

Centers for Medicare & Medicaid Services
We Can Do This: General Populations Toolkit
Tuesday, June 15, 2021
1:00 p.m. ET

(Click on the link below and enter the passcode to view the webinar)

https://cms.zoomgov.com/rec/share/O4DERIU7FfJKrP11PavEZUjvNk7Jtm_YgdVSrzsT6lBHexctLxqp_gN2ySoGEyC9.3fQo7W5009k9xddQ Passcode: C@ad@@1J

Stefanie Costello: Good afternoon and welcome to today's we can do this campaign toolkit webinar series. I'm Stefanie Costello, Acting Director of the Public Partner Relations Group at the CMS Office of Communications.

Thank you all for joining us this afternoon for today's We Can Do This Webinar on our general public toolkit.

The HHS We Can Do This campaign is a national initiative working hand in hand with trusted leaders and community organizations to continue to build confidence in COVID-19 vaccines and get more people vaccinated. This campaign offers tailored resources and toolkits for stakeholders to use to provide COVID-19 vaccine information to at-risk populations.

The Center for Medicare and Medicaid Services, CMS, is partnering with the campaign to offer several webinars to offer each toolkit and its resources and train community organizations, local voices and trusted leaders to use the campaign tools for vaccine outreach efforts to diverse communities.

Today we will be walking through the general public toolkit. And today you will learn

about messaging and strategies to help Americans know how to protect themselves from COVID-19, strengthen public confidence in the vaccines so those who are hesitant will be more willing to consider vaccination, and increase vaccine uptake by informing Americans about how and where to get vaccinated, including learning more about each toolkit and how to use it to help increase vaccine confidence.

You will also learn about some real life examples about how to amplify these messages and share these resources. Today I am joined by our main speaker, Karina Jimenez Donovan, partnership lead for the COVID-19 public education campaign and the office of the Assistant Secretary for public affairs at the U.S. Department of Health and Human Services. Today Karina will walk us through the toolkit. Following Karina's presentation we will have Michelle Oswald, who will provide information on how best to use these materials. Michelle is a fellow CMS partner relations group team member with me so she is going to walk through that and also will be able to take your questions through the chat at the very end of the presentation.

But before we begin, I have a few housekeeping tips. This call is off the record and is for informational and planning purposes only. While members of the press are welcome to attend the calls, we ask that they please refrain from asking questions. All press media questions can be submitted using our media inquiries form, which may be found at [CMS.gov/newsroom/media-inquiries](https://www.cms.gov/newsroom/media-inquiries). For those who need closed captioning, the instructions and a link are located in the chat function of this webinar.

Today we are going to welcome your questions for each section. We will only be answering questions related to the presentations today and the campaign toolkits. You can ask a

question by typing it in the Q&A box at the bottom of your screen. And we will do our best to get to as many questions today as possible. And with that, I will turn it over to Karina. Karina?

Karina Jimenez-Donovan: Thank you so much, Stefanie. Hi, everybody. My name is Karina Jimenez-Donovan. Let me -- I think you can see my video now. I am excited to be here today. I thank you so much for joining us. Once again, I'm the partnership lead on the We Can Do This campaign and I am going to be walking you through our general audience toolkit. So, let me try sharing my screen. Thank you. Thank you. Okay. I'm going to try. Please bear with me. Okay. Stefanie, can you please confirm if you can see my screen.

Stefanie Costello: Yes, we can see it.

Karina Jimenez-Donovan: Wonderful. Thank you so much. So, everyone, this is our website. WeCanDoThis.HHS.gov. I hope that you take a minute to visit it. And I also want to share that we now have it available in Spanish. So please, when you have a chance, check it out. This website has a ton of resources, including our toolkits that we hope you can use to engage your audiences.

So before I dive into the toolkit itself, let me show you how to get there. So once you get to our main website, what you want to do is you want to go into the campaign resource toolkit section. Then, because we are going to be talking about the general audience toolkit I say we go into audience and go into general market for general audience. Under format we are going to look up toolkits, and then at the very bottom you are going to find our general audience

toolkit, which is what I am going to be walking you through today.

