

# **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

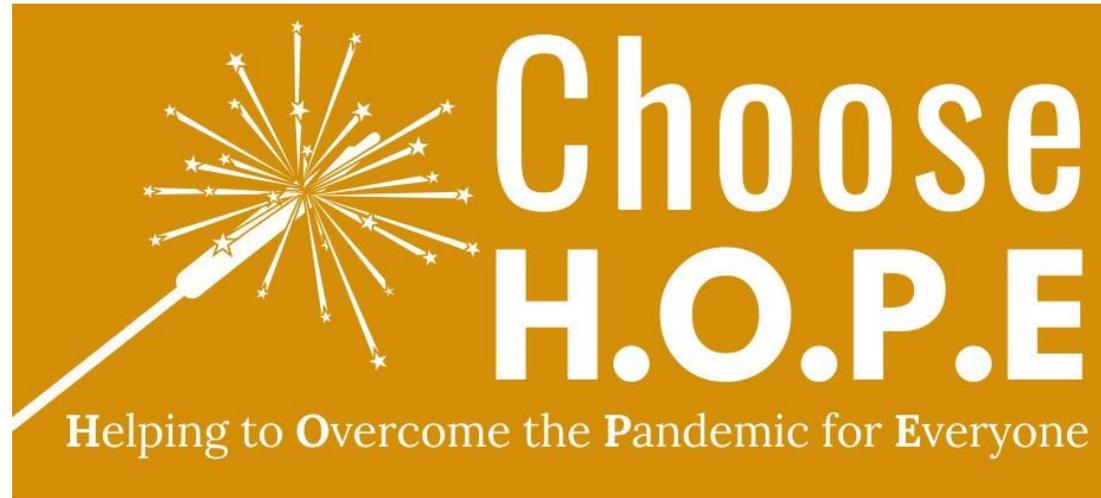
- Present clear, reliable, and relatable information
- Tailor the communication to the audience
- Use staff champions/ peer educators to encourage vaccination
- Focus on messages of hope and excitement
- Share personal stories
- Post signs/infographics about the COVID-19 vaccines

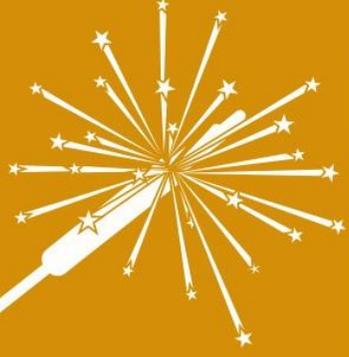


I got vaccinated  
because...

# Sample Vaccine Campaign

## 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



Ecumenical Retirement  
COMMUNITY

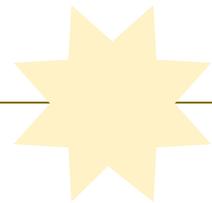


COUNTRY MEADOWS  
RETIREMENT COMMUNITIES

Participation is critical.

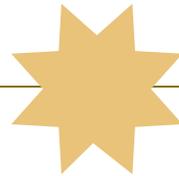
# Efforts to Promote Vaccinations

Three stages



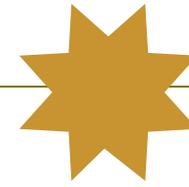
## **Stage #1: Pre-clinics**

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.



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 individual choice gives us the chance to end this pandemic, together.

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



We heard from you in our recent co-worker survey with questions about the COVID-19 vaccination. We created one space to share answers to each question and invite you to ask even more on topics like:

- Safety of the vaccine
- Human Resources guidelines
- Details unique to you

Visit [CountryMeadows.com/HOPE](http://CountryMeadows.com/HOPE) or scan this QR code for answers by our expert clinical and HR teams and an anonymous online form to ask more questions.



Your choice. Everyone's benefit.



#ChooseHOPE



## Video & Landing Pages

View & visit for overall education & answers to common questions.



For co-workers:

[CountryMeadows.com/HOPE](http://CountryMeadows.com/HOPE)

For residents:

[CountryMeadows.com/Vaccine](http://CountryMeadows.com/Vaccine)  
[EcumenicalRetirement.org/Vaccine](http://EcumenicalRetirement.org/Vaccine)

## ED & DON Badges

Pin proudly on shirt throughout work day.

