



# PA Unites Against COVID

Getting PA Vaccinated Together – Resource Guide

May 2021



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Getting PA  
vaccinated  
together

The Department of Health  
is working to expand  
access to the vaccine

Now **we need your help**  
to inform and change  
attitudes so everyone can  
reunite with friends and  
loved ones and get back  
to normal life



# OVERCOMING BLACK & AFRICAN AMERICAN VACCINE HESITANCY

Communicating with the Public



# PUBLIC COMMUNICATION | PA Unites Resources

PA Unites Against COVID is Pennsylvania's marketing campaign that educates the public about COVID-19 safety and vaccination efforts. The campaign includes a weekly newsletter, informational one-pagers, posters, social media graphics, and additional information. Several materials have already been translated into Spanish, French and Haitian Creole. The campaign website ([www.pa.gov/covid](http://www.pa.gov/covid)) is updated frequently with new materials and information.

Sign up for the weekly PA Unites newsletter and find past newsletters in English and Spanish [here](#).

Additionally, updates can be found on Twitter from Dr. Johnson's Twitter account [@paphysgen](https://twitter.com/paphysgen).



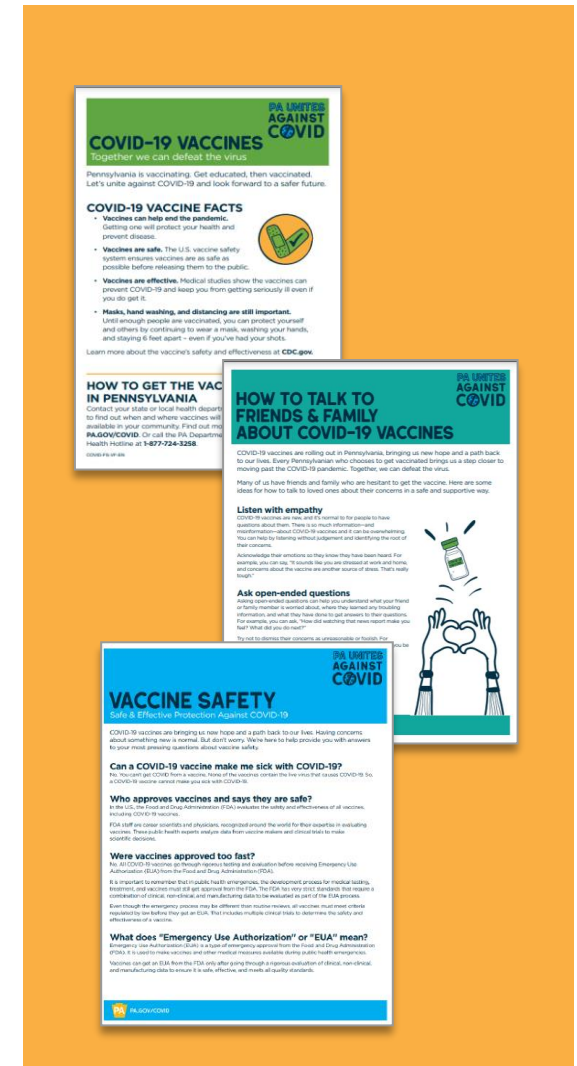


# PUBLIC COMMUNICATION | PA Unites Resources

**Vaccine Facts Half-sheet** – This one-page informational sheet shares facts about vaccine safety and where Pennsylvanians can find a vaccine provider. [Link](#)

**How to Talk to Friends & Family About COVID-19 Vaccines** – This two-page document provides guidance on how to speak to friends and family who may be hesitant or skeptical about getting the vaccine. It encourages the user to keep an open-mind when speaking with others and links to resources that could be useful in supplying others with additional information. [Link](#)

**Vaccine Safety FAQs** – These FAQs address common concerns about vaccine safety, including whether the vaccine will give you COVID-19, information about the vaccine approval process, and expected side effects from receiving the vaccine. [Link](#)





# PUBLIC COMMUNICATION | PA Unites Resources

**Vaccine Scams FAQs** – These FAQs contain information related to COVID-19 vaccine scams, including what type of information patient should share with providers, what to expect when signing up for a vaccine, and what to do if you think that if someone believes they are a scam victim. [Link](#)

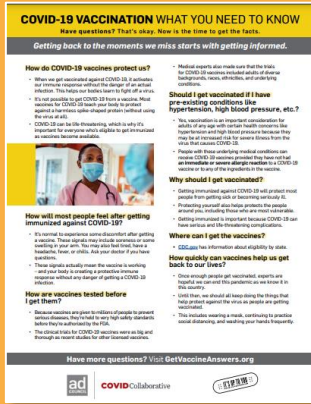
**Vaccine Access FAQs** – These FAQs contain information related to access to the COVID-19 vaccine, with information about where you can find providers administering the vaccine, and resources to help you travel to receive your vaccine. [Link](#)

