Building COVID-19 Vaccine Confidence

Partner Webinar
Supplemental Handout

Updated May 13, 2021
Building COVID-19 Vaccine Confidence

Help us build COVID-19 vaccine confidence across the country. Use the following resources to educate your community about the vaccine. Encourage people to get the vaccine as soon as they’re eligible.

COVID-19 Vaccine Information

Key websites

- go.cms.gov/omhcovid19vaccine
- CMS.gov
- CDC.gov
- HHS.gov
- Vaccines.gov
- HealthCare.gov
- Medicare.gov

Scientific information about the vaccine

- How vaccines are developed
- How the vaccines work
- Safety of the vaccines
- Emergency use authorization
- Benefits of getting a vaccine
- Possible side effects

Information about the vaccines currently available

- Pfizer-BioNTech
- Moderna
- Johnson & Johnson (Janssen)
## Outreach Materials

### Resources to combat myths

<table>
<thead>
<tr>
<th>Common myths</th>
<th>What to offer</th>
</tr>
</thead>
<tbody>
<tr>
<td>• The vaccines were developed too quickly to be safe.</td>
<td>Information about safety and effectiveness</td>
</tr>
<tr>
<td>• I won’t be able to afford the vaccine once it’s available to me.</td>
<td>Information about costs (scroll down)</td>
</tr>
<tr>
<td>• If I don’t have health insurance, I won’t be able to get the vaccine.</td>
<td></td>
</tr>
<tr>
<td>• If I get the vaccine, there’s still a chance I’ll get COVID-19.</td>
<td>Information about how the vaccines work</td>
</tr>
<tr>
<td>• The vaccine can make me sick with COVID-19.</td>
<td></td>
</tr>
<tr>
<td>• Once I get the COVID-19 vaccine, I won’t need to follow protocols like social distancing.</td>
<td>Information about how to protect yourself and others</td>
</tr>
</tbody>
</table>

- CDC More Myths and Facts
- CDC Quick Answers to Common Questions
- CDC FAQs
- CDC Key Things to Know

### General

- HHS "We Can Do This" COVID-19 Community Corps
- CDC “Vaccinate with Confidence” Strategy
- AdCouncil Vaccine Education Initiative

### Toolkits

- CDC COVID-19 Vaccine Recipient Education Toolkit
- CDC COVID-19 Vaccination Communication Toolkit for Medical Centers, Pharmacies, and Clinicians
- CDC Long-Term Care Facility Toolkit: Preparing for COVID-19 Vaccination at Your Facility
- HHS “We Can Do This” Toolkits
Print resources

- CDC Resources
- CDC V-safe Resources
- HHS “We Can Do This” Resources
- IHS/HHS COVID-19 Vaccine Flyer for Tribal Communities
- AdCouncil “It’s Up to You” Print Assets

Social media

- CDC Social Media Toolkit
- HHS “We Can Do This” Social Media Messages

Stock photos

<table>
<thead>
<tr>
<th>Celebrities/political figures</th>
<th>Generic images</th>
</tr>
</thead>
<tbody>
<tr>
<td>• President Joe Biden</td>
<td>• Image A</td>
</tr>
<tr>
<td>• Vice President Kamala Harris</td>
<td>• Image B</td>
</tr>
<tr>
<td>• Dr. Anthony Fauci</td>
<td>• Image C</td>
</tr>
<tr>
<td>• House Speaker Nancy Pelosi</td>
<td>• Image D</td>
</tr>
<tr>
<td>• Former Vice President Mike Pence</td>
<td>• Image E</td>
</tr>
<tr>
<td>• Former HHS Secretary Alex Azar</td>
<td>• Image F</td>
</tr>
<tr>
<td>• Former Surgeon General Jerome Adams</td>
<td></td>
</tr>
<tr>
<td>• DC Mayor Muriel Bowser</td>
<td></td>
</tr>
<tr>
<td>• Sandra Lindsay (first person to receive the vaccine in the U.S.)</td>
<td></td>
</tr>
<tr>
<td>• Al Roker</td>
<td></td>
</tr>
<tr>
<td>• Danny Trejo, Magic Johnson, and Arsenio Hall</td>
<td></td>
</tr>
</tbody>
</table>

Resources in other languages

- COVID-19 Vaccines Webpage in Spanish
- COVID-19 Vaccines Webpage in Chinese
- COVID-19 Vaccines Webpage in Vietnamese
- COVID-19 Vaccines Webpage in Korean
- Pfizer-BioNTech COVID-19 Vaccine Fact Sheets for Recipients and Caregivers in Multiple Languages
- Moderna COVID-19 Vaccine Fact Sheets for Recipients and Caregivers in Multiple Languages
- Johnson and Johnson Vaccine Fact Sheets for Recipients and Caregivers in Multiple Languages