

COVID-19 RESOURCE TOOLKIT

Resources for providers and
organizations to promote
pediatric wellness &
preventative care

Louisiana Chapter

INCORPORATED IN LOUISIANA

American Academy of Pediatrics

DEDICATED TO THE HEALTH OF ALL CHILDREN®



Louisiana
Vaccine Alliance

INTRODUCTION

This toolkit builds on the work that has been done thus far and is meant to provide pediatricians with easy to use resources to reach out to families. The Louisiana AAP believes in the value and importance of the well child visits and the role preventative care has to keep children healthy.



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TEMPLATES

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SAMPLE LANGUAGE FOR LETTERS, EMAILS, OR OTHER COMMUNICATION

VERSION A – FROM VACCINATED PHYSICIAN

Before I made the decision to get a COVID-19 vaccine, I took time to review the facts and the science. I was convinced that the vaccines are very effective and safe. In fact, after being fully vaccinated, none of the tens of thousands of trial participants were hospitalized or died from COVID-19. That gave me the confidence I needed to get the vaccine as soon as it was offered to me.

If you're still trying to decide if you'll get a COVID vaccine, I strongly recommend that you get vaccinated as soon as it's available to you. Your health, and the health of our community, is incredibly important to me, and the COVID-19 vaccine will help protect you and your loved ones from getting sick. And it will help us all get back to doing the things we love.

I want to make sure you have the information you need to make the decision that's right for you. If you have any questions, please contact our office at [[phone number](#)].

If you need to schedule an appointment to be vaccinated, [[information on how to schedule an appointment](#)].

VERSION B – GENERIC

Getting a vaccine is an important and personal decision, and when I heard the FDA had authorized vaccines for COVID-19, I had questions. I did my research and found that the vaccines available today are safe and very effective. Serious side effects are rare and treatable, and minor side effects, like a sore arm, usually go away within a few days.

Your health, and the health of our community, is incredibly important to me. The COVID-19 vaccine will help protect you and your loved ones from getting sick. And it will help us all get back to doing the things we love.

If you haven't been vaccinated yet, I strongly recommend that you get a COVID-19 vaccine when it's available to you. If you have any questions, please contact our office at [[phone number](#)].

If you need to schedule an appointment to be vaccinated, [[information on how to schedule an appointment](#)].

PROVIDERS CAN MODIFY THESE MESSAGES TO RECALL PEDIATRIC PATIENTS BACK TO THE OFFICE FOR NEEDED IMMUNIZATIONS AND CHECKUPS

“Hi there! My name is [your name] and I am calling from [your doctor/clinic name]. I am calling to let you know that your child is due for some routine vaccines. We are committed to keeping your family healthy, especially during a pandemic, so we are taking extra precautions to make it safe to come in! Please call us back at [your number] to schedule a visit.”

“Hi there, this is [your name] from [your doctor/clinic name]. We are calling to let you know that we are open and ready to continue with checkups and vaccines for your child. We want to reassure you that we are taking every precaution to keep your family safe while visiting our office. Please call us at [your number] to schedule a visit as soon as possible. Thank you.”

“Hi there, this is [your name] from [your doctor/clinic name]. We are calling to let you know that we are open and taking extra precautions to keep your family safe during visits. Our records show that [child’s name] is due for a checkup and routine vaccines! Don’t wait to vaccinate. Please call us at [your number] to schedule a visit as soon as possible. Thank you.”

“Hello, this is [your name] from [your doctor/clinic name]. As the school year gears up, we wanted to reach out and encourage you to schedule an appointment for your child’s routine vaccinations. These vaccines will help keep your child healthy and ready to learn! Please call us at [your number] to schedule a visit as soon as possible. Thank you!”

“Hello, this is [your name] from [your doctor/clinic name]. Flu season and holidays are here, and we want to do whatever we can to help keep your family protected. We strongly recommend that all children get the flu vaccine and stay up to date on routine vaccines. This is the best way to keep you child(ren) and family. If you would like to schedule a time to get a vaccine for you or your child, please call us at [your number] to schedule a visit. Thank you!”

TALKING POINTS FOR SOCIAL MEDIA, PRESS RELEASES, AND OTHER COMMUNICATIONS

Don't wait—vaccinate

- Getting immunized is important especially as restrictions are eased. It's the best way to prevent spread of vaccine-preventable diseases.
- Even while Louisiana is responding to COVID-19, it's essential that parents make sure their children continue to be protected from serious vaccine-preventable diseases, such as measles and whooping cough.
- While staying at home and limiting social outings during the COVID-19 outbreak has helped to slow the spread of the virus, it also has resulted in delays and decreases in the number of children and adults getting their recommended vaccines.
- Louisiana and US data from 2020 show troubling decreases in the administration of childhood and adult vaccines during the COVID-19 pandemic, indicating that communities may be vulnerable to serious disease.
- Each wave of COVID-19 and associated restrictions might add to the number of children and adults with delayed immunizations.
- Postponing routine vaccinations puts you, families and communities at risk for infection with preventable deadly diseases.
- As restrictions ease and people begin to gather, infants and children who are not protected by vaccines could be vulnerable to diseases like measles and whooping cough.
- Similarly, adults who aren't vaccinated now may be more vulnerable to diseases like shingles and pneumonia.

It's safe to come in

- We understand you may feel a little uneasy about coming into the doctor's office these days. Hospitals, clinics and other healthcare settings across the state have taken extra care to ensure patients are safe when visiting.
- Additional safety measures may include separating times for sick and healthy patients, masking requirements, additional disinfecting between appointments, physical distancing in waiting rooms and many other precautionary measures to make sure patients stay safe. Some clinics offer drive-through clinics, where you can get care without leaving your car.

- Parents should talk to their children’s doctor and work together to make sure their children are up-to-date on all their vaccines.

Call your doctor

- Make a vaccine appointment today to keep you and your family protected during and after the pandemic.
- As Louisianians return to activities and gatherings, there may be many children who need to catch up on immunizations, increasing wait times for appointments.
- Delaying vaccines puts children at risk of exposure to dangerous vaccine-preventable diseases circulating in the community.
- For those who are out of work or without health insurance, it’s important to know you can still get your child vaccinated. The Vaccines for Children (VFC) program offers free vaccines to families who cannot afford to pay for their children’s vaccines (through 19 years of age). Talk to your healthcare provider to find out more.

TALKING TO PATIENTS

Every patient interaction is an opportunity to share information and answer questions about COVID-19 vaccines. Here are research-based suggestions for productive conversations about COVID-19 vaccines.

- **START FROM A PLACE OF EMPATHY AND UNDERSTANDING.**

Acknowledge the disruption that COVID-19 has caused in all our lives. Remind patients that getting vaccinated is the most important thing they can do to move back toward normal activities. Recognize that it's normal for someone to have concerns about a new vaccine for a new virus. Encourage them to ask questions, and answer in a way they can understand.

- **ACKNOWLEDGE THAT GETTING VACCINATED IS A PERSONAL DECISION.**

A physician's role is to provide information and answer questions so patients can make the decision that's right for them and their loved ones.

- **STATE CLEARLY WHAT WE KNOW AND WHAT WE DON'T KNOW.**

Don't overemphasize "potentials" (either potential risks or potential benefits). Contrast the known long-term effects of COVID-19 with the unknown potential risks of the vaccines.

- **FOCUS ON THE BENEFITS OF GETTING A COVID VACCINE.**

Not just the consequences of not getting vaccinated. Emphasize that the benefits of getting the vaccine far exceed the risks.

- **EXPLAIN THE HEALTH RISKS ASSOCIATED WITH DECLINING TO BE VACCINATED.**

And tailor that conversation for the patient you're talking to, from your perspective as their physician.

- **MAKE IT PERSONAL.**

Be prepared for the questions "Did you get vaccinated?" and "Did your family members?" If you're comfortable, consider discussing your own decision to be vaccinated.

- **AFTER YOU'VE TALKED, TELL THEM THAT YOU ARE OPEN TO CONTINUING THE CONVERSATION, AND ENCOURAGE THEM TO TAKE AT LEAST ONE STEP.**

That may include scheduling a vaccination appointment, reviewing information you provide about the safety and importance of the vaccines, or learning when they will be eligible and what to expect.

- **BE DIRECT:**

- o I strongly recommend that you get a COVID-19 vaccine when it's available to you.
- o This vaccine is especially important for you because of your [[job function/underlying health condition](#)].
- o I believe in this vaccine so strongly that I got it as soon as I could, and I made sure everyone in my family did as well.

CUSTOMIZABLE COVID-19 VACCINE LETTER TO SEND TO PARENTS/CAREGIVERS

This sample letter template has information about COVID-19 vaccines for children ages 5 through 11 years and is designed for providers and partners to send to parents/caregivers. It can be edited to add any additional information you would like to include.

FROM: [insert office, clinic, vaccination event name]

SUBJECT: COVID-19 vaccines for children ages 5 to 11 years: What you need to know

COVID-19 vaccines are now available for children ages 5 years and older. We are excited to offer vaccines at our [insert office, clinic, or other location] to help protect your child from COVID-19. As we return to activities, larger gatherings and holidays, getting vaccinated provides an important layer of protection for your child, your family, and others. Schedule [insert link to organizational scheduler] or call [insert phone number] to schedule your child's COVID-19 vaccine today.

We know parents and caregivers have questions and want more information. Here's what you need to know.

- Children can still get very sick from COVID-19.
- Children can get infected with COVID-19, get very sick, suffer short- and long-term health complications, and spread COVID-19 to others.
- {INSERT QUOTE FROM SPOKESPERSON. Suggested quote: "We've seen a range of symptoms among children, from very mild to serious illness, and in some cases even requiring hospitalization. That's why we recommend the vaccine for children ages 5 years and older to protect them."} says [NAME and TITLE].

The COVID-19 vaccine is safe and effective for children ages 5 through 11 years. COVID-19 vaccination has been studied carefully in children. The U.S. Food and Drug Administration (FDA), Centers for Disease Control and Prevention (CDC), and the expert panel that works with them have reviewed the data from clinical trials. They all agree that vaccination for children ages 5 through 11 years is safe and effective.

Here are some important points they used to make their recommendations:

- In clinical trials, vaccination was more than 90% effective in preventing COVID-19 in children ages 5 through 11 years.

- Unlike many medications, COVID-19 vaccine dosage does not vary by patient weight but by age on the day of vaccination. Children ages 5 through 11 years get an age-appropriate dose that is the right amount that was found to best protect children in clinical trials.
- The COVID-19 vaccine for children ages 5 through 11 years has the same active ingredients as the vaccine given to adults and adolescents. However, the vaccine that is given to adults and adolescents cannot be given to children.
- The safety of COVID-19 vaccine continues to be monitored. This includes the risk of myocarditis and pericarditis in children ages 5 through 11 years. However, serious health events, including severe allergic reactions and myocarditis and pericarditis, after COVID-19 vaccination are rare.
- The benefits of COVID-19 vaccination among children outweigh the known and potential risks.
- Your child may get the COVID-19 vaccine and other vaccines, including flu vaccine, at the same time.

Your child may have some side effects. These are normal signs that their body is building protection. Some common side effects are

- Pain, redness, or swelling on the arm
- Tiredness
- Headache
- Muscle pain, chills, or fever
- Nausea

Some children will have no side effects and severe allergic reactions are rare. If your child experiences a severe allergic reaction after getting a COVID-19 vaccine, we are ready to respond. Most of the time, the only things your child might need after vaccination is rest, a non-aspirin pain reliever, and a cool washcloth at the injection site. Contact us if you need more information about treating potential side effects.

After vaccination, you can create or use your account to enter your child's information in v-safe. You can use this easy-to-use smartphone-based tool to report to CDC how your child is feeling after vaccination and will even remind you when your child is due for their second dose.

{INSERT OPTIONAL SECOND QUOTE FROM SPOKESPERSON. Suggested quote: "Here at [NAME OF ORGANIZATION], we have been planning and preparing for this moment. We are ready to help get children protected against COVID-19."} says [NAME and TITLE]. Schedule [insert link to organizational scheduler or insert number to call] your child's COVID-19 vaccine today. Contact us with any questions at [insert contact info].

FLYERS/ HANDOUTS

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FROM CONCERN TO CONFIDENCE: How Physicians Can Build Trust in COVID-19 Vaccines

Ending the COVID-19 pandemic requires us to vaccinate as many Americans as possible. The new vaccines offer our best path toward saving lives, opening schools and businesses, and rebuilding our economy.

The decision to get vaccinated is a personal one that is influenced by many factors. Research shows that Americans most trust their own doctor for information about COVID-19 and vaccines. People want unbiased facts about the safety and effectiveness of the vaccines – and information about whether vaccination is the right choice for them – from their doctor.

