

Community-Based Organizations COVID-19 Vaccine Toolkit



Materials for Communicating COVID-19 Vaccine information with Your Community Members

- + **Introductory letter:** Send this letter to encourage your branches, chapters, or affiliates to review and use the toolkit materials.
- + **Letter to members:** Customize this letter about COVID-19 vaccination to send to your members.
- + **Newsletter content:** This short newsletter-style blurb can be widely distributed to share information on COVID-19 vaccines.
- + **COVID-19 Vaccine Basics (PowerPoint Slide Deck) (also available in Spanish):** These basic slides about COVID-19 vaccines are for virtual town halls or other informational meetings within your communities. You can use all or part of the set or also include your own organization's information.
- + **Print Resources:** These posters, factsheets, and other print resources encourage and support community members in their decision to get vaccinated. You can print and post them in your buildings and other community locations.
- + **COVID-19 vaccine factsheet:** This plain language fact sheet is available in several languages.
- + **Social media content:** These messages and images are for use on various social media channels that your organization uses, including Facebook, Twitter, and LinkedIn. You can use them as-is with the hashtag #SleeveUp or include your own identity.
- + **Stickers:** Print stickers for community members who have been vaccinated to wear.

Information & FAQs

Use the links below to help answer questions about COVID-19 vaccine in your workplace.

- [Information for Employers](#)
- [Information for Employees](#)



Six Ways to Help Build COVID-19 Vaccine Confidence

1. Encourage leaders in your family, community, or organizations to be vaccine champions.
2. Have **discussions with your friends and family** about vaccination to understand their perspective and encourage their decision to vaccinate.
3. Share **key messages** through multiple channels that people trust and that promote action.
4. Help educate people about **COVID-19 vaccines**, how they are developed and monitored for safety, and how individuals can talk to others about the vaccines.
5. Learn more about **finding credible vaccine information**. When you come across COVID-19 information, cross-check with [CDC.gov](#) and learn how to respond to misinformation you encounter.
6. When vaccine is offered to you, make **visible** your decision to get vaccinated and celebrate it!