All of our toolkits have been designed to help you have conversations and provide key science-focused information to the groups that you work with. The general audience toolkit specifically is meant to be used to provide key information and facts to just general -- the general public. As we go through this series, you're going to see that we have a number of toolkits, which are targeted for different audiences, but the general audience toolkit is just broad, general information that you can share across the board to educate and provide tips and information to those that you are trying to reach.

So this is what the page looks like, once you click on general audience toolkit. And what I'm going to do is walk you through the user guide specifically, which goes into all of the assets that are listed here. But as you can see here, you can download the full toolkit, you can go into the user guide, which provides a summary of the toolkit and then you can go into each one of the assets under this toolkit.

So I am going to start with the user guide. And the user guide, as you can see here, gives you an introduction of our campaign. It gives you information about the purpose of our campaign, what we are trying to do here, what we want to do with our toolkit, which, again, we want to share information about the campaign, want to share key messaging around the COVID-19 vaccine, science information that will help you in your work and messages for the community and the user guide for this toolkit also includes a list of all of the assets for each of these toolkits.

So you can see that for the general audience toolkit we have information on how to communicate with different audiences, facts on COVID-19, talking points, on vaccine safety and preventative measures, key things to know. Access information on -- key information to talk about when it comes to the COVID-19 vaccine. We have FAQs. We have social media information that includes Facebook, Twitter, messaging, posting and images.

We also have information how to have conversations with family and friends about COVID-19 and the COVID-19 vaccine. We have quick tips for how to amplify the information that we are sharing through this toolkit. And then information on what fully vaccinated people need to know.

As you can see here, we have several resources and a lot of information. But what I'm going to do for today is that I'm going to go through three of these assets. So I'm going to go through the key things to know. A flier that we have. I'm going to go through talking about COVID-19 vaccines with families and friends flier that we have. And then what fully vaccinated people need to know information. Just so that you see what kind of data and information you have for each of these materials.

So let me start with key things to know. You can see here you can print all of our materials. And once again, I want to say that everything that we share has been vetted internally in through the CDC, so this messaging comes from the CDC, it's in plain language and provides all the information that you want to be able to share with the groups that you are engaging with.

So, here on the key things to know, fact sheet, you have information about why the COVID-19 vaccines are safe, the fact that COVID-19 vaccines can't make you sick with the virus. Information about the COVID-19 vaccines being effective. Some information about variants and the vaccine. And really something that's really important right now is the fact that vaccines -- the COVID-19 vaccines are here. So we give information and the link to go to vaccines.gov, which is where folks can go to make appointments and access vaccines, information about how to text so that you can get the closest locations for accessing a vaccine, and then also the number that you can call to learn where to get a vaccine.

We have information about the vaccines being free and also something that is super important, we have information here about what to know once you are fully vaccinated. So everything from CDC in terms of what those who have been fully vaccinated need to know and what you need to do until then. So this is what you can do now that you have been fully vaccinated. Until then, let's make sure we are still taking care of ourselves and, again, we have all of the information here.

Let me click here on “[vaccine.gov](https://www.vaccine.gov)”, so you go directly to that site where you can schedule your appointment. You can read a little bit more about the vaccines being safe, the fact that vaccination is free, and information on how to get a free ride or child care once you make your vaccine appointment. So, again, our resources lead you to and link you to other places where you can learn more and get more in-depth information about all the topics that we have here.

So this is our key things to know about COVID vaccine. Again, under our general audience toolkit, clean, straight to the point, science-focused information on key information regarding COVID-19.

Second asset that I want to highlight under this toolkit is our how to talk about COVID-19 with friends and family. Again, also vetted by CDC and using their information. In this asset I really like because it essentially gives you a script for how to talk to your friends and your close ones, your family about COVID-19 vaccines. You want to make sure that you engage those that you're talking with empathy. You want to make sure that you listen to questions. You want to make sure that -- to help them, you ask open-ended questions so that you can explore their concerns. We give you ideas on how to engage and even how to phrase your questions so that we can effectively share what we know and provide that information that people are looking for reassurance.

We talk about how it is important to share information. A lot of times, you know, our friends, our family want to talk about their concerns but they may not be ready at that point to hear what you have to say. But when they are, you want to make sure you get their permission and you can tell them what you know and how they can find answers and who to contact and who to go to to get more in-depth information. So we will go over that here.

