



COVID-19 Toolkit

Welcome, Health Champions!

We hope you will enjoy using this toolkit,
which contains valuable tips and
information you can use to inform your
community on COVID-19.



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All education pages can be printed to use as posters or handouts:

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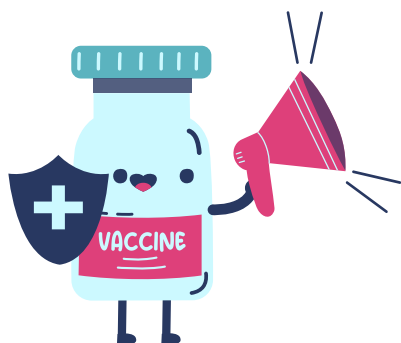
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WHAT IS COVID-19?



COVID-19 is caused by the virus SARS-CoV-2.

COVID-19 most often causes respiratory symptoms that can feel much like a cold, the flu or pneumonia.

Most people with COVID-19 have mild symptoms, but some people become severely ill.

COVID-19 spreads when an infected person breathes out droplets that contain the virus. Other people can breathe in these droplets or these droplets can land on their eyes, nose or mouth.

COVID-19 vaccines are a safe and effective way to prevent COVID-19. It's important to stay up to date on your COVID-19 vaccines.

COVID-19 vaccines protect you from serious illness or death, lower your risk of being hospitalized due to COVID-19, and can reduce spread of COVID-19 to others.



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VACCINATION RECOMMENDATIONS

Historically, minoritized people are behind in vaccination rates by as much as 16% compared to non-Hispanic white people.

The Centers for Disease Control and Prevention (CDC) recommends COVID-19 vaccines for everyone aged 6 months and older. COVID-19 vaccines help your body develop protection from the virus that causes COVID-19.

There are two types of COVID-19 vaccines—mRNA vaccines and protein subunit vaccines. Different COVID-19 vaccines may work in our bodies differently, but they all provide protection against the virus that causes COVID-19.

CDC recommends:

- Everyone aged 5 years and older should get at least 1 dose of an updated COVID-19 vaccine.

Special considerations:

- People aged 65 years and older who received 1 dose of any updated 2023–2024 COVID-19 vaccine (Pfizer–BioNTech, Moderna or Novavax) should receive 1 additional dose of an updated COVID-19 vaccine 4 months after the previous updated dose.
- Children ages 6 months – 4 years may need more than 1 updated COVID-19 vaccine to be up-to-date.
- People who are moderately or severely immunocompromised may get additional doses of updated COVID-19 vaccine.

COVID-19 SYMPTOMS

COVID-19 symptoms can range from **mild to severe** and may appear **2-14 days** after being exposed to the virus.

POSSIBLE SYMPTOMS INCLUDE:

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



KEY MESSAGING FOR GENERAL PUBLIC

Use these **talking points** with friends, family and community.

- COVID-19 is still here. Staying up-to-date on your COVID-19 vaccines is the best way to protect yourself from COVID-19.
- COVID-19 vaccines are safe, effective and reduce your risk of serious illness from COVID-19.
- COVID-19 symptoms can be really bad for older adults, infants, pregnant people, people with weakened immune systems and people with chronic conditions.
- COVID-19 causes symptoms that can feel much like a cold, the flu or pneumonia. Most people with COVID-19 have mild symptoms, but some people can become severely ill.
- There are many ways you can help protect yourself, your household and your community from getting sick from COVID-19, such as getting vaccinated, washing your hands, covering your coughs and sneezes, and staying away from others if sick.
- Ask your doctor how you can stay up-to-date with your COVID-19 vaccines.

KEY MESSAGING FOR FAITH LEADERS

Use these **talking points** for discussion with your parishioners.

