



Partner Toolkit

Compiled by North Sound Accountable Community Health

Sources: Washington State Coronavirus Response,
Washington State Department of Health, and the FDA

An Easy Link Guide to Relevant and Updated COVID-19 Materials

This Toolkit Can:

- Save you time, by streamlining access to the best, most up-to-date resources available.
- Help you quickly locate current COVID-19 Informational materials (flyers, SM, video, etc.)
- Provide 'at-a-glance' access to educational materials & videos for current COVID-19 concerns.



Update 7.20.21

OUTREACH PURPOSE:

Promote Vaccine Appointments and Clinics

INCLUDES: (3-page Word Document)

BEST USES:

Share or embed these emails via your organization's blog, emails to community members, patients, staff, blog posts, and newsletters. These can be used as-is or as a template for your own version of this messaging.

LOOKS LIKE THIS:

Communications Templates

Last updated May 13, 2021.

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Email/Letter for patients, employees, customers, and/or members:	1
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Email/Letter for patients, employees, customers, and/or members:


Dear [NAME],

The COVID-19 vaccine is one of the best strategies we have to protect ourselves and our loved ones from COVID-19. The COVID-19 vaccine is available to all people 12 years and older.

Visit [Vaccine Locator](#) to find and schedule an appointment. You can also call 1-833-VAX-HELP (1-833-829-4357). For interpretative services, say your language when the call is answered. **[Or replace with your clinic's information]** We are hosting an on-site clinic on [DATE]. [ADD CLINIC & SECOND DOSE CLINIC DETAILS].

We encourage you to get the vaccine. Here's a few things to know:

- **Safety:** The vaccines were shown to be safe and effective in clinical trials. Your vaccine provider will have you answer a few questions before you get the shot to ensure that it is safe for you.
- **Side effects:** You may feel side effects for about a day. Common side effects are a sore arm, tiredness, headache, or muscle pain. But these symptoms are a sign the vaccine is prompting an immune response.
- **Cost:** You will not be charged or billed for the vaccine. The federal government will cover the cost of your vaccine, and you should not be charged for an office visit if you only receive the vaccine.
- **After your vaccine:** We do not know if the vaccine prevents you from carrying the virus, so it's important to wear your mask, stay six feet (two meters) apart, and keep gatherings small. However, if you do get the virus, your illness may not be as bad.



CovidVaccineWA.org

For more information about the vaccine, please visit www.CovidVaccineWA.org.

Best,

[YOUR ORGANIZATION]

Newsletter article

The COVID-19 vaccine is one of the best strategies we have to protect ourselves and our loved ones from COVID-19. The COVID-19 vaccine is available to all people 12 years and older.

Visit [Vaccine Locator](#) to find and schedule an appointment. You can also call 1-833-VAX-HELP (1-833-829-4357). For interpretative services, say your language when the call is answered. **[Or replace with your clinic's information]** We are hosting an on-site clinic on [DATE]. [ADD CLINIC & SECOND DOSE CLINIC DETAILS].

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- **Cost:** You will not be charged or billed for the vaccine. The federal government will cover the cost of your vaccine, and you should not be charged for an office visit if you only receive the vaccine.
- **After your vaccine:** We do not know if the vaccine prevents you from carrying the virus, so it's important to wear your mask, stay six feet (two meters) apart, and keep gatherings small. However, if you do get the virus, your illness may not be as bad.

For more information about the vaccine, please visit www.CovidVaccineWA.org.

Employee or member portal

The COVID-19 vaccine is one of the best strategies we have to protect ourselves and our loved ones from COVID-19. We encourage you to get the vaccine. To learn more, visit www.CovidVaccineWA.org.

On-hold or voicemail script

The COVID-19 vaccine is one of the best strategies we have to protect ourselves and our loved ones from COVID-19. To learn more, visit www.wa.gov/covid-vaccine-wa-dot-org.

Text message

The COVID-19 vaccine is one of the best strategies we have to protect ourselves and our loved ones from COVID-19. We encourage you to get the vaccine. To learn more, visit www.CovidVaccineWA.org.

Washington State Coronavirus Response


COVID-19 Fact Sheets

PRINT

DOWNLOAD (PDF): <https://www.doh.wa.gov/Portals/1/Documents/1600/coronavirus/348-782-COVID-19-Vaccine.pdf>

LOOKS LIKE THIS: (PDF, Two Pages, Updated May 2021)

Getting Vaccinated for COVID-19



Fighting the pandemic has been hard, but now we have vaccines to protect us from COVID-19.

The vaccine is provided at no cost to you.
The federal government will cover the cost of your vaccine. You should not be charged or billed. Your provider should also not charge you for an office visit if you only go in to get the vaccine.

Ask how many doses you need.
You will need two doses of some vaccines, three to four weeks apart. Others are just one dose.

The vaccines are safe and effective.
The vaccines are very effective at preventing COVID-19. The U.S. Food and Drug Administration (FDA) authorized the vaccines for emergency use and found no safety concerns.

Anyone 12 years and older can get the vaccine.
The COVID-19 vaccine is available to all people 12 and older. People ages 12 to 17 get the Pfizer-BioNTech vaccine. Visit [VaccineLocator.doh.wa.gov](https://vaccineLocator.doh.wa.gov) to find and schedule an appointment. You can also call 1-800-525-0127, then press #. For interpretive services, your language when the call is answered.

You may feel side effects.
Like other routine vaccines, you may get a sore arm, fever, headaches, or fatigue after getting vaccinated. These are signs the vaccine is working.

Stay safe.
After you get the vaccine, wear your mask, stay six feet (two meters) apart, and keep gatherings small.

Questions? Visit: www.CovidVaccineWA.org

Getting Vaccinated for COVID-19

What vaccines are available?

There are multiple vaccines available. Each was authorized by the FDA for emergency use. Medical experts on the Advisory Committee for Immunization Practices and the Western States Scientific Safety Review Workgroup confirmed the vaccines met our standards for safety.

Who should get a COVID-19 vaccine?

