

# COVID-19 Vaccine Communications Toolkit for Partner Organizations

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**Mission:**

To protect, promote & improve the health of all people in Florida through integrated state, county & community efforts.



**Ron DeSantis**  
Governor

**Scott A. Rivkees, MD**  
State Surgeon General

**Vision:** To be the **Healthiest State** in the Nation

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## **COVID-19 Vaccine Communications Toolkit for Partner Organizations**

### **May 19, 2021**

#### **Executive Summary**

The Florida Department of Health has designed a communications toolkit to help partner organizations provide information to communities about the importance of coronavirus disease 2019 (COVID-19) vaccines.

This toolkit is designed for staff of organizations serving communities affected by COVID-19. Partner organizations can include social service organizations, faith-based organizations, fraternities and sororities, barbershops and beauty salons, colleges and universities, and others.

The purpose of this toolkit is to help your organization provide information about COVID-19 vaccines, raise awareness about the benefits of vaccination, address common questions and concerns, and build vaccine confidence among the communities you serve.

#### **What is in the toolkit?**

The toolkit contains a variety of resources that you can use virtually or in-person to help you provide clear, consistent, and credible information about COVID-19 vaccines to your communities. We encourage you to review and customize these materials.

- **Strategies to Build COVID-19 Vaccine Confidence:** Deploy strategies to build vaccine confidence and combat vaccine hesitancy.
- **COVID-19 Vaccine Key Messages:** Use key messages for COVID-19 vaccine promotion efforts.
- **COVID-19 Vaccine Frequently Asked Questions (FAQs):** Use FAQs to help answer common questions about COVID-19 vaccines.
- **COVID-19 Vaccine Sample Social Media Messages:** Use messages on your organization's various social media channels, including Facebook and Twitter. You can use them as-is or include your own identity.
- **COVID-19 Resources:** Share this one-pager to promote and increase awareness of currently available COVID-19 resources.
- **Communication Assets:** Use communication assets to provide quick information about COVID-19 vaccines. Assets include:
  - **Motion Graphic Public Service Announcement:** Share this public service announcement video through your social media channels, email, and website.
  - **Fact Sheets and Infographics:** Share fact sheets and infographics through your social media channels, email, website, and by printing and posting them in your buildings as well as other frequently visited locations.
  - **Stickers:** Print stickers for community members who have been vaccinated to wear.

## Getting Started

- Deploy strategies to build vaccine confidence and adapt key messages to the language, tone, and format that will resonate with your community. You know what works in your community.
- Print copies of the fact sheets, infographics, and FAQs and use them as handouts.
- Display fact sheets and infographics in highly visible places in your community.
- Continue to provide information to your community via social media channels by sharing sample social media messages, fact sheets, infographics, the motion graphic, and resources.
- Invite community members to wear stickers once they have been vaccinated and post vaccination selfies on social media.

## Understanding Vaccine Confidence

According to the Centers for Disease Control and Prevention, vaccine confidence is the trust that people have in:

- Recommended vaccines.
- Providers who administer vaccines.
- Processes and policies that lead to vaccine development, licensure, manufacturing, and recommendations for use.

A person must have trust in all three of these items to feel fully confident in their decision to get vaccinated. The foundation of trust is critical, and this is something that must be built over time. This is a critical concept to think about when working with populations who may have a history of mistrust in the medical establishment or the government.

Factors weighing on vaccine acceptance:

- Are there side effects?
- Does it work?
- Is it safe?
- How much does it cost?

A COVID-19 vaccine is more acceptable if:

- Health care personnel say it is safe.
- There are no costs to the person.
- It would help get people back to school and work.
- It can be easily accessed.

You can build trust as well as vaccine acceptance and confidence by sharing clear, complete, and accurate messages about COVID-19 vaccines in collaboration with federal, state, and local agencies and partners.