- COVID-19 is not over. We can help keep our congregation healthy by staying up-to-date on our COVID-19 vaccines and taking precautions, such as staying home when we're sick, washing our hands and covering our coughs and sneezes.
- COVID-19 can lead to serious illness and even hospitalization. Staying up-to-date on COVID-19 vaccines is the best way we can protect ourselves and our church family.
- COVID-19 can be really bad especially for those of you who are older as well as babies, pregnant people, people with weakened immune systems and people with certain health conditions like heart disease and diabetes. Staying up to date with COVID-19 vaccines and following preventive measures are the best ways to protect yourself and your community.
- COVID-19 is a highly contagious respiratory disease, but the good news is that getting vaccinated can help protect you, your household and your community from getting severely sick from COVID-19.
- Talk with your doctor about how to stay up-to-date on COVID-19 vaccines.

KEY MESSAGING FOR STYLISTS/BARBERS

Use these **talking points** for discussion with your clients.

- COVID-19 is still here. We can keep our community safe by staying up-to-date on our COVID-19 vaccines and taking precautions, such as washing our hands and staying home when we are sick.
- The COVID-19 vaccine is the best way to protect yourself and your loved ones from COVID-19. I encourage you to talk to your healthcare provider about how to stay up-to-date with COVID-19 vaccines.
- COVID-19 can be dangerous especially for older adults, young children, pregnant people and people with weakened immune systems and chronic conditions like heart disease and diabetes. The best way to protect yourself from COVID-19 is to stay up-to-date with COVID-19 vaccines.
- I care about the health and well-being of all my clients. I want to check-in with you about an important resource to help protect you from COVID-19—COVID-19 vaccination. Staying up-to-date with COVID-19 vaccines is a safe and effective way to help keep you and your community safe.
- You should talk with your doctor or pharmacists about staying up-to-date on COVID-19 vaccines.
- Let's keep our community both stylish and healthy!

SOCIAL MEDIA BEST PRACTICES



The following illustrated graphics and accompanying messages were designed with the health of your community in mind.

They can be posted on any social media platform, as all social platforms work well with square media sizes.

To effectively communicate your message, we encourage you to optimize your posting power. Each social media platform has a different set of expectations to reach the largest audience and generate the most engagement.



POST STRATEGY



FACEBOOK

Facebook is a great place to share community-based messages and reach your audience. To generate the most reach and engagement, post on Tuesday through Friday between 9 a.m. and 1 p.m. local time. It's recommended to post no more than two times per day on Facebook. Hashtags are a great way to link your messages to other social media content. It is recommended that you use no more than two hashtags per post for best reach.



INSTAGRAM

Instagram is perfect for sharing eye-catching and emotionally-driven content. Post in the middle of the week between 10 a.m. and 1 p.m. for best results. Posting once a day is sufficient. Instagram allows up to 30 hashtags per post. However, Instagram performs best with approximately 10 hashtags. It's helpful to keep an evergreen list of relevant hashtags to use in your posts.

POST STRATEGY



X (FORMALLY TWITTER)

With more than 368 million active accounts, X is a powerful social media platform to share compact, curated content. It is the only social media platform that has a low character limit for users that do not pay for its Blue verification. Posts on X can be up to 280 characters in length, including spaces. A carefully crafted post with the right message can easily reach thousands of people. Posting once or twice a day is sufficient. Tweets with no more than two hashtags perform the best. It's important to be as efficient as possible with hashtags and the character limit.



WHATSAPP

WhatsApp is the name of a mobile messaging app for Android, iPhone, Windows Phone or for Mac or Windows PCs. With this tool, you can rapidly spread information and critical messages among members, encourage members to share and "forward" information to relatives and friends, and share broadcast messages to up to 256 phone contacts at a time.

SOCIAL MEDIA STRATEGY

In this Toolkit, you will find a set of expertly curated messages about adult vaccines.

Feel free to pair any graphic with any message. It's perfectly fine to mix and match graphics and messaging to your organization's needs. All of the graphics for all of the posts are stored in this folder.

To create a social media post, save the image by clicking on the graphic link and copy and paste the messaging into your selected social media scheduling platform.



SOCIAL MEDIA MESSAGING – ENGLISH

EXAMPLE 1

COVID-19 vaccines are safe, effective and reduce your risk of serious illness. Staying up-to-date on your COVID-19 vaccines can help protect you and your community from severe illness. Learn more about COVID-19 to share with your community at HealthEquityChampions.org.

