

**VACCINATE TODAY**



**COVID-19 VACCINATION  
RESOURCES FOR  
HEALTHCARE PROVIDERS**



**County  
Health Officials  
of New York**

New York State Association of County Health Officials  
NYSACHO.org | 518.456.7905

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# Toolkit Directions

## COVID-19 Vaccination Resources for New York State Healthcare Providers

The New York State Association of County Health Officials (NYSACHO) is proud to provide your healthcare office a COVID-19 vaccination outreach toolkit with messaging that follows the New York State Department of Health and Centers for Disease Control and Prevention (CDC) safety guidelines. This toolkit can be utilized to effectively communicate with your patients and their families.

Within this toolkit, you will find messaging in letter and email format that you can simply copy and paste for distribution. You can also find rack cards that can be printed through your local print shop and distributed in a timely manner.

NYSACHO thanks you for your participation in the distribution of public health messaging regarding the COVID-19 vaccines. For a list of current COVID-19 vaccines/manufacturers, [click here](#).

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# Talking Points

## COVID-19 Vaccination Resources for New York State Healthcare Providers

Since COVID-19 vaccinations are relatively new, it makes sense that patients might have concerns. Anyone may feel overwhelmed by the sheer volume of information—and false information—about COVID-19 vaccinations. You can assist by lending them a kind ear and figuring out the root of their concerns. It is important to make your patients feel respected and heard.

If your office is **NOT** currently providing the COVID-19 vaccine:

- Explain the reason(s) why (storage and handling, staff capacity, etc.), and assure patients that you still recommend the vaccine.
- Have a list of places in your community where the vaccine is available (pharmacies, local health department, community organizations, etc.) to point people to.
- If possible, help patients with making vaccine appointments at other locations.

Getting a COVID-19 vaccine reduces the risk that an individual will:

- Get seriously ill, require hospitalization, or die from COVID-19.
- Spread the disease to others, putting their health and lives at risk.

Vaccinating as many people as possible is the best way to reduce:

- The spread of COVID-19.
- The chance of future, more dangerous variants developing.

The COVID-19 vaccines are safe:

- Hundreds of millions of people in the United States have safely received COVID-19 vaccines under the most intense safety monitoring in U.S. history.

Side effects from COVID-19 vaccines:

- COVID-19 infection is a greater risk to your health than any potential vaccine side effects.
- Serious side effects and allergic reactions are extremely rare. These rare side effects are generally treatable, and last only a short time.
- There is no evidence that COVID-19 vaccines can lead to long-term health problems, such as infertility or cancer.
- COVID-19 infection can leave you with heart and lung damage and other conditions that require long-term treatment.

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# Letter to Families

## COVID-19 Vaccination Resources for New York State Healthcare Providers

- This customizable letter template can be utilized to communicate with parents or guardians via mail, educating them on the recommendations and safety of the COVID-19 vaccines and encouraging them to schedule vaccination appointments for themselves and the children in their care.

Good [morning/afternoon/evening]:

At [Healthcare Provider Name], the health and safety of you and your family is our top priority. According to recommendations by medical and public health professionals, including the American Medical Association, American Academy of Pediatrics, and Centers for Disease Control and Prevention (CDC), children ages 6 months and older should receive the COVID-19 vaccine. The vaccine is the best way to protect children from becoming seriously ill or having long-lasting health impacts due to COVID-19. The decision to vaccinate your child(ren) is important but we understand you may have questions.

The COVID-19 vaccines are:

- **Safe** – COVID-19 vaccines have received the most intense safety monitoring in U.S. history, which has allowed public health officials to make science-based recommendations that keep people safe.
- **Effective** – While COVID-19 vaccines were developed quickly, the process included the same rigorous reviews required for all new vaccines. Before being authorized for children, COVID-19 vaccines were evaluated in thousands of children in clinical trials. The vaccines met the Food and Drug Administration's (FDA) rigorous scientific standards in safety and effectiveness.
- **Free** – COVID-19 vaccines are free and widely available throughout New York State, regardless of immigration or health insurance status.