We talk about why it is important for everybody that we are talking to to find their own reason to get vaccinated. So every one of us that has chosen or is choosing to get vaccinated has a reason for doing so, to protect their family, to protect their children, to be less anxious about

being out in the world. Just go back to what we can describe as normal. And so we talk about that here and why that's so important to highlight and to understand for someone to find a reason to get vaccinated, to protect themselves and their families.

And then, of course, something that is super important, is that once we know that the person is ready to hear the information, once we know that they want to take that step, then we want to make sure that we help them make that vaccination happen, right? So we want to be there to help. Is there anything that we can do to help people with making the appointment? If we go on the vaccine site together, for instance, we can find information about child care, about getting a ride, about what's closest to you. So this is information that we are covering here. Again, it's not just about having this conversations, it's not just about telling people what we know or what we think we know. But to help them to take that step. To make it as easy for them as possible, because as we know for some of the audiences that we are trying to reach, access is an issue. So if we can go a step beyond just sharing information and can actually help them, help those that we love and help our friends to make their appointment, then we want to do that and we are trying to help you to get to that point by giving you some information here and, again, including links to resources like this, it opens up a full new world with lists of many, many resources that you can access to make that appointment possible.

So that's our how to talk about COVID-19 vaccines with friends and family asset. Again, it's written in plain language. It's almost a script for you to follow. And the main point here is that you can have those conversations and you can help your network to actually make that appointment, make it as easy for them as possible.

So that's the second asset that I wanted to highlight. And then the third one is our, what fully vaccinated people need to know information. So everything from how to know when you have been fully vaccinated. I think sometimes that's still a little bit confusing. So we have that information here and have laid it out in a very clear way. What is it that you can do once you have been fully vaccinated? Again, sending everything back to the CDC, making very clear what it is that you can and cannot do if you have been fully vaccinated or you have not.

And the things that our vaccinated people need to do to protect themselves and others from COVID-19. So here we are talking to those who have been fully vaccinated and those who haven't taken that step yet. But always bringing it back to following those measures that will protect them and their family and their loved ones.

So that's what we have here. Everything that is part of our toolkit links back to CDC, links back to [vaccines.gov](https://www.vaccines.gov). Again, this particular toolkit has other assets that you can access here, but for the sake of time, I have only talked about three of our materials here, but if you look, if you take the time to go -- if you have the time to go and look at this toolkit, you will also see there's videos, animations that you can also share, as just a different way to share really, really important information about COVID-19 and the vaccine.

So, that's a summary of our general audience toolkit. Again, we hope that you find it useful. It is available in both English and in Spanish on our website. We hope that you find it useful. A good place to start is the user guide, which, again, lays everything out for you in

terms of a description of the toolkit and all the assets that you're going to be able to access and it's all on our website. [WeCanDoThis.HHS.gov](https://www.hhs.gov/we-can-do-this). Thank you so much, everybody, for listening, for being with me here today, with all of us here today. And I am now going to turn it over to Michelle. Thank you.

Michelle Oswald: Great. Thanks so much, Karina. Such great information. We appreciate you taking us through a very thorough walk-through of the general audience toolkit and all of the components and all of the different pieces to that.

So, at this time, Karina, if you wouldn't mind stop sharing your screen and I am going to talk a little bit more about the ways that our partners have used this toolkit and some of the other toolkits. Today, and you may know this, that this is actually the national vaccine month of action. CMS has been working closely with our national, state and federal partners to share this information and we want to encourage as many folks to get vaccinated by July 4th, which is our goal.

We are grateful for the support of our partners and I want to share a few examples today of how our partners have used the toolkits to share this important information.

First, many of our partners have taken advantage of sharing this information electronically, which is probably the easiest thing to do. So, whether it's sharing it through your email list serves, electronic newsletters or adding information or links to websites, Karina went over many of the different pieces that are available to you, some drop-in language, some

different language and blogs and social media and other things that you can use to drop into your electronic sources.

We also have many partners who have done a lot of sharing on social media, which is probably the most popular way to get our information out. Some partners have hosted or participated in Twitter chats or shared information on different social media such as Twitter and Facebook, using the language that we have provided in the toolkit. And many others have simply just retweeted resources or posts from HHS, CMS or CDC, and that is actually the quickest and easiest way for you as a stakeholder to get this information out.