## **Strategies to Build COVID-19 Vaccine Confidence**

### **Encourage senior leaders to be vaccine champions.**

- Talk to leaders about vaccine confidence and why it is important.
- Ask leaders to lead by example.
  - Photograph or take a video of leaders getting a COVID-19 vaccine to share with members of your community.
- Invite leaders to share their personal reasons for getting vaccinated and the importance of vaccination. Share via:
  - Testimonials
  - Short videos
  - Email blasts
  - Social media
  - Blogs or web articles

### **Host and encourage vaccine discussions.**

- Purpose: To provide a forum for questions and generate ideas for how to increase COVID-19 vaccine confidence and make it visible.
- Format: Facilitated meeting (suggest 60 minutes).
- Participants: Community members, labor unions, health care personnel, health department personnel, local businesses, local leaders, etc.
- Facilitator: Someone who is well-respected and seen as a neutral convener on the topic.

### **Promote vaccine information and resources.**

- Provide information to community members and leaders about COVID-19 vaccines, how they are developed and monitored for safety, and how they can talk to others about vaccines.
- Teach community members and leaders how to have effective COVID-19 vaccine conversations and answer common questions.
- Promote resources from the Florida Department of Health, Centers for Disease Control and Prevention, and U.S. Food and Drug Administration.

### **Make the decision to get vaccinated visible and celebrate it!**

- Create and provide “COVID-19 vaccinated!” buttons, masks, etc.
- Post (with permission) photos in common or break areas or online showing cheerful people who just got vaccinated.
- Offer a small, sincere token of gratitude for early adopters.
- Record and share testimonials on why someone decided to get vaccinated.
- Reach out to local news outlets to highlight your community’s leadership in COVID-19 vaccine introduction.

### **Share key messages.**

- Share key messages through social media, email, common or break area posters or boards, and other channels.

## COVID-19 Vaccine Key Messages

### COVID-19 Vaccines

- There are currently three vaccines authorized and recommended to prevent COVID-19 in the U.S.:
  - The Pfizer-BioNTech COVID-19 vaccine for persons 12 years of age and older.
  - The Moderna COVID-19 vaccine for persons 18 years of age and older.
  - Johnson & Johnson's Janssen COVID-19 vaccine for persons 18 years of age and older.

### COVID-19 Vaccines are Safe and Effective

- The U.S. vaccine safety system makes sure that all vaccines are as safe as possible.
- All COVID-19 vaccines that are being used have gone through the same safety tests and meet the same standards as any other vaccines produced through the years.
- The U.S. Food and Drug Administration and the Centers for Disease Control and Prevention monitor vaccine safety and side effects once vaccines are in use.

### Ensuring Safety with an Accelerated Vaccine Development Timeline

- Researchers used existing clinical trial networks to begin conducting COVID-19 vaccine trials.
- Manufacturing was started while the clinical trials were still underway. Normally, manufacturers conserve their resources by waiting to begin manufacturing until after completion of the trials.
- mRNA vaccines, like Pfizer-BioNTech and Moderna, can be manufactured in large amounts more quickly than traditional vaccines.
- The U.S. Food and Drug Administration and Centers for Disease Control and Prevention are prioritizing review, authorization, and recommendation of COVID-19 vaccines.

### COVID-19 Vaccines are Free

- The federal government is providing COVID-19 vaccines free of charge to people living in the U.S. All COVID-19 vaccines are free to Floridians.
- If you are denied a vaccine or asked to pay any fee, please contact the U.S. Department of Health and Human Services Office of Inspector General hotline at 1-800-447-8477 or [TIPS.HHS.GOV](https://www.hhs.gov/tips).
- Learn more at [www.CDC.gov/Coronavirus/2019-nCoV/Vaccines/KeyThingsToKnow.html](https://www.CDC.gov/Coronavirus/2019-nCoV/Vaccines/KeyThingsToKnow.html).

### Do Not Wait to Get Vaccinated

- Vaccines are one of the most effective tools to protect your health and prevent disease.
- COVID-19 vaccines teach your body how to recognize and fight the COVID-19 virus. The vaccines:
  - Do not give you COVID-19.
  - Do not affect your DNA.
  - Can keep you from getting seriously ill even if you do get COVID-19.
- Getting a COVID-19 vaccine is an added layer of protection against infection for yourself, your colleagues, your friends, and your family.

