

Safe + Strong COVID-19 Vaccine Toolkit

A communications guide for
Community-Based Organizations



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<u>Arabic*</u>	<u>Oromo*</u>	<u>Swahili*</u>
<u>Chuukese*</u>	<u>Palauan*</u>	<u>Tigrinya*</u>
<u>English</u>	<u>Pohnpeian*</u>	<u>Traditional Chinese*</u>
<u>Hmong*</u>	<u>Russian*</u>	<u>Vietnamese*</u>
<u>Korean*</u>	<u>Simplified Chinese*</u>	<u>Yap*</u>
<u>Kosrae*</u>	<u>Somali (Maxaa)*</u>	*Coming soon

Introduction

Safe + Strong

As our communities continue to face the COVID-19 pandemic, we know its effects in our country and state have disproportionately affected communities of color, people with disabilities and older adults. Long-standing social inequities—discrimination, ageism, ableism, poverty and racial and ethnic disparities in housing and health care—have placed communities of color and people with disabilities at significantly higher risk of getting sick and dying from COVID-19.

To meet this challenge, Brink Communications, in collaboration with the Oregon Health Authority, has worked to advance the state's ongoing efforts to alleviate the immediate impacts of the COVID-19 pandemic in Oregon. In April 2020, Brink developed Safe + Strong — a digital campaign and resource hub designed to equip communities in Oregon with culturally responsive and linguistically accessible lifesaving information to stay safe and healthy.

Further, Brink designed and developed a technical assistance program informed by community needs and insights from organizational leaders, providing health-specific guidance to be distributed by Community-Based Organizations (CBOs) across the state.

Through the technical assistance program, Safe + Strong continues to build capacity for Community-Based Organizations serving communities most affected by COVID-19, including Black, Latinx, Asian American, Pacific Islander, immigrant and refugee populations.

Toolkit overview

The following set of materials is intended to support CBOs in your COVID-19 public health education and outreach efforts. These materials will operate as a toolkit that provides key information about the COVID-19 vaccines to support your work to raise awareness about vaccine safety and efficacy.

This toolkit will also help CBOs continue to promote key risk mitigation behaviors within the communities you serve, as awareness and access to the COVID-19 vaccines grow. Included in this toolkit are:

- ▶ Talking points to use when communicating key information about vaccine safety, efficacy and availability
- ▶ COVID-19 vaccines health guidance one-pager
- ▶ COVID-19 vaccines health guidance sharegraphics for social media
- ▶ Customizable vaccine event flyer
- ▶ COVID-19 vaccines FAQs

Recommendations and best practices for use of materials.

To make use of these materials, we recommend that you share them in the appropriate channels with your audience. For some organizations, social media is the best platform, and for other communities, print and mail options are most effective.

That's why all of the shareable materials in this toolkit are designed to be easily printed or shared digitally depending on your audience. If you need help with printing please contact rhonda@brinkcomm.com through the Safe + Strong Technical Assistance program.

COVID-19 vaccine talking points

Download talking points

[Amharic*](#)

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COVID-19 vaccines talking points



There are many questions about how the COVID-19 vaccine works, where and when we can get it, and how it will help keep our communities safe.

We must consider our communities' lived experience, historical trauma and identities that inform the way people think, talk, and feel about the COVID-19 vaccines.

The following set of key COVID-19 vaccine talking points can be used to summarize the most important, high-level information available at this time. These talking points are meant to be a starting place to talk about the vaccine — please use them in your outreach to communities.

Talking points:

- ▶ All of the COVID-19 vaccines protect us from getting sick with COVID-19.
- ▶ Like all vaccines, the COVID-19 vaccines teach your body to fight against the virus and protect you from getting sick.
- ▶ Starting April 19, everyone in Oregon 16 and older will be eligible to get a vaccine.

