

# COVID-19 VACCINE CONFIDENCE COMMUNICATION TOOLKIT

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User Guide



NATIONAL  
RURAL HEALTH  
RESOURCE CENTER

# Customize the templates within the toolkit to easily develop internal and external communications

The National Rural Health Resource Center (NRHRC) is offering current DRCHSD participating hospitals support for vaccine communications that help build understanding and demand for the COVID-19 vaccine and booster, including vaccines for kids ages 5-11.

The communications provide an opportunity for health care organizations to serve as a trusted voice for accurate information within their communities, rather than relying solely on government information.

The creative campaign, “Learn. Understand. Decide,” focuses on increasing the feeling of confidence in the COVID-19 vaccine and acknowledges the need for people to understand the facts before making a decision. Communications inform and address misconceptions to help encourage people to make decisions that are right for themselves, their family—and community.

## **TURNKEY PROGRAM FOR EASE OF USE & DISTRIBUTION**

You can easily produce tools to enhance communication and education within your community in places such as:

- Health care facilities
- Rural community-based groups
- Faith-based organizations
- Businesses
- Public health organizations
- Schools



Templates are available as downloadable PDFs for print materials and can be customized using Adobe Acrobat Pro—saving time, effort and cost vs. developing new communication materials.

### **Toolkit developed with support from...**

- Delta Regional Authority (DRA)
- Health Resources Services Administration’s Federal Office of Rural Health Policy (FORHP)
- Delta Region Community Health Systems Development (DRCHSD)

# Communication tools within this toolkit



## Customize for your community

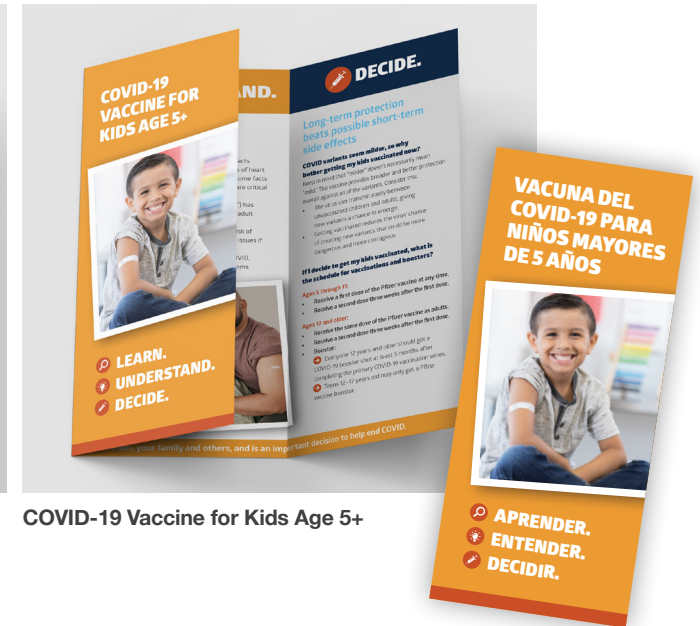
- A catalog of print ads and posters is available, allowing you to choose from feature portraits that best match the diversity of your community.
- The main image in all print materials can be replaced with stock or custom photography, based on community demographics/your target audience.
- Both English and Spanish versions are available.

## BROCHURES

Two brochures are available that provide straightforward facts about the COVID-19 vaccine. **Learn. Understand. Decide** addresses common myths and concerns many rural Americans share. A brochure was also developed to answer parents' questions about getting their kids vaccinated, especially younger children. With the real facts in hand, individuals are empowered to make an informed choice about vaccination for themselves and their families.



Learn. Understand. Decide: The COVID-19 vaccine is our shot for a healthier tomorrow.



COVID-19 Vaccine for Kids Age 5+

## AD AND POSTER SERIES

Both the print ad series and poster series help promote vaccine confidence at the local level. Messaging encourages individuals to learn the facts about the COVID-19 vaccine so they can make an informed decision for themselves and/or their children. Both series also include versions that specifically speak to the Hispanic/Latino communities.