It is your choice to get the vaccine. If you decide to get it, you should tell your vaccine provider if you:

- Have a history of severe allergic reactions
- Have a fever
- Have a bleeding disorder or take blood thinners
- Are immunocompromised or are on a medicine that affects your immune system
- Are pregnant, plan to become pregnant, or are lactating
- Have received another COVID-19 vaccine

You should not get the vaccine if you have had a serious allergic reaction to a previous dose of the COVID-19 vaccine or to any ingredient in the vaccine.

The vaccines contain the active ingredient, messenger RNA (mRNA) or adenovirus, along with fat, salts, and sugars to protect the vaccine and help it work better in the body.

You must be at least 12 years old to get the Pfizer-BioNTech vaccine and 18 years old to get the Moderna or Johnson & Johnson vaccines.

What are the side effects?

It is common to have side effects one or three days after getting the vaccine. Common side effects are tiredness, muscle pain, pain in your arm where you got your shot, fever, headache, joint pain, chills, nausea, or vomiting. If your symptoms don't go away, contact your doctor or clinic.

You should wait 15 to 30 minutes before leaving the vaccine site so your vaccine provider can help you if you do have an allergic reaction or other side effects. While you wait, you can sign up for v-safe to report any side effects: v-safe.cdc.gov.

You or your vaccine provider can also report side effects to the Vaccine Adverse Event Reporting System (VAERS): vaers.hhs.gov/reportevent.html.

Call 911 if you have an allergic reaction after leaving the clinic.


Signs of an allergic reaction include: difficulty breathing, swelling of your face and throat, fast heartbeat, a bad rash all over your body, dizziness, and weakness.

What happens after I get vaccinated?

If you get a two-dose vaccine, make an appointment for your second dose. You'll need to come back in three to four weeks to get your second dose.

It will take up to two weeks after you're fully vaccinated for maximum protection.

Many people may not have been able to get the vaccine yet. Masks and other safety measures can help prevent the spread of COVID-19 to people who are not vaccinated.

 **DOH 348-782 May 2021**

To request this document in another format, call 1-800-525-0127. Deaf or hard of hearing customers, please call 711 (Washington Relay) or email civil.rights@doh.wa.gov.

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Moderna (Updated June 24, 2021; PDF, 6 pages): <https://www.fda.gov/media/144638/download>

Pfizer (Updated June 25, 2021; PDF, 8 pages): <https://www.fda.gov/media/144414/download>

Johnson and Johnson (Updated July 8, 2021; PDF, 7 pages): <https://www.fda.gov/media/146305/download>

BEST USES:

Print out copies for vaccine providers, volunteers and vaccine recipients that want the full spectrum of information from the CDC, on each available vaccine.

FACT SHEET FOR RECIPIENTS AND CAREGIVERS EMERGENCY USE AUTHORIZATION (EUA) OF THE MODERNA COVID-19 VACCINE TO PREVENT CORONAVIRUS DISEASE 2019 (COVID-19) IN INDIVIDUALS 18 YEARS OF AGE AND OLDER

You are being offered the Moderna COVID-19 Vaccine to prevent Coronavirus Disease 2019 (COVID-19) caused by SARS-CoV-2. This Fact Sheet contains information to help you understand the risks and benefits of the Moderna COVID-19 Vaccine, which you may receive because there is currently a pandemic of COVID-19.

The Moderna COVID-19 Vaccine is a vaccine and may prevent you from getting COVID-19. There is no U.S. Food and Drug Administration (FDA) approved vaccine to prevent COVID-19.

Read this Fact Sheet for information about the Moderna COVID-19 Vaccine. Talk to the vaccination provider if you have questions. It is your choice to receive the Moderna COVID-19 Vaccine.

The Moderna COVID-19 Vaccine is administered as a 2-dose series into the muscle.

The Moderna COVID-19 Vaccine may not protect everyone.

This Fact Sheet may have been updated. For the most recent Fact Sheet, please visit www.modernatx.com/covid19vaccine-eua.

WHAT YOU NEED TO KNOW BEFORE YOU GET THIS VACCINE

WHAT IS COVID-19?

COVID-19 is caused by a coronavirus called SARS-CoV-2. This virus has not been seen before. You can get COVID-19 through contact with another person who has the virus. It is predominantly a respiratory illness that can affect other organs. People with COVID-19 have had a wide range of symptoms reported, ranging from mild symptoms to severe illness. Symptoms may appear 2 to 14 days after exposure to the virus. Symptoms may include: fever or chills; cough; shortness of breath; fatigue; muscle or body aches; headache; new loss of taste or smell; sore throat; congestion or runny nose; nausea or vomiting; diarrhea.

WHAT IS THE MODERNA COVID-19 VACCINE?

The Moderna COVID-19 Vaccine is an unapproved vaccine that may prevent COVID-19. There is no FDA-approved vaccine to prevent COVID-19.

The FDA has authorized the emergency use of the Moderna COVID-19 Vaccine in individuals 18 years of age and older under an Emergency Use Authorization (EUA).

For more information on EUA, see the "What is an Emergency Use Authorization (EUA)?" section at the end of this Fact Sheet.

Revised: Jun/24/2021

Moderna

FACT SHEET FOR RECIPIENTS AND CAREGIVERS

EMERGENCY USE AUTHORIZATION (EUA) OF THE PFIZER-BIONTECH COVID-19 VACCINE TO PREVENT CORONAVIRUS DISEASE 2019 (COVID-19) IN INDIVIDUALS 12 YEARS OF AGE AND OLDER

You are being offered the Pfizer-BioNTech COVID-19 Vaccine to prevent Coronavirus Disease 2019 (COVID-19) caused by SARS-CoV-2. This Fact Sheet contains information to help you understand the risks and benefits of the Pfizer-BioNTech COVID-19 Vaccine, which you may receive because there is currently a pandemic of COVID-19.

The Pfizer-BioNTech COVID-19 Vaccine is a vaccine and may prevent you from getting COVID-19. There is no U.S. Food and Drug Administration (FDA) approved vaccine to prevent COVID-19.

Read this Fact Sheet for information about the Pfizer-BioNTech COVID-19 Vaccine. Talk to the vaccination provider if you have questions. It is your choice to receive the Pfizer-BioNTech COVID-19 Vaccine.

The Pfizer-BioNTech COVID-19 Vaccine is administered as a 2-dose series into the muscle.

The Pfizer-BioNTech COVID-19 Vaccine may not protect everyone.