## Vaccine Sides Effects

- After vaccination, you might have some side effects – they will likely go away in a few days. Side effects are normal signs your body is building protection. Side effects may include:
  - Pain and swelling on the arm where you received the shot.
  - Fever, chills, tiredness, and headache.
- If you are worried about certain side effects, call:
  - Your health care provider.
  - The COVID-19 Call Center at 1-866-779-6121 and press 3 to talk to a medical professional (the call center is open 24/7).
- According to the U.S. Food and Drug Administration and Centers for Disease Control and Prevention, after getting Johnson & Johnson’s Janssen COVID-19 vaccine, some people (mostly females 18-49 years of age) have developed blood clots with low levels of platelets (blood cells that help your body stop bleeding). Symptoms often began about one to two weeks following vaccination. The chance of this occurring is rare. You should seek medical attention right away if you have any of the following symptoms:
  - Shortness of breath, chest pain, leg swelling, persistent abdominal pain, severe or persistent headaches or blurred vision, or easy bruising or tiny blood spots under the skin beyond the site where you received the shot.

## After Vaccination

***You are fully vaccinated when your body has built up protection against the virus. That is two weeks after:***

- The second dose of the Pfizer-BioNTech or Moderna vaccines.
- The single-dose of Johnson & Johnson’s Janssen vaccine.

***Until you are fully vaccinated:***

- Keep using COVID-19 mitigation strategies: wear a mask, stay six feet apart from others, avoid crowds and poorly ventilated spaces, and wash your hands often.

***Regardless of vaccination status, you should continue to watch for COVID-19 symptoms:***

- If you develop symptoms of COVID-19, you should stay away from others and be evaluated. This may include getting tested for COVID-19.

## COVID-19 Virus Variants

- Viruses constantly change through mutation. Virus mutation is common and new variants of a virus are expected to occur over time.
- New COVID-19 virus variants have emerged. Some of these variants seem to spread more easily from person to person and cause milder or more severe illness in people.
- The variants are detectable by available COVID-19 tests and respond to therapeutics currently being used to treat people for COVID-19.
- Current data suggest that COVID-19 vaccines used in the U.S. are effective against known variants.

## COVID-19 Vaccine Frequently Asked Questions

### Do I need to be a resident of Florida to receive a COVID-19 vaccine?

State Surgeon General Scott Rivkees issued a Public Health Advisory on April 29, 2021, authorizing the administration of COVID-19 vaccines to any eligible person (as authorized by the U.S. Food and Drug Administration) who is a Florida resident or people who are in Florida for the purpose of providing goods or services for the benefit of residents and visitors of the state, including farmworkers, construction workers, and those working in Florida's tourism industry.

### Where can I get a COVID-19 vaccine?

There are over 1,000 vaccination sites available across Florida, including county health departments, retail pharmacy partners Publix, Walmart/Sam's Club, and Southeastern Grocers (Winn-Dixie, Harveys, and Fresco y Más), and community and faith-based vaccination sites.

You can find vaccination sites by county or city and contact information for each location on the Florida Department of Health's [Vaccine Locator Webpage](#).

You can preregister with the statewide preregistration system by either calling each county's designated phone number (a complete list of phone numbers is available on the Florida Department of Health's [COVID-19 Vaccines in Florida Webpage](#)) or visiting [MyVaccine.FL.gov](#).

### When will I be able to get a COVID-19 vaccine?

All Floridians are eligible to receive any COVID-19 vaccine as authorized by the U.S. Food and Drug Administration in Florida.

### What COVID-19 vaccines are available and for what ages?

There are currently three vaccines authorized and recommended to prevent COVID-19 in the U.S.:

- The Pfizer-BioNTech COVID-19 vaccine for persons 12 years of age and older.
- The Moderna COVID-19 vaccine for persons 18 years of age and older.
- Johnson & Johnson's Janssen COVID-19 vaccine for persons 18 years of age and older.

The Florida Department of Health will continue to provide information to the public as other COVID-19 vaccines become available.

### Are COVID-19 vaccines safe and effective?

Yes, the U.S. vaccine safety system makes sure that all vaccines are as safe as possible.

All COVID-19 vaccines that are being used have gone through the same safety tests and meet the same standards as any other vaccines produced through the years.

The U.S. Food and Drug Administration and the Centers for Disease Control and Prevention monitor vaccine safety and side effects once vaccines are in use.

## How did COVID-19 vaccines get developed so fast?

Researchers used existing clinical trial networks to begin conducting COVID-19 vaccine trials.