Last updated: 4/22/21

- ▶ At this time, the only vaccine that's approved for minors who are 16 and 17 years old is the Pfizer vaccine.
- ▶ Everyone in Oregon will be able to get the vaccine soon, but right now, we do not have enough doses for everyone. In addition, the vaccine is free for everyone, even if you don't have health insurance.
- ▶ Everyone will be able to get the COVID-19 vaccine, no matter your immigration status. You may be asked for your name and phone number when you get the vaccine, but that information is private.
- ▶ You can find the latest information about how to get the vaccine at govstatus.egov.com/find-covid-19-vaccine, and govstatus.egov.com/find-covid-19-vaccine/es in Spanish, including events and information in your county.
- ▶ Vaccines may also be available at local pharmacies. Not all pharmacies have the vaccine, so check to make sure before you go. Visit vaccinefinder.org to find the vaccine location closest to you. Right now, the Vaccine Finder website is only available in English. If you need help in another language, call 211.
- ▶ COVID-19 vaccines have passed many tests to make sure they are safe.
- ▶ They have been tested with thousands of people around the world. Black, Indigenous, Latino/a, Asian American, Pacific Islander and communities of color have chosen to be part of these studies to make sure the vaccines are safe for our communities.
- ▶ The tests have shown that the vaccines are safe and work to protect people from getting sick with COVID-19.
- ▶ You cannot get COVID-19 from the vaccine. None of the vaccines carry the live COVID-19 virus, so you can't get COVID-19 from them.
- ▶ Until everyone in Oregon gets the vaccine, we need to keep being safe. Even after you get the vaccine, it's important to protect others by continuing to wear a mask, staying 6 feet apart, and keeping gatherings small and outdoors whenever possible.

Last updated: 4/22/21

COVID-19 vaccine health guidance one-pager

[Download one-pager](#)

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COVID-19 vaccines save lives

The COVID-19 vaccines help us protect ourselves and the people we love. Do you have questions about their safety and how they work? Here are some tips.



Are the COVID-19 vaccines safe?

Yes. The COVID-19 vaccines are safe, even if you are pregnant.

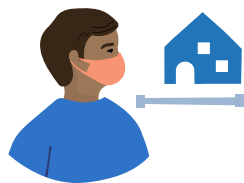
- ▶ Thousands of people around the world have volunteered to study their safety.
- ▶ The tests show they are safe and effective at keeping people protected from COVID-19.



How do COVID-19 vaccines work?

Like all vaccines, the COVID-19 vaccines teach your body how to fight against the virus.

- ▶ Your body creates antibodies to fight off COVID-19. This keeps your body strong, and protects you from getting sick.



After I get the vaccine, do I still need to wear a mask and be careful around others?

Until we all get the vaccine, it's important to protect the people around us.

- ▶ Keep wearing a mask
- ▶ Stay away from others if you're sick
- ▶ Wash your hands often
- ▶ Stay 6 feet apart from people you don't live with
- ▶ Keep gatherings small and outdoors when possible

COVID-19 vaccine health guidance sharegraphics for social media

[Download all sharegraphics](#)

[Amharic*](#)

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[Chuukese*](#)

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Sharegraphic 1

Alt text for image: A green hand holding a green heart.

Body copy for social post:

The COVID-19 vaccines are safe and effective. They have been tested with thousands of people around the world, including Black, Indigenous, Latino/a and people of color. They're safe for our communities and will help us stop the spread of COVID-19. To learn more about the COVID-19 vaccines, visit SafeStrongOregon.org/vaccines



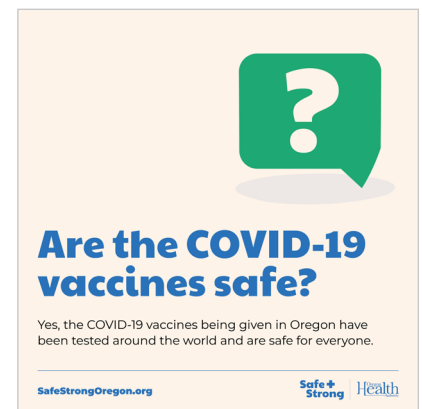
[Download Sharegraphic 1](#)

Sharegraphic 2

Alt text for image: A green speech bubble with a question mark.