EXAMPLE 2

Staying up-to-date on your COVID-19 vaccines is the best way to protect yourself from COVID-19. It is recommended that everyone aged 5 years and older should get 1 dose of an updated COVID-19 vaccine to protect against serious illness. Learn more at HealthEquityChampions.org.

EXAMPLE 3

Did you know? Black and Hispanic/Latino people are less likely to be vaccinated against COVID-19 than non-Hispanic white people. Let's work to change this! Learn more about COVID-19 vaccines to share with your community at HealthEquityChampions.org.

SOCIAL MEDIA MESSAGING – ENGLISH

EXAMPLE 4

COVID-19 is a highly contagious respiratory disease, but the good news is there are many ways you can help protect you, your household and your community from getting sick from COVID-19. Learn more about COVID-19 to share with your community at HealthEquityChampions.org.

EXAMPLE 5

COVID-19 is not over. You can still protect yourself and your community from infection by staying up-to-date on COVID-19 vaccines. Learn more about COVID-19 vaccines to share with your community at HealthEquityChampions.org.

EXAMPLE 6

COVID-19 vaccines help your body develop protection from the virus that causes COVID-19. Staying up to date on COVID-19 vaccines lowers the risk of getting very sick, being hospitalized, or dying from COVID-19. Learn more at HealthEquityChampions.org.

MENSAJERÍA PARA REDES SOCIALES – ESPAÑOL

EXAMPLE 1

Las vacunas son una de las herramientas más eficaces para prevenir enfermedades infecciosas. Cuando se administran adecuadamente, muchas vacunas pueden prevenir el 90% o más de los casos de enfermedades graves. Obtenga más información sobre las vacunas para adultos para compartir con su comunidad en HealthEquityChampions.org.

EXAMPLE 2

Algunas enfermedades pueden ser graves para los adultos mayores y las personas con enfermedades crónicas. Las vacunas son la mejor manera de mantenerse saludable y reducir el riesgo de enfermedades graves. Obtenga más información sobre la vacunación de adultos y cómo puede ayudar a educar a su comunidad en HealthEquityChampions.org.

EXAMPLE 3

3 de cada 4 adultos no han recibido la vacuna contra la gripe, el neumococo, el herpes zóster ni la vacuna Tdap. ¡Anima a los miembros de tu comunidad a mantenerse al día con sus vacunas para adultos! Obtenga más información en HealthEquityChampions.org.

MENSAJERÍA PARA REDES SOCIALES – ESPAÑOL

EXAMPLE 4

Las vacunas son la mejor manera de protegerse contra ciertas enfermedades prevenibles. Vacunarse puede protegerlo y también ayudarlo a evitar la propagación de enfermedades prevenibles a otras personas en su comunidad. Obtenga más información sobre las vacunas para adultos en HealthEquityChampions.org.

EXAMPLE 5

Las personas minoritarias están atrasadas en las tasas de vacunación hasta en un 16% en comparación con las personas blancas no hispanas. ¡Trabajemos para cambiar esto! Obtenga más información sobre las vacunas para adultos para compartir con su comunidad en HealthEquityChampions.org.

EXAMPLE 6

Los adultos necesitan vacunas durante toda su vida. Siempre es una buena idea que los adultos hablen con su médico sobre las vacunas que puedan necesitar. Obtenga más información sobre las vacunas para adultos en HealthEquityChampions.org.

SOCIAL MEDIA GRAPHICS – ENGLISH

[DOWNLOAD HERE](#)



GRÁFICOS PARA REDES SOCIALES – ESPAÑOL

[DOWNLOAD HERE](#)



SOCIAL MEDIA GRAPHICS – FAITH HEALTH ALLIANCE

[DOWNLOAD ENGLISH](#)

[DOWNLOAD SPANISH](#)



SOCIAL MEDIA GRAPHICS – WELLNESS WARRIORS

[DOWNLOAD ENGLISH](#)

[DOWNLOAD SPANISH](#)