This Fact Sheet may have been updated. For the most recent Fact Sheet, please visit www.cvdvaccine.com.

WHAT YOU NEED TO KNOW BEFORE YOU GET THIS VACCINE

WHAT IS COVID-19?

COVID-19 disease is caused by a coronavirus called SARS-CoV-2. This virus has not been seen before. You can get COVID-19 through contact with another person who has the virus. It is predominantly a respiratory illness that can affect other organs. People with COVID-19 have had a wide range of symptoms reported, ranging from mild symptoms to severe illness. Symptoms may appear 2 to 14 days after exposure to the virus. Common symptoms may include: fever or chills; cough; shortness of breath; fatigue; muscle or body aches; headache; new loss of taste or smell; sore throat; congestion or runny nose; nausea or vomiting; diarrhea.

WHAT IS THE PFIZER-BIONTECH COVID-19 VACCINE?

The Pfizer-BioNTech COVID-19 Vaccine is an unapproved vaccine that may prevent COVID-19. There is no FDA-approved vaccine to prevent COVID-19.

The FDA has authorized the emergency use of the Pfizer-BioNTech COVID-19 Vaccine in individuals 12 years of age and older under an Emergency Use Authorization (EUA).

For more information on EUA, see the "What is an Emergency Use Authorization (EUA)?" section at the end of this Fact Sheet.

Pfizer

FACT SHEET FOR RECIPIENTS AND CAREGIVERS

EMERGENCY USE AUTHORIZATION (EUA) OF THE JANSSEN COVID-19 VACCINE TO PREVENT CORONAVIRUS DISEASE 2019 (COVID-19) IN INDIVIDUALS 18 YEARS OF AGE AND OLDER

You are being offered the Janssen COVID-19 Vaccine to prevent Coronavirus Disease 2019 (COVID-19) caused by SARS-CoV-2. This Fact Sheet contains information to help you understand the risks and benefits of receiving the Janssen COVID-19 Vaccine, which you may receive because there is currently a pandemic of COVID-19.

The Janssen COVID-19 Vaccine may prevent you from getting COVID-19. There is no U.S. Food and Drug Administration (FDA) approved vaccine to prevent COVID-19.

Read this Fact Sheet for information about the Janssen COVID-19 Vaccine. Talk to the vaccination provider if you have questions. It is your choice to receive the Janssen COVID-19 Vaccine.

The Janssen COVID-19 Vaccine is administered as a **single dose**, into the muscle.

The Janssen COVID-19 Vaccine may not protect everyone.

This Fact Sheet may have been updated. For the most recent Fact Sheet, please visit www.janssencovid19vaccine.com.

WHAT YOU NEED TO KNOW BEFORE YOU GET THIS VACCINE

WHAT IS COVID-19?

COVID-19 is caused by a coronavirus called SARS-CoV-2. This type of coronavirus has not been seen before. You can get COVID-19 through contact with another person who has the virus. It is predominantly a respiratory illness that can affect other organs. People with COVID-19 have had a wide range of symptoms reported, ranging from mild symptoms to severe illness. Symptoms may appear 2 to 14 days after exposure to the virus. Common symptoms may include: fever or chills; cough; shortness of breath; fatigue; muscle or body aches; headache; new loss of taste or smell; sore throat; congestion or runny nose; nausea or vomiting; diarrhea.

WHAT IS THE JANSSEN COVID-19 VACCINE?

The Janssen COVID-19 Vaccine is an unapproved vaccine that may prevent COVID-19. There is no FDA-approved vaccine to prevent COVID-19.

The FDA has authorized the emergency use of the Janssen COVID-19 Vaccine to prevent COVID-19 in individuals 18 years of age and older under an Emergency Use Authorization (EUA).

For more information on EUA, see the "What is an Emergency Use Authorization (EUA)?" section at the end of this Fact Sheet.

Johnson and Johnson


COVID-19 Vaccination – Know Your Rights

Available in English and Spanish


Letter sized flyer “English 1 pager.png” or “Spanish 1 pager.png” (see link to drive above).

COVID-19 VACCINATION


KNOW YOUR RIGHTS FOR IMMIGRANT COMMUNITY MEMBERS




- The vaccine is available at no cost to everyone in the U.S., regardless of citizenship status (even if you are undocumented). An insurance card may be requested but is not required to receive a vaccine.




- A social security number is not required to get a vaccine. If a provider asks you for a social security number and you don't have one or don't feel comfortable sharing it, you can respond that you don't have one or don't feel comfortable sharing it.




- You may be asked for identification to obtain your vaccine. If you do not have a state id/driver's license, you may be asked to provide a letter, statement, or utility bill with your current address or a letter from a church, organization, or provider that knows you attesting that you live or work in Washington state.



- The Centers for Disease Control and Prevention and the U.S. Department of Health and Human Services have stressed that personal data will only be used for public health purposes. Personal data may not be used for a civil or criminal prosecution, including immigration enforcement.





- In no way does getting the vaccine count as a public charge. Utilizing the vaccine will not hinder any opportunity to obtain residency and/or citizenship status.



- Nobody should ask about immigration status, but If you are asked about your immigration status at any time, remain silent. You do not have to answer any questions regarding your immigration status.

Special thanks to Legal Counsel for Youth and Children (LCYC) and the Northwest Health Law Advocates (NoHLA).

This document vetted by WA DOH.

