COVID-19 Vaccine Uptake: Health Communication & Vaccine Campaign Strategies

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Prepare Staff and Residents for the Vaccine

1. Inform when the vaccine will be available
2. Provide information about vaccine safety and side effects
3. Address questions and concerns of staff/residents
Reduce Vaccine Hesitancy

First Step: Recognize cause of resistance – lack of information, emotional response, misunderstanding of science behind vaccine, etc.

Strategies to Improve Vaccination Rates
- Present clear, reliable, and relatable information
- Tailor the communication to the audience
- Use staff champions/peer educators to encourage vaccination
- Focus on messages of hope and excitement
- Share personal stories
- Post signs/infographics about the COVID-19 vaccines

I got vaccinated because...
Country Meadows: Choose HOPE Campaign

Choose H.O.P.E
Helping to Overcome the Pandemic for Everyone
Ready. Set. Educate.
COVID-19 Vaccination Education
Campus Playbook
Participation is critical.

Efforts to Promote Vaccinations

Three stages

Stage #1: Pre-clinics
Staff and resident education prior to committing to vaccination

Stage #2: Clinics
Communication of clinics and details

Stage #3: Post-clinics
Recognition and appreciation messaging
Stage #1: Pre-clinics

Educating & encouraging participation

**FAQs Poster**
Print 11X17 & post in staff common areas.

**Video & Landing Pages**
View & visit for overall education & answers to common questions.

**ED & DON Badges**
Pin proudly on shirt throughout workday.

**Reminders**
Place 3X4 cards in smaller staff areas like bathrooms, sign-up sheets, etc.
Text one-liners & URL via OnShift & post in PCC.

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**One-liner Reminders**
You’ve seen the alternative.
Get vaccinated.

Vaccination questions? Visit [URL]

Your Choice. Everyone’s Benefit. Vaccination info: [URL]

Choose our residents.
Choose H.O.P.E.

Let’s Choose H.O.P.E.
Together.

Lives are at stake.
Choose H.O.P.E.

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**For co-workers:**
CountryMeadows.com/HOPE

**For residents:**
CountryMeadows.com/Vaccine
EcumenicalRetirement.org/Vaccine
Communicating clinics

- Add your campus clinic information in template and post and distribute to staff and residents.
- Text one-liner reminders of clinic dates via OnShift and post in PCC.
- Provide complimentary pre-packaged meals, snacks, treats outside staff vaccination area.
- Place portable Novaerus air purifiers in vaccination area. Consider offering special menu for residents day of clinics as a thank-you.

Stage #2: Clinics

Poster Template

Choose H.O.P.E
Helping to Overcome the Pandemic for Everyone

Wearing a mask and social distancing help reduce your chance of being exposed to COVID-19 or spreading it to others, but these measures are not enough. By choosing to get vaccinated, you are choosing H.O.P.E. (Helping to Overcome the Pandemic for Everyone). Your personal choice gives us the chance to end this pandemic, together.

Please choose to participate and choose H.O.P.E.

[Add consent form distribution or any other related clinic details here. Include all clinic dates if given at one time or note which clinic is 1st, 2nd for 1st dose or 3rd for 2nd dose]

Clinic Date: January XX
Times: 8 am – 6 pm
Location: Staff XXX
Residents: in your apartment

Choose H.O.P.E. Get vaccinated.
The time is now. Don’t wait.
Our residents can’t risk you to “wait & see.” Act now!
Choose to participate.
Choose H.O.P.E.
Choose H.O.P.E.
Choose Now!
You’ve been part of this fight. Don’t stop now.
Recognizing, validating, appreciating

Vaccinated Co-worker Name Badge Ribbon

Vaccinated Resident Sticker

Vaccinated Resident Thank-you ED Letter Template

Stage #3: Post-clinics

I Chose H.O.P.E. Helping to Overcome the Pandemic for Everyone

Dear [Resident’s Name Here],

You chose to be vaccinated and make a difference in fighting this virus. Our team is committed to the safety measures to protect you and your fellow residents. And participating in this landmark event proves you are not so implanted.

If you have any questions or health concerns after receiving your vaccine, please call our Wellness Office. Though some discomfort is expected, please report your symptoms and let us know at any time.

Thank you for helping to overcome the pandemic for everyone. Thank you for choosing H.O.P.E.

Sincerely,
[Name]
Director, [Title]

[Resident’s Name Here]
Ecumenical Retirement Community
Additional Outreach Materials:

**Frequently Asked Questions**

Choose H.O.P.E.

Helping to Overcome the Pandemic for Everyone

*Your Choice. Everyone’s Benefit.*

Wanting a mask and social distancing helps reduce your chance of being exposed to COVID-19 or spreading it to others, but these measures are not enough. By choosing to get vaccinated, you are choosing H.O.P.E. (Helping to Overcome the Pandemic for Everyone).

Your individual choice given to the choice of end this pandemic, together.

Before you make your decision, please consider the information about COVID-19 vaccination based on available information from health agencies (and is subject to change as more details are published). We hope this information provides helpful reference in making your choice of how to be vaccinated.

**Safety of the Vaccine**

*The vaccine is safe and effective.*

The vaccine from both Pfizer and Moderna is showing 94-95% efficacy in preventing COVID-19 during the trial phase.

Which brands of the vaccines will we be getting?

We will receive whichever COVID-19 vaccine is available at the time the dose is given. Likely it will be the Pfizer vaccine since it was the first to be approved and released by the U.S. Food and Drug Administration (FDA) for emergency use authorization (EUA).

Can the vaccine give me the virus? (read, what’s in the vaccine?)

None of the vaccine consists of live virus particles. There are no doses of getting the virus from the vaccine. On the contrary, the goal is to give your body the tools it needs to fight COVID-19 effectively and prevent you from getting it.

What are the side effects?

There are minimal and uncommon side effects. These side effects are mild and seem to be resolved quickly. Some side effects are fatigue, headache, and muscle pain. More severe side effects such as fever are rare and occur within 3 days of injection.

**Sample Signage**

Choose our residents

Choose Hope

Save Lives

More truths at CountyMeadows.com/H

Helping to Overcome the Pandemic for Everyone,

**Choose HOPE Videos**

https://www.youtube.com/watch?v=GSimEOEwHro&feature=youtu.be

https://www.youtube.com/watch?v=soY2B9ZP1n4&feature=youtu.be
Guide developed to provide easy access to resources and materials that may be useful for a vaccination campaign.

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COVID-19 Vaccine Clinical Information

CDC Clinical Considerations
Interim Clinical Considerations for Use of mRNA COVID-19 Vaccines Currently Authorized in the United States

Pennsylvania Department of Health
Different COVID-19 Vaccines and Vaccine Safety

AHCA / NCAL
COVID-19 Vaccine Clinical Questions

Guidance on Staffing Consideration Post-Vaccination for COVID-19

COVID-19 Vaccine Employment Questions

Answering Common Questions:
Long-Term Care Residents

Answering Common Questions About COVID-19 Vaccines

Answering Common Questions:
Long-Term Care Staff
Building COVID-19 Vaccine Confidence

CDC Vaccinate with Confidence Strategy

How to Build Healthcare Personnel’s Confidence in COVID-19 Vaccines

CDC Toolkit

Preparing Staff for COVID-19 Vaccination
Preparing Residents for COVID-19 Vaccination

Vaccine Posters for Healthcare Workers:
I got the vaccine so we can...
Continued infection control practices are vital to keeping ourselves and residents safe.