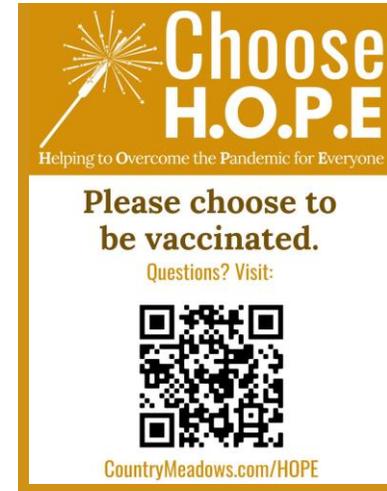


Helping to Overcome the Pandemic for Everyone

Your choice. Everyone's benefit.

## Reminders

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



### 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.*

## 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 individual 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 this is: 1<sup>st</sup>, 2<sup>nd</sup> for 1<sup>st</sup> dose or 3<sup>rd</sup> for 2<sup>nd</sup> dose]

**Clinic Date:** January XX

**Times:** X am – X pm

**Location:** Staff: XXXXX

**Residents: in your apartment**

Please note: these clinic dates are set by CVS without our control. At this time, these are the **only** dates available to receive the vaccination. The current vaccine is administered in two doses. It is necessary for you to participate in person in one of the 1<sup>st</sup> two clinics for the 1<sup>st</sup> dose and the 3<sup>rd</sup> clinic for the 2<sup>nd</sup> dose. Receiving only one of the two doses invalidates the vaccine's effect.

Still have questions? See our Wellness Office or visit

(for co-workers) [www.CountryMeadows.com/HOPE](http://www.CountryMeadows.com/HOPE)

(for residents) [www.CountryMeadows.com/Vaccine](http://www.CountryMeadows.com/Vaccine)

or [www.EcumenicalRetirement.org/Vaccine](http://www.EcumenicalRetirement.org/Vaccine)



### One-liner Reminders

*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.*

## 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.



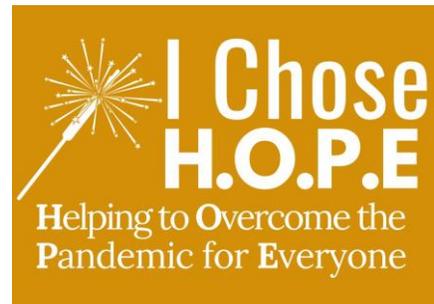
## Stage #3: Post-clinics

# Recognizing, validating, appreciating

*Vaccinated Co-worker Name Badge Ribbon*



*Vaccinated Resident Sticker*



*Vaccinated Resident Thank-you ED Letter Template*



# Additional Outreach Materials:

## Frequently Asked Questions



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

*Prepared for our Co-workers*

**Your Choice. Everyone's Benefit.**

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 individual choice gives us the chance to end this pandemic, together.

*Below you will find answers from our clinical and HR Home Office teams to your questions about the COVID-19 vaccinations based on available information from health agencies (and is subject to change if new details are published). We hope this information provides helpful references in making your choice to be vaccinated.*

**Safety of the Vaccine:**

**Is the vaccine really effective?**  
The vaccines from both Pfizer and Moderna are showing 94-95% efficacy in preventing COVID-19 during this trial phase.

**Which brand of the vaccine will we be getting?**  
We will receive whichever CVS Pharmacy is administering at the time of our clinics. Likely it will be the Pfizer vaccine since it was the first to be in mass circulation after being authorized by the U.S. Food and Drug Administration (FDA) for Emergency Use Authorization (EUA).

**Can the vaccine give me the virus? (and, what is in the vaccine?)**  
None of the vaccines contains live or killed viral particles so there is no chance of getting the disease from the vaccines. On the contrary, the goal is to give your body the tools it needs to fight COVID-19 effectively and/or prevent you from getting it at all.