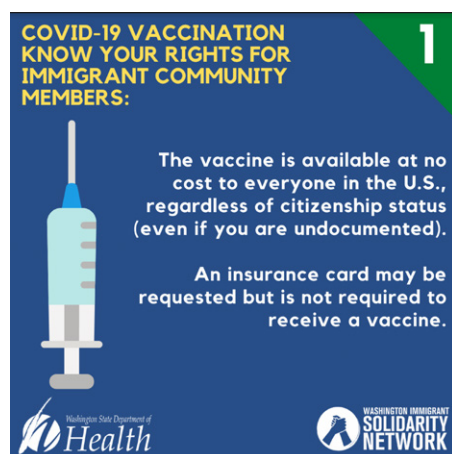


DOWNLOAD (PNG): https://drive.google.com/drive/folders/1Vr16HHVnk7XGF78QhQNZc1Trb_9Q19jW

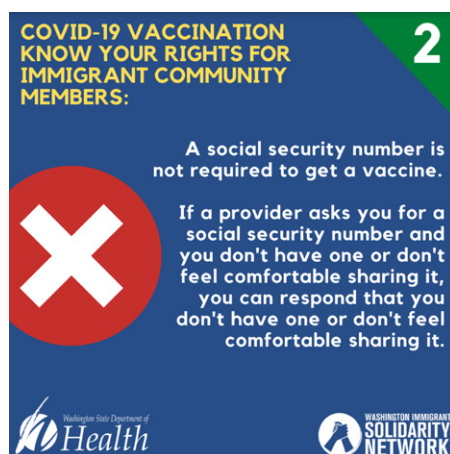
COVID-19 Vaccination – Know Your Rights

Available in English and Spanish

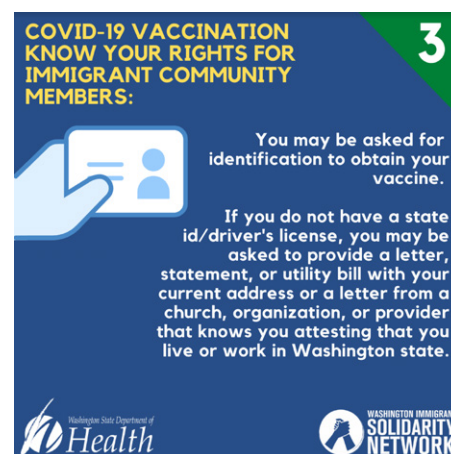
PNG files can be used as web banners, or for social media.



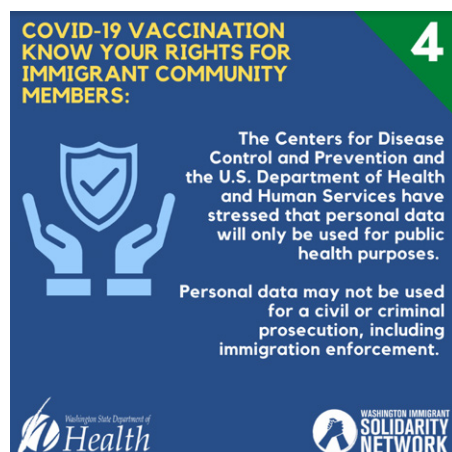
English 1.png



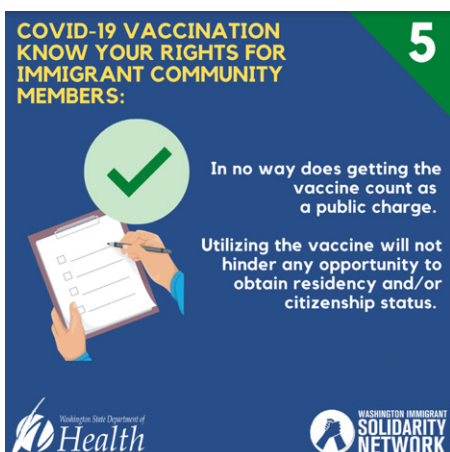
English 2.png



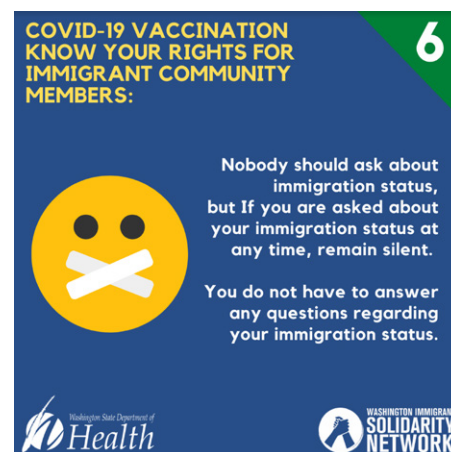
English 3.png



English 4.png



English 5.png



English 6.png

Washington State Coronavirus Response

Partner Toolkit, Banner Ads

DOWNLOAD (GIF): <https://coronavirus.wa.gov/partner-toolkit/covid-vaccine-communications>

WEB

Available in a variety of sizes and languages. Visit the link above and use the Filter Resources to search for the materials you need.

LOOKS LIKE THIS:

Questions About COVID Vaccines

JPG: English, Spanish



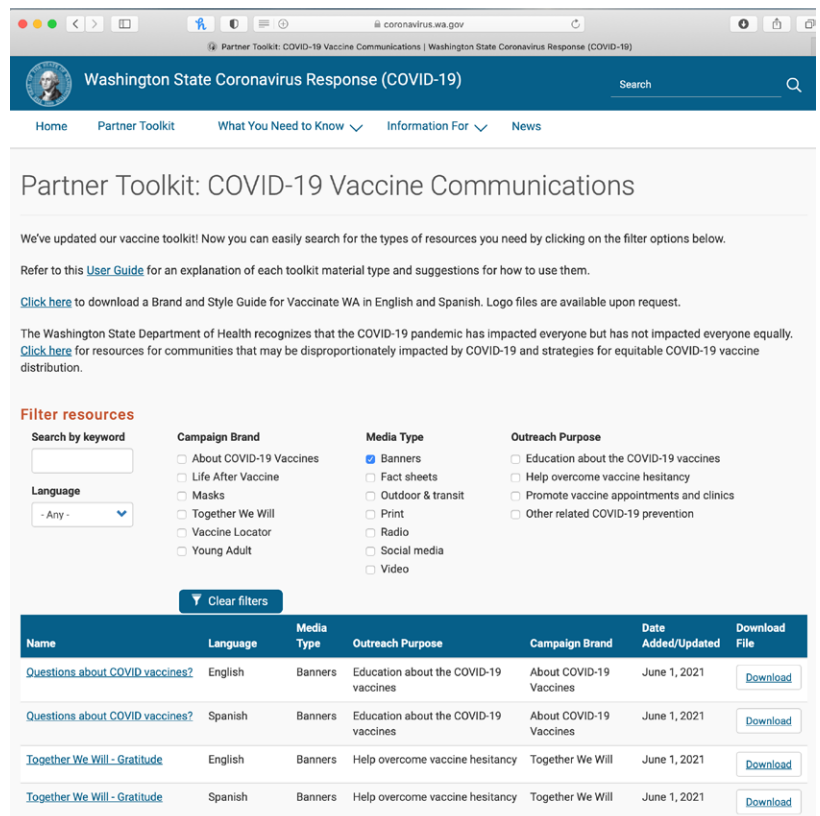
Together We Will – Gratitude

GIF (animated): English, Spanish, Russian, Chinese (simplified), Chinese (traditional), German, Korean, Japanese, Somali, Swahili, Tagalog, Vietnamese.