The nation is making good progress in getting more people vaccinated, but many still say they will probably not get the vaccine. While numerous national and local efforts are attempting to address people's concerns, the single most influential factor will be a *strong recommendation* from a medical professional.

HERE ARE **6** THINGS YOU CAN DO TO IMPROVE VACCINE ACCEPTANCE AMONG YOUR PATIENT FAMILIES.

- 1 Lead by example.**
Get vaccinated and encourage your entire staff to be vaccinated.
- 2 Prepare your health care team, pharmacy teams, and staff to have these conversations.**
Ask your staff members if they'd be willing to speak with their colleagues and patients about why they got vaccinated. All staff should be equipped to answer basic questions about COVID vaccines.
- 3 Share educational materials widely.**
Post information in the waiting room, the staff break room, and common areas in your facility. Publish information on your website, intranet, and social media platforms. Include a way for people to contact you with questions.
- 4 During patient visits, make the COVID-19 vaccine a new vital sign.** Ask every patient what their vaccination plan is. For those who say they will take it, make sure they know how and where to schedule an appointment. If they say they're not sure, discuss their concerns and answer their questions.
- 5 Partner with your health department, employers, and others to engage with community members.** Collaborate with trusted messengers – like faith-based leaders, local employers, and other community leaders – to tailor and share culturally relevant messages and materials.
- 6 Consider sending a letter or email to your patients.**
Start by expressing your concern for the health of your patients and their loved ones. Provide facts, refer them to additional resources, and offer to answer questions. See sample language on page 4.



MESSAGING THAT WORKS

In recent research, people have said that these messages would make them more likely to get vaccinated for COVID-19. This can be used in social media, emails, or almost any other communication.

- *The vaccines are highly effective in preventing illness -- even more effective than the annual flu vaccine.*
- *The COVID vaccine will help protect you from getting sick.*
- *The quickest way for life to return to normal is for most people to get vaccinated.*
- *Nearly all doctors who have been offered the vaccine have taken it.*
- *Millions of people have been vaccinated safely. Tens of thousands of people participated in the phase 3 trials for the three authorized vaccines. After being fully vaccinated, no trial participants were hospitalized or died from COVID-19.*

• ADDRESSING CONCERNS ABOUT SIDE EFFECTS:

- *Severe side effects are rare and treatable. Minor side effects usually go away within a few days.*
- *No one can say for sure if there will be any long-term effects will be, but there is no reason to think there will be.*
- *The FDA and CDC will continue to monitor the vaccines for safety to make sure that even very rare side effects are identified.*

• ADDRESSING CONCERNS ABOUT THE RAPID DEVELOPMENT OF VACCINES:

- *The COVID vaccines have been held to the same rigorous standards as other vaccines. The government didn't cut corners; it cut red tape to expedite the approval process.*
- *While the vaccines were developed quickly, they weren't created from scratch. Researchers have been studying and working with mRNA vaccines (Pfizer and Moderna) for decades, and scientists began creating viral vectors (Johnson & Johnson) in the 1970s.*
- *Viral vector vaccines have been used successfully to treat cancer and prevent diseases like the flu, Zika, and HIV; mRNA vaccines have been studied for the flu, Zika, rabies, and other diseases.*

• ADDRESSING MISINFORMATION:

It would be impossible to counter all the misinformation that's being spread about COVID vaccines. But these are some of the most important facts.

- *The vaccines cannot give you COVID-19.*
- *The vaccines don't affect or interact with your DNA in any way.*
- *The vaccine does not stay in your body.*

Stay up to date on misinformation and how to address it by following the Misinformation Alerts provided by the Public Health Communications Collaborative: <https://publichealthcollaborative.org>



COMMUNICATING ABOUT FDA APPROVAL TO BUILD CONFIDENCE IN COVID-19 VACCINES

August 23, 2021

The FDA's full approval of the Pfizer COVID-19 vaccine on August 23 presents an opportunity for public health experts and state, local, and federal officials to further emphasize the safety and effectiveness of the three COVID-19 vaccines.

In a new national poll conducted August 19-22 by Morning Consult on behalf of the de Beaumont Foundation, American adults identified the language that would be most likely to give them confidence in the FDA's approval process and the vaccines. The findings here reflect responses from unvaccinated adults.

UNVACCINATED ADULTS SAID THESE MESSAGES MAY MAKE THEM MORE CONFIDENT IN THE VACCINES' SAFETY.

- *FDA's full approval of the first COVID-19 vaccine is an important milestone that should reassure anyone who has concerns about getting vaccinated. (26% said more confident, 50% no impact either way)*
- *With the FDA granting full approval for a COVID-19 vaccine, Americans can be even more confident that the COVID-19 vaccines work and are safe. (25% more confident, 48% no impact)*
- *All three COVID-19 vaccines have been proven to be safe and effective, based on extensive clinical trials and the fact that nearly 200 million Americans have received at least one shot without major complications. (26% more confident, 47% no impact)*
- *All three COVID-19 vaccines work. They reduce the risk of getting COVID-19 and greatly reduce your risk of being hospitalized or dying. (25% more confident, 50% no impact either way)*
- *For people who have said they will "wait and see," the results are in – the COVID-19 vaccines work, and they're safe. (24% more confident, 51% no impact)*

UNVACCINATED ADULTS SAID THESE DESCRIPTIONS OF FDA APPROVAL WOULD GIVE THEM THE MOST CONFIDENCE IN THE VACCINES' SAFETY AND EFFECTIVENESS.

Showing percent who selected a statement as one of their top two.

- *For full approval of a new drug, the FDA requires extensive data on safety and effectiveness, inspection of manufacturing facilities, and a comprehensive review of all clinical and "real-world" use. (35%)*
- *When a vaccine receives the FDA's full approval, it's no different than the shot people have been getting for months. It just means we have even more data proving that it works and is safe. (25%)*
- *FDA's full approval means that a vaccine has cleared every level of review. (25%)*
- *Full approval represents the FDA's highest level of confidence in a drug's safety and effectiveness. (23%)*

WHICH OF THE FOLLOWING STATEMENTS WOULD MAKE YOU MOST LIKELY TO BE VACCINATED AGAINST COVID-19?

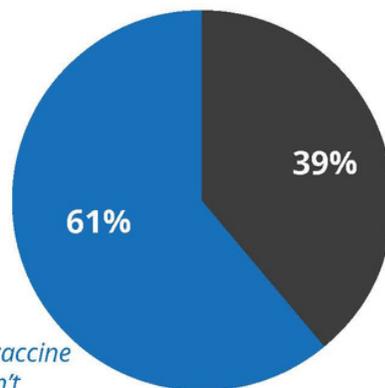
Showing percent who selected a statement as one of their top two.

- *While the long-term impacts of COVID-19 are still unclear, it's clear that once you get it, your life can be severely disrupted for months or years. (23%)*
- *The COVID-19 vaccines are extremely effective at preventing serious illness, hospitalization, and death – even from the Delta variant. (21%)*
- *The Delta variant is twice as contagious as the original COVID-19 virus. (21%)*
- *The FDA expects to be able to fully approve the first COVID-19 vaccine in early fall. (20%)*
- *The Delta variant now makes up over 90% of all COVID-19 cases. (18%)*
- *None of these statements would make me more likely to be vaccinated. (35%)*

SAMPLE SOCIAL MEDIA MESSAGES

- *If you've said you'll "wait and see" before getting a COVID-19 vaccine, now there's no reason to wait. With full FDA approval of the first of the three vaccines, you can have even more confidence that the vaccines work and are safe.*
- *Safe? Check. Effective? Check. Fully approved? Check. The first of the three COVID-19 vaccines has reached the highest level of approval. The vaccines are safe – and they work.*
- *Rigorous testing, real-world data, and billions of doses safely administered. With full FDA approval of the first vaccine, you can trust that the COVID-19 vaccines are safe and effective.*
- *After reviewing even more safety data, the FDA has given the Pfizer COVID-19 vaccine full approval – its ultimate vote of confidence. Join the millions who have already gotten a safe, effective, and free COVID-19 vaccine.*
- *The Delta variant has led to more COVID-19 infections, hospitalizations, and deaths – and unvaccinated Americans are most at risk. The good news: the FDA has fully approved the first COVID-19 vaccine. Get yours today to protect yourself and your loved ones.*

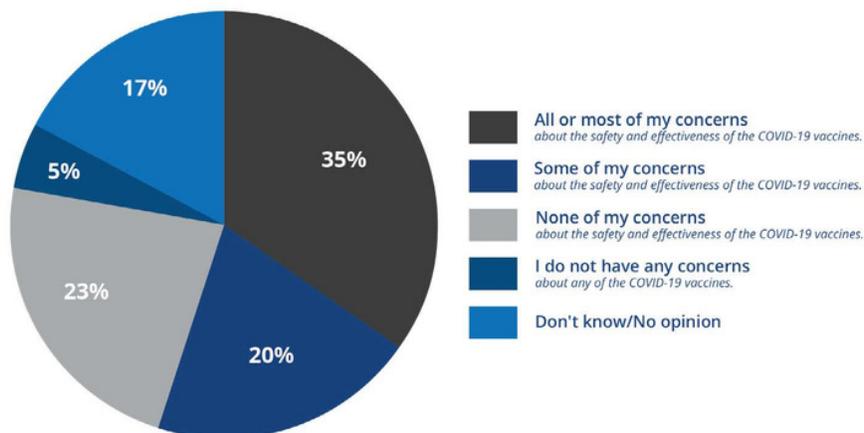
PROOF OF SAFETY OR JUST ANOTHER BUREAUCRATIC STEP?



Now that the vaccine has full approval – and not just “emergency use authorization” – people who have had concerns about the vaccines’ safety can have more confidence that they’re safe.

The FDA’s full approval of the COVID-19 vaccine is just another bureaucratic step. It doesn’t do anything to address concerns about the vaccines’ safety.

IF THE FDA GAVE ONE OF THE COVID-19 VACCINES FULL APPROVAL, WHICH OF THE FOLLOWING COMES CLOSEST TO YOUR VIEW, EVEN IF NONE ARE COMPLETELY CORRECT? FULL FDA APPROVAL OF ONE OF THE COVID-19 VACCINES WOULD ADDRESS...



On behalf of the de Beaumont Foundation, data intelligence company Morning Consult conducted an online survey between August 19-22, 2021 among a sample of 2,500 U.S. adults, including an oversample of 300 unvaccinated adults. Across the national sample and oversample, n=956 of unvaccinated adults. Results from the full survey have a margin of error of +/- 2%, and results among unvaccinated adults have a margin of error of +/- 3%.

LANGUAGE THAT WORKS TO IMPROVE VACCINE ACCEPTANCE

Communications Cheat Sheet

TIPS



TAILOR YOUR MESSAGE FOR YOUR AUDIENCE. *Americans' perceptions about vaccines and their safety differ by political party, race, age, and geography.*



EXPLAIN THE BENEFITS OF GETTING VACCINATED, NOT JUST THE CONSEQUENCES OF NOT DOING IT. *Say, "Getting the vaccine will keep you and your family safe," rather than calling it "the right thing to do." Focus on the need to return to normal and reopen the economy.*



TALK ABOUT THE PEOPLE BEHIND THE VACCINE. *Refer to the scientists, the health and medical experts, and the researchers – not the science, health, and pharmaceutical companies.*



AVOID JUDGMENTAL LANGUAGE WHEN TALKING ABOUT OR TO PEOPLE WHO ARE CONCERNED. *Acknowledge their concern or skepticism and offer to answer their questions.*



USE (AND REPEAT) THE WORD "EVERY" TO EXPLAIN THE VACCINE DEVELOPMENT PROCESS. *For example: "Every study, every phase, and every trial was reviewed by the FDA and a safety board."*

Use These Words MORE:

Use These Words LESS:

The benefits of taking it

Getting the vaccine will keep you safe

A return to normal

Your family

Medical experts

Research

Medical researchers

Damage from lockdowns

A transparent, rigorous process

Safety

Pharmaceutical companies

Advanced/groundbreaking

Vaccination

America's leading experts

Skeptical/concerned about the vaccine

The consequences of not taking it

Getting the vaccine is the right thing to do

Predictability/certainty

Your community

Scientists/health experts

Discover/create/invent

Drug companies

Inability to travel easily and safely

The dollars spent; number of participants

Security

Drug companies

Historic

Injection/inoculation

The world's leading experts

Misled/confused about the vaccine

The Language of COVID-19 Vaccine Acceptance

WHY TAKE THE VACCINE?

- “Getting vaccinated will help keep you, your family, and your community healthy and safe.”
- “By getting vaccinated, you can help end the damage to the economy, prevent more illnesses and deaths in America, and eliminate and eradicate COVID-19.”
- “Vaccines will help bring this pandemic to an end.”
- “At 95% efficacy, the vaccine is extraordinarily effective at protecting you from the virus.”