Manufacturing was started while the clinical trials were still underway. Normally, manufacturers conserve their resources by waiting to begin manufacturing until after completion of the trials.

mRNA vaccines, like Pfizer-BioNTech and Moderna, can be manufactured in large amounts more quickly than traditional vaccines.

The U.S. Food and Drug Administration and Centers for Disease Control and Prevention are prioritizing review, authorization, and recommendation of COVID-19 vaccines.

## How much does it cost to get a COVID-19 vaccine?

The federal government is providing COVID-19 vaccines free of charge to people living in the U.S.

If you are denied a vaccine or asked to pay any fee, please contact the U.S. Department of Health and Human Services Office of Inspector General hotline at 1-800-447-8477 or [TIPS.HHS.GOV](https://www.hhs.gov/tips).

For more information visit: [www.CDC.gov/Coronavirus/2019-nCoV/Vaccines/KeyThingsToKnow.html](https://www.CDC.gov/Coronavirus/2019-nCoV/Vaccines/KeyThingsToKnow.html).

## What are common side effects after getting a COVID-19 vaccine?

After vaccination, you might have some side effects. These will likely go away in a few days. Side effects are normal signs your body is building protection. Common side effects may include: pain and swelling on the arm where you received the shot, fever, chills, tiredness, and headache.

## What do I need to know about Johnson & Johnson's Janssen COVID-19 vaccine?

According to the U.S. Food and Drug Administration and Centers for Disease Control and Prevention, while rare, some people (mostly females 18-49 years of age) have developed blood clots with low levels of platelets (blood cells that help your body stop bleeding) after getting Johnson & Johnson's Janssen COVID-19 vaccine. Symptoms often began about one to two weeks following vaccination.

You should seek medical attention right away if you have any of the following symptoms: shortness of breath, chest pain, leg swelling, persistent abdominal pain, severe or persistent headaches or blurred vision, or easy bruising or tiny blood spots under the skin beyond the site where you received the shot.

## Can I get a COVID-19 vaccine if I am pregnant?

According to the Centers for Disease Control and Prevention, although the overall risk is low, pregnant people are at an increased risk for severe illness from COVID-19 when compared to non-pregnant people. Pregnant people with COVID-19 might also be at increased risk for other poor outcomes related to pregnancy, such as preterm birth.

Experts think COVID-19 vaccines are unlikely to pose a specific risk for pregnant people. However, there are currently limited data on the safety of COVID-19 vaccines in pregnant people.

So far, systems in place to monitor vaccine safety have not identified any specific safety concerns for pregnant people. If you are unsure, you should speak with your health care provider.

## Can COVID-19 vaccines cause infertility?

According to the Centers for Disease Control and Prevention, there is currently no evidence that any vaccines, including COVID-19 vaccines, cause fertility problems. If you are trying to become pregnant, you do not need to avoid pregnancy after receiving a COVID-19 vaccine.



## Can COVID-19 vaccines give me COVID-19 or affect my DNA?

No, COVID-19 vaccines cannot give you COVID-19 and do not affect your DNA.

There are currently two types of COVID-19 vaccines authorized and recommended to prevent COVID-19 in the U.S.:

- mRNA COVID-19 vaccines.
- Viral vector COVID-19 vaccines.

Essentially, both vaccine types are instructions for your body's immune system on how to make examples of the spike proteins found on the surface of the COVID-19 virus. The main difference between these two types of vaccines is how these instructions get delivered to your body's immune system.

mRNA COVID-19 vaccines (like Pfizer-BioNTech and Moderna):

- Do not contain any virus, so they cannot give you COVID-19.
- Use mRNA to deliver instructions to your body on how to make the spike proteins.
  - mRNA never enters the nucleus of your cells, which is where your DNA is kept.
  - After the mRNA delivers the instructions, your cells break it down and get rid of it.
- Cannot change your DNA in any way.

Viral vector COVID-19 vaccines (like Johnson & Johnson's Janssen):

- Use a harmless version of a different virus (called a "vector") to deliver instructions to your body on how to make the spike proteins.
- Do not contain the COVID-19 virus and cannot give you COVID-19.
- Cannot change your DNA in any way.

## If I already had COVID-19 and recovered, do I still need to get a COVID-19 vaccine?

You should be vaccinated regardless of whether you already had COVID-19. That is because we are still learning how long you are protected from getting sick again after recovering from COVID-19. Even if you have already recovered from COVID-19, it is possible—although rare—that you could be infected again.

