care of you. Schedule your vaccination appointment today. Find a #COVID19 vaccine site near you: https://bit.ly/3bP6s5N	You have now it's your turn. Visit to find a near you		



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

www.cdc.gov

Customizable Letters

Newsletter Content

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

Social Media Content



WEAR A MASK



STAY 6 FEET APART



AVOID CROWDS



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 ▾



5. Educate non-health staff and community members about the importance of getting vaccinated

- Educate non-health staff and community members about COVID-19 vaccines and the vaccine development and safety monitoring processes.
- Emphasize the benefits of protecting themselves, their families, their friends, coworkers, and patients.
- Create a feedback mechanism for asking questions.
- Let them know they also have an important role to play in making vaccine confidence visible.
- CDC resources:
 - COVID-19 Vaccine Communication Toolkit for Community-Based Organizations



www.cdc.gov/coronavirus/2019-ncov/vaccines/toolkits/community-organization.html

6. When the vaccine is offered to you, make visible the decision to get vaccinated and celebrate it!

- Provide “I got my COVID-19 vaccine!” buttons, stickers, lanyards, masks, bracelets, etc.
- Post a photo gallery in common areas in healthcare facilities and community locations, or online, showing cheerful people who just got vaccinated.
- Record testimonials on why CHWs and community members got vaccinated and share with the media.
- Share community leadership’s support of COVID-19 vaccination with the media.





Sources: <https://www.today.com/health/covid-19-vaccine-health-care-workers-share-photos-t204282>, <https://www.dailynews.com/2020/12/14/first-wave-of-coronavirus-vaccines-arriving-across-southern-california/>

#SleeveUP



Other Vaccine Confidence Resources Coming Soon

- **Rapid community assessment** to
 - Diagnose barriers to uptake and confidence in COVID-19 vaccines
 - Co-create solutions with communities
- **Confidence consults** for states / jurisdictions and partners to talk to CDC and federal government experts on vaccine confidence
- **Misinformation field guide** for partners and communities



Vaccinate with **Confidence**

Spotlight on Rapid Community Assessment

Coming Soon!

- The rapid community assessment guide is for use by community-based organizations, state and local immunization programs, hospital systems, and others to better understand and address community needs around COVID-19 vaccines.
- Objectives:
 - Identify populations in your community who are at risk for low COVID-19 vaccine uptake.
 - Document lessons learned from one phase of the COVID-19 vaccine rollout to inform subsequent phases.
 - Identify community leaders, trusted messengers, and other important channels
 - Assess barriers to COVID-19 vaccine uptake; identify what works to increase uptake.
 - Identify, design, implement, evaluate solutions to increase vaccine confidence and vaccine uptake.

Trusted Partnerships Matter:

The COVID-19 Facilitating Acceptance with Community-Based Trusted Messengers (FACT) Alliance:

Strengthening intersectoral partnerships to support COVID-19 vaccine confidence in communities

Focusing on the following messengers:



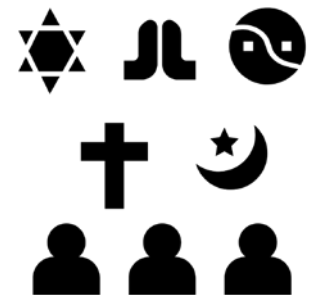
Community
Health Workers



Pharmacists



Nurses



Faith Leaders

Aligned with the guiding principles to [CDC COVID-19 Response Health Equity Strategy](#)

Questions?/Preguntas?

Thank you! Gracias!

For more information, contact CDC
1-800-CDC-INFO (232-4636)
TTY: 1-888-232-6348 www.cdc.gov

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