VACCINE DEVELOPMENT:

“The groundbreaking cooperation between leading medical experts here in America and pharmaceutical companies globally has made a return to normal possible thanks to the COVID-19 vaccine. The speed of development was due to the sharing of research on a scale never attempted before – and every study, and every phase of every trial, was carefully reviewed and approved by a safety board at the FDA. The process was transparent and rigorous throughout, with continual oversight and expert approval.”



VACCINE SAFETY:

“A safety board approved every study, and the FDA carefully reviewed the data from every phase of every vaccine trial. Data will continue to be collected two years after a vaccine is first administered to ensure that the long-term effects are safe.”



VACCINE DISTRIBUTION:

“Frontline workers and those most at-risk from the virus will get the vaccination first.”



SIDE EFFECTS:

“If you’re concerned about side effects, we hear you. The likelihood of a severe side effect is less than 0.5%. When mild side effects occur, they are a normal sign your body is building protection to the virus, and most go away in a few days.”

PUTTING IT TOGETHER:

“Imagine the day you can stop wearing a mask, or when you can gather indoors at your favorite restaurant again with friends and family for a celebratory meal. That day is coming ... but only if we do what needs to be done today to keep ourselves, our families, our communities, and our country healthy and safe.

“The groundbreaking cooperation between leading medical experts here in America and pharmaceutical companies globally has made a return to normal possible thanks to the COVID-19 vaccine. The speed of development was due to the sharing of research on a scale never attempted before – and every study, and every phase of every trial, was carefully reviewed and approved by a safety board and the FDA. The process was transparent and rigorous throughout, with continual oversight and expert approval. Data will continue to be collected two years after each vaccine is first administered to ensure that the long-term effects are safe.

“As we distribute the vaccine, frontline workers and those most at-risk from the virus will get the vaccination first.

“If you’re skeptical or concerned about side effects, we hear you. The likelihood of a severe side effect is less than 0.5%. When mild side effects occur, they are a normal sign your body is building protection to the virus, and most go away in a few days.

“Getting vaccinated will help keep you, your family, and your community healthy and safe. At 95% efficacy, the vaccine is extraordinarily effective at protecting you from the virus. By getting vaccinated, you can end the damage to the economy, prevent more illnesses and deaths in America, and eliminate and eradicate COVID-19.”

Based on a poll by the de Beaumont Foundation and Frank Luntz, in partnership with the American Public Health Association, the National Collaborative for Health Equity, and Resolve to Save Lives, an Initiative of Vital Strategies. A nationwide survey of 1,400 registered voters was conducted Dec. 21-22, 2020, with an oversample of 300 Black Americans and 300 Latinx Americans. Margin of error +3%. For more information, visit changingthecovidconversation.org.



Talking to Parents about the COVID-19 Vaccines for Children

Parents have a lot of questions about the recent news that Pfizer's COVID-19 vaccine is now recommended for children age 5-11. New data from Made to Save and the de Beaumont Foundation shows that many parents are still undecided about vaccinating their children, but are motivated by messages about **health** and **community**.

Message Themes

The research tested five message themes in a randomly controlled trial. These were the top three messages that parents motivated parents of children age 5-11 to consider vaccinating them:

Safety
Community
Fun School
Health

Health

COVID-19 is one of the top 10 causes of death among children. The COVID-19 vaccine is the best way to protect your child from getting sick, being hospitalized, or developing long-term symptoms.

This was the most effective message among white and Black parents of 5- to 11-year-olds, as well as more conservative parents.

Community

Having your child vaccinated will protect family members and friends, especially those who may be at high risk.

Almost all parents were motivated by this message, especially Latino, Asian, and Native American parents, parents with higher education, and vaccinated parents.

Fun

Being vaccinated will help kids be kids. It will enable them to safely do more of the activities they enjoy, like attending birthday parties, playing sports, and spending time indoors with friends and family members.

Parents of 5- to 11-year-olds, parents with more education, and parents who are vaccinated were more responsive to this message.

The messages above were more effective than messages about rigorous safety reviews and keeping kids in school, especially among parents of younger kids, vaccinated parents, and parents of color.

- **Among parents of 12-17 year olds**, the most effective messages were about protecting family members and friends and keeping kids in school.

Parents' Intentions to Vaccinate Children

46% of parents of children age 5-11 say they plan to get their child vaccinated against COVID-19.

Among the parents most likely to say yes:

- Very or somewhat liberal
- Vaccinated
- White, Asian, or Black

More than half are either undecided or do not plan to get their child the COVID-19 vaccine.

Among the parents most likely to say they don't plan to (29% of all respondents):

- Very conservative
- Unvaccinated
- Hispanic or Latino/a
- Mothers

26% said they were undecided.

Among the parents most likely to say they were undecided:

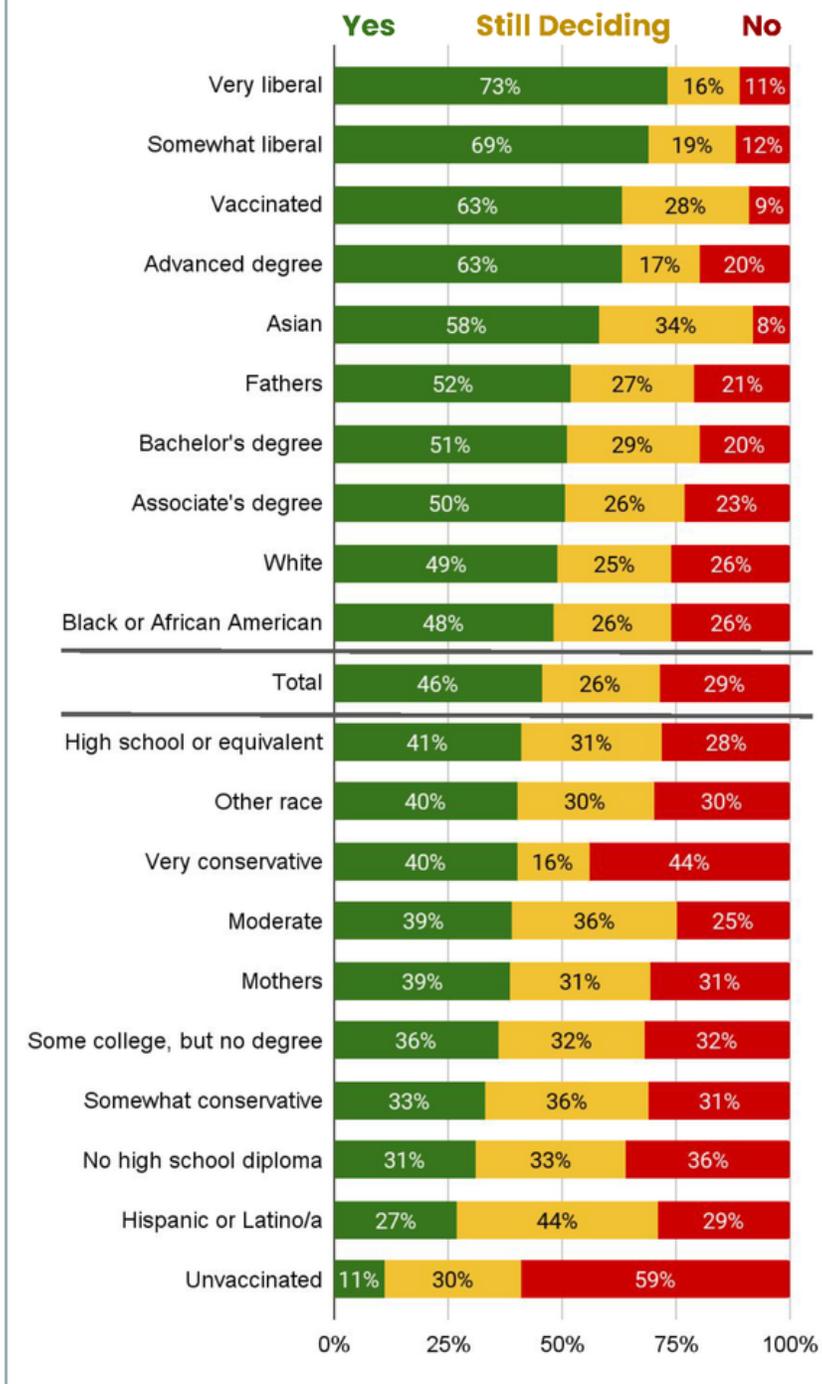
- Hispanic or Latino/a
- Moderate or somewhat conservative
- Less than a college education
- Mothers

52% of fathers said they plan to get their child vaccinated, compared with 39% of mothers.

Among undecided parents, 52% believe that the rewards of the COVID-19 vaccine outweigh the risk. 48% believe the risk outweighs the rewards.

Do you plan to vaccinate your child(ren) against COVID-19?

Among parents of child(ren) 5-11 years old



Survey was run Oct. 29-Nov. 1 among 3,033 parents of children aged 5-17 by Civis Analytics. Respondents were divided into six groups; one control group which received no message, and five treatment groups, each of which received a different message. Toplines on the second page are from the control group. Results are weighted to the U.S. parent population; margin of error +/-3 percentage points on the full sample.



Public Health
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Preparing for Questions Parents May Ask about Vaccines

Many parents won't have questions about vaccines when you give your strong recommendation and use language that assumes parents will accept vaccines for their child.

If a parent questions your recommendation, this does not necessarily mean they will not accept vaccines. They consider you their most trusted source of information when it comes to vaccines and sometimes parents simply want your answers to their questions. This sheet outlines some of the topics most parents ask about and tips for how to answer their questions.

Questions about the vaccine schedule and number of vaccines

Some parents may be concerned that there are too many vaccines or that their child will receive too many at one time. But, they may not understand that following the recommended vaccine schedule provides the best protection at the earliest possible time against serious diseases that may affect infants early in life.

PARENTS MAY ASK: *Can it harm my child to get several vaccines at one time? Does my child need all of the vaccines recommended?*

To respond, you can:

- Share that no evidence suggests that receiving several vaccines at one time will damage or overwhelm a healthy child's immune system.
- Explain what antigens are (parts of germs) and emphasize the small amount of antigens in vaccines compared to the antigens babies encounter every day in their environment.
- Remind parents that they must start each vaccine series on time to protect their child as soon as possible and their child must complete each multi-dose series for the best protection. There are no data to support that spacing out vaccines offers safe or effective protection from these diseases.

"There's no proven danger in getting all recommended vaccines today. Any time you delay a vaccine, you leave your baby vulnerable to disease. It's really best to stay on schedule."

Questions about whether vaccines are more dangerous for infants than the diseases they prevent

Because vaccines are very effective, many parents have not seen a case of a vaccine-preventable disease firsthand. Therefore, they may wonder if vaccines are necessary and if the risks of vaccinating infants outweigh the benefits of protection from vaccine preventable diseases.

PARENTS MAY ASK: *Are these diseases that dangerous? Is it likely that my baby will catch this disease? Will ingredients in vaccines hurt my baby more than possibly getting the disease could?* To respond, you can:

- Share your experience of how these serious diseases still exist and explain that outbreaks still occur in the U.S. For example:
 - From year to year, measles cases in the U.S. can range from roughly less than 100 to a couple hundred. However, in 2014, health departments reported cases in 667 people from 27 states.
 - Between 1970-2000, health officials reported fewer than 8,000 cases of whooping cough each year in the U.S. But since 2010, health officials have reported between 15,000 and 50,000 cases of whooping cough each year to CDC.
- Teach parents that diseases eliminated in the U.S. can infect unvaccinated babies if travelers bring the diseases from other countries. If you need up-to-date information on specific diseases, share *Disease Fact Sheets* with parents.
- Remind parents that many vaccine preventable diseases can be especially dangerous for young children and there's no way to tell in advance if their child will get a severe or mild case. Without vaccines, their child is at risk for getting seriously ill and suffering pain, disability, and even death from diseases like measles and whooping cough.

"I know you didn't get all these vaccines when you were a baby. Neither did I. However, we were both at risk of serious diseases like Hib and pneumococcal meningitis that can lead to deafness or brain damage. Today, we're able to protect your baby from 14 serious diseases before his second birthday with vaccines."

Questions about known side effects

It is reasonable for parents to be concerned about possible reactions or side effects listed on *Vaccine Information Statements*. Vaccines, like any medication, can cause some side effects. Many of these effects are minor, treatable, and last only a few days.

PARENTS MAY ASK: *Will my child be okay if she has a side effect? I know someone whose baby had a serious reaction—will my baby too?* To respond, you can:

- Remind parents that most side effects are mild and go away within a few days.
- Reassure parents that you and your staff are prepared to deal with serious vaccine reactions.
- Encourage parents to watch for possible side effects (fussiness, low-grade fever, soreness where the shot was given) and provide information on how they should treat them and how to contact you if they observe something they are concerned about.
- Share your own experience, or lack thereof, of seeing a serious side effect from a vaccine. Explain that serious side effects are very rare.