If you were treated for COVID-19 with monoclonal antibodies or convalescent plasma, you should wait 90 days before getting a COVID-19 vaccine. Talk to your health care provider if you are unsure what treatments you received or if you have more questions about getting a COVID-19 vaccine.

## When am I considered fully vaccinated?

You are fully vaccinated when your body has built up protection against the virus. That is two weeks after:

- The second dose of the Pfizer-BioNTech or Moderna vaccines.
- The single-dose of Johnson & Johnson's Janssen vaccine.

## What if I am not fully vaccinated?

Until you are fully vaccinated, keep using COVID-19 mitigation strategies: wear a mask, stay six feet apart from others, avoid crowds and poorly ventilated spaces, and wash your hands often.











## Do I still need to watch for COVID-19 symptoms?





Yes, regardless of vaccination status, you should continue to watch for symptoms of COVID-19. If you develop symptoms, you should stay away from others and be evaluated. This may include getting tested for COVID-19.











## Do COVID-19 vaccines work against new variants of the COVID-19 virus?

According to the Centers for Disease Control and Prevention, current data suggest that COVID-19 vaccines used in the U.S. are effective against known variants of the COVID-19 virus.

## COVID-19 Vaccine Sample Social Media Messages

Content Topic	Facebook	Twitter
COVID-19 Call Center	<p>Did you know there's a COVID-19 Call Center available 24/7 at 1-866-779-6121? It's also available in Spanish and Haitian Creole!</p> <p><i>Attach COVID-19 Call Center Card Graphic</i></p>	<p>Did you know there's a COVID-19 Call Center available 24/7 at 1-866-779-6121? It's also available in Spanish and Haitian Creole!</p> <p><i>Attach COVID-19 Call Center Card Graphic</i></p>
How mRNA Vaccines Work	<p>Not sure how mRNA COVID-19 vaccines work? Don't worry, it has nothing to do with your DNA.</p> <p>Learn how these vaccines work </p> <p><i>Attach How mRNA Vaccines Work Graphic</i></p>	<p>Not sure how mRNA COVID-19 vaccines work? Don't worry, it has nothing to do with your DNA.</p> <p>Learn how these vaccines work </p> <p><i>Attach How mRNA Vaccines Work Graphic</i></p>
How Viral Vector Vaccines Work	<p>Curious how viral vector COVID-19 vaccines work? We got you covered!</p> <p>Learn how these vaccines work </p> <p><i>Attach How Viral Vector Vaccines Work Graphic</i></p>	<p>Curious how viral vector COVID-19 vaccines work? We got you covered!</p> <p>Learn how these vaccines work </p> <p><i>Attach How Viral Vector Vaccines Work Graphic</i></p>
One Pathway Forward	<p>While we can't get back moments missed during the pandemic, COVID-19 vaccination is one pathway to protect our future.</p> <p> Preregister for an appointment at <a href="https://myvaccine.fl.gov">https://myvaccine.fl.gov</a>.</p>	<p>While we can't get back moments missed during the pandemic, COVID-19 vaccination is one pathway to protect our future.</p> <p> Preregister for an appointment at <a href="https://myvaccine.fl.gov">https://myvaccine.fl.gov</a>.</p>
Vaccine Benefits	<p>Protect yourself and your loved ones by getting a COVID-19 vaccine.</p> <p> Preregister for an appointment at <a href="https://myvaccine.fl.gov">https://myvaccine.fl.gov</a>.</p> <p><i>Attach COVID-19 Vaccines Fast Facts Graphic</i></p>	<p>Protect yourself and your loved ones by getting a COVID-19 vaccine.</p> <p> Preregister for an appointment at <a href="https://myvaccine.fl.gov">https://myvaccine.fl.gov</a>.</p> <p><i>Attach COVID-19 Vaccines Fast Facts Graphic</i></p>
Vaccine Benefits	<p>Vaccination works better when we do it together.</p> <p> Find a site near you <a href="https://floridahealthcovid19.gov/vaccine-locator">https://floridahealthcovid19.gov/vaccine-locator</a>.</p>	<p>Vaccination works better when we do it together.</p> <p> Find a site near you <a href="https://floridahealthcovid19.gov/vaccine-locator">https://floridahealthcovid19.gov/vaccine-locator</a>.</p>