Vaccine Locator Banners

GIF or JPG: English, Spanish, Chinese (simplified), Chinese (traditional), Russian, Romanian, Portuguese (Brazil), Korean, Japanese, Hindi, German, French, Urdu, Ukrainian, Thai, Telugu, Tagalog, Swahili, Vietnamese, Russian, Korean



Washington State Coronavirus Response Partner Toolkit, Banner Ads, continued

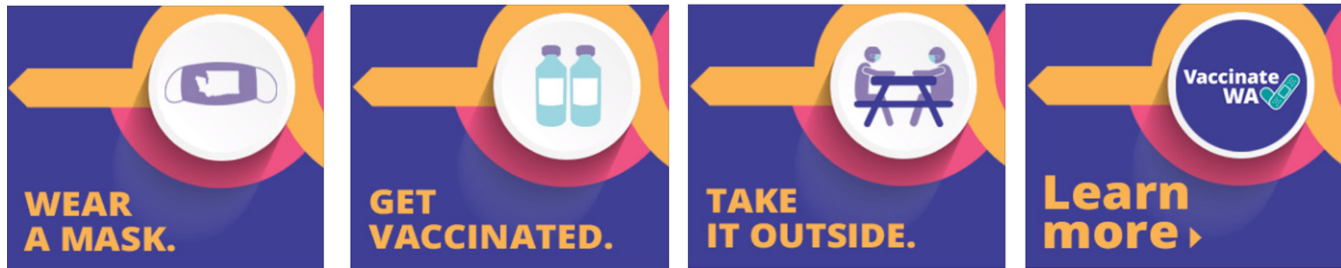
WEB

DOWNLOAD (GIF): <https://coronavirus.wa.gov/partner-toolkit/covid-vaccine-communications>

LOOKS LIKE THIS:

Take It Outside

GIF (animated): English, Spanish, Russian, Chinese (simplified), Chinese (traditional), Korean, Hindi, Vietnamese.



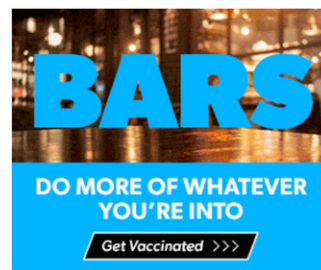
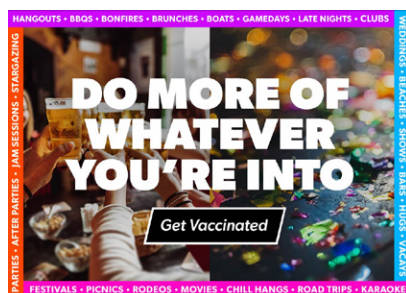
Together We Will – Parents (Help Overcome Vaccine Hesitancy)

JPG: English, Spanish, Russian, Vietnamese.



Young Adults – More of Whatever You're Into

JPG; GIF (animated): English, Spanish



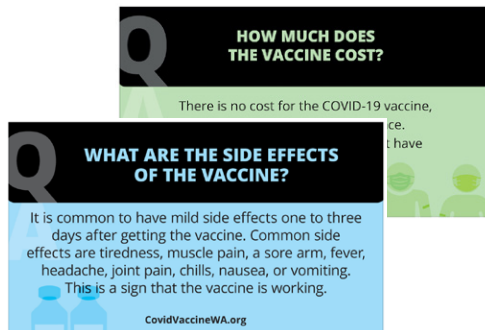
Washington State Coronavirus Response

Partner Toolkit, Social Media – COVID Education

SM

DOWNLOAD: <https://coronavirus.wa.gov/partner-toolkit/covid-vaccine-communications>

Social Media posts are available in multiple languages and sizes. Visit the link above and use the **Filter Resources** to search for what you need.



Washington State Coronavirus Response (COVID-19)

Home Partner Toolkit What You Need to Know Information For News

Partner Toolkit: COVID-19 Vaccine Communications

We've updated our vaccine toolkit! Now you can easily search for the types of resources you need by clicking on the filter options below.

Refer to this [User Guide](#) for an explanation of each toolkit material type and suggestions for how to use them.

[Click here](#) to download a Brand and Style Guide for Vaccinate WA in English and Spanish. Logo files are available upon request.

The Washington State Department of Health recognizes that the COVID-19 pandemic has impacted everyone but has not impacted everyone equally. [Click here](#) for resources for communities that may be disproportionately impacted by COVID-19 and strategies for equitable COVID-19 vaccine distribution.

Filter resources

Search by keyword <input type="text"/>	Campaign Brand <input type="checkbox"/> About COVID-19 Vaccines <input type="checkbox"/> Life After Vaccine <input type="checkbox"/> Masks <input type="checkbox"/> Together We Will <input type="checkbox"/> Vaccine Locator <input type="checkbox"/> Young Adult	Media Type <input type="checkbox"/> Banners <input type="checkbox"/> Fact sheets <input type="checkbox"/> Outdoor & transit <input type="checkbox"/> Print <input type="checkbox"/> Radio <input checked="" type="checkbox"/> Social media <input type="checkbox"/> Video	Outreach Purpose <input checked="" type="checkbox"/> Education about the COVID-19 vaccines <input type="checkbox"/> Help overcome vaccine hesitancy <input type="checkbox"/> Promote vaccine appointments and clinics <input type="checkbox"/> Other related COVID-19 prevention
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OUTREACH PURPOSE:

Education About COVID-19 Vaccines

The following questions are addressed in the style shown above.