Do you have questions or concerns? Call our office or go to the [vaccines.gov](https://www.vaccines.gov) website by scanning the QR code.

Vaccines save lives. Vaccinate, today.

Sincerely,

[Insert Name, Title, and Healthcare Provider]



**VACCINATE TODAY**



# Email to Families

## COVID-19 Vaccination Resources for New York State Healthcare Providers

- This customizable email can be utilized to communicate with parents or guardians via mail,
- educating them on the recommendations and safety of the COVID-19 vaccines and encouraging
- them to schedule vaccination appointments for themselves and the children in their care.

Good [morning/afternoon/evening] from [Healthcare Provider]:

You are receiving this email because a family member of yours is enrolled at [Name of Healthcare Provider]. Your family's health and safety are our primary concern. Therefore, we are sharing a simple message regarding the importance of receiving vaccinations.

Medical and public health professionals, including the American Medical Association, American Academy of Pediatrics, and Centers for Disease Control and Prevention (CDC) recommend children 6 months and older should receive a COVID-19 vaccine. The COVID-19 vaccines are safe, effective, and free.

Would you like more information before scheduling a COVID-19 vaccine appointment?

Call our office or go to the [vaccines.gov](https://www.vaccines.gov) website by scanning the QR code.



Vaccines save lives. Vaccinate, today.

Thank you,

[Insert Name, Title, and Healthcare Provider]

# Letter to Expecting Parents

## COVID-19 Vaccination Resources for New York State Healthcare Providers

- This customizable letter template can be utilized to communicate with expecting parents via mail, educating them on the recommendations and safety of the COVID-19 vaccines and encouraging them to schedule vaccination appointments for themselves.

Good [morning/afternoon/evening]:

At [Healthcare Provider Name], the health of yourself and your developing child are our top priority. Medical and public health professionals, including the American Medical Association, American College of Obstetricians and Gynecologists, and Centers for Disease Control and Prevention (CDC) recommend that all eligible people, including those who are pregnant, breastfeeding, trying to get pregnant now, or those who might become pregnant in the future, receive the COVID-19 vaccine. Pregnant people are more likely to get very sick from COVID-19. Additionally, contracting COVID-19 during pregnancy, increases the risk of complications that can affect your pregnancy and developing baby. The risks of COVID-19 infection during pregnancy far outweigh any possible risk of vaccine side effects.

The COVID-19 vaccines are:

- **Safe** – COVID-19 vaccines have received the most intense safety monitoring in U.S. history including analysis of vaccination during pregnancy, which has allowed public health officials to make science-based recommendations that keep people safe.
- **Effective** – While COVID-19 vaccines were developed quickly, the process included the same rigorous reviews required for all new vaccines. Before being authorized, more than 150,000 people participated in U.S. clinical trials of the vaccines, and now, hundreds of millions of vaccine doses in the U.S. have been safely administered.
- **Free** – COVID-19 vaccines are free and widely available throughout New York State, regardless of immigration or health insurance status.

Do you have questions or concerns? Call our office or go to the [vaccines.gov](https://www.vaccines.gov) website by scanning the QR code.

Vaccines save lives. Vaccinate, today.

Sincerely,

[Insert Name, Title, and Healthcare Provider]



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# Email to Expecting Parents

## COVID-19 Vaccination Resources for New York State Healthcare Providers

- This customizable email can be utilized to communicate with expecting parents via mail, educating them on the recommendations and safety of the COVID-19 vaccines and encouraging them to schedule vaccination appointments for themselves.

Good [morning/afternoon/evening] from [Healthcare Provider]:

At [Healthcare Provider Name], the health of yourself and your developing child are our top priority.

Medical and public health professionals, including the American Medical Association, American College of Obstetricians and Gynecologists, and Centers for Disease Control and Prevention (CDC) recommend that all eligible people, including those who are pregnant, breastfeeding, trying to get pregnant now, or those who might become pregnant in the future, receive the COVID-19 vaccine.