Over the last few months, even though we know many businesses have been closed, some are opening up, we were able to get information to organizations that were delivering much-needed food to people who were homebound. So we worked with one of our national partners to provide them with hard copies of the COVID vaccine fliers and they were able to take those hard copies and stuff them into the food bags that were actually delivered to thousands of homes across the country. So we are very, very proud of that partnership and the way we were able to get that information out.

We were also able to share the key things to know about COVID tip sheet that was in the general toolkit that Karina went over. And that actually went to all of our member libraries. We have partners that have printed all posters and shared them in clinics or in other waiting areas, particularly since folks are starting to go back to appointments in person. This is now a good time to be able to get that information in waiting rooms and other areas where people are

going to start to gather again.

And then our partners have also used the slide decks and talking points at virtual conferences and also other presentations that they have done in virtual education sessions. So, these are just a few examples of how the toolkit is being utilized. And we hope these have been helpful to you.

So, now I'm going to check and see -- I don't believe we have gotten many questions in the Q&A. So I do encourage you to please take the time to put your question in the Q&A function in Zoom, if you have them. I will take a look. And it looks like -- so we did get the question of where the information can be found and where the toolkits can be found. And so that is at [WeCanDoThis.HHS.gov](https://www.hhs.gov/we-can-do-this), and we can put that web link also in the chat. So you can see that as well.

So, Karina, we do have a question about some of the assets. Are some of the assets customizable?

Karina Jimenez-Donovan: Hi. If by customizable you mean could they be co-branded? If that's the question, then, yes, when you go into the toolkits themselves and the assets, we provide a space for you, for the organization or the office to include their logo up at the very top so we can co-brand. That's one of the reasons that we want to make sure that if you want to co-brand, put your organization information, you have a space up at the very top of our materials you will find a little gray box that will allow you to do that. Was that the question?

Michelle Oswald: I think the answered the question, Karina. Thank you very much.

Karina Jimenez-Donovan: Great.

Michelle Oswald: I have another question from someone who works at a federally qualified health center, and they do offer vaccine clinics and are asking about a local news station for a commercial and if they are able to incorporate the information in the videos into their commercial for the local radio station.

Karina Jimenez-Donovan: I want to -- if I could get the person's information so that I could get back to him or her directly, I just want to make sure that I'm giving you the right information. And if there's any details that you need from me, I want to make sure that I follow up with an email, if that's possible. So happy to answer off-line so that you have all the information that you need so that you can do that.

Michelle Oswald: Great. Stef, we will follow up with you separately to get a little more information on your request and how we can support you.

Karina Jimenez-Donovan: Great. Thank you. Thank you for that question.

Michelle Oswald: Sure. And sorry, let me scroll down a little bit more. Thank you. I'm not seeing any other questions in the Q&A. Karina or Stefanie, is there any other information you want to provide today before we close out? And we will give folks a few more minutes to put

their questions in the Q&A if you still want to ask.

Karina Jimenez-Donovan: Yeah, thank you, Michelle. I just wanted to, once again, invite everyone to please visit [WeCanDoThis.HHS.gov](https://www.hhs.gov/we-can-do-this), as well as the Spanish language version of our site, which is [juntosipodemos.hhs.gov](https://www.hhs.gov/juntosipodemos)

I will include the link as well. But when you go to that site, we also ask that you support the community core efforts. So when you go to that website, you can also sign up to be a community core member, and when you do that, you are going to have access to our materials and our information as it comes. And all of our resources and our outreach event so that you are always in the loop and you can use our materials and they are always at your fingertips. That's one of the resources that we will provide if you sign up for community core, accessibility into all of our resources, information about upcoming events and just another way to support our efforts to get us all vaccinated and protected. So thank you.

Michelle Oswald: Great. Thank you. And that website is here on the last slide. We also invite you to participate in our upcoming webinars. We are hosting them every Tuesday and Thursday through the early July time frame to get that through July 4th and those at 1:00 p.m. on Tuesdays and Thursdays. This third is going to be on rural health. So we are going to highlight the toolkit that supports rural communities. And so we hope you can join us then.

With that, this will conclude our webinar. So we appreciate you taking the time to join us today and hope to see you Thursday. Thank you so much.

Karina Jimenez-Donovan: Thank you, everyone.