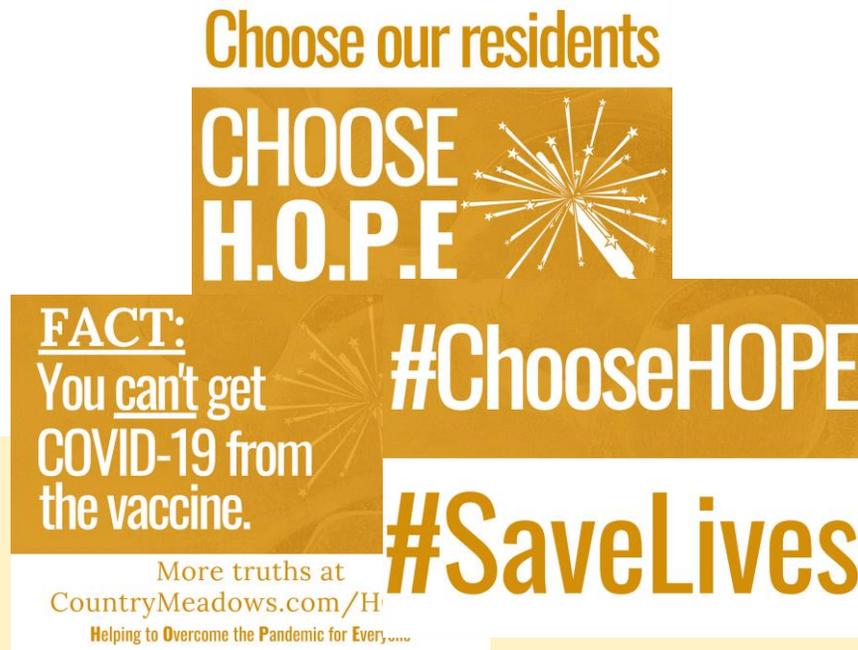
**What are the side effects?**  
Know that during the U.S. trials no significant safety concerns were identified. Short-term side effects are mild to moderate in severity. They may include fever, headaches and muscle aches and occur within the 1<sup>st</sup> three days of vaccination. This is because the 1<sup>st</sup> shot primes the immune system, helping it recognize the virus, and the 2<sup>nd</sup> shot strengthens the immune response. These side effects are normal and are signs your body is building up immunity.

**I am concerned the vaccine causes cancer.**  
mRNA technology is being used in the vaccine development and already has been successfully used in cancer treatments.

*(continued)*



## Sample Signage



**Choose our residents**

**CHOOSE H.O.P.E.**

**FACT: You can't get COVID-19 from the vaccine.**

**#ChooseHOPE**

**#SaveLives**

More truths at [CountryMeadows.com/HOPE](https://www.countrymeadows.com/HOPE)

Helping to Overcome the Pandemic for Everyone

## Choose HOPE Videos



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

COUNTRY MEADOWS RETIREMENT COMMUNITIES

Ecumenical Retirement COMMUNITY

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

<https://www.youtube.com/watch?v=soY2B9ZP1n4&feature=youtu.be>

# Vaccination Toolkit Preview

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

### **LONG-TERM CARE RESIDENTS AND LOVED ONES:** **Answering Common Questions About COVID-19 Vaccines**

Based on [recommendations](#) from the [Advisory Committee on Immunization Practices \(ACIP\)](#), an independent panel of medical and public health experts, the Centers for Disease Control and Prevention (CDC) recommends residents of long-term care facilities (LTCFs) be included among those offered the first supply of COVID-19 vaccines. Making sure LTCF residents can receive COVID-19 vaccination as soon as vaccine is available will help save the lives of those who are at the highest risk for infection and severe illness from COVID-19.

CDC has provided frequently asked questions and answers especially for LTCF residents and their families to help everyone understand the importance of COVID-19 vaccination. The information below is especially tailored to help answer questions before vaccination. [The CDC website](#) offers many other free tools in multiple languages to help answer common questions that are not specific to LTCF residents.

#### **Q Can residents and loved ones feel confident that COVID-19 vaccines are safe?**

Yes. The safety of COVID-19 vaccines is a top priority. All of the vaccines that will be used have gone through the same safety tests and meet the same safety standards as other vaccines.

To help make important medical products, including vaccines, available quickly during the COVID-19 pandemic, the U.S. Food and Drug Administration (FDA) can use what is known as an [Emergency Use Authorization \(EUA\)](#). For an [EUA](#) to be issued for a vaccine, for which there is adequate manufacturing information to ensure quality and consistency, FDA must determine that the known and potential benefits outweigh the known and potential risks of the vaccine. The U.S. vaccine safety system monitors the safety of all vaccines, including COVID-19 vaccines, to ensure they are as safe as possible. As people begin receiving COVID-19 vaccinations, CDC and FDA will continue to

closely monitor vaccine safety. Learn more about [COVID-19 vaccine safety monitoring](#).

