

# COVID-19 Vaccination Communication Toolkit

For Medical Centers, Pharmacies, and Clinicians



Ready-made materials you can use to inform your healthcare teams and other staff

## Other COVID-19 Vaccine Resources

- [Clinical Training](#)
- [Vaccine Storage and Handling Toolkit](#)
- [Vaccination Communication Toolkit for Long-Term Care Facilities](#)

Medical centers, clinics, pharmacies, and clinicians can use or adapt these ready-made materials to build confidence about COVID-19 vaccination among your healthcare teams and other staff.

**Step 1:** Educate healthcare teams and other staff.


**Step 2:** Give them the tools they can use to educate patients and answer their questions about the vaccines.

For additional details to inform your communication with staff, read the [Advisory Committee on Immunization Practices Considerations for COVID-19 Vaccination of Healthcare Personnel and Long-Term Care Facility Residents](#).




*This toolkit will be updated regularly. Check back for updates.*

## Getting Started

**How to Build Confidence in COVID-19 Vaccines: A Short Guide for Immunization Coordinators in Medical Centers and Clinics**

This informational guide presents six strategies for immunization coordinators to [build vaccine confidence within their health system or clinic](#) . It includes tangible actions to promote confidence, communication, and uptake of COVID-19 vaccine, which can help support confidence among providers and patients.

Use these companion tools to help you get started:

- [Communications and Confidence Readiness Checklist \(Appendix A\)](#)  Use this checklist to assess the readiness of your facility to promote COVID-19 vaccine to healthcare personnel, and eventually, to patients. Each activity in the checklist includes links to corresponding CDC resources that you can tailor to the needs of your facility and the populations you serve.
- [The COVID-19 Vaccine Confidence Conversation Starter \(Appendix B\)](#)  This conversation starter is a prompt for engaging healthcare providers during an in-person or virtual meeting in order to identify tailored approaches to promote vaccine confidence within a facility.
- [Vaccinate with Confidence](#)  Use CDC's Vaccinate with Confidence strategy to reinforce confidence in COVID-19 vaccines.

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## Fact Sheets and FAQs

Fact sheets and FAQs to download, print, and distribute help educate healthcare teams and other staff working in your facilities.

For All Healthcare Personnel

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### [Answering Your Questions About the New COVID-19 Vaccines](#) [5 pages]

This fact sheet addresses common questions about the safety and efficacy of the new vaccines.

### [V-safe After Vaccination Health Checker](#)

Healthcare personnel can use this tool to receive personalized health check-ins after they receive a COVID-19 vaccine, and should encourage all COVID-19 vaccine recipients to participate. V-safe also provides second vaccine dose reminders if needed, and telephone follow up to anyone who reports medically significant adverse events.

For Healthcare Professionals

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### [Learn About the New mRNA COVID-19 Vaccines](#) [2 pages]

This factsheet briefs healthcare workers and employees of healthcare systems and clinics on mRNA vaccines—how they work, how safe they are, and their benefits.

### [Quick Answers for Healthcare Professionals to Common Questions People May Ask about COVID-19 Vaccines](#) [2 pages]

This document is a quick reference to have answers on hand to common patient questions.

### [More Information for Healthcare Professionals](#)


For more training and educational materials healthcare professionals can use to prepare for vaccine administration and explain the COVID-19 vaccine to patients, visit our [Healthcare Professionals page](#).


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## Posters

Posters that you can download, print, and hang in health facility common areas and staff break rooms to foster conversation and make vaccination visible.

Healthcare Workers and Employees: [Stopping the COVID-19 Pandemic Is Going to Take All of Our Tools](#) 

Healthcare Workers and Employees: [Three Reasons Why You Were Given Top Priority To Be Vaccinated Against COVID-19](#) 



Healthcare Workers and Employees: [Why Get Vaccinated? To Protect Yourself, Your Coworkers, Your Patients, Your Family](#) 

Healthcare Workers and Employees: [Get Vaccinated, Get Your Smartphone, Get Started With v-safe](#) 