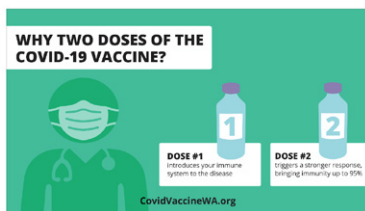
- Why Should I Trust the Process
- What Is mRNA Vaccine
- Virus Mutation
- Vaccine Tips – What to Expect
- Vaccine Prevent New Strain
- Vaccine Distribution
- Vaccine Cost
- Vaccine Appointment Reminder Checklist
- Side Effects
- Registration Reminder
- Questions to Ask Your Doctor
- Pfizer and Moderna mRNA
- Meet J&J COVID-19 Vaccine
- Will the Vaccine Be Mandatory
- Is the Vaccine Safe/Effective?
- If Masks & Distancing Work, Why Vaccine?
- J&J Vaccine
- Is It Dangerous for the Elderly?
- Covered By Insurance
- Calendar for Doses
- Already Had COVID-19
- 99% Survival Rate
- 95% Effectiveness Meaning
- 2nd Dose Appointment Reminder
- 2nd Dose Timing
- 2nd Dose Same Provider
- 2nd Dose Same Maker
- Are People Dying from the Vaccine?
- Blind COVID Access Phone Line
- Authorized vs. Approved
- Normal to Have Side Effects
- Vaccine Providers
- COVID Vaccines Do Not Alter DNA
- Vaccines and Miscarriage
- What Does CoMorbidity Mean?
- FDA Authorization
- Federal Retail Pharmacy Program
- Why EUA But Not Approved?

OUTREACH PURPOSE:
Education About COVID-19 Vaccines

How Vaccines Are Made JPGs



Why two doses



Vaccine reminder photo



Vaccine syringe photo

Washington State Coronavirus Response

Partner Toolkit, Social Media – Overcome Vaccine Hesitancy

SM

DOWNLOAD: <https://coronavirus.wa.gov/partner-toolkit/covid-vaccine-communications>

Social Media posts are available in multiple languages and sizes. Visit the link above and use the **Filter Resources** to search for what you need.

OUTREACH PURPOSE: Help Overcome Vaccine Hesitancy

- Gratitude
- Hugging Mom, Mother's Day
- Wait and See
- Dr. Chen Quote
- Dr. Lutz Quote
- Dr. Johnson Quote
- Keila Quote
- Marissa Quote
- Patricia Quote
- Patrick Quote
- Willistein Quote
- Life After Vaccine
- Do More of Whatever You're Into. Get Vaccinated.
- Image Series for Parents

Washington State Coronavirus Response (COVID-19)

Home Partner Toolkit What You Need to Know Information For News

Partner Toolkit: COVID-19 Vaccine Communications

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Filter resources

Search by keyword

Language

Campaign Brand

- ☐ About COVID-19 Vaccines
- ☐ Life After Vaccine
- ☐ Masks
- ☐ Together We Will
- ☐ Vaccine Locator
- ☐ Young Adult

Media Type

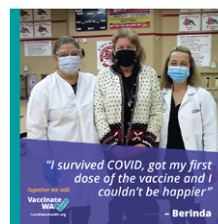
- ☐ Banners
- ☐ Fact sheets
- ☐ Outdoor & transit
- ☐ Print
- ☐ Radio
- ☒ Social media
- ☐ Video

Outreach Purpose

- ☐ Education about the COVID-19 vaccines
- ☒ Help overcome vaccine hesitancy
- ☐ Promote vaccine appointments and clinics
- ☐ Other related COVID-19 prevention



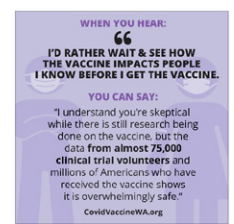
Gratitude



Gratitude



Hugging Mom



Wait & See



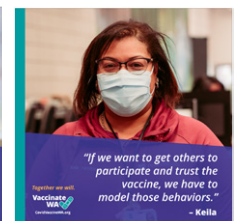
Dr. Chen Quote



Dr. Lutz Quote



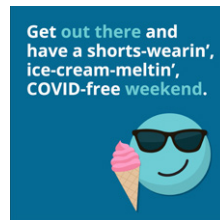
Dr. Johnson Quote



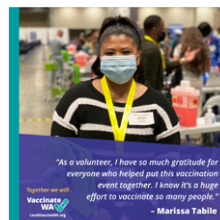
Keila Quote



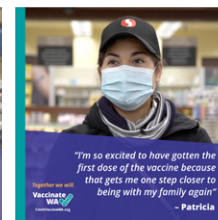
Do More of Whatever



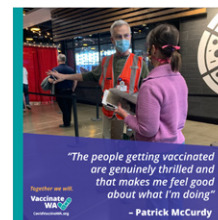
Life After Vaccine



Marissa Quote



Patricia Quote

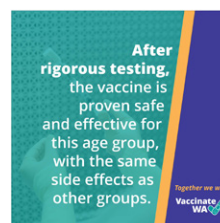


Patrick Quote



Willistein Quote

Image Series
for Parents



Washington State Coronavirus Response

Partner Toolkit, Social Media – Promote Vaccine Clinics

SM

DOWNLOAD: <https://coronavirus.wa.gov/partner-toolkit/covid-vaccine-communications>

Social Media posts are available in multiple languages and sizes. Visit the link above and use the **Filter Resources** to search for what you need.

OUTREACH PURPOSE:

Promote Vaccine Appointments & Clinics

- Vaccine 12+ Eligibility
- Find Vaccine Appointments
- Vaccine Locator Available in 36 Languages
- Vaccine Providers

CATEGORY:

Other Related COVID Prevention

- Now What?
- Inslee quote

Washington State Coronavirus Response (COVID-19)

Home Partner Toolkit What You Need to Know Information For News

Partner Toolkit: COVID-19 Vaccine Communications

We've updated our vaccine toolkit! Now you can easily search for the types of resources you need by clicking on the filter options below.

Refer to this [User Guide](#) for an explanation of each toolkit material type and suggestions for how to use them.

[Click here](#) to download a Brand and Style Guide for Vaccinate WA in English and Spanish. Logo files are available upon request.

The Washington State Department of Health recognizes that the COVID-19 pandemic has impacted everyone but has not impacted everyone equally. [Click here](#) for resources for communities that may be disproportionately impacted by COVID-19 and strategies for equitable COVID-19 vaccine distribution.