Body copy for social post:

The COVID-19 vaccines are safe and effective. They have been tested with thousands of people around the world, including Black, Indigenous, Latino/a and people of color. The tests have shown they are safe for our communities and they work to keep people from getting sick with COVID-19. To learn more about the COVID-19 vaccines, visit SafeStrongOregon.org/vaccines



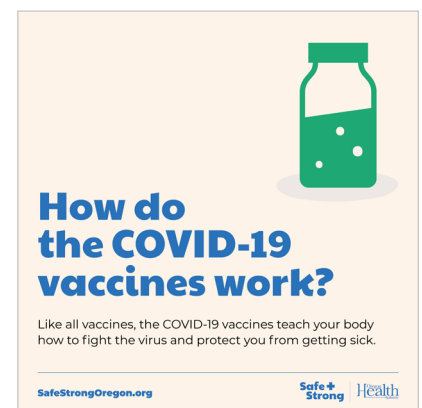
[Download Sharegraphic 2](#)

Sharegraphic 3

Alt text for image: A green bottle of COVID-19 vaccine.

Body copy for social post:

Like most vaccines, the COVID-19 vaccines are given as a shot to the upper arm. The vaccines will make your body stronger to fight COVID-19 and protect you from getting sick. For some kinds of the COVID-19 vaccine, you will need to get more than one shot. Your second shot will be 3 or 4 weeks after your first. If you get this type of vaccine, it is important for you to get both shots for the vaccine to work. To learn more about the COVID-19 vaccines, visit SafeStrongOregon.org/vaccines



[Download Sharegraphic 3](#)

Sharegraphic 4

Alt text for image: A green mask or face covering

Body copy for social post:

The COVID-19 vaccines are safe and effective and keep people from getting sick with COVID-19. Until everyone in Oregon has been vaccinated, it's safest to keep wearing masks, staying 6 feet apart and gathering in small groups. To learn more about the COVID-19 vaccine, visit SafeStrongOregon.org/vaccines



[Download Sharegraphic 4](#)

Sharegraphic 5

Alt text for image: A group of three people in green

Body copy for social post:

It is important for everyone in Oregon to get the vaccine. You may be asked for your name and phone number when you get the vaccine, but that information is private. To learn more about the COVID-19 vaccines, visit SafeStrongOregon.org/vaccines



[Download Sharegraphic 5](#)

Customizable vaccine event flyer

Download and customize event flyer

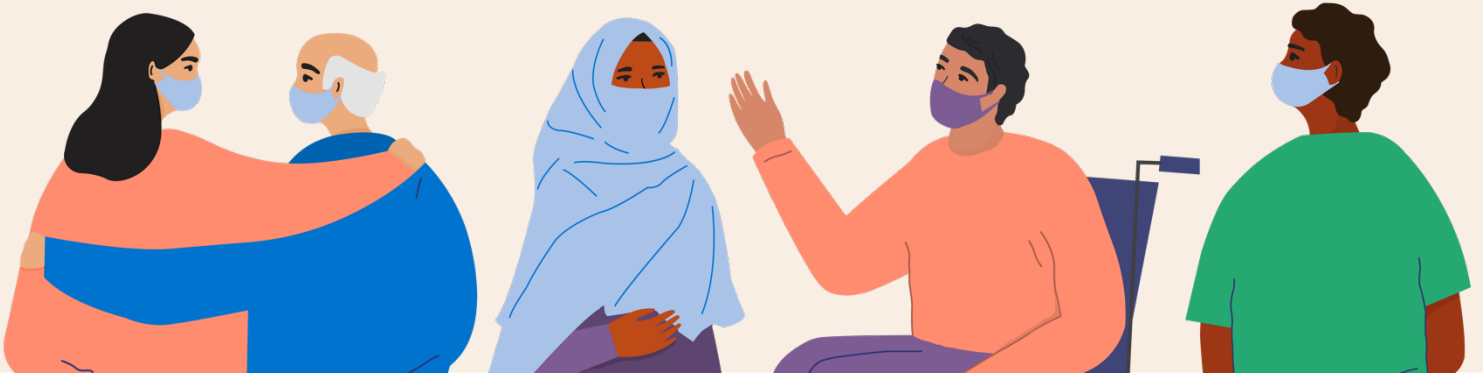
[Amharic*](#)[Arabic*](#)[Chuukese*](#)[English](#)[Hmong*](#)[Korean*](#)[Kosrae*](#)[Marshallese*](#)[Oromo*](#)[Palauan*](#)[Pohnpeian*](#)[Russian*](#)[Simplified Chinese*](#)[Somali \(Maxaa\)*](#)[Spanish](#)[Swahili*](#)[Tigrinya*](#)[Traditional Chinese*](#)[Vietnamese*](#)[Yap*](#)