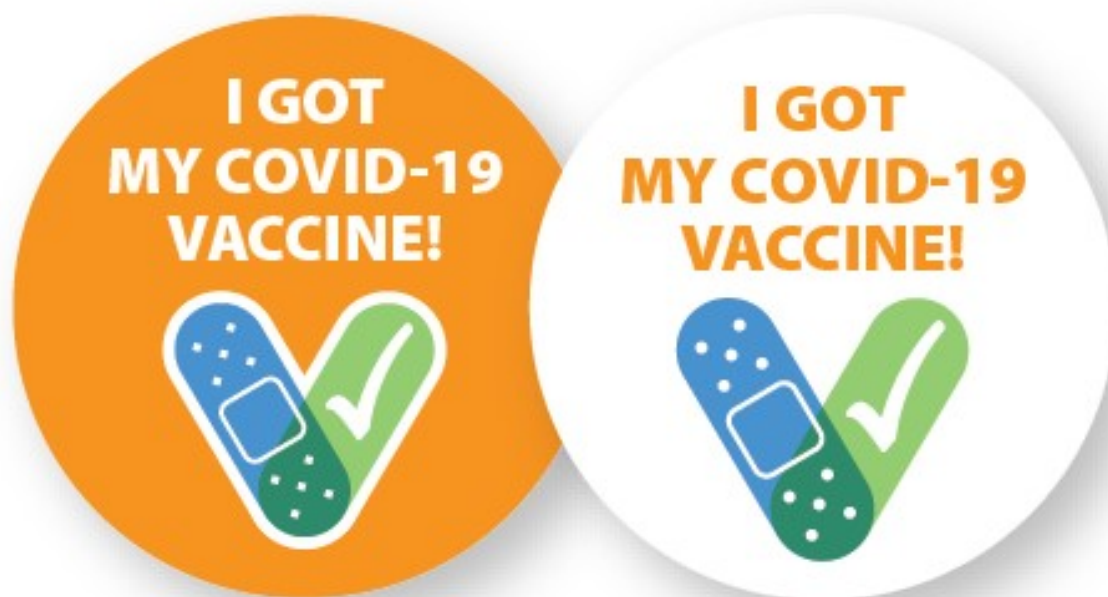
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## Stickers

Printable stickers for staff to wear once they've gotten their vaccine.

- [Orange stickers](#)  [1 page] (1 2/3" inch stickers, 24 per page)
- [White stickers](#)  [1 page] (1 2/3" inch stickers, 24 per page)

Compatible with full-sheet sticker paper or standard precut 1 2/3" labels.



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## Slides

These slide presentations and accompanying scripts will help health systems, clinics, and pharmacies educate healthcare personnel, teams, and immunization coordinators about COVID-19 vaccination and build vaccine confidence within their organization.

### Building Vaccine Confidence in Health Systems and Clinics : Tips for Immunization/Vaccine Coordinators +

In addition to providing information about COVID-19 vaccines, safety monitoring, and elements of vaccine confidence, this presentation focuses on what immunization coordinators can do to build vaccine confidence within their health system or clinic.

[PowerPoint](#) [33 pages, 508] | [PDF](#) [33 pages, 508]

### COVID-19 Vaccine Basics: What Healthcare Personnel Need to Know +

This presentation educates healthcare personnel about basics of COVID-19 vaccines, what to expect if they get vaccinated, how the safety of vaccines is monitored, and the benefits of COVID-19 vaccination.

[PowerPoint](#) [22 pages, 508] | [PDF](#) [22 pages, 508]