### AD SERIES

18 print ads (with Spanish translations)

Includes general community ads:

- Parents of kids age 5+ targeted ads (with Spanish translations)
- Hispanic/Latino targeted ads



### POSTER SERIES

18 posters (with Spanish translations)

Includes general community posters:

- Parents of kids age 5+ targeted ads (with Spanish translations)
- Hispanic/Latino targeted posters

## DIGITAL MEDIA

Both the print ad series and poster series help promote vaccine confidence at the local level. Messaging encourages individuals to learn the facts about the COVID-19 vaccine so they can make an informed decision for themselves and/or their children. Both series also include versions that specifically speak to the Hispanic/Latino communities.

## SOCIAL POSTS

Social media is a powerful way to share the real facts about the COVID-19 vaccine, address common questions, dispel myths and provide local information about where to get vaccinated.

- General education/facts to build vaccine confidence
- Targeted posts to parents of kids age 5+

### CONFIDENCE CAMPAIGN SOCIAL POST COPY

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#### SOCIAL MEDIA POST:

3 reasons parents are getting their 5-11 year-olds vaccinated against #COVID19:

1. The vaccine helps prevent kids from getting COVID.
2. The vaccine is highly effective in protecting kids from serious illness if they do get COVID.
3. Reducing transmission by getting kids vaccinated reduces the virus' chance to mutate into new variants that may be even more dangerous.  
**#LearnUnderstandDecide**

#### SOCIAL MEDIA POST:

3 really important things parents with kids ages 5+ should know about the #COVID19 vaccine:

1. Kids have been receiving vaccines for decades and the safety record is exceptionally high.
2. The COVID-19 vaccine is new – but the mRNA technology used in Pfizer's and Moderna's vaccines has been studied for nearly 15 years.
3. Millions of doses have already been given to kids 12 and older, and the vaccine has been effective and safe.

If you'd like to protect your child, [INSERT DETAILS ABOUT WHERE TO GET VACCINATED/HOW TO MAKE APPOINTMENT]. **#LearnUnderstandDecide**

#### SOCIAL MEDIA POST:

Clinics and hospitals in the [COMMUNITY] area have seen a big jump in the number of #COVID cases among children. Vaccinating kids age 5+ helps protect them from being hospitalized and having serious long-term side effects if they do get #COVID. Together, we can put #COVID behind us. [INSERT DETAILS ABOUT WHERE TO GET VACCINATED/HOW TO MAKE APPOINTMENT]. **#LearnUnderstandDecide**

#### SOCIAL MEDIA POST:

Parents: Did you know the #COVID19 vaccine for kids age 5+ is “age appropriate?” Kids get the protection they need with 1/3 of the dose adults receive. When it comes to your kids' health, getting the facts can help you learn, understand – and decide what's best for your family. **#LearnUnderstandDecide**

#### SOCIAL MEDIA POST:

Why are parents getting their kids vaccinated against #COVID? Vaccinating children age 5+ help protect the entire family, including infants and toddlers who aren't eligible for vaccination yet. Parents also say they want to do all they can to keep their kids in school and safely participating in sports, concerts, playdates and other activities. It's safe and easy to get your child vaccinated. [INSERT DETAILS ABOUT WHERE TO GET VACCINATED/HOW TO MAKE APPOINTMENT]. **#LearnUnderstandDecide**



## IDEA STARTER

Creative ideas schools, childcare and other youth-related organizations can implement or use as inspiration to help educate parents of kids ages 5+ on the COVID-19 vaccine, and ways to improve access and uptake.

# Software Requirements for Template Customization



**Adobe Acrobat Pro** should be used to customize photography within the toolkit templates. The edit feature of Acrobat should meet most or all of your customization needs. However, if you need to make additional changes, refer to Adobe's documentation. Helvetica Neue, Light is the selected font used in the template designs. Acrobat should retain this font when customizing your files. **Microsoft Word** is required to access, social media posts.



# How to Replace a Photo in a PDF Template

1. Open Adobe Acrobat Pro.
2. In the top navigation, select File > Open ...
3. Select your PDF toolkit template file from the document window.
4. When your file opens, select "Edit PDF" in the right-hand toolbar.
5. To change images, first place your cursor on the image you'd like to change. Click to select photo. Press delete to delete photo.
6. Select "Add Image" from menu toolbar at the top.
7. Use the crop tool from the object toolbox to crop your photo to fit white box.
8. Use rotate handle on top of photo to angle photo to fit into white box. 
9. Once complete, resave your file as a PDF.

