VACCINATE TODAY

COVID-19 VACCINATION RESOURCES FOR COMMUNITY ENTITIES

County Health Officials of New York

NYSACHO

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

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The New York State Association of County Health Officials (NYSACHO) is proud to provide your organization with an outreach toolkit with messaging that follows the New York State Department of Health and Centers for Disease Control and Prevention (CDC) COVID-19 safety guidelines. This toolkit can be utilized to effectively communicate with individuals and families in the communities that you serve. While on May 11, 2023, the national public health emergency (PHE) declaration for COVID-19 ended, the end of the emergency declarations does not mean the virus is no longer a threat. The virus remains a leading cause of death in the United States, with about 250 daily deaths on average. Visit CDC's website and your state and local health departments for information about local infection rates and recommended precautions.

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.

Vaccines save lives. Vaccinate, today.

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Talking Points

COVID-19 Vaccination Resources for Community Entities

Since COVID-19 vaccinations are relatively new, it makes sense that individuals 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.

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.

Access is key to ensuring more people get vaccinated against COVID-19!
- Connect individuals you serve to places in your community where the COVID-19 vaccine is available (pharmacies, local health department, community organizations, etc.).
- Connect with your local health department or other medical offices to provide pop-up COVID-19 vaccine clinics at your organization.
- When possible, assist individuals with making vaccine appointments at other locations.

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Letter to Community Members
COVID-19 Vaccination Resources for Community Entities

This customizable letter template can be utilized to communicate with community members via mail, educating them on the safety of the COVID-19 vaccines and encouraging them to schedule their appointments today.

Good [morning/afternoon/evening]:

At [Community Entity Name], we care about the health and safety of everyone we serve. That is why we encourage everyone to get vaccinated to help protect the people they know and love.

According to the New York State Department of Health and Centers for Disease Control and Prevention (CDC), COVID-19 vaccines meet the Food and Drug Administration's (FDA) rigorous scientific standards for safety, effectiveness and manufacturing quality.

However, we understand there are concerns. So, let us share the facts.

COVID-19 vaccines are:

- **Safe** – The United States has the safest vaccine supply in its history and vaccine safety systems to ensure that vaccines are as safe as possible. In fact, millions of people throughout the country have received COVID-19 vaccines under the most intense safety monitoring in our history.
- **Effective** – COVID-19 vaccines were evaluated in tens of thousands of participants in clinical trials. The vaccines met the Food and Drug Administration's (FDA's) rigorous scientific standards in effectiveness.
- **Free** – The COVID-19 vaccines are free and available to most individuals living in the United States, regardless of immigration or health insurance status.

Do you have questions or concerns? Call us at [add phone number] or go to vaccines.gov to find a vaccine location near you.

Vaccines save lives. Vaccinate, today.

Sincerely,

[Insert Name, Title, and Community Entity Name]

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Email to Community Members

COVID-19 Vaccination Resources for Community Entities

This customizable email can be utilized to communicate with community members via mail, educating them on the safety of the COVID-19 vaccines and encouraging them to schedule their appointments today.

Hello from [Community Entity Name]:

You are receiving this email because you are a part of our community of friends and neighbors.

At [Community Entity Name], we care about your health and safety. That is why we recommend protecting yourself and others by getting vaccinated against COVID-19.

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.

However, we understand there are concerns. So, let us share the facts.

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** – COVID-19 vaccines were evaluated in tens of thousands of participants in clinical trials. The vaccines met the Food and Drug Administration's (FDA's) rigorous scientific standards in effectiveness. Research shows that 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 still free and widely available to individuals living in the United States, regardless of immigration or health insurance status.

Would you like more information before scheduling a COVID-19 vaccine appointment? Call us at [add phone number] or go to vaccines.gov to find a vaccine location near you.

Vaccines save lives. Vaccinate, today.

Best regards,

[Insert Name, Title, and Community Entity Name]

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Social Media Posts

COVID-19 Vaccination Resources for Community Entities

VACCINES SAVE LIVES

VACCINATE TODAY
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Vaccination against COVID-19 helps protect you, your family, friends and community.

Suggested Caption:

Safe and effective, Covid-19 vaccines save lives and reduce the threat of serious illness and long-lasting health effects.