### Building Confidence in COVID-19 Vaccines Among Your Patients : Tips for the Healthcare Team +

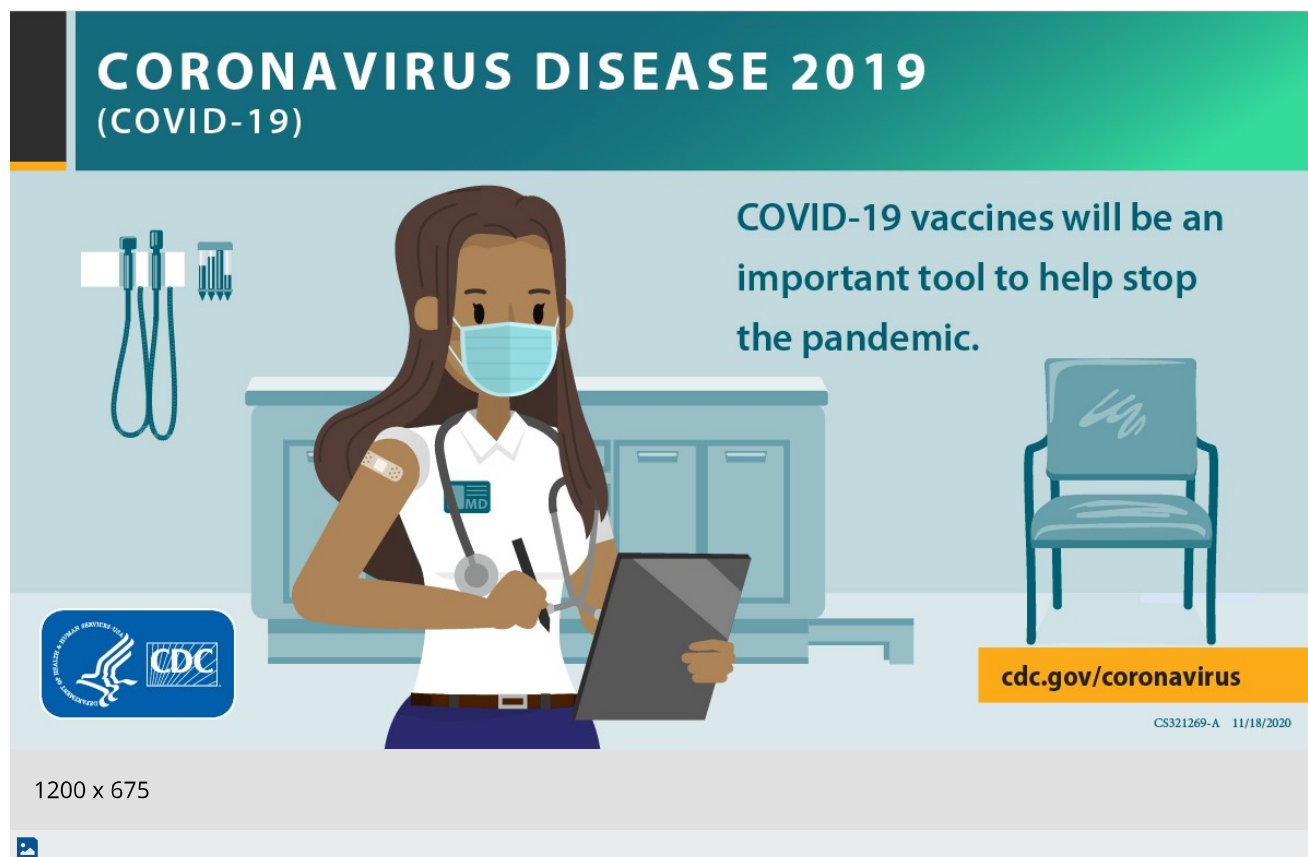
This presentation educates the healthcare team about COVID-19 vaccines that are pending authorization, vaccine safety monitoring, elements of vaccine confidence, and tangible strategies for effective conversations with their patients.

[PowerPoint](#) [39 slides, 508] | [PDF](#) [39 pages, 508]