Pregnant people are more likely to get very sick from COVID-19. Additionally, contracting COVID-19 during pregnancy, increases the risk of complications that can affect your pregnancy and developing baby. The risks of COVID-19 infection during pregnancy far outweigh any possible risk of vaccine side effects.

Would you like more information before scheduling a COVID-19 vaccine appointment? Call our office or go to the [vaccines.gov](https://www.vaccines.gov) website by scanning the QR code.

Vaccines save lives. Vaccinate, today.

Thank you,

[Insert Name, Title, and Healthcare Provider]





# Letter to Adults

## COVID-19 Vaccination Resources for New York State Healthcare Providers

- This customizable letter template can be utilized to communicate with adults via mail, educating them on the recommendations and safety of the COVID-19 vaccines and encouraging them to schedule vaccination appointments for themselves.

Good [morning/afternoon/evening]:

At [Healthcare Provider Name], your health is our top priority. According to recommendations by medical and public health professionals, including the American Medical Association and Centers for Disease Control and Prevention (CDC), COVID-19 vaccination is recommended for everyone 6 months of age and older. Vaccination against COVID-19 reduces the spread of disease and helps protect yourself, your family, friends, and community from becoming seriously ill or having long-lasting health impacts.

The COVID-19 vaccines are:

- **Safe** – The COVID-19 vaccines have received the most intense safety monitoring in U.S. history, which has allowed public health officials to make science-based recommendations that keep people safe. In fact, hundreds of millions of adults have already safely received the COVID-19 vaccine.
- **Effective** – While COVID-19 vaccines were developed quickly, the process included the same rigorous reviews required for all new vaccines. Being up to date on COVID-19 vaccination provides the strongest protection against severe disease, hospitalization, and death in all age groups.
- **Free** – The COVID-19 vaccines are free and widely available throughout New York State, regardless of immigration or health insurance status.

Do you have questions or concerns? Call our office or go to the [vaccines.gov](https://www.vaccines.gov) website by scanning the QR code.



Vaccines save lives. Vaccinate, today.

Sincerely,

[Insert Name, Title, and Healthcare Provider]

**VACCINATE TODAY**



# Email to Adults

## COVID-19 Vaccination Resources for New York State Healthcare Providers

- This customizable email template can be utilized to communicate with adults, educating them on the recommendations and safety of the COVID-19 vaccines and encouraging them to schedule vaccination appointments for themselves.

Good [morning/afternoon/evening] from [Healthcare Provider]:

At [Healthcare Provider Name], your health is our top priority.

According to recommendations by medical and public health professionals, including the American Medical Association and Centers for Disease Control and Prevention (CDC), COVID-19 vaccination is recommended for everyone 6 months of age and older. Vaccination against COVID-19 reduces the spread of disease and helps protect yourself, your family, friends, and community from becoming seriously ill or having long-lasting health impacts.

The COVID-19 vaccines are:

- **Safe** – The COVID-19 vaccines have received the most intense safety monitoring in U.S. history, which has allowed public health officials to make science-based recommendations that keep people safe. In fact, hundreds of millions of adults have already safely received the COVID-19 vaccine.
- **Effective** – While COVID-19 vaccines were developed quickly, the process included the same rigorous reviews required for all new vaccines. Being up to date on COVID-19 vaccination provides the strongest protection against severe disease, hospitalization, and death in all age groups.
- **Free** – The COVID-19 vaccines are free and widely available throughout New York State, regardless of immigration or health insurance status.

Would you like more information before scheduling a COVID-19 vaccine appointment? Call our office or go to [vaccines.gov](https://www.vaccines.gov) website by scanning the QR code.

Vaccines save lives. Vaccinate, today.