Content Topic	Facebook	Twitter
Vaccine Fraud	If you're denied a COVID-19 vaccine or asked to pay any fee, please contact the @OIGatHHS hotline at 1-800-447-8477 or <a href="https://tips.hhs.gov">https://tips.hhs.gov</a> .	If you're denied a COVID-19 vaccine or asked to pay any fee, please contact the @OIGatHHS hotline at 1-800-447-8477 or <a href="https://tips.hhs.gov">https://tips.hhs.gov</a> .
Vaccine Locator	Not sure where COVID-19 vaccines are being offered?  ➡ Use the Vaccine Locator to find a site near you <a href="https://floridahealthcovid19.gov/vaccine-locator">https://floridahealthcovid19.gov/vaccine-locator</a> .	Not sure where COVID-19 vaccines are being offered?  ➡ Use the Vaccine Locator to find a site near you <a href="https://floridahealthcovid19.gov/vaccine-locator">https://floridahealthcovid19.gov/vaccine-locator</a> .
Vax Facts	COVID-19 vaccines have gone through the same safety standards as other vaccines. Know the #VaxFacts.  ➡ Learn more at <a href="http://www.cdc.gov/coronavirus/2019-ncov/vaccines/safety/safety-of-vaccines.html">www.cdc.gov/coronavirus/2019-ncov/vaccines/safety/safety-of-vaccines.html</a> .	COVID-19 vaccines have gone through the same safety standards as other vaccines. Know the #VaxFacts.  ➡ Learn more at <a href="http://www.cdc.gov/coronavirus/2019-ncov/vaccines/safety/safety-of-vaccines.html">www.cdc.gov/coronavirus/2019-ncov/vaccines/safety/safety-of-vaccines.html</a> .
Vax Facts	Did you know COVID-19 vaccines are free of charge to people living in the U.S.? Know the #VaxFacts.  ➡ Learn more at <a href="http://www.cdc.gov/coronavirus/2019-ncov/vaccines/keythingstoknow.html">www.cdc.gov/coronavirus/2019-ncov/vaccines/keythingstoknow.html</a> .	Did you know COVID-19 vaccines are free of charge to people living in the U.S.? Know the #VaxFacts.  ➡ Learn more at <a href="http://www.cdc.gov/coronavirus/2019-ncov/vaccines/keythingstoknow.html">www.cdc.gov/coronavirus/2019-ncov/vaccines/keythingstoknow.html</a> .
Vax Facts	Don't have time to read all things COVID-19 vaccine? We get it. Check out these fast facts for short, sweet, and to the point vaccine information!  Know the #VaxFacts. ↓  <i>Attach COVID-19 Vaccines Fast Facts Graphic</i>	Don't have time to read all things COVID-19 vaccine? We get it. Check out these vaccine fast facts!  Know the #VaxFacts. ↓  <i>Attach COVID-19 Vaccines Fast Facts Graphic</i>
Vax Facts	Know the #VaxFacts, you're considered fully vaccinated two weeks after:   The second dose of the Pfizer-BioNTech or Moderna COVID-19 vaccines.   The single-dose of Johnson & Johnson's Janssen COVID-19 vaccine.	Know the #VaxFacts, you're considered fully vaccinated two weeks after:   The second dose of the Pfizer-BioNTech or Moderna COVID-19 vaccines.   The single-dose of Johnson & Johnson's Janssen COVID-19 vaccine.
Vax Facts	Know the #VaxFacts, you're considered fully vaccinated two weeks after your final dose of COVID-19 vaccine.  ➡ Learn more at <a href="http://www.cdc.gov/coronavirus/2019-ncov/vaccines/fully-vaccinated.html">www.cdc.gov/coronavirus/2019-ncov/vaccines/fully-vaccinated.html</a> .	Know the #VaxFacts, you're considered fully vaccinated two weeks after your final dose of COVID-19 vaccine.  ➡ Learn more at <a href="http://www.cdc.gov/coronavirus/2019-ncov/vaccines/fully-vaccinated.html">www.cdc.gov/coronavirus/2019-ncov/vaccines/fully-vaccinated.html</a> .