Reassure parents that the disease-prevention benefits of getting vaccines are much greater than the risks of possible side effects.



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"I'll worry if your child doesn't get vaccines today, because the diseases can be very dangerous—most, including Hib, whooping cough, and measles, are still infecting children in the U.S. We can look at the Vaccine Information Statements together and talk about how rare serious vaccine side effects are."

Questions about unknown serious long-term side effects

Parents who look for information about vaccine safety will likely encounter information that says vaccines can lead to serious long-term side effects. It is understandable that parents may find this alarming.

PARENTS MAY ASK: *Do vaccines cause long-term side effects? Will getting a vaccine permanently hurt my child's health?*

To respond, you can share that:

- Vaccines are not linked to increases in health problems such as autism, asthma, or auto-immune diseases.
- There is no evidence to suggest that vaccines threaten a long, healthy life. Conversely, we know lack of vaccination threatens a long and healthy life.

"We have years of experience with vaccines and no reason to believe that vaccines cause long-term harm. I understand your concern, but I truly believe that the risk of diseases is greater than any risks posed by vaccines. Vaccines will get your baby off to a great start for a long, healthy life."

Questions about vaccine ingredients

Parents may ask about the ingredients contained in vaccines. Let them know that vaccines contain very small amounts of the ingredients listed below and that all ingredients play necessary roles either in making the vaccine or in ensuring that the final product is safe and effective.

PARENTS MAY ASK: *Are the ingredients in vaccines safe? Aren't aluminum and mercury dangerous?*

- Preservatives prevent contamination of the vaccine. Thimerosal, a compound containing mercury, is a preservative only found in multi-dose vials of flu vaccine.
- Adjuvants or enhancers, such as aluminum salts, are used to help the body develop immunity and a better immune response.
- Stabilizers, such as sugars and gelatin, are used to keep the vaccine potent during transportation and storage.
- Residual cell culture materials, such as egg protein, are used to grow enough of the virus or bacteria to make the vaccine.
- Residual inactivating ingredients, such as formaldehyde, are used during the production process to kill viruses or inactivate toxins during the manufacturing process.
- Residual antibiotics, such as neomycin, are used during the vaccine manufacturing process to prevent contamination by bacteria.

"Each vaccine ingredient plays an important role in either making the vaccine or ensuring that it is safe and effective so it will protect your child."

Questions about whether vaccines cause autism

Although many parents are aware that numerous studies show vaccines have nothing to do with autism, some parents have lingering questions and concerns.

PARENTS MAY ASK: *I've heard some parents say their child's behavior changed after vaccines; how do you know vaccines don't cause autism?* Many rigorous studies show that there is no link between MMR vaccine or thimerosal and autism. If parents raise other possible hypotheses linking vaccines to autism, three items are key:

- Give patient and empathetic reassurance that you understand their infant's health is their top priority, and it also is your top priority, so putting children at risk of vaccine-preventable diseases without scientific evidence of a link between vaccines and autism is a risk you are not willing to take.
- Share that the onset of autism symptoms often coincides with the timing of vaccines but have nothing to do with vaccines.
- Give your personal and professional opinion that vaccines are very safe.

"Autism is a challenge for many families and people want answers—including me. But well designed and conducted studies that I can share with you show that MMR vaccine have nothing to do with autism."

Resources for questions about vaccines and autism:

- [Understanding Thimerosal, Mercury, and Vaccine Safety](#)
- [Understanding MMR Vaccine Safety](#)

Additional questions parents may ask

- *Isn't natural immunity better than the kind from vaccines?*
- *Do I have to vaccinate my baby on schedule if I'm breastfeeding him?*
- *Why are so many doses needed for each vaccine?*

If you have additional questions from parents, reference [Infant Immunization FAQs](#) for regularly updated answers to common questions.

For information on vaccines, vaccine safety, and vaccine preventable diseases, visit: www.cdc.gov/vaccines/conversations

Quick Conversation Guide on *Pediatric COVID-19 Vaccination*

Now that COVID-19 vaccination is available for everyone ages 5 years and older, parents may have questions for you. Hearing your answers to their questions can help parents feel more confident vaccinating their children and teens.

It's important to tell parents that you recommend COVID-19 vaccination for children ages 5 years and older to give them the most powerful protection we have against this disease.

Importance of Vaccination

Why does my child need to be vaccinated?

COVID-19 can be serious in children. Vaccination can help protect them from getting COVID-19 and help keep them from getting seriously sick if they do get infected. Vaccination can also help protect siblings who are not eligible for vaccination and other vulnerable family members. Vaccination can help keep kids in school and help them safely participate in sports, playdates, and other group activities.

Severity of COVID-19 Infection

COVID-19 isn't even really serious for kids, is it?

COVID-19 can make children very sick. Some children with COVID-19 need to be hospitalized and some children have died. Children can also develop serious complications like [multisystem inflammatory syndrome \(MIS-C\)](#)—a condition where different body parts become inflamed, including the heart, lungs, kidneys, brain, skin, eyes, or gastrointestinal organs. And some children can develop [post-COVID complications](#) (also called long-COVID).

Safety

Is it safe for my children to get vaccinated against COVID-19?

Scientists have conducted clinical trials with thousands of children, and the results show that the vaccine is safe and effective. In the clinical trials, no serious safety concerns were identified and the side effects that were reported were mild, didn't last long, and similar to those experienced after routine vaccines. The safety of COVID-19 vaccine continues to be monitored.

You can help efforts to monitor the safety of the vaccine by enrolling your children in [v-safe](#), a free, smartphone-based tool that uses text messaging and web surveys to check-in after vaccination.

Is the vaccine safe for children with allergies?

CDC recommends that people get vaccinated even if they have allergies to food, pets, insects, venom, pollen, dust, latex, and oral medicines. The vaccine does not contain eggs, preservatives, latex, or metals. However, if your child has a history of an allergic reaction to PEG (polyethylene glycol), they should not get the Pfizer-BioNTech vaccine.

For more information visit <https://www.cdc.gov/vaccines/covid-19/hcp/pediatrician.html>.



Last updated November 2021

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Potential Side Effects

What are the vaccine side effects?

[Side effects](#) in children may include a sore arm, tiredness, headache, muscle pain, nausea, and fever. These are normal signs that their body is building protection and should go away in a few days. Some children don't have any side effects.

What should I do if my child has side effects after vaccination?

If your child has a fever or achiness after vaccination, you can give them a non-aspirin pain reliever like acetaminophen or ibuprofen to help them feel better. If they have pain at the injection site, placing a clean, cool washcloth on the area can help. It is not recommended that you give pain relievers before vaccination to prevent side effects. In general, aspirin is **not recommended** for use in children and adolescents less than 18 years of age.

What is the risk of myocarditis or pericarditis?

Reports of [heart inflammation](#) in adolescents and young adults are rare. We don't yet know what the risk will be in younger children, but scientists are continuing to monitor this. Most adolescents who have developed this condition after vaccination have responded well to medicine and rest and felt better quickly.

Vaccine Development Process

How were the vaccines developed so quickly?

Scientists have been working for many years to develop vaccines against viruses like the one that causes COVID-19. Any COVID-19 vaccine that is available for children has gone through the same approval process that is required for other vaccines – including [routine childhood vaccines](#). None of the clinical trial steps were skipped and no corners were cut when it comes to safety.

Vaccine Product

Which COVID-19 vaccine will my child get?

The [Pfizer-BioNTech COVID-19 vaccine](#) is currently the only vaccine that [children ages 5 through 17 years](#) can get. The Pfizer-BioNTech vaccine for children ages 5 through 11 years has the same active ingredients as the vaccine given to adults and adolescents. However, the Pfizer-BioNTech vaccine that is given to adults and adolescents **cannot** be used for children ages 5 through 11 years. The vaccine for children comes in a different vial with a different color cap to make it clear which vaccine is for children ages 5 through 11 years and which is for people 12 years and older.

What is the difference between the dose for my child and the dose for adults?

Unlike many medications, COVID-19 vaccine dosage does not vary by patient weight but by age on the day of vaccination. Children ages 5 through 11 years get an age-appropriate dose. Just like for adolescents and adults, children ages 5 through 11 years will receive 2 doses of the vaccine three weeks apart.

Can my child get the COVID-19 vaccine at the same time as other vaccines?

Yes, COVID-19 vaccines can safely be given at the same time as other vaccines, including flu vaccine.

MESSAGING RECOMMENDATIONS

The [Ad Council](#) and [COVID Collaborative](#) are leading a massive communications effort to educate the American public and build confidence around the COVID-19 vaccines.

Guided by the leading minds in science and medicine and fueled by the best talent in the private sector, the **COVID-19 Vaccine Education Initiative** is designed to reach different audiences, including communities of color who have been disproportionately affected by COVID-19.

The following insights are based on extensive qualitative and quantitative research we conducted in December 2020 to ensure our messages are research-based and resonate with audiences. Specifically, we tested potential messaging with a variety of Americans nationwide, including white Americans, Black Americans and Hispanics.

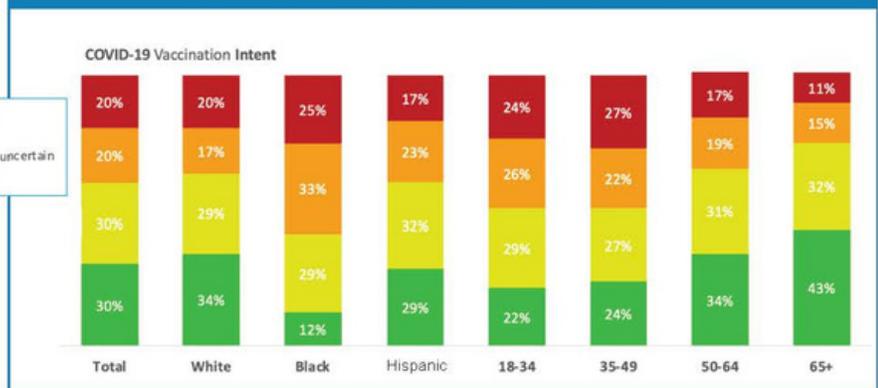
THE CHALLENGE

Extensive research shows pervasive hesitancy and reluctance around the COVID-19 vaccines among the American public, with many Americans having significant questions. A widespread “wait and see” mindset could create a significant public health challenge for the country. We need to overcome multiple attitudes; COVID-19 vaccine hesitancy is highly complex, with many factors coming into play, including fear, distrust, confusion, misinformation and complacency.

Overall, approximately half (50%) of the general public falls into the “movable middle”—they want to know if the vaccines are safe—and that the benefits outweigh the risk. Specifically, we define the movable middle as those who range from “skeptical” (20%) to “open but uncertain” (30%).



COVID-19 VACCINATION INTENT



PRIMARY DRIVERS OF HESITANCY



Concerns about **safety and side effects** from COVID-19 vaccination, driven by the speed of the clinical development process and the vaccines' novelty.



Lack of **knowledge**.



Distrust in the **political and economic motives** of the government and corporations.

MESSAGING RECOMMENDATIONS

STRATEGIC GUIDELINES for Messaging

- **Lead with empathy.** Respect people's hesitancy and acknowledge that it's okay to have questions. Avoid condescension, lecturing, negativity and guilt-mongering.
- **Facts about safety are important.** Don't just say "the science is solid." Explain why vaccines are safe, despite the fast timeline of development. Information needs to be clear, honest and presented in plain language.
- **Emotional triggers are important.** Highlight how vaccinations are a pathway to helping us get back to the moments of human connection that we are all yearning for. In the same vein, highlight

that vaccinations will protect the ones we love and those most vulnerable in our community.

- **The messenger is just as important as the message.**

Most people who are hesitant to get vaccinated are open to listening to a wide variety of messengers whom they trust. But, they want to receive information about COVID-19 vaccines from credentialed health experts. They are also open to hearing personal testimonials and anecdotes about overcoming vaccination hesitancy from "microinfluencers" (one's close personal network or online influentials with hundreds/a few thousand followers) to "macroinfluencers" (famous people who have hundreds of thousands/millions of followers) as long as they communicate authentically.

Acknowledge hesitancy + Questions are okay + Emotional moments = **Motivation to get informed**

RECOMMENDED MESSAGING TONE

- Should be welcoming, personal and authentic.
- Provide a safe space that's focused on dialogue, not debate.
- Leverage emotional touchpoints to remind people about those moments of human connection once we get past COVID-19.

MESSAGING ELEMENTS THAT RESONATE

Validate Concerns & Answer Questions

Acknowledge people's hesitancy rather than challenge it.