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## Social Media

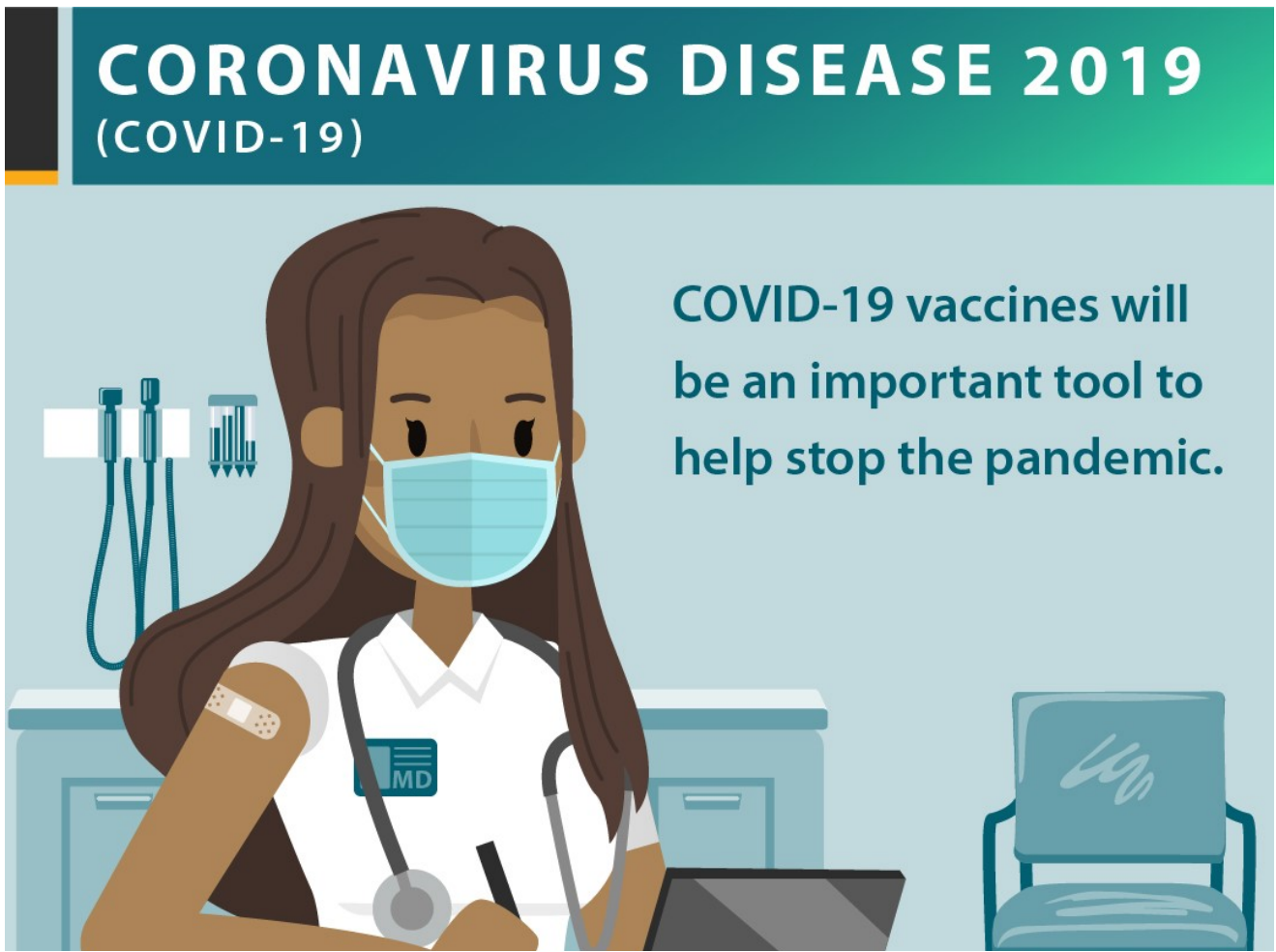
COVID-19 vaccines will be an important tool to help stop this pandemic.