And they're free for all New Yorkers, regardless of immigration or health insurance status.

Get vaccinated today!

Learn more by calling your healthcare provider or visit vaccines.gov to find a COVID-19 vaccination location near you.

VACCINES SAVE LIVES

VACCINATE TODAY
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COVID-19 vaccinations provide the strongest protection against serious illness.

Suggested Caption:

COVID-19 vaccines received rigorous testing and monitoring to ensure their safety and effectiveness. Millions of Americans have already been safely vaccinated!

And the vaccines are free for everyone, regardless of immigration or health insurance status.

Protect yourself and the community by getting vaccinated today!

Learn more about COVID-19 vaccines by calling your healthcare provider or visit vaccines.gov to find a COVID-19 vaccination location near you.

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Social Media Posts

COVID-19 Vaccination Resources for Community Entities
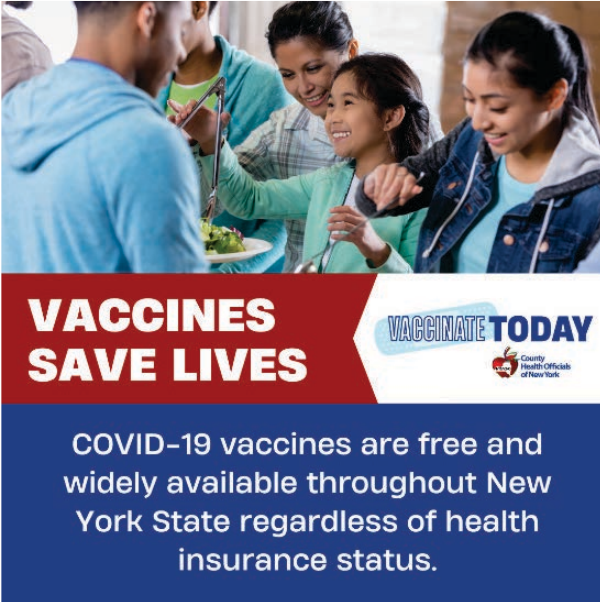
Suggested Caption:

Vaccination against COVID-19 is free and widely available throughout New York State regardless of health insurance status. Vaccines are the most effective way to protect yourself and those around you.

Vaccines Save Lives. Get Vaccinated Today!

Learn more about COVID-19 vaccines by calling your healthcare provider or visit vaccines.gov to find COVID-19 vaccines near you.

Myth v. Fact Videos for Use
COVID-19 Vaccination Resources for Community Entities

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.

FACT: Getting a COVID-19 vaccine or booster after you recover from the virus provides a greater level of protection.

FACT: No vaccine is 100 percent effective at preventing infection, COVID-19 vaccines continue to reduce the risk of severe disease, hospitalization and death.

FACT: All COVID-19 vaccines have been rigorously tested and reviews for safety and effectiveness.

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

Community Specific Video For Use

COVID-19 Vaccination Resources for Community Entities

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

This video is also located on the NYSACHO YouTube page. Copy and paste the website link to share online.

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Best Practices for Social Media

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As a community leader, you are in the public eye of those who associate with your organization, group or entity. You therefore carry a great obligation to **communicate accurate information** and **behave morally** on social media.