Provide scientifically-based, plain language answers.

Moments Missed

Reference things the people miss most. With many feeling COVID-19 fatigue, missed moments (especially human connections that we took for granted like visiting family and friends) serve as a powerful reminder of the ultimate end goal: vaccination as a pathway to the possibility of regaining these moments.

Protection

Emphasize "protecting myself, loved ones and those in my community" (rather than "coming together as a nation").

Positive Tone

Be inviting and respectful as opposed to demanding.

Acknowledge that the "choice is yours to make," which connects with the deeply rooted American value of liberty.

MESSAGING RECOMMENDATIONS

MESSAGING ELEMENTS THAT DON'T RESONATE

Negativity & Fear

People push back when reminded of how difficult a year it's been—it tends to put them in a pessimistic, hopeless or frustrated frame of mind.

Fear tactics are likely to backfire because this does little to generate trust or answer people's questions about vaccines.

Guilt

References to "many people already stepping up" can come off as pushy or accusatory.

Those who are hesitant do not see themselves as "free riders" letting others take risks first; rather, they are worried about being "guinea pigs" for new COVID-19 vaccines.

Overpromising

Avoid claims that are unproven. Being overly rosy may cause concern. Be clear about the facts without any sugarcoating.

Most people understand that mass vaccination is a long-term process. Avoid messages that inadvertently imply that vaccine availability will "flip the switch."

"Back to Normal"

Some just want things to "get back to normal," but for others, post-pandemic life will never be "the way it was."

It's more about getting back to life rather than back to normal.

Messages that focus on economic recovery—rather than public health—do not perform well.

LANGUAGE CONSIDERATIONS

- Do not assume high levels of general health literacy and avoid scientific jargon. Use plain language, so information is clear and easy-to-understand. Graphics plus text works better than text alone.
- Language around "protection" resonates, evoking the end goal of protecting your loved ones and protecting those most vulnerable in your community.
- Avoid language that makes it appear as if you're promoting or endorsing one manufacturer's drug. Do not talk about "the vaccine" or refer to a specific drug; instead, use the term "vaccines" in plural or refer to "vaccinations" instead.
- Present vaccines as one important option to fight the pandemic, e.g. "vaccines are a key" not "the key". (For example: "Everyone should continue to take all recommended actions to help stop the pandemic.")
- Direct people to have conversations with their healthcare provider or doctor, (e.g. "talk to your doctor" or "start a conversation") instead of telling them to get vaccinated. Avoid giving medical advice.
- Avoid any mention of efficacy rates—this points to specific brand name drugs, which you should avoid promoting.
- Do not include any drug-specific disclaimers on side effects, since that also points to specific drugs.
- If you are communicating about side effects, be transparent and up front about potential severe side effects in rare cases.
- Avoid discussing total elimination or eradication of COVID-19, as scientists are predicting that COVID-19 will become endemic (like the flu). Talk about ending the pandemic, not about ending COVID-19 for good.
- Avoid broad statements about where, when and to whom the vaccine will be available as every state is different.

MESSAGING RECOMMENDATIONS

MESSAGING AND VISUAL WATCH-OUTS:

- While vaccines roll out, people need to continue to wear masks and maintain social distance. It's important that we don't imply that having a vaccine is a way to get out of wearing a mask and social distancing.
- Visually, people shown together with those outside of their immediate family should be wearing masks and six feet apart.

LANGUAGE DO'S & DONT'S

Do Say	Don't Say
Vaccination	Injection or shot
A safe and effective vaccine	A vaccine developed quickly
Authorized by FDA based on clinical testing	Approved by FDA, Operation Warp Speed; Emergency Use Authorization ¹
Get the latest information	There are things we still don't know
Keep your family safe; keep those most vulnerable safe	Keep your country safe
Public Health	Government
Health / medical experts and doctors	Scientists
People who have questions	People who are hesitant, skeptical, resistant, or "anti-vaxxers"

1. The perceived speed of vaccine development is a current barrier among many audiences

These recommendations are based partly on [research](#) conducted by the de Beaumont Foundation.

TRUSTED MESSENGERS

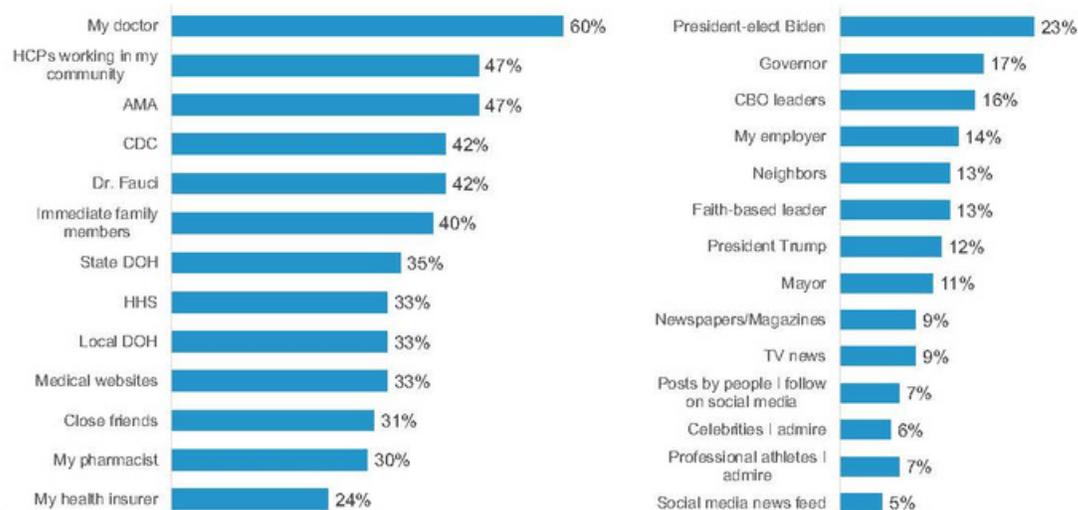
- **Medical experts, personal doctors and other health care providers** are generally the most trusted sources of information for COVID-19 vaccination information and advice.
- **Health agencies and institutions** like the Centers for Disease Control and Prevention carry credibility, but it may be better to feature individual experts rather than institutions generally. Public trust in government and the pharmaceutical industry is generally low.
- **Word of mouth** from those whom people trust, including those within one's close personal network, is a powerful form of "social proof" (i.e. "if my family, friends and neighbors and others I admire intend to get vaccinated, I am more likely, too").
- **Celebrities** can be useful when they feature health experts on their channels to share educational information.

MESSAGING RECOMMENDATIONS

DOCTORS AND SCIENTIST ARE THE MOST LIKELY TO INFLUENCE VACCINATION BEHAVIOR

If you heard a strong recommendation to get the COVID-19 vaccine from the following, do you think you would be more or less likely to get the COVID-19 vaccine?

% More Likely – General Population (Vaccine Hesitant)



Source of our insights and recommendations:

- Literature review of existing research around vaccination hesitancy, with a focus on COVID-19 vaccination hesitancy.
- Consultations with public health and health communications professionals, affiliated with COVID Collaborative and other expert organizations.
- Insights and input from Ad Council partner creative and media agencies, including Dentsu Health, Been There Done That, Pereira O'Dell.
- A series of short quick-turnaround surveys in November-December 2020, conducted in partnership with Feedback Loop.
- Qualitative in-depth interviews conducted December 10-17, 2020 with a diverse array of 30 COVID-19 vaccination hesitant individuals nationwide (10 Black, 10 Hispanic, 10 white). Interviews conducted in English and Spanish. Conducted in partnership with Ahzul.
- Nationwide survey conducted December 15-21, 2020. n=1992, including augment samples of Black and Hispanic adults. Sampling and weighting protocols were implemented to ensure U.S. Census-representative results. This online study was conducted in partnership with Ipsos Public Affairs, leveraging their Knowledge Panel methodology.

COVID-19 Vaccine

Quick Reference Guide for
Healthcare Professionals



The table below provides basic information on the proper storage, preparation, and administration of the currently authorized COVID-19 vaccine products in the United States. For additional information and detailed clinical guidance go to the manufacturers' website and CDC's webpages listed.

General Information

	Pfizer-BioNTech	Moderna	Janssen
Authorizations and Approvals	www.fda.gov/emergency-preparedness-and-response/coronavirus-disease-2019-covid-19/pfizer-biontech-covid-19-vaccine	www.fda.gov/emergency-preparedness-and-response/coronavirus-disease-2019-covid-19/moderna-covid-19-vaccine	www.fda.gov/emergency-preparedness-and-response/coronavirus-disease-2019-covid-19/janssen-covid-19-vaccine
CDC Vaccine Information	www.cdc.gov/vaccines/covid-19/info-by-product/pfizer/index.html	www.cdc.gov/vaccines/covid-19/info-by-product/moderna/index.html	www.cdc.gov/vaccines/covid-19/info-by-product/janssen/index.html
Manufacturer Contact Information	Website: www.cvdvaccine.com Medical information: 800-438-1985 Customer service: 800-879-3477	Website: www.modernatx.com Medical Information: 866-663-3762	Website: www.vaxcheck.jnj Medical information: 800-565-4008

Storage & Handling

	Pfizer-BioNTech		Moderna	Janssen
	Ages 5 through 11 years (orange cap)	Ages 12 years and older (purple cap)	Ages 12 years and older (gray cap)	Ages 18 years and older
How Supplied	Multidose vial: 10 doses	Multidose vial: 6 doses	Multidose vial: 6 doses	Multidose vial: 5 doses
Diluent	0.9% sodium chloride (preservative-free, normal saline) provided in the ancillary kit. Do NOT use other diluent.		Do NOT dilute prior to use.	None
	1.3 mL of diluent	1.8 mL of diluent		
Storage Temperatures: Before Puncture	Between: -90°C and -60°C (-130°F and -76°F) until the expiration date 2°C and 8°C (36°F and 46°F) for up to 10 weeks 8°C and 25°C (46°F and 77°F) for a total of 12 hours prior to dilution Do NOT freeze or store in a standard freezer	Between: -90°C and -60°C (-130°F and -76°F) until the expiration date -25°C and -15°C (-13°F and 5°F) for up to 2 weeks 2°C and 8°C (36°F and 46°F) for up to 1 month (31 days) Up to 25°C (77°F) for a total of 2 hours (prior to dilution)	Between: -90°C and -60°C (-130°F and -76°F) until the expiration date 2°C and 8°C (36°F and 46°F) for up to 10 weeks 8°C and 25°C (46°F and 77°F) for a total of 12 hours prior to first puncture Do NOT freeze or store in a standard freezer	Between: -50°C and -15°C (-58°F and 5°F) until the expiration date 2°C and 8°C (36°F and 46°F) for up to 30 days 8°C and 25°C (46° and 77°F) for a total of 24 hours

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COVID-19 Vaccine

Quick Reference Guide for
Healthcare Professionals



	Pfizer-BioNTech			Moderna	Janssen
	Ages 5 through 11 years (orange cap)	Ages 12 years and older (purple cap)	Ages 12 years and older (gray cap)	Ages 18 years and older	Ages 18 years and older
Storage Temperatures: After Puncture	Between: 2°C and 25°C (36°F and 77°F) for up to 12 hours Discard any unused vaccine after 12 hours.	Between: 2°C and 25°C (36°F and 77°F) for up to 6 hours Discard any unused vaccine after 6 hours.	Between: 2°C and 25°C (36°F and 77°F) for up to 12 hours Discard any unused vaccine after 12 hours.	Between: 2°C and 25°C (36°F and 77°F) for up to 12 hours Discard vial and any unused vaccine after 12 hours or after the vial has been punctured 20 times.	Between: 2°C and 8°C (36°F and 46°F) for up to 6 hours 9°C and 25°C (47°F and 77°F) for up to 2 hours Discard any unused vaccine after these time frames.
Transport Temperatures: Before Puncture	A tray containing vaccine vials between -90°C and -60°C (-130°F and -76°F) or Individual vials between 2°C and 8°C (36°F and 46°F)	A tray of vaccine vials between -90°C and -60°C (-130°F and -76°F) or Individual vials between -25°C and -15°C (-13°F and 5°F) or individual vials at 2°C to 8°C (35°F to 46°F) for up to 12 hours.	A tray containing vaccine vials between -90°C and -60°C (-130°F and -76°F) or Individual vials between 2°C and 8°C (36°F and 46°F)	Between: -50°C and -15°C (-58°F and 5°F) or 2°C and 8°C (36°F and 46°F) for up to 12 cumulative hours, once or multiple times	Between: 2°C and 8°C (36°F and 46°F)
Transport Temperatures: After Puncture	Transporting punctured/mixed vials is not recommended.†	Between: 2°C to 25°C (36°F to 77°F) for up to 6 hours.	Transporting punctured/mixed vials is not recommended.†	Between: 2°C and 25°C (36°F and 77°F) for up to 12 hours.	Between: 2°C and 8°C (36°F and 46°F) for up to 6 hours