Filter resources

Search by keyword

Language: Russian

Campaign Brand

- ☐ About COVID-19 Vaccines
- ☐ Life After Vaccine
- ☐ Masks
- ☐ Together We Will
- ☐ Vaccine Locator
- ☐ Young Adult

Media Type

- ☐ Banners
- ☐ Fact sheets
- ☐ Outdoor & transit
- ☐ Print
- ☐ Radio
- ☒ Social media
- ☐ Video

Outreach Purpose

- ☐ Education about the COVID-19 vaccines
- ☐ Help overcome vaccine hesitancy
- ☒ Promote vaccine appointments and clinics
- ☒ Other related COVID-19 prevention



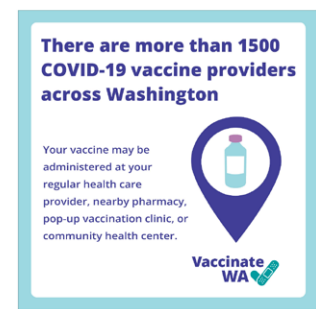
Vaccine 12+ Eligibility



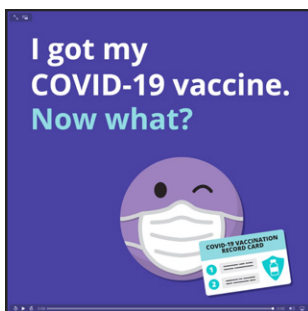
Find Vaccine Appts.



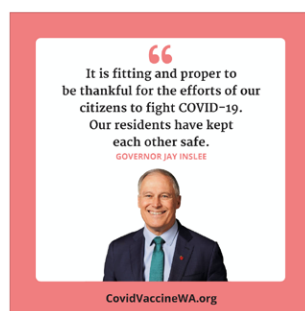
Vaccine Locator



Vaccine Providers



Now What? (mp4 file)



Governor Inslee Quote

Video Links and Files

BEST USES:

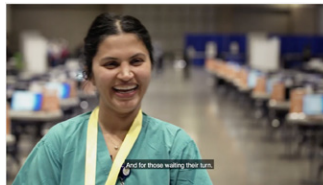
- 1) Click the video links to view the videos on WA DOH's YouTube page (these links are public and can be shared), OR
- 2) Download the video files directly from:
<https://coronavirus.wa.gov/partner-toolkit/covid-vaccine-communications>.

Suggested places to share or embed these videos include but are not limited to: your organization's website, emails to community members, patients or staff, blog posts, and social media platforms (FB, IG, Twitter and LinkedIn).

Together We Will – Gratitude (30 second video)

English: <https://www.youtube.com/watch?v=IAkh5paKVFc> **Spanish:** <https://www.youtube.com/watch?v=wuYgwp07Jcg>

Additional languages available at direct link.



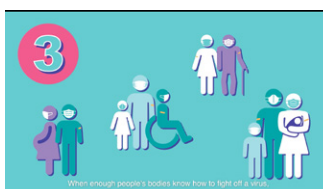
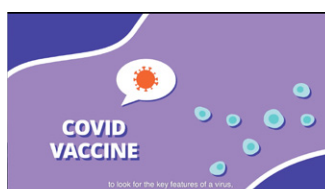
How Vaccines Work in Your Body (60 second video)

English: <https://www.youtube.com/watch?v=k7E88xEGOaE>

Spanish: <https://www.youtube.com/watch?v=NAyS8JdTbHw>

Also available in these languages: Spanish, Amharic, Arabic, ASL, Burmese, Chinese (simplified), Chinese (traditional), Chuukese, Farsi, French, German, Hindi, Hmong, Japanese, Karen, Korean, Lao, Marshallese, Mixtec-Cuyamecalco, Nepali, Oromo, Portuguese (Brazil), Romanian, Russian, Samoan, Somali, Tagalog, Tigrinya, Ukrainian, Urdu and Vietnamese.

Search 'Education About COVID-19 Vaccines' & 'Video': <https://coronavirus.wa.gov/partner-toolkit/covid-vaccine-communications>



How Are COVID-19 Vaccines Being Made? (60 second video)

<https://www.youtube.com/watch?v=HqsmhCJurTM>

Also available in these languages: Spanish, Amharic, Arabic, ASL, Burmese, Chinese (simplified), Chinese (traditional), Chuukese, Farsi, French, German, Hindi, Hmong, Japanese, Karen, Korean, Lao, Marshallese, Mixtec-Cuyamecalco, Nepali, Oromo, Portuguese (Brazil), Romanian, Russian, Samoan, Somali, Tagalog, Tigrinya, Ukrainian, Urdu and Vietnamese.

Search 'Education About COVID-19 Vaccines' & 'Video': <https://coronavirus.wa.gov/partner-toolkit/covid-vaccine-communications>

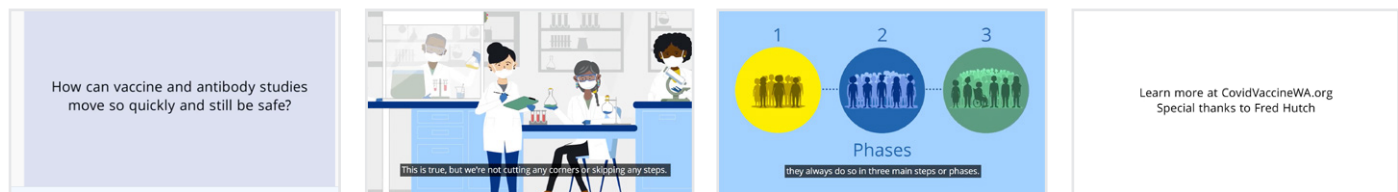


How Can Vaccine and Antibody Studies Move So Quickly and Still Be Safe? (3:49 video)

<https://www.youtube.com/watch?v=UXajmIr1l8k>

Also available in these languages: Spanish, Amharic, Arabic, ASL, Burmese, Chinese (simplified), Chinese (traditional), Chuukese, Farsi, French, German, Hindi, Hmong, Japanese, Karen, Korean, Lao, Marshallese, Mixtec-Cuyamecalco, Nepali, Oromo, Portuguese (Brazil), Romanian, Russian, Samoan, Somali, Tagalog, Tigrinya, Ukrainian, Urdu and Vietnamese.