#### **Q Do the benefits of vaccination outweigh the possible risks?**

After a review of all the available information, ACIP and CDC agreed that the lifesaving benefits of vaccinating LTCF residents against COVID-19 outweigh the possible risks. COVID-19 vaccines that are being delivered to LTCFs were tested in large studies that included adults age 65 and older. The study results showed that the vaccines were safe and provided protection from COVID-19 in these older adults.

#### **Q What are the possible side effects?**

The most common side effect is pain at the injection site, and some individuals experience symptoms like fever and chills. These side effects tend to be mild to moderate and go away quickly. These side effects are signs that the immune system is doing exactly what it is supposed to do. It is working and building up protection against the disease. Serious side effects after vaccination were very rare.

[www.cdc.gov/vaccines/covid-19](http://www.cdc.gov/vaccines/covid-19)



safety standards as all other vaccines. Several expert and independent groups evaluate the safety of vaccines being given to people in the United States. After a review of all the available information, CDC and ACIP agree that the lifesaving benefits of vaccinating LTCF residents against COVID-19 outweigh the possible risks.

#### **Q Can I feel confident that COVID-19 vaccines are safe?**

Yes. The safety of COVID-19 vaccines is a top priority. COVID-19 vaccines are being held to the same safety standards as all other vaccines. All COVID-19 vaccines being administered to LTCF staff and residents were tested in clinical trials involving tens of thousands of people to make sure they meet safety standards and protect adults of different ages, races, and ethnicities. There were no serious safety concerns. CDC and the FDA will keep monitoring the vaccines to look for safety issues after they are authorized and in use.

[www.cdc.gov/vaccines/covid-19](http://www.cdc.gov/vaccines/covid-19)

### **LONG-TERM CARE FACILITY STAFF:** **Answering Common Questions**

Based on [recommendations](#) from the [Advisory Committee on Immunization Practices \(ACIP\)](#), an independent panel of medical and public health experts, the Centers for Disease Control and Prevention (CDC) recommends that both long-term care facilities (LTCFs) be included at vaccines.

You are on the front lines and risk being exposed to vaccination can protect not only you from getting your family members who may have underlying severe illness from COVID-19.

#### **Q Why is it important that LTCF staff receives COVID-19 vaccine, even if LTCF residents are vaccinated?**

Receiving a COVID-19 vaccine is an important step to prevent getting sick with COVID-19 disease. HCZ, including LTCF staff, were placed first in line to receive COVID-19 vaccine because of their essential role in fighting this deadly pandemic and their increased risk of getting COVID-19 and spreading it to their patients. The decision to get vaccinated protects more than just your health. It can also help protect your colleagues, facility residents, families, and communities.

#### **Q Will I still need to wear masks, gowns, or personal protective equipment in the facility after receiving COVID-19 vaccination?**

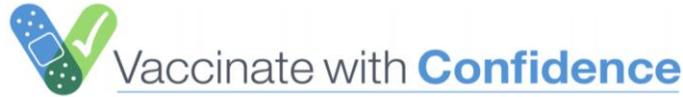
Yes. COVID-19 vaccines will be an important tool to help stop the pandemic. However, staff members who have been vaccinated should continue to follow all [current guidance](#) to protect themselves and others, including proper use of [personal protective equipment](#). Because we need to use all the prevention tools available, you should continue to cover your nose and mouth with a [mask](#) when around others, avoid [close contact](#) with people who are sick, [stay 6 feet away from others](#), avoid crowds, and [clean your hands often](#).