Thank you,

[Insert Name, Title, and Healthcare Provider]



# Social Media Posts

## COVID-19 Vaccination Resources for New York State Healthcare Providers



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*Did You Know: COVID-19 vaccination is recommended for people who are pregnant, breastfeeding, trying to get pregnant now, or might become pregnant in the future, as well as their partners.*

**VACCINES SAVE LIVES. VACCINATE TODAY!**

### Suggested Caption:

Did you know that pregnant people are more likely get seriously ill if they are infected with COVID-19? COVID-19 vaccination during pregnancy is safe and effective for parents and their unborn children. Learn more and schedule a vaccine appointment here: [Vaccines.gov](https://www.vaccines.gov)

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*Did You Know: The COVID-19 vaccines for children have the same active ingredients as the vaccines given to adults.*

*However, children receive a smaller and more age-appropriate dose that is right for them.*



*Doses were rigorously tested for safety and effectiveness and were found to create the needed immune response in each age group.*

### Suggested Caption:

COVID-19 vaccination is recommended for all children and adolescents age 6 months and older to help protect them from contracting and spreading the virus. Learn more about getting your child a safe and effective vaccine here: [Vaccines.gov](https://www.vaccines.gov)

# Social Media Posts

## COVID-19 Vaccination Resources for New York State Healthcare Providers



### Suggested Caption:

Whether you've had COVID-19 before, the best way to protect yourself from future COVID-19 infection is to get vaccinated and boosted. Vaccination reduces the spread of disease and helps protect yourself and those you love. Schedule a vaccine appointment here [Vaccines.gov](https://www.vaccines.gov)



# Myth v. Fact Videos for Use

## COVID-19 Vaccination Resources for New York State Healthcare Providers

- Click the videos below to open and save the downloadable file. Share the videos on your website, social media platforms or embed it into an email.

**Instructions:** To help the visually impaired, please summarize the videos in your post text on all platforms.

**MYTH:**  
COVID-19 vaccines are not safe for pregnant individuals.

**FACT:**  
Pregnant people have a higher risk of serious illness when infected with the virus, and the COVID-19 vaccine is proven to lessen that risk.

Source: NIH and CDC

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**FACT:** COVID-19 vaccination protects against the higher risk of serious illness for pregnant people who become infected with the virus.

**MYTH:**  
The COVID-19 vaccines cause infertility or fertility issues.

**FACT:**  
There is NO evidence that fertility problems are a side effect of any vaccine, including COVID-19 vaccines.

Source: NIH and CDC

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**FACT:** There is no evidence that fertility problems are a side effect of any vaccine, including COVID-19 vaccines.

**MYTH:**  
COVID-19 vaccines can cause miscarriage.

**FACT:**  
There is NO evidence to show COVID-19 vaccines increase the risk of miscarriage.

Source: NIH and CDC

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**FACT:** There is no evidence to show that getting COVID-19 vaccines increase the risk of miscarriage.

- These videos are also located on the NYSACHO YouTube page. Copy and paste the website links to share online.

# Healthcare-Specific Video For Use

## COVID-19 Vaccination Resources for New York State Healthcare Providers

- Click the videos below to open and save the downloadable files. Share the videos on your website, social media platforms or embed into an email.



English version



Spanish version

- These videos are also located on the NYSACHO YouTube page. Copy and paste the website link to share online.

# Best Practices for Social Media

## COVID-19 Vaccination Resources for New York State Healthcare Providers

As a healthcare provider you represent more than solely a business. You are promoting necessity rather than just a traditional good or service that social media users impulsively purchase.

You therefore carry a great obligation to **communicate accurate information, behave morally, and respect patient privacy** on social media.

### Sharing Accurate Information:

Healthcare professionals can educate their social following about the COVID-19 Vaccinations. Unfortunately, social channels such as Facebook, can be filled with false information and misconceptions about the COVID-19 Vaccines. It is your responsibility to supply trustworthy resources and information about the vaccine and its effectiveness.