*Coming soon



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COVID-19 vaccines save lives



Get your COVID-19 vaccine at our community event!

[Event Name]

The COVID-19 vaccines keep us and the people we love strong and protected from the virus.

All of the COVID-19 vaccines are safe and free for everyone in Oregon.

Place logo here



When:

[insert date and time]

[insert date and time line 2]



Where:

[insert location]

[insert date and time line 2]



Who can join?

Everyone is welcome!



Learn more:

[insert contact info]

[insert contact info line 2]

COVID-19 vaccine FAQs

Download FAQs

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Questions about the COVID-19 vaccines?



Safety, side effects and more.

Before you get a COVID-19 vaccine, it's important to have your questions answered. Find answers about safety and how the vaccines work to protect our communities.

What are the COVID-19 vaccines and how do they work?

Like all vaccines, the COVID-19 vaccines teach your body to fight the virus and protect you from getting sick. The vaccines are given as a shot to your arm. For some vaccine options, you will need to get more than one shot. Your second shot will be 3 or 4 weeks after your first. If you get this type of vaccine, it is important to get both shots for the vaccine to work.

Are the COVID-19 vaccines safe?

Yes. The COVID-19 vaccines being given in Oregon are safe. The vaccines have been tested with thousands of people around the world. Black, Indigenous, Latino/a and people of color have chosen to be part of these research studies to make sure the vaccines are safe for our communities. We know they are safe and work very well to keep people from getting sick with COVID-19.

Can I get COVID-19 from the vaccines?

No, you cannot get COVID-19 from the vaccines. None of the vaccines contain the live COVID-19 virus, so you can't get COVID-19 from them.

Are there any side effects?

Some people have mild side effects, like a fever or tiredness. This is normal and doesn't mean you are sick. This means the vaccine is working to keep your body healthy. Your arm may feel sore where you got the shot.

Do I need to keep wearing a mask after getting the vaccine?

Yes. Until everyone is vaccinated, it's safest to keep wearing a mask, staying 6 feet apart and keeping groups small even after you get the vaccine, to make sure we are all protected.

Do I have to pay for the vaccine?

No, the vaccines are free for everyone, even if you don't have health insurance.

Do I have to be a U.S. citizen to get the vaccine?

No. Everyone can get the COVID-19 vaccine, no matter your immigration status. You may be asked for your name and phone number when you get the vaccine, but that information is private. It is important for everyone who lives in Oregon to get the vaccine.

What is herd immunity?

You may hear people talk about "herd immunity" or "community immunity." When you get the COVID-19 vaccine, your body can fight the virus. This is called "immunity." Community immunity happens when enough people have gotten the vaccines to stop the spread of the virus, protecting the whole community.

Where can I learn more about the COVID-19 vaccines?

To learn more about the COVID-19 vaccines, visit SafeStrongOregon.org/vaccines

Appendix

Below are additional resources available for use.

- i. Campaign assets (Coming soon)
- ii. Peer resources: [Greater Than COVID](#) is a public information initiative modeled after the [Greater Than AIDS](#) initiative. Providing resources, interviews with professionals and informal conversational videos, it helps individuals take charge of their health during the evolving COVID-19 public health crisis. With a focus on communities most affected by COVID-19, Greater Than COVID provides tailored media messages and community tools about the new vaccines.