Content Topic	Facebook	Twitter
Vax Facts Motion Graphic	<p>Why read about COVID-19 vaccines when you can watch this quick video instead?!</p> <p>Know the #VaxFacts.   </p> <p><i>Attach COVID-19 Vaccines Fast Facts Motion Graphic</i></p>	<p>Why read about COVID-19 vaccines when you can watch this quick video instead?!</p> <p>Know the #VaxFacts.   </p> <p><i>Attach COVID-19 Vaccines Fast Facts Motion Graphic</i></p>
V-safe	<p>V-safe is a smartphone-based tool that uses text messaging and web surveys to provide personalized health check-ins after you receive a COVID-19 vaccine. It'll also remind you to get your second dose if you received a two-dose vaccine.</p> <p> Learn more at <a href="https://vsafe.cdc.gov">https://vsafe.cdc.gov</a>.</p>	<p>V-safe is a smartphone-based tool that uses text messaging and web surveys to provide personalized health check-ins after you receive a COVID-19 vaccine. It'll also remind you to get your second dose if you received a two-dose vaccine.</p> <p> Learn more at <a href="https://vsafe.cdc.gov">https://vsafe.cdc.gov</a>.</p>
Testimony Quote	<p>"I did it to protect my community and those at greater risk."</p> <p>Preregister for a COVID-19 vaccine appointment at <a href="https://myvaccine.fl.gov">https://myvaccine.fl.gov</a>.</p> <p><i>Attach Photo of Person Providing Testimony Quote</i></p>	<p>"I did it to protect my community and those at greater risk."</p> <p>Preregister for a COVID-19 vaccine appointment at <a href="https://myvaccine.fl.gov">https://myvaccine.fl.gov</a>.</p> <p><i>Attach Photo of Person Providing Testimony Quote</i></p>
Testimony Quote	<p>"I got the vaccine to do my part in stopping COVID-19."</p> <p> Find a vaccine site at <a href="https://floridahealthcovid19.gov/vaccine-locator">https://floridahealthcovid19.gov/vaccine-locator</a>.</p> <p><i>Attach Photo of Person Providing Testimony Quote</i></p>	<p>"I got the vaccine to do my part in stopping COVID-19."</p> <p> Find a vaccine site at <a href="https://floridahealthcovid19.gov/vaccine-locator">https://floridahealthcovid19.gov/vaccine-locator</a>.</p> <p><i>Attach Photo of Person Providing Testimony Quote</i></p>
Thank You	<p>Thank you for getting vaccinated and doing your part to combat COVID-19! Continue to help us build our defenses against COVID-19 by encouraging your family and friends to get vaccinated too.</p> <p><i>Attach Vaccination Thank You Card Graphic</i></p>	<p>Thank you for getting vaccinated and doing your part to combat COVID-19! Continue to help us build our defenses against COVID-19 by encouraging your family and friends to get vaccinated too.</p> <p><i>Attach Vaccination Thank You Card Graphic</i></p>

## COVID-19 Resources

### Human and Public Services Resources

- [211](#) is a resource available 24/7 that connects people to essential health and human services.
  - Call toll-free 2-1-1 or visit [211.org](#) for a free, 24/7, confidential helpline and website.
- [FDOH COVID-19 Webpage - Public Services Tab](#)
  - Includes information on Florida's Community Health Centers, which deliver high-quality, community-based comprehensive health care services to all patients, regardless of their ability to pay.

### State COVID-19 Resources

- [APD COVID-19 Webpage](#)
- [FDEM COVID-19 Vaccine Information Webpage](#)
  - Webpage available in multiple languages.
- [FDEM COVID-19 Webpage](#)
  - Webpage available in multiple languages.
- FDOH COVID-19 Call Center
  - Available 24/7 at 1-866-779-6121 in English, Spanish, and Haitian Creole.
- [FDOH COVID-19 Vaccines in Florida Webpage](#)
  - Webpage available in English, Spanish, and Haitian Creole.
- [FDOH COVID-19 Vaccine Locator Webpage](#)
  - Webpage available in English, Spanish, and Haitian Creole.
- FDOH COVID-19 Vaccine Report Available at [FloridaHealthCOVID19.gov](#)
- [FDOH COVID-19 Webpage](#)
  - The webpage is available in English, Spanish, and Haitian Creole.
- FDOH Medical Quality Assurance [Health Care Provider COVID-19 Notifications Webpage](#)
- Statewide Preregistration System Available at [MyVaccine.FL.gov](#)
  - Webpage available in English, Spanish, and Haitian Creole.