Search 'Education About COVID-19 Vaccines' & 'Video': <https://coronavirus.wa.gov/partner-toolkit/covid-vaccine-communications>

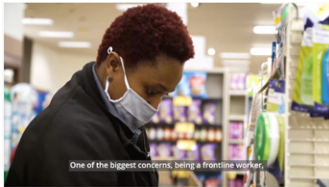


How to Spot Fact vs. Fiction Online? (60 second video)

English: https://www.youtube.com/watch?v=Ulov_crnFt8

Spanish: <https://www.youtube.com/watch?v=F66jXMxoeZs>





Vaccinate WA: Rafiat's Vaccine Story

<https://www.youtube.com/watch?v=IAkh5paKVFc>



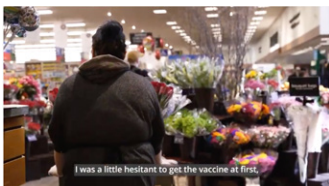
Vaccinate WA: Dr. Gober's Vaccine Story

<https://www.youtube.com/watch?v=vipZ2phvcxM>



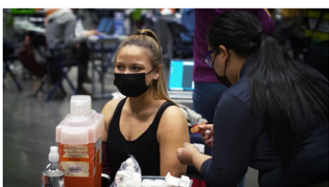
Vaccinate WA: Dr. Danielson's Vaccine Story

<https://www.youtube.com/watch?v=mGkT7iD6q7A>



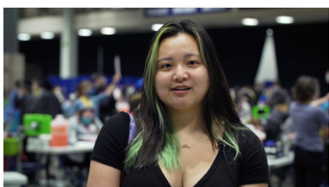
Vaccinate WA: Jackie's Vaccine Story

<https://www.youtube.com/watch?v=C14QnaQ0Hro>



Vaccinate WA: Madeline's Vaccine Story

<https://www.youtube.com/watch?v=N2vPFGRflc0>



Vaccinate WA: Thao's Vaccine Story

<https://www.youtube.com/watch?v=LTigJS8tUBY>

MORE VIDEOS AVAILABLE AT:

<https://coronavirus.wa.gov/partner-toolkit/covid-vaccine-communications>.

Search "Help Overcome Vaccine Hesitancy" and "Video" to see all of the available videos and languages.

WHAT TO DO IF EXPOSED

<https://coronavirus.wa.gov/partner-toolkit/what-do-if-exposed>

What to Do if Exposed

Refer to this [User Guide](#) for an explanation of each toolkit material type and suggestions for how to use them.

Video links and files

English

:15 [View](#) | [Download](#)

:30 [View](#) | [Download](#)

:60 [View](#) | [Download](#)

Spanish

:15 [View](#) | [Download](#)

:30 [View](#) | [Download](#)

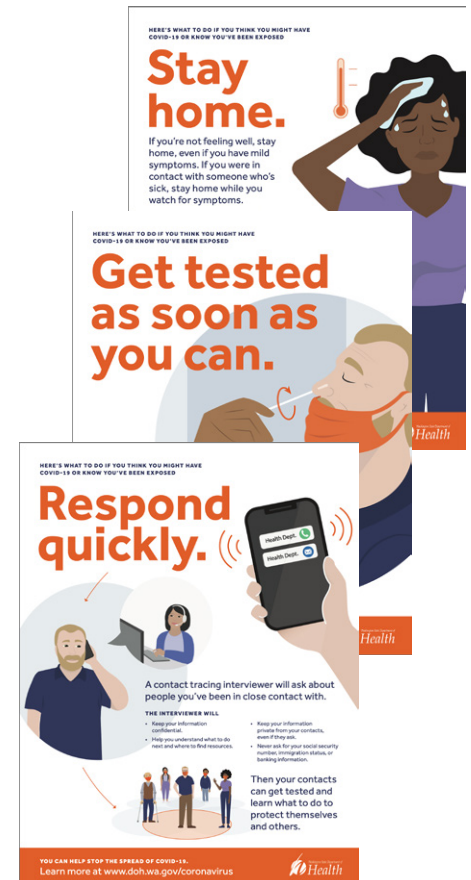
:60 [View](#) | [Download](#)

Posters

[English](#) | [Spanish](#)

Social media graphics

[English](#) | [Spanish](#)



COVID-19 IS REAL

<https://coronavirus.wa.gov/partner-toolkit/covid-19-real>

COVID-19 is Real

Refer to this [User Guide](#) for an explanation of each toolkit material type and suggestions for how to use them.

Banner ads (for online/mobile)

[English](#) | [Spanish](#) | [Chinese](#) | [Vietnamese](#) | [Russian](#)

Print ads

[English](#) | [Spanish](#) | [Chinese](#) | [Vietnamese](#)

Billboards

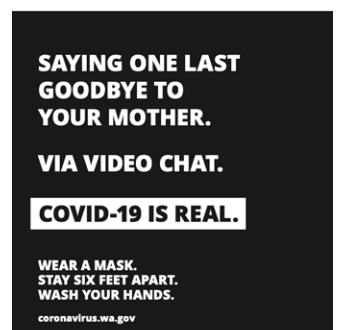


[English](#) | [Spanish](#)

Video links and files

[Saying Goodbye](#) :30 [English](#) | [Download](#)

[Symptoms](#) :30 [English](#) | [Download](#)



SUICIDE PREVENTION

<https://coronavirus.wa.gov/partner-toolkit/suicide-prevention>

Suicide Prevention

Refer to this [User Guide](#) for an explanation of each toolkit material type and suggestions for how to use them.

Radio ads
[English](#) | [Spanish](#)

Banner ads (for online/mobile)
[English](#) | [Spanish](#)

Video links and files

	Download	Social #1 Bystander	Social #2 Coping	Bystander :30	Coping :30
		:10 no audio for use on social media	:10 no audio for use on social media	:30 with audio	:30 with audio
English	Download	View	View	View	View
Spanish	Download	View	View	View	View
Russian	Download	View	View		
Chinese	Download	View	View		
Vietnamese	Download	View	View		