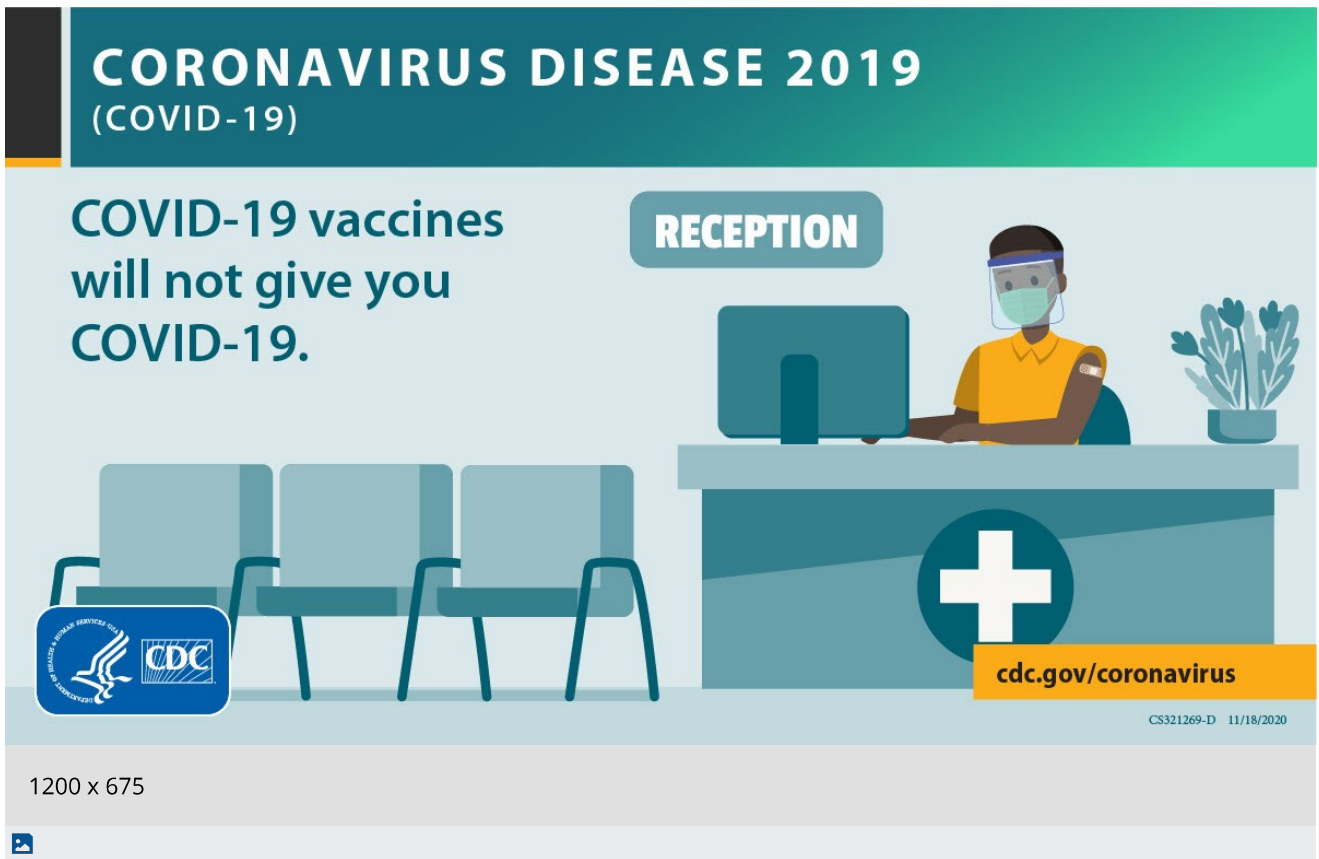
#### Facebook Sample Message

Your best protection from COVID-19 will be a combination of getting a COVID-19 vaccine, wearing a mask, staying at least 6 feet away from others, avoiding crowds, and washing your hands often. No one tool alone is going to stop the pandemic. Learn about the benefits of COVID-19 vaccination so you'll be ready when a vaccine is recommended: <https://www.cdc.gov/coronavirus/2019-ncov/vaccines/about-vaccines/vaccine-benefits.html>

#### Instagram Sample Message



COVID-19 vaccines will not give you COVID-19.