## Answering Common Questions: Long-Term Care Staff

# Building COVID-19 Vaccine Confidence

## CDC Vaccinate with Confidence Strategy



### CDC's Strategy to Reinforce Confidence in COVID-19 Vaccines

<b>Build Trust</b>	<b>Objective: Share clear, complete, and accurate messages about COVID-19 vaccines and take visible actions to build trust in the vaccine, the vaccinator, and the system in coordination with federal, state, and local agencies and partners.</b> <ul style="list-style-type: none"><li>✓ Communicate transparently about the process for authorizing, approving, making recommendations for, monitoring the safety of, distributing, and administering COVID-19 vaccines, including data handling.</li><li>✓ Provide regular updates on benefits, safety, side effects and effectiveness; clearly communicate what is <i>not</i> known.</li><li>✓ Proactively address and mitigate the spread and harm of misinformation via social media platforms, partners, and trusted messengers.</li></ul>
<b>Empower Healthcare Personnel</b>	<b>Objective: Promote confidence among healthcare personnel* in their decision to get vaccinated and to recommend vaccination to their patients.</b> <ul style="list-style-type: none"><li>✓ Engage national professional associations, health systems, and healthcare personnel often and early to ensure a clear understanding of the vaccine development and approval process, new vaccine technologies, and the benefits of vaccination.</li><li>✓ Ensure healthcare systems and medical practices are equipped to create a culture that builds confidence in COVID-19 vaccination.</li><li>✓ Strengthen the capacity of healthcare professionals to have empathetic vaccine conversations, address myths and common questions, provide tailored vaccine information to patients, and use motivational interviewing techniques when needed.</li></ul>
<b>Engage Communities &amp; Individuals</b>	<b>Objective: Engage communities in a sustainable, equitable and inclusive way—using two-way communication to listen, build trust, and increase collaboration.</b> <ul style="list-style-type: none"><li>✓ Empower vaccine recipients to share their personal stories and reasons for vaccination within their circles of influence.</li><li>✓ Work with health departments and national partners to engage communities around vaccine confidence and service delivery strategies, including adaptation of vaccination sites to meet community needs.</li><li>✓ Collaborate with trusted messengers—such as faith-based and community leaders—to tailor and share culturally relevant messages and materials with diverse communities.</li></ul>

\*Personnel = All staff working in healthcare settings, including physicians, PA/NPs, nurses, allied health professionals, pharmacists, support staff, and community health workers 12/6/20

<https://www.cdc.gov/vaccines/covid-19/downloads/vaccinate-with-confidence.pdf>

## CDC Toolkit

[Preparing Staff for COVID-19 Vaccination](#)

[Preparing Residents for COVID-19 Vaccination](#)

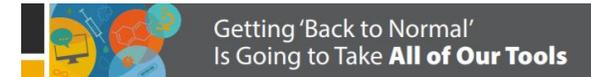
## Vaccine Posters for Healthcare Workers:

<https://www.cdc.gov/vaccines/covid-19/downloads/all-of-our-tools.pdf>

<https://www.cdc.gov/vaccines/covid-19/downloads/top-priority-for-vaccination.pdf>

<https://www.cdc.gov/vaccines/covid-19/downloads/why-get-vaccinated.pdf>

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



If we use all the tools we have, we stand the best chance of getting our families, communities, schools, and workplaces

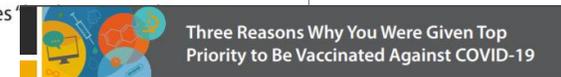
Get vaccinated.



Stay 6 feet from others, and avoid crowds.



www.



- 1 You are on the front lines and risk being exposed to people with COVID-19 each day on the job.
- 2 Protecting you also helps protect your patients and your family, especially those who may be at higher risk for severe illness from COVID-19.
- 3 You matter. And you play an essential role in keeping your community healthy.

*Lead the way!*

Encourage your coworkers, patients, family and friends to get vaccinated.



www.cdc.gov/coronavirus/vaccines

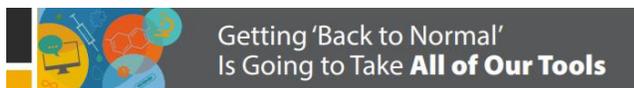
**I got the  
vaccine so  
we can....**

Your Logo Here

Additional Vaccine Information

# Infection Control: Helping to “Get Back to Normal”

Continued infection control practices are vital to keeping ourselves and residents safe.



If we use all the tools we have, we stand the best chance of getting our families, communities, schools, and workplaces “back to normal” sooner:

Get vaccinated.



Wear a mask.



Stay 6 feet from others, and avoid crowds.



Wash hands often.



Get vaccinated.



Wear a mask.



Wash hands often.



Stay 6 feet from others, and avoid crowds.



[www.cdc.gov/coronavirus/vaccines](http://www.cdc.gov/coronavirus/vaccines)