Sharing Accurate Information:
Community leaders can educate their social following about the COVID-19 vaccinations by utilizing the factual information provided within this toolkit. 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 visit the CDC website for more information.
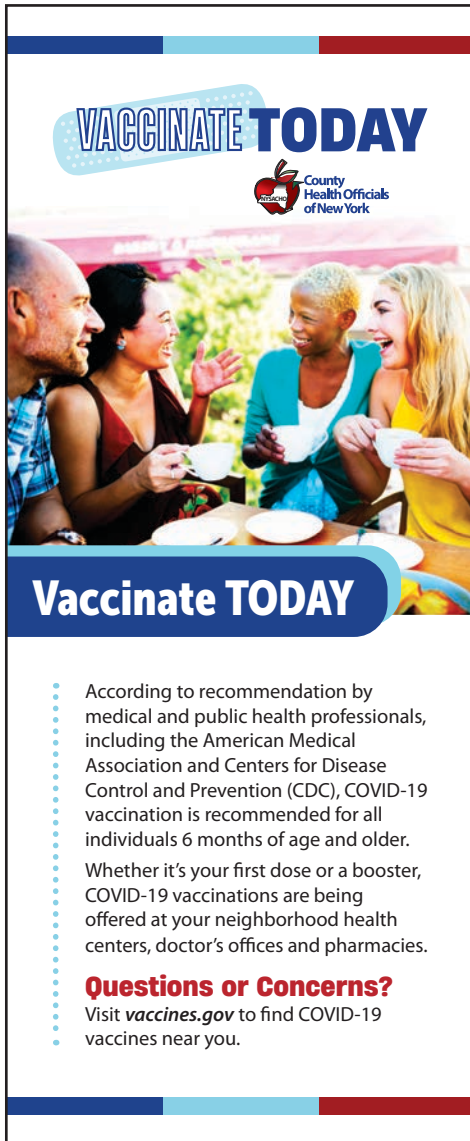
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Community Rack Card

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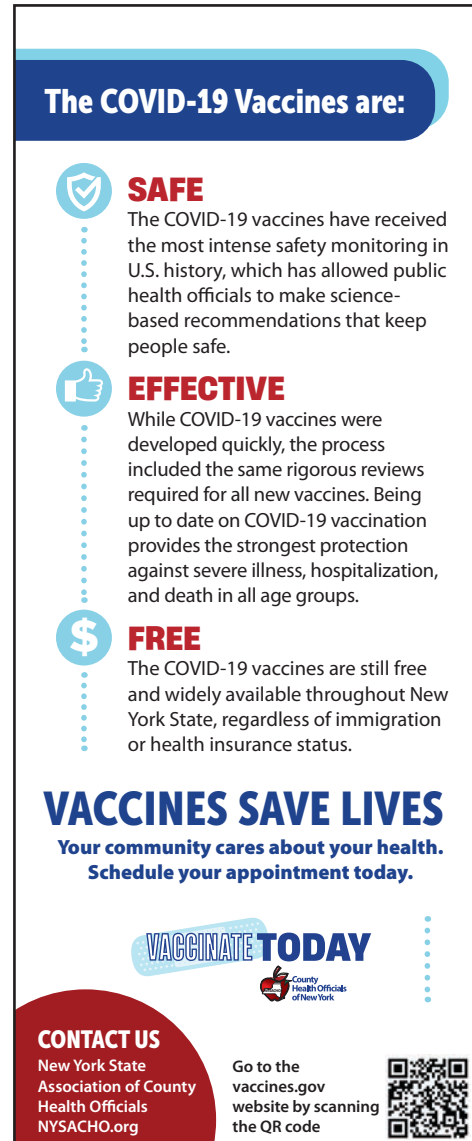Click the Rack Card below to download printable files.

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According to recommendation 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 all individuals 6 months of age and older.

Whether it's your first dose or a booster, COVID-19 vaccinations are being offered at your neighborhood health centers, doctor's offices and pharmacies.

Questions or Concerns?

Visit *vaccines.gov* to find COVID-19 vaccines near you.

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.

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 illness, hospitalization, and death in all age groups.

FREE
The COVID-19 vaccines are still free and widely available throughout New York State, regardless of immigration or health insurance status.

VACCINES SAVE LIVES

Your community cares about your health. Schedule your appointment today.

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CONTACT US
New York State Association of County Health Officials
NYSACHO.org

Go to the vaccines.gov website by scanning the QR code

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Radio PSA Script

COVID-19 Vaccination Resources for Community Entities

[30-second script]

The decision to protect yourself and others is as easy as 1-2-3. COVID-19 vaccines are safe, effective and free throughout your community.

Whether it's your first dose or a booster, COVID-19 vaccinations are being offered at your neighborhood health centers, doctor's offices and pharmacies. Just visit vaccines.gov to find out a vaccination site near you.

Your community cares. Vaccinate, today.

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Billboard Design

COVID-19 Vaccination Resources for Community Entities

VACCINATE TODAY

COVID-19 Vaccines are: Safe, Effective, Free

YOUR HEALTH MATTERS!

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