An order form for printed and/or translated materials can be found on the PA Unites Against COVID website: [Link](#)





# PUBLIC COMMUNICATION | Other Resources



The Ad Council has created FAQs, print, TV and radio content targeted to the Black community found [here](#)

Example FAQ print and video content pictured above [here](#) (FAQ) and [here](#) (Print and Video)



HHS has created materials targeted to Black communities found [here](#)

Example print materials pictured above available [here](#)





# PUBLIC COMMUNICATION | Other Resources

## From the Dept. of Health and Commonwealth of Pennsylvania

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Your Turn eligibility tool to determine a nearby location to receive a vaccine: [Link](#)

PA COVID Vaccine Provider Map to locate providers throughout the Commonwealth: [Link](#)

PA Department of Health FAQs for providers: [Link](#)

PA Department of Health FAQs on COVID vaccine for general public: [Link](#)

PA Department of Health Vaccination Plan: [Link](#)

CDC Overview of COVID Vaccine safety: [Link](#)

## From national organizations

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Vaccine PSA from UPMC: [Link](#)

Vaccine PSAs for Black communities from the Ad Council: [Link](#)

FAQs from Black communities from the Ad Council: [Link](#)

Video on vaccination experience targeted toward black community from the Ad Council: [Link](#)

COVID-19 HHS public education campaign materials targeted to black audiences: [Link](#)

Collection of webinars on COVID-19 vaccines for an African American audience from the Black Coalition against COVID: [Link](#)

CDC comic-style graphic on decision to get vaccinated: [Link](#)



# PUBLIC COMMUNICATION | Sample Messaging

## Key concerns and barriers

- Mistrust of government, doctors & hospitals
- Credibility (misinformation/ disinformation/ lack of confidence in what is available)



- Knowledge about the vaccine
- Safety of the vaccine



- Access to the vaccine
- Language access
- Tech gaps
- Transportation



## Key messages

- Seek trusted sources for information about the vaccine (e.g., your PCP, local news)

- The vaccine will protect you, your loved ones and those who are most vulnerable
- It will help you get back to life
- The benefits of the vaccine are better than the real danger of getting the virus
- The side effects of the vaccine are mild. Serious side effects are rare
- Black people were included in trials

- The vaccine is now available for free at many pharmacies near you and will be available soon at physicians' offices in your area
- Many vaccine providers now take walk-ins and offer same-day appointments

# PROVIDER PARTNERSHIPS

Partnering for equity initiative



## PARTNERING WITH A PROVIDER | Equity Initiatives

Community organizers can partner with providers to host a vaccination event to increase vaccination rates in your community through improved access

You can find the providers who have recently participated in vaccinations [here](#)

Detailed checklists for organizing one of these events with a provider can be found on the next page





# PARTNERING WITH A PROVIDER | Equity Initiatives Checklist

Include vaccine allocation requests in the weekly provider vaccine request form submitted by providers

Providers receive a form each week to request their vaccine allocation for the following week

- Providers **submit the request form by Tuesdays** for the following week
- In the form, providers can share the vaccine allocations they are requesting for an equity initiative (i.e., the same number you are sharing above).
- Providers should **list their partnership with your organization explicitly/by name** so that the allocation team is aware when they are making allocation decisions





# PARTNERING WITH A PROVIDER | Equity Initiatives Checklist

Share the necessary information on the request directly with DOH

- Event details: **Location & Date(s)** for the events
- Registered COVID-19 vaccine **provider information**
  - Name
  - VFC pins of the provider that is receiving the vaccine & Clinic ID of the provider administering (might be different in some cases)
  - Transportation details for the vaccine if the location of the clinic is different from where the vaccines are initially being delivered
- **Number of incremental vaccines required** for the effort
  - Number of vaccines requested for the equity initiative specifically that is above and beyond what the provider is currently regularly requesting for vaccine allocation on a weekly basis (e.g., if the provider usually requests 1000 vaccines a week but will request 1200 the following week for an equity initiative, then the incremental amount is 200)





# PARTNERING WITH A PROVIDER | Equity Initiatives Checklist

Share the necessary information on the request directly with DOH

- Share by **Thursday 9am** at the very latest for allocations for the following week (Tuesday through the following Monday)
- Vaccine type requested
  - Confirm capability to store the relevant vaccine type and confirm ability to schedule second dose of Moderna/Pfizer
  - **Shipment times are uncertain. Providers may not receive their weekly allocation until Monday or Tuesday the following week after requesting.**



## Local resources to partner with your communities

- [Allegheny County](#)
- [Bucks County](#)
- [Chester County](#)
- [Erie County](#)
- [Montgomery County](#)
- City of [Philadelphia](#)

Several essential resources are coordinated through municipal and county websites. The full list can be found [here](#)

Additional resources and information can be found on County and Municipal Health Department websites







**Thank you**