### Responding to Comments:

When responding to a comment, positive or negative, never insert your own opinion. Always provide factual answers to a question or direct the person to contact their healthcare provider or to visit the CDC website for more information.

### Patient Privacy:

Of course, you should never post patient-identifiable information. Privacy on social media should be respected for ethical and legal reasons. Any type of patient-identifiable diagnostic or medical history information published without patient consent is a violation of HIPAA.

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# Rack Cards

## COVID-19 Vaccination Resources for New York State Healthcare Providers

Click the Rack Cards below to download printable files.

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**Vaccinate TODAY**

According to medical and public health professionals, including the American Medical Association, American College of Obstetricians and Gynecologists, and Centers for Disease Control and Prevention (CDC), COVID-19 vaccination is recommended for everyone 6 months and older, including those who are pregnant, breastfeeding, trying to get pregnant now, or those who might become pregnant in the future.

**COVID-19 vaccination is essential for your health and the health of your developing child.**

**Questions or Concerns?**  
Call your healthcare provider or go to [vaccines.gov](https://vaccines.gov) to learn more.

Expecting Parents version

**The COVID-19 Vaccine is:**

- SAFE**  
COVID-19 vaccines have received the most intense safety monitoring in U.S. history including analysis of vaccination during pregnancy, which has allowed public health officials to make science-based recommendations that keep people safe.
- EFFECTIVE**  
While COVID-19 vaccines were developed quickly, the process included the same rigorous reviews required for all new vaccines. Before being authorized, more than 150,000 people participated in U.S. clinical trials of the vaccines, and now, hundreds of millions of vaccine doses in the U.S. have been safely administered.
- FREE**  
COVID-19 vaccines are free and widely available throughout New York State, regardless of immigration or health insurance status.

**VACCINES SAVE LIVES**  
Protect yourself and your child and get vaccinated today.

**VACCINATE TODAY**  
County Health Officials of New York

**CONTACT US**  
New York State Association of County Health Officials  
[NYSACHO.org](https://NYSACHO.org)

Go to the [vaccines.gov](https://vaccines.gov) website by scanning the QR code.

Parents and Guardians version

**VACCINATE TODAY**  
County Health Officials of New York

**Vaccinate TODAY**

According to medical and public health professionals, including the American Medical Association, American Academy of Pediatrics, and Centers for Disease Control and Prevention (CDC), children 6 months and older should receive a COVID-19 vaccine. The decision to vaccinate yourself and your children is crucial to maintaining the health and wellness of your entire family.

**COVID-19 vaccines are safe, effective, and free.**

**Questions or Concerns?**  
Call your healthcare provider or go to [vaccines.gov](https://vaccines.gov) to learn more.

Adults version

**The COVID-19 Vaccine is:**

- SAFE**  
COVID-19 vaccines have received the most intense safety monitoring in U.S. history, which has allowed public health officials to make science-based recommendations that keep people safe.
- EFFECTIVE**  
While COVID-19 vaccines were developed quickly, the process included the same rigorous reviews required for all new vaccines. Before being authorized for children, COVID-19 vaccines were evaluated in thousands of children in clinical trials. The vaccines met the Food and Drug Administration's (FDA) rigorous scientific standards in safety and effectiveness.
- FREE**  
COVID-19 vaccines are free and widely available throughout New York State, regardless of immigration or health insurance status.

**VACCINES SAVE LIVES**  
Protect yourself and your child and get vaccinated today.

**VACCINATE TODAY**  
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**CONTACT US**  
New York State Association of County Health Officials  
[NYSACHO.org](https://NYSACHO.org)

Go to the [vaccines.gov](https://vaccines.gov) website by scanning the QR code.





# Additional Language Directory

## COVID-19 Vaccination Resources for New York State Healthcare Providers

Are you interested in utilizing the above resources in additional languages? Translations are found below.

- Click [here](#) to access Chinese translation.
- Click [here](#) to access Spanish translation.
- Click [here](#) to access Haitian translation.
- Click [here](#) to access Yiddish translation.



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