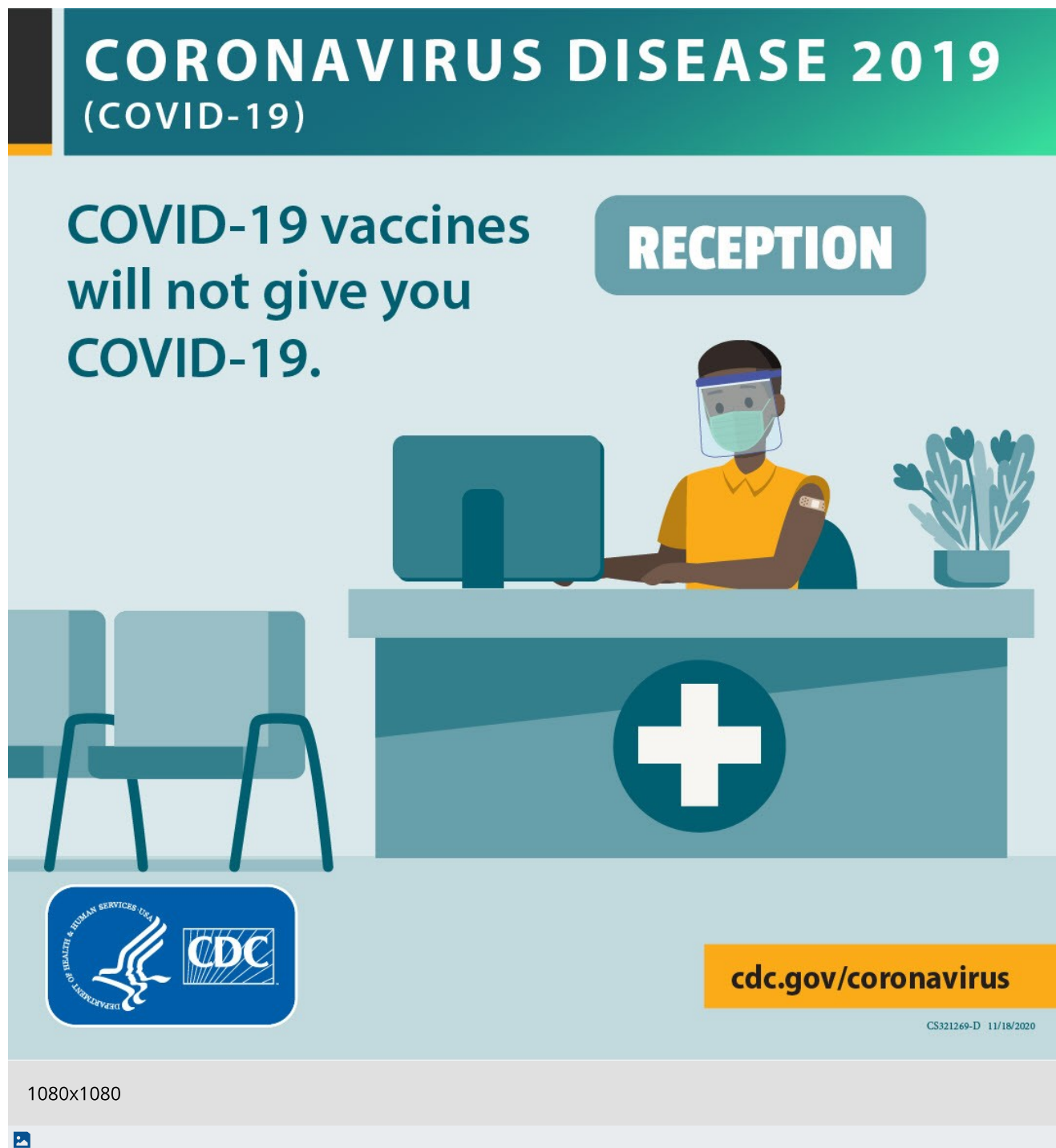
Facebook Sample Message

None of the COVID-19 vaccines currently in development in the United States uses the live virus that causes COVID-19.



You may have symptoms like a fever after you get a vaccine. This is normal and a sign that your immune system is learning how to recognize and fight the virus that causes COVID-19. Learn more about the facts behind COVID-19 vaccines: <https://www.cdc.gov/coronavirus/2019-ncov/vaccines/about-vaccines/vaccine-myths.html>

Instagram Sample Message



None of the COVID-19 vaccines currently in development in the United States uses the live virus that causes COVID-19. You may have symptoms like a fever after you get a #vaccine. This is normal and a sign that your immune system is learning how to recognize and fight the virus that causes COVID-19. Learn more about the facts behind #COVID-19 vaccines: [cdc.gov/coronavirus](https://www.cdc.gov/coronavirus)

Twitter Sample Message

#COVID19 vaccines currently in development in the US do not use the live virus that causes COVID-19. Having symptoms like fever after you get a #vaccine is normal and a sign your immune system is learning to fight the virus. More COVID-19 vaccine facts: <https://www.cdc.gov/coronavirus/2019-ncov/vaccines/about-vaccines/vaccine-myths.html>

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## Videos

### How CDC is Making COVID-19 Vaccine Recommendations


COVID-19 vaccines will be an important tool to help stop this pandemic. CDC's Dr. Cohn explains how the Advisory Committee on Immunization Practices, an independent group of experts, develops recommendations and advises CDC on the use of vaccines in our country and the process for making recommendations on COVID-19 vaccines.

### Vaccine Safety Monitoring for Long-Term Care Facility Staff and Caregivers: VAERS

If you're a certified nursing assistant or other caregiver in a long-term care facility, this video on the Vaccine Adverse Event Reporting System (VAERS) is for you! Learn what VAERS does and how you can help medical staff report any concerning side effects in residents following COVID-19 vaccination. Learn about common side effects after COVID-19 vaccination and what you need to report to VAERS.

#### Additional Vaccine Safety Resources

How to submit a report to VAERS: <https://vaers.hhs.gov/reportevent.html> 

What to report – full requirements: <https://vaers.hhs.gov/faq.html> 

### Vaccine Safety Monitoring for Long-Term Care Facility Staff and Caregivers: v-safe

If you're a certified nursing assistant or other caregiver in a long-term care facility, this video on v-safe is for you! Learn how to register and get started with v-safe — CDC's after vaccination health checker. Use your smartphone to tell CDC about any side effects after getting the COVID-19 vaccine. You'll also get reminders if you need a second vaccine dose. Both you and your residents are encouraged to participate.

#### Additional Vaccine Safety Resources

How to register and get started with v-safe: <https://www.cdc.gov/coronavirus/2019-ncov/vaccines/safety/vsafe.html>

Frequently asked questions about v-safe: <https://www.cdc.gov/coronavirus/2019-ncov/vaccines/safety/faq.html>

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