Vaccine Administration

	Pfizer-BioNTech			Moderna	Janssen
	Ages 5 through 11 years (orange cap)	Ages 12 years and older (purple cap)	Ages 12 years and older (gray cap)	Ages 18 years and older	Ages 18 years and older
Type of Vaccine	mRNA			mRNA	Viral vector
Primary Series Schedule[†]	2-doses, separated by 21 days; both doses must be the appropriate Pfizer-BioNTech vaccine formulations for recipient's age			2 doses, separated by 28 days; both doses must be Moderna vaccine	1 dose An mRNA COVID-19 vaccine series is preferred over Janssen vaccine for primary vaccination.
Additional Dose for Moderately or Severely Immunocompromised People[†]	At least 28 days after completion of the primary Pfizer-BioNTech 2-dose series At least 28 days after one dose of Janssen COVID-19 vaccine			At least 28 days after completion of the primary 2-dose Moderna series At least 28 days after one dose of Janssen COVID-19 vaccine	Not authorized as an additional primary dose. Moderately or severely immunocompromised persons who received a primary dose of Janssen vaccine should receive an mRNA vaccine at least 28 days after the Janssen vaccine

COVID-19 Vaccine

Quick Reference Guide for
Healthcare Professionals



	Pfizer-BioNTech			Moderna	Janssen
	Ages 5 through 11 years (orange cap)	Ages 12 years and older (purple cap)	Ages 12 years and older (gray cap)	Ages 18 years and older	Ages 18 years and older
Booster Schedule*	Not authorized for this age group.	<p>At least 5 months after the last dose of a COVID-19 mRNA vaccine primary series (i.e., after the 2nd dose or the additional [3rd] dose for moderately and severely immunocompromised persons)</p> <ul style="list-style-type: none"> Persons who received a Janssen COVID-19 Vaccine as the primary series should receive a booster dose at least 2 months after the Janssen vaccine. Persons who are moderately or severely immunocompromised and received a primary dose of Janssen COVID-19 Vaccine and an additional mRNA vaccine, should receive a booster dose at least 2 months after receiving the mRNA vaccine. Use of heterologous (mix and match) booster doses is allowed for persons 18 years of age and older. Only a Pfizer-BioNTech vaccine should be administered to patients 12-17 years of age. 		<p>At least 5 months after the last dose of a COVID-19 mRNA vaccine primary series (i.e., after the 2nd dose or the additional [3rd] dose for moderately and severely immunocompromised persons)</p> <ul style="list-style-type: none"> Persons who received a Janssen COVID-19 Vaccine as the primary series should receive a booster dose at least 2 months after the Janssen vaccine. Persons who are moderately or severely immunocompromised and received a primary dose of Janssen COVID-19 Vaccine and an additional mRNA vaccine, should receive a booster dose at least 2 months after receiving the mRNA vaccine. Use of heterologous (mix and match) booster doses is allowed for persons 18 years of age and older. 	<p>mRNA vaccines are preferred†</p> <p>At least 2 months (8 weeks) after the primary series dose of Janssen COVID-19 Vaccine.</p> <ul style="list-style-type: none"> Persons who are moderately or severely immunocompromised and received a primary dose of Janssen COVID-19 Vaccine and an additional mRNA vaccine, should receive a booster dose at least 2 months after receiving the mRNA vaccine. Persons who received a COVID-19 mRNA vaccine primary series (i.e., after the 2nd dose or the additional [3rd] dose for moderately and severely immunocompromised persons) can receive a Janssen booster dose at least 5 months after the primary series. mRNA vaccines are preferred. Use of heterologous (mix and match) booster doses is allowed. mRNA vaccines are preferred.
Primary Series, Additional, and Booster Dosage	0.2 mL for primary doses An additional primary dose or booster dose is not recommended at this time.	0.3 mL for all doses		0.5 mL (primary series or additional doses) 0.25 mL (booster dose)	0.5 mL (primary series or booster dose) Do not use for additional dose.
Needle Gauge/Length	5 through 18 years of age: 22–25 gauge, 1" 19 years of age and older: 22–25 gauge, 1 – 1½"			22–25 gauge, 1 – 1½"	22–25 gauge, 1 – 1½"
Site	Deltoid†			Deltoid†	Deltoid†

For additional information, see Interim Clinical Considerations for Use of COVID-19 Vaccines Currently Approved or Authorized in the United States <https://www.cdc.gov/vaccines/covid-19/clinical-considerations/covid-19-vaccines-us.html#considerations-covid19-vax-immunocompromised>

COVID-19 Vaccine

Quick Reference Guide for Healthcare Professionals



	Pfizer-BioNTech			Moderna	Janssen
	Ages 5 through 11 years (orange cap)	Ages 12 years and older (purple cap)	Ages 12 years and older (gray cap)	Ages 18 years and older	Ages 18 years and older
Thawing Frozen Vaccine	Between: 2°C and 8°C (36°F and 46°F) or Room temperature up to 25°C (77°F) for 30 minutes. Vials must reach room temperature before dilution. Do NOT refreeze thawed vaccine.			Between: 2°C and 8°C (36°F and 46°F) or 8°C and 25°C (46°F and 77°F) Do NOT refreeze thawed vaccine.	Do NOT freeze.
Mixing Vaccine	Allow vial(s) to reach room temperature before mixing. Mix vaccine with 1.3 mL of 0.9% sodium chloride (preservative-free, normal saline).	Allow vial(s) to reach room temperature before mixing. Mix vaccine with 1.8 mL of 0.9% sodium chloride (preservative-free, normal saline).	Do NOT mix with any diluent.	Do NOT mix with any diluent.	Do NOT mix with any diluent.
Contraindications/Precautions	Contraindications History of: <ul style="list-style-type: none"> • Severe allergic reaction (e.g., anaphylaxis) after a previous dose or to component of the COVID-19 vaccine • Known diagnosed allergy to a component of the vaccine (see https://www.cdc.gov/vaccines/covid-19/clinical-considerations/covid-19-vaccines-us.html#Appendix-C for a list of vaccine components) • For the Janssen COVID 19 Vaccine, thrombosis with thrombocytopenia syndrome (TTS) following receipt of a previous Janssen COVID-19 Vaccine (or other COVID-19 vaccines not currently authorized in the United States that are based on adenovirus vectors, e.g., Astrazeneca) Precautions <ul style="list-style-type: none"> • Most people determined to have a precaution to a COVID-19 vaccine at their appointment can and should be administered vaccine. • Immediate allergic reaction* to any non-COVID-19 or injectable therapy (i.e., intramuscular, intravenous, or subcutaneous vaccines or therapies [excluding subcutaneous immunotherapy for allergies, i.e., "allergy shots"]) <ul style="list-style-type: none"> » This includes non-COVID-19 vaccines and therapies with multiple components and the component(s) that elicited the reaction is unknown • Immediate (within 4 hours after vaccination) non-severe, allergic reaction to a previous dose of the COVID-19 vaccine[†] • Contradiction to one type of COVID-19 vaccines (mRNA) is a precaution to other types of COVID-19 vaccines (Janssen) • Moderate to severe acute illness, with or without fever • For mRNA COVID-19 vaccines, history of myocarditis or pericarditis after a dose of an mRNA COVID-19 vaccine 				
Post-Vaccination Observation	30 minutes: People with a history of a contraindication to another type of COVID-19 vaccine product, immediate (within 4 hours of exposure) non-severe allergic reaction to a COVID-19 vaccine, immediate allergic reaction of any severity to a non-COVID-19 vaccine or injectable therapies, anaphylaxis due to any cause 15 minutes: All other persons				
Most Common Adverse Events	Injection site: pain, swelling, redness Systemic: fatigue, headache, muscle pain, chills, fever, joint pain			Injection site: pain, swelling, redness Systemic: fatigue, headache, muscle pain, chills, fever, nausea, joint pain	Injection site: pain, redness, swelling Systemic: fatigue, headache, muscle pain, nausea, fever

3 Key Steps to Take While Waiting for Your COVID-19 Test Result

To protect yourself and others regardless of your vaccination status, take these **3 key steps NOW** while waiting for your test results:

1 Follow recommendations for quarantine and monitor your health.

Stay away from others:

- If possible, stay away from others, especially people who are more likely to get sick from COVID-19.



If you were exposed to COVID-19 and:

- **Are NOT up to date on COVID-19 vaccinations**, stay home and quarantine for at least 5 days and wear a well-fitting mask for 10 days anytime you must be around others.
- **Are up to date on your COVID-19 vaccinations**, you do not need to stay home and quarantine. Wear a well-fitting mask for 10 days anytime you must be around others.
- **Had confirmed COVID-19 within the past 90 days**, you do not need to stay home unless you develop symptoms. Wear a well-fitting mask for 10 days anytime you must be around others.

Monitor your health:

- Watch for symptoms until 10 days after your exposure to COVID-19. If you develop symptoms, isolate immediately and wear a well-fitting mask around others.



Symptoms can include:

- Fever or chills
- Cough
- Shortness of breath or difficulty breathing
- Tiredness
- Muscle or body aches
- Headache
- New loss of taste or smell
- Sore throat
- Congestion or runny nose
- Nausea or vomiting
- Diarrhea

2 Think about the people you have recently been around.

While you wait for your COVID-19 test result, think about anyone you have come into close contact with starting 2 days before your symptoms began (or two days before you test if you do not have symptoms). This information can help with contact tracing efforts and help slow the spread of COVID-19 in your community.

Complete the information on the back of this page to help you remember everyone you have been around.

3 Answer the phone call from the health department.

If a public health worker calls you, answer the call to help slow the spread of COVID-19 in your community.

- Discussions with public health workers are **confidential**. This means that your personal and medical information will be kept private and only shared with those who may need to know, like your health care provider.
- Your name will not be shared with those you came in [contact](#) with. The public health worker will only notify people you were in [close contact](#) with that they might have been exposed to COVID-19.



[cdc.gov/coronavirus](https://www.cdc.gov/coronavirus)



Download

Think About The People You Have Recently Been Around

If you test positive and are diagnosed with COVID-19, someone from the health department may call to check-in on your health, discuss who you have been around, and ask where you spent time while you may have been able to spread COVID-19 to others. This form can help you think about people you have recently been around so you will be ready if a public health worker calls you.

Things to think about. Have you:

- Gone to work or school?
- Gotten together with others (eaten out at a restaurant, gone out for drinks, exercised with others or gone to a gym, had friends or family over to your house, volunteered, gone to a party, pool, or park)?
- Gone to a store in person (e.g., grocery store, mall)?
- Gone to in-person appointments (e.g., salon, barber, doctor's or dentist's office)?
- Ridden in a car with others (e.g., rideshare) or taken public transportation?
- Been inside a church, synagogue, mosque or other places of worship?



Who lives with you?

Who have you been around in the last 10 days? (You may have more people to list than the space provided. If so, write on the front of this sheet or a separate piece of paper.)

Name	Phone Number	Date you last saw them	Where you last saw them
------	--------------	------------------------	-------------------------

What have you done in the last 10 days with other people?

Activity	Location	Date
----------	----------	------

HOW TO SUPPORT VACCINATION IN YOUR PRACTICE

✓ SAVE TIME

✓ SAVE MONEY

✓ EMPOWER FAMILIES

FRONT DESK & WAITING ROOM

- State that vaccines are due and provide vaccine information statements.
- Display educational materials.

VACCINE PREPARATION AREA

- Check vaccination history.
- Maintain adequate vaccine inventory and supplies.
- Follow storage, handling, and administration best practices.

ADMINISTRATIVE OFFICE

- Designate primary and alternate vaccine coordinators.
- Integrate vaccination training into existing staff education.
- Set up systems to prompt clinical staff, and remind parents and patients about needed vaccines.

CHECK-OUT AREA

- Schedule follow-up appointments before the patient leaves.
- Reinforce importance of completing vaccine series.

EXAM ROOMS

- Start vaccine conversations earlier, with pregnant women and parents of very young infants.
- Assume parents and patients will accept vaccines.
- Recommend vaccines from your position as a trusted expert.
- Listen to and answer questions.

Everyone in a practice plays an important role.

For more information and resources, visit [CDC.GOV/VACCINES/FOSTER-SUPPORT](https://www.cdc.gov/vaccines/fooster-support)

Download



SOCIAL MEDIA

Click on each Social Platform Icon to get a downloadable version of the graphic for the respective platform

Best practices: general media messaging

The following section provides guidance for offering media commentary. These recommendations can be leveraged for interviews and other external engagements.