### Federal COVID-19 Resources

- [CDC COVID-19 Vaccines Webpage](#)
- [FDA COVID-19 Vaccines Webpage](#)
- [FDA Pfizer-BioNTech COVID-19 Vaccine Webpage](#)
  - Fact sheets available in multiple languages.
- [FDA Moderna COVID-19 Vaccine Webpage](#)
  - Fact sheets available in multiple languages.
- [FDA Janssen \(Johnson & Johnson\) COVID-19 Vaccine Webpage](#)
  - Fact sheets available in multiple languages.
- [Federal Retail Pharmacy Program for COVID-19 Vaccination Webpage](#)

### Communication Resources

- [Ad Council COVID-19 Vaccine Education Initiative Webpage](#)
- [CDC COVID-19 Vaccination Toolkits Webpage](#)
- [CDC COVID-19 Vaccinate with Confidence Webpage](#)
- [CDC Finding Credible Vaccine Information Webpage](#)
- [FDOH COVID-19 Vaccines Infographics](#)
  - Infographics available in English, Spanish, and Haitian Creole.

*Acronyms: Agency for Persons with Disabilities (APD); Centers for Disease Control and Prevention (CDC); Florida Division of Emergency Management (FDEM); Florida Department of Health (FDOH); and U.S. Food and Drug Administration (FDA).*

## Communication Assets

The following communication assets have been designed to accommodate various levels of health literacy and can be used to provide quick information about COVID-19 vaccines with diverse audiences.

### Motion Graphic Public Service Announcement

- [COVID-19 Vaccines Fast Facts](#): A public service announcement video providing important information on COVID-19 vaccines.

### Fact Sheets and Infographics

- [After Vaccination Help One-Pager](#): A one-pager that describes common side effects of COVID-19 vaccines, how to use V-safe and the Vaccine Adverse Event Reporting System (VAERS) to report vaccine side effects, and how to use the COVID-19 call center to speak to a medical professional for vaccine side effect concerns.
- [COVID-19 Call Center Card](#): A resource card that describes information and services available through the COVID-19 call center.
- [COVID-19 Vaccines Diminish Risk of Hospitalization](#): An infographic describing how COVID-19 vaccines dramatically diminish the risk of hospitalization that can be disseminated via social media.
- [COVID-19 Vaccines Fast Facts](#): A fact sheet providing important, high-level information on COVID-19 vaccines.
- [COVID-19 Vaccines Protect You and Others I](#): An infographic describing how COVID-19 vaccines protect a person and the people around them that can be disseminated via social media.
- [COVID-19 Vaccines Protect You and Others II](#): A second infographic describing how COVID-19 vaccines protect a person and the people around them that can be disseminated via social media.
- [COVID-19 Vaccines Safe and Effective](#): An infographic describing how COVID-19 vaccines are safe and effective that can be disseminated via social media.
- [Florida Health Services Resource Card](#): A resource card highlighting no-cost and low-cost health services available through the Florida Department of Health.
- [Florida Medicaid Transportation Flyer](#): A flyer describing the process of using Florida Medicaid transportation services to get a COVID-19 vaccine.
- [How mRNA Vaccines Work](#): A fact sheet describing how mRNA COVID-19 vaccines work, such as the Pfizer-BioNTech and Moderna vaccines.
- [How Viral Vector Vaccines Work](#): A Centers for Disease Control and Prevention infographic describing how viral vector COVID-19 vaccines work, such as Johnson & Johnson's Janssen vaccine.
- [Vaccination Thank You Card](#): A resource card that can be disseminated at vaccination sites.

### Stickers

- **COVID-19 Vaccine Stickers**: Centers for Disease Control and Prevention "I got my COVID-19 vaccine" stickers that can be provided to people who have been vaccinated.
  - [COVID-19 Vaccine Stickers in Orange](#)
  - [COVID-19 Vaccine Stickers in White](#)
  - [COVID-19 Vaccine Stickers in Word Blocks](#)