

# Getting Started: CDC COVID-19 Vaccination Communication Toolkit for Community-Based Organizations



## COMMUNITY COALITIONS

### Who is this toolkit for and what is its purpose?

The CDC created the **COVID-19 Vaccine Communication Toolkit for Community-Based Organizations** for staff of organizations serving communities affected by COVID-19. These community-based organizations (CBOs) could include social service organizations, faith-based organizations, YMCAs/YWCAs, fraternities, school organizations (e.g., PTAs/PTOs), meal delivery services, senior centers, and others.

This toolkit is designed help your organization educate community members about COVID-19 vaccines, raise awareness about the benefits of vaccination, and address common questions and concerns.

### What is in the toolkit?

The toolkit contains a variety of resources that can be used virtually or in person with the proper COVID-19 safety precautions.

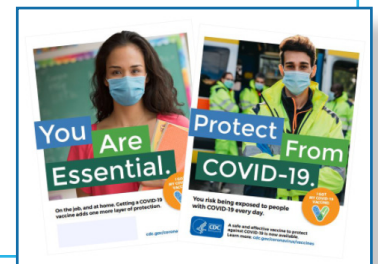
#### Social Media Tools and Resources:

- o Community based sample social media messages for multiple platforms
- o Link to a full social media toolkit
- o Graphics in large and small formats to complement your messaging
- o Hashtag recommendations such as #SleeveUp
- o Guidance for adding your own logos and personalize for your community



#### "You are Essential" Flyers and Posters for:

- o Educators
- o Workers in Safety Vests and Hard Hats
- o Delivery Workers
- o Grocery Works
- o Farmers
- o Restaurant Workers
- o Daycare Workers
- o Public Safety Worker
- o First Responders



#### Implementation Resources:

- o Power Point Slides
- o Newsletter Content
- o Key Messages
- o Introductory Letter
- o Member Letter
- o Frequently Asked Questions (FAQs)

#### Plain Language Fact Sheets in Multiple Languages:

- o English
- o Spanish
- o Tagalog
- o Korean
- o Vietnamese
- o Chinese
- o Russian

Ready to  
get started?  
See page 2  
for tips!

## Implementation Tips

The following tips from the [CDC Vaccination Communication Toolkit for Community Based Organizations](#) can help your coalition move forward in action to meet or exceed your community's vaccination rate goals. Check the CDC via this link for the full toolkit. Revisit the website regularly as the toolkit may be updated frequently.

[cdc.gov/coronavirus/2019-ncov/vaccines/toolkits/community-organization.html](https://cdc.gov/coronavirus/2019-ncov/vaccines/toolkits/community-organization.html)

- o Adapt the key messages to the language, tone, and format that will resonate with your community. YOU know what works in your community.
- o Use these key messages to customize the template letter and send or email it to your community members to introduce your COVID-19 vaccine educational activities.
- o Print copies of the posters and FAQs and use them as handouts.
- o Your logo can be added to the CDC materials.
- o Organize a COVID-19 vaccine presentation for your community members and promote it via digital and community communication channels. If your community has internet access, organize a virtual presentation. If it does not, organize an in-person presentation following COVID-19 safety precautions. Ask if your local health department can provide a speaker if you do not have a health educator on staff. Distribute copies of the FAQs.
- o Hang posters in highly visible places in your community.
- o Continue to educate your community via articles, blog posts, and social media posts.
- o Invite community members to wear stickers once they have been vaccinated and post vaccination selfies on social media.
- o If you are not already working with your local health department, consider reaching out for assistance. The health department's immunization program can help coordinate vaccination clinics, provide speakers for presentations, and offer other types of expertise.

### For guidance implementing in your community, contact:

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