Interview Response Formula – Controlled Response

- Acknowledge the question
- Bridge to YOUR answer
- Deliver YOUR message and proof points

Quotable Language

- CLEAR – True, plain English
- CONCISE – Headline your answers
- COMPELLING – Memorable & persuasive

Interviewing Techniques

Bridging

- Steer – “Before we leave that matter, let me add...”
- Block – That’s [proprietary, confidential, etc.], but what I can tell you is...
- Deflect – That’s a common misperception but the reality is...”
- Redirect – “I don’t have the details on that, but what I know is...”

Flagging

- “The key point to remember is...”
- “But the real story here is...”

Hook

- “You’d be surprised what our research indicates...”
- “A little-known fact is that...”

Stalling

- Repeat question that was asked
- Paraphrase/acknowledge – “I’m glad you asked...”

Interviewing is a Numbers Game

- Typical broadcast interview is 7 minutes...down to 7-second soundbite
- Typical print interview is 13 minutes...down to 13-word quote
- Solution: STAY ON MESSAGE

Your Responsibilities

1. Know your messages, vulnerabilities
2. Practice your messages, tough questions and techniques
3. Determine reporter style, knowledge, history covering organization/profession/industry
4. Be timely
5. Provide reasonable access
6. Answer the questions
7. Know the audience

8. Organize your thoughts and anticipate questions and issues
9. Tell the truth...don’t guess
10. Speak for the organization

Top 10 Interview DO’s

1. Repeat your messages and put it in your own words
2. Organize thoughts, anticipate questions
3. Listen carefully before answering
4. Speak slowly, clearly
5. KISS: keep it short and simple
6. Communicate factually, openly, honestly
7. Turn “negatives” into “positives”
8. Politely correct inaccuracies, false statements
9. Tell the truth, don’t guess
10. Use answers to convey key messages, broaden response

Top 10 Interview DON’Ts

1. Go “off the record”
2. Say “no comment”
3. Disclose confidential information
4. Disclose information before it’s time
5. Guess or speculate
6. Introduce or repeat the negative
7. Offer personal views
8. Make promises you can’t keep
9. Discuss competitors
10. Use industry jargon/technical language

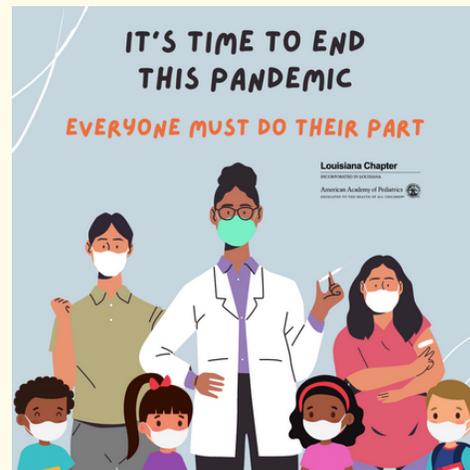
Top 10 Delivery Tips

1. Project
2. Vary your speaking rate/pace
3. Use the pause
4. Have strong eye contact
5. Smile, if appropriate
6. Lean in, don’t slouch
7. Exhibit emotion but not emotional
8. Read your audience (i.e. change speeds, question)
9. Stand up for phone interviews
10. In stand-up interviews keep hands in front of you, up and near abdomen

SOCIAL MEDIA TEXT AND IMAGES EXCLUSIVELY FROM THE LOUISIANA AAP

Click on each image for an individual download

Appropriate for these Social
Media Channels:



SOCIAL MEDIA TEXT AND IMAGES EXCLUSIVELY FROM THE LOUISIANA AAP

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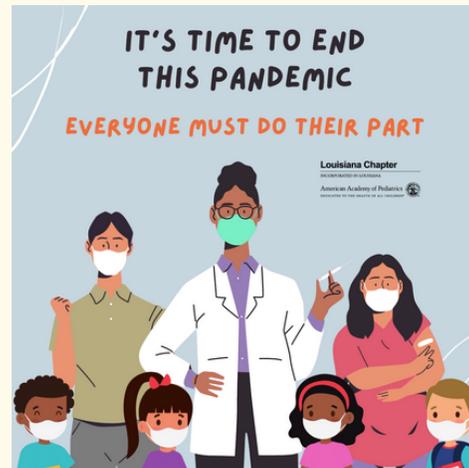
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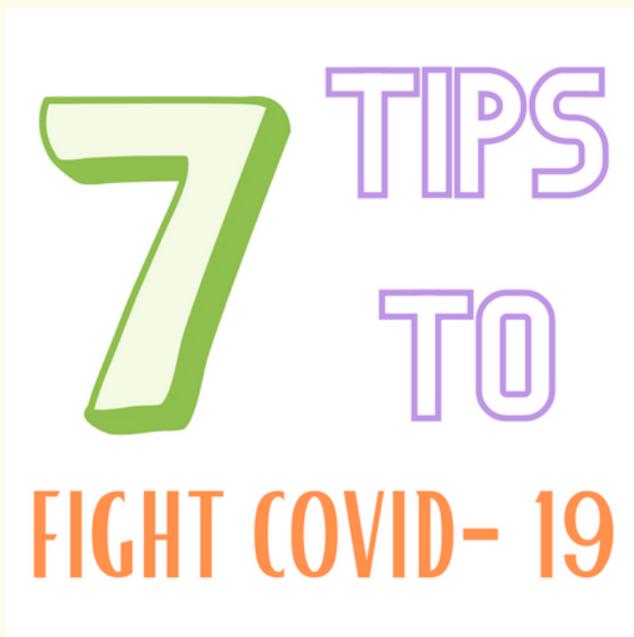
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Appropriate for these Social
Media Channels:



Image

Messaging



- 1 Get vaccinated and, if eligible, get boosted.
- 2 Mask Up!
- 3 Limit exposure to those outside your immediate household.
- 4 Practice social distancing.
- 5 Stay home if you are not feeling well.
- 6 Wash your hands with soap and water.
- 7 Get tested if you're experiencing COVID-19 symptoms

SOCIAL MEDIA TEXT AND IMAGES

Click on the icons to find the correct size picture format for each platform

Appropriate for these Social Media Channels:



Image



Messaging

WHY JOIN?

Members of the Louisiana Teen Vax Campaign:

- Meet monthly with public health professionals and marketing experts.
- Provide feedback swag, logos, website and messaging.
- Create and develop social media posts and infographics.
- Share the benefits of getting the COVID-19 vaccine.
- Conduct trainings and events to educate and rally peers.
- Serve as statewide ambassadors for COVID-19 vaccinations.

Anyone ages 12-17 yrs old can join the movement and take part in this leadership opportunity. Apply as an individual, form a new group/team, or through an existing youth group, sports group, team or club.

For more information:

www.layouthambassadors.org.

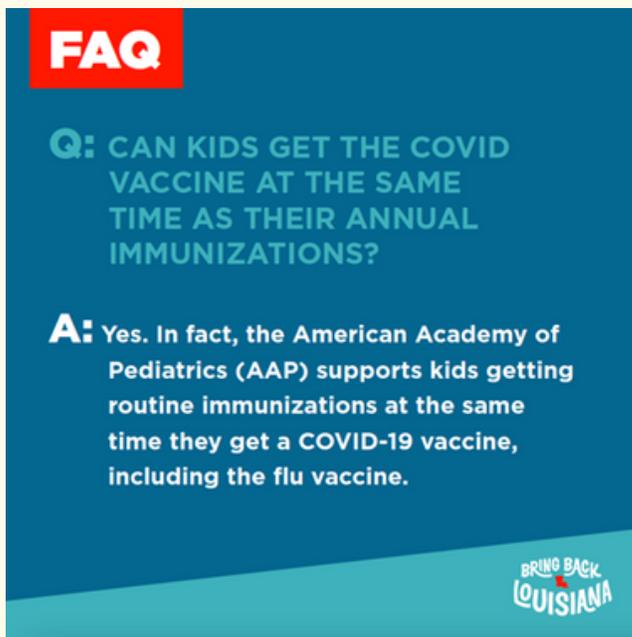
SOCIAL MEDIA TEXT AND IMAGES

Click on the icons to find the correct size picture format for each platform

Appropriate for these Social Media Channels:



Image



Messaging

Q: Can kids get the #COVID19 #vaccine at the same time as their annual immunizations?

A: Yes! In fact, the American Academy of Pediatrics (AAP) supports this, and says that it is safe to get shots like the COVID-19 vaccine and the flu vaccine together.

GET VACCINATED

Image



Click on the icons to find the correct size picture format for each platform

Social Media Channel:

Messaging



Everyone in the United States 5 years and older is eligible for a COVID-19 vaccine. Getting vaccinated is fast, easy, and free.

Ways to find a COVID-19 vaccine near you:

- Search gov
- Text your ZIP code to 438829
- Call 1-800-232-0233

Visit vaccines.gov for more information.

<https://vaccines.gov>



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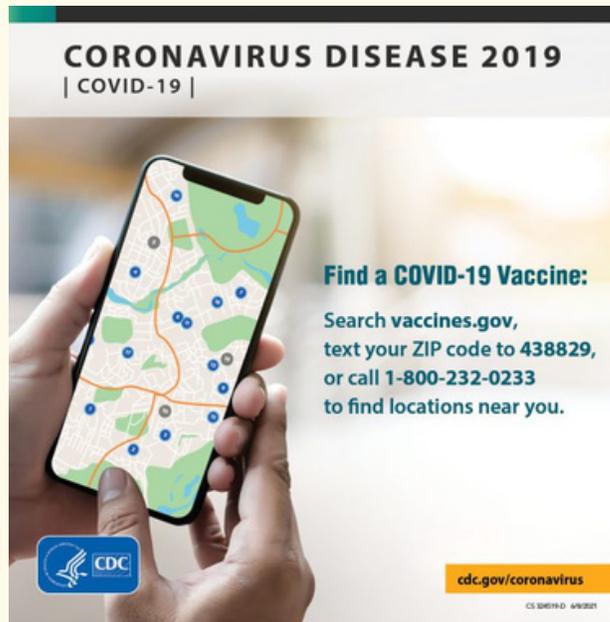
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GET VACCINATED

Image



Click on the icons to find the correct size picture format for each platform

Social Media Channel:

Messaging



Schedule your COVID-19 vaccination and take a step toward doing the things you love with the people you love again.

If you're not fully vaccinated, you should:

- ✓ Get vaccinated.
- 🧑‍🤝‍🧑 Wear a mask.
- ↔ Stay 6 feet apart.
- Avoid crowds.

Getting vaccinated is safe, easy, and free!

Schedule your vaccination appointment today: vaccines.gov

Schedule your #COVID19 vaccination and take a step toward getting back to doing the things you love with the people you love.

If you're not fully vaccinated, you should:

- ✓ Get vaccinated.
- 🧑‍🤝‍🧑 Wear a mask.
- ↔ Stay 6 feet apart.
- Avoid crowds.

Getting vaccinated is safe, easy, and free.

Schedule your vaccine today: vaccines.gov

#CDC #PublicHealth #Science #Coronavirus #SleeveUp



Schedule your #COVID19 vaccination and take a step toward getting back together with your friends.

If you're not fully vaccinated, you should:

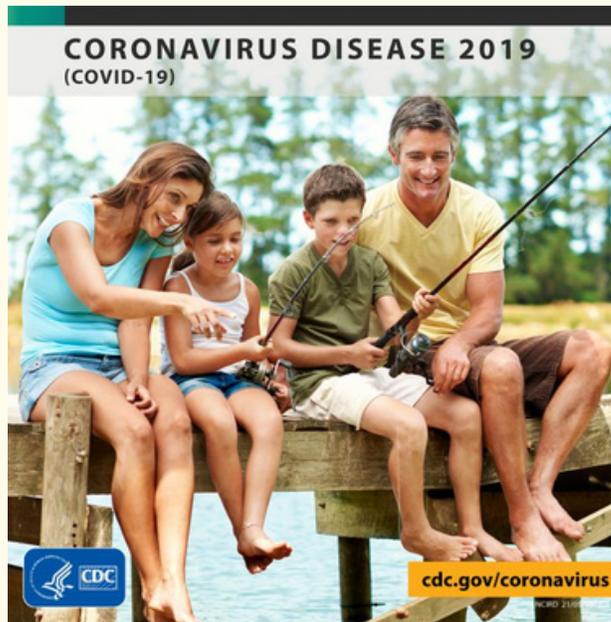
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VACCINE BENEFITS

Image



Click on the icons to find the correct size picture format for each platform

Social Media Channel:

Messaging



COVID-19 spreads from person to person. The joy we get from ending the pandemic will spread from person to person, too. Getting a COVID-19 vaccine is a way to show love to your neighbors and community and bring us all one step closer to returning to our way of life.

Learn more: <https://bit.ly/2RZT4HL>



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#CDC #Coronavirus #SleeveUp #PublicHealth



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VACCINE BENEFITS

Image



Click on the icons to find the correct size picture format for each platform

Social Media Channel:

Messaging



Learn more about getting a COVID-19 vaccine. COVID-19 changed our way of life. Vaccines are our chance to take charge of our health and do our part to help stop this pandemic.

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Learn more about getting a #COVID19 vaccine. COVID-19 changed our way of life. Vaccines are our chance to take charge of our health and do our part to help stop this pandemic.

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#CDC #Coronavirus #PublicHealth #Science

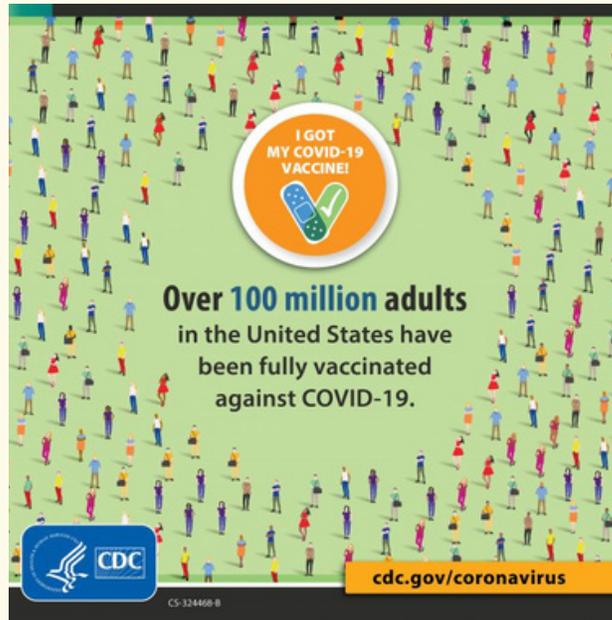


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VACCINE SAFETY

Image



Click on the icons to find the correct size picture format for each platform

Social Media Channel:

Messaging



Hundreds of millions of adults in the United States have been fully vaccinated against COVID-19 and are resuming many activities they did before the pandemic. COVID-19 vaccines are safe and effective at helping prevent COVID-19 infection, especially severe illness, hospitalization, and death. Get vaccinated as soon as you can.

More: <https://bit.ly/2RZT4HL>



Millions of adults in the United States have been fully vaccinated against #COVID19 and are resuming many activities they did before the pandemic. COVID-19 vaccines are safe and effective at helping prevent COVID-19 infection, severe illness, hospitalization, and death. Get vaccinated as soon as you can.

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#CDC #Coronavirus #PublicHealth #Science

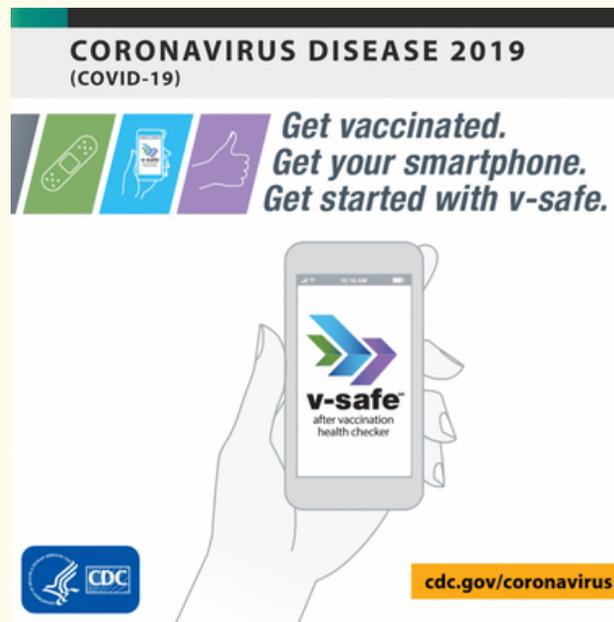


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VACCINE SAFETY

Image



Click on the icons to find the correct size picture format for each platform

Social Media Channel:

Messaging



CDC's v-safe tool uses text messages and surveys to check in with you after you get a COVID-19 vaccine. You can quickly tell CDC how you're feeling and if you have any side effects.

Learn more about v-safe and how to register after you get a COVID-19 vaccine: <https://bit.ly/3izTu0Z>



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#CDC #Coronavirus #PublicHealth #Science



Have you gotten a #COVID19 vaccine? Register for v-safe, and let CDC know how you're feeling through personalized health check-ins.

Learn more and register here: <https://bit.ly/3izTu0Z>

FAQS

Image



Click on the icons to find the correct size picture format for each platform

Social Media Channel:

Messaging

Getting a COVID-19 vaccine is safe, easy, and free. Widespread vaccination is a critical tool to help stop the pandemic and get back to the things we move with the people we love.



There are several ways to find a vaccination provider near you.

- Check with your pharmacy or doctor's office
- Text your ZIP Code to 438829
- Call 1-800-232-0233

You can also search vaccines.gov at <https://www.vaccines.gov/>

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#CDC #PublicHealth #Science #SleeveUp

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FAQS

Image



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Social Media Channel:

Messaging



For some COVID-19 vaccines, you need 2 shots to get the most protection. The timing between shots depends on which one you receive.

- Pfizer-BioNTech: 3 weeks (21 days)
- Moderna: 4 weeks (28 days)

For the Johnson & Johnson (J&J) vaccine, you only need 1 shot. For all vaccines, you are considered fully vaccinated 2 weeks after your last dose.

Get your second dose as close to the recommended 3-week or 4-week time frame as possible.

More: <https://bit.ly/2RfAtaM>



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#CDC #PublicHealth #Science #SleeveUp



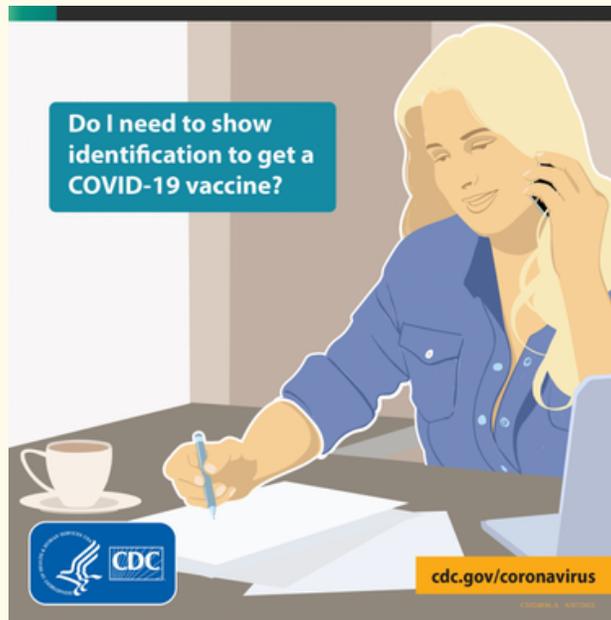
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More: <https://bit.ly/2RfAtaM>

FAQS

Image



Click on the icons to find the correct size picture format for each platform

Social Media Channel:

Messaging



Anyone 5 years & older can get a COVID-19 vaccine, regardless of insurance or immigration status.

The federal government provides a COVID-19 vaccine at no cost to anyone who wants one. Proof of citizenship is not required for vaccination.

Find a vaccine near you today: [vaccines.gov](https://www.vaccines.gov)



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#CDC #PublicHealth #SleeveUp

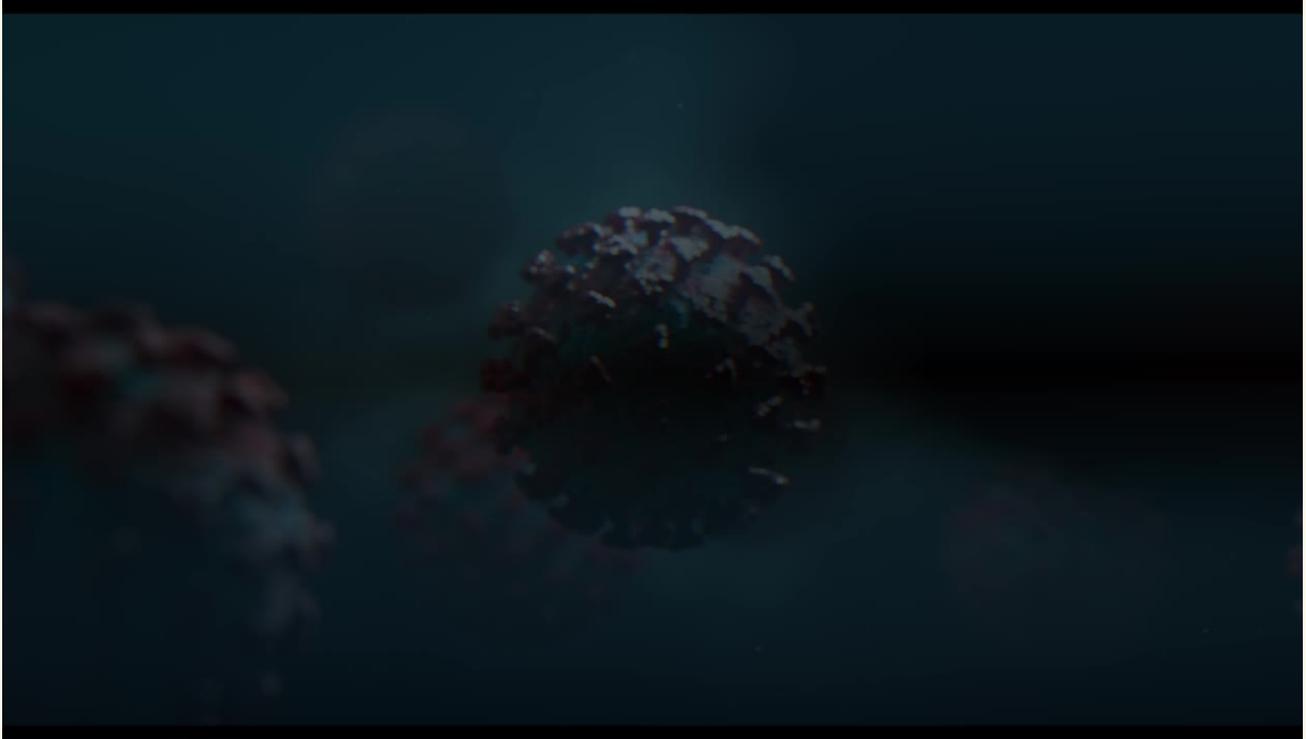


Anyone 5 & up can get a #COVID19 vaccine, regardless of insurance or immigration status.

The federal government provides COVID-19 vaccinations at no cost. Proof of citizenship is not required for vaccination.

Find a vaccine near you today: [vaccines.gov](https://www.vaccines.gov)

VIDEO RESOURCES



We know that the #COVID19 #vaccine is safe for kids because it's been studied in kids. As @CHNOLA's Dr. Kline explains, these vaccines are as safe and as effective as any vaccines we've ever had.

Learn more: ldh.la.gov/kidsvax

Anyone

Those who have #LongCOVID experience a wide range of health problems for up to 4+ wks after battling #COVID19. Symptoms may include: shortness of breath, fatigue, brain fog, permanent changes to taste/smell & others.

More questions about #LongCovid and the #vaccine? Go to covidvaccine.la.gov or call 855-453-0774.

Hashtags: #SleevesUpLA #SleevesUp #BringBackLA
#BringBackLouisiana #COVID19 #CovidVaccine #LongCOVID

Anyone can get Long COVID.

Even Katelyn, age 20.

Katelyn shares her struggles with Long COVID and how it's affected her life. To get vaccinated and protect yourself against Long COVID, go to covidvaccine.la.gov and make an appt.

@resolvetosavelives

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[Does omicron affect children differently than other COVID variants, and how concerned should I be?](#)

[COVID-19 Testing and Kids: What you Should Know](#)

[Do kids who test positive for COVID still need the vaccine, and when can they get it?](#)

[Bring Back Louisiana Social Media Examples](#)

[PHCC- Updated Toolkit: COVID-19 Booster Dose Messaging and Outreach Tools](#)

[How to Tailor COVID-19 Vaccine Information to Your Specific Audience](#)

[A practitioner's guide to the principles of COVID-19 vaccine communications](#)

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[AAP COVID-19 Vaccine Campaign Toolkit](#)

[CDC Communication Resources](#)

[PHCC- Answers to Tough Questions about Public Health](#)

[#HowIRecommend Vaccination Video Series](#)

[Information for Parents and Caregivers](#)

[Provider Resources for Vaccine Conversations with Parents](#)

[Your Child's Vaccine Visit](#)

[LDHLA- Pediatrician Provider
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[Catch Up on Well-Child Visits and Recommended
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[How to Talk with Parents and Caregivers about COVID-19 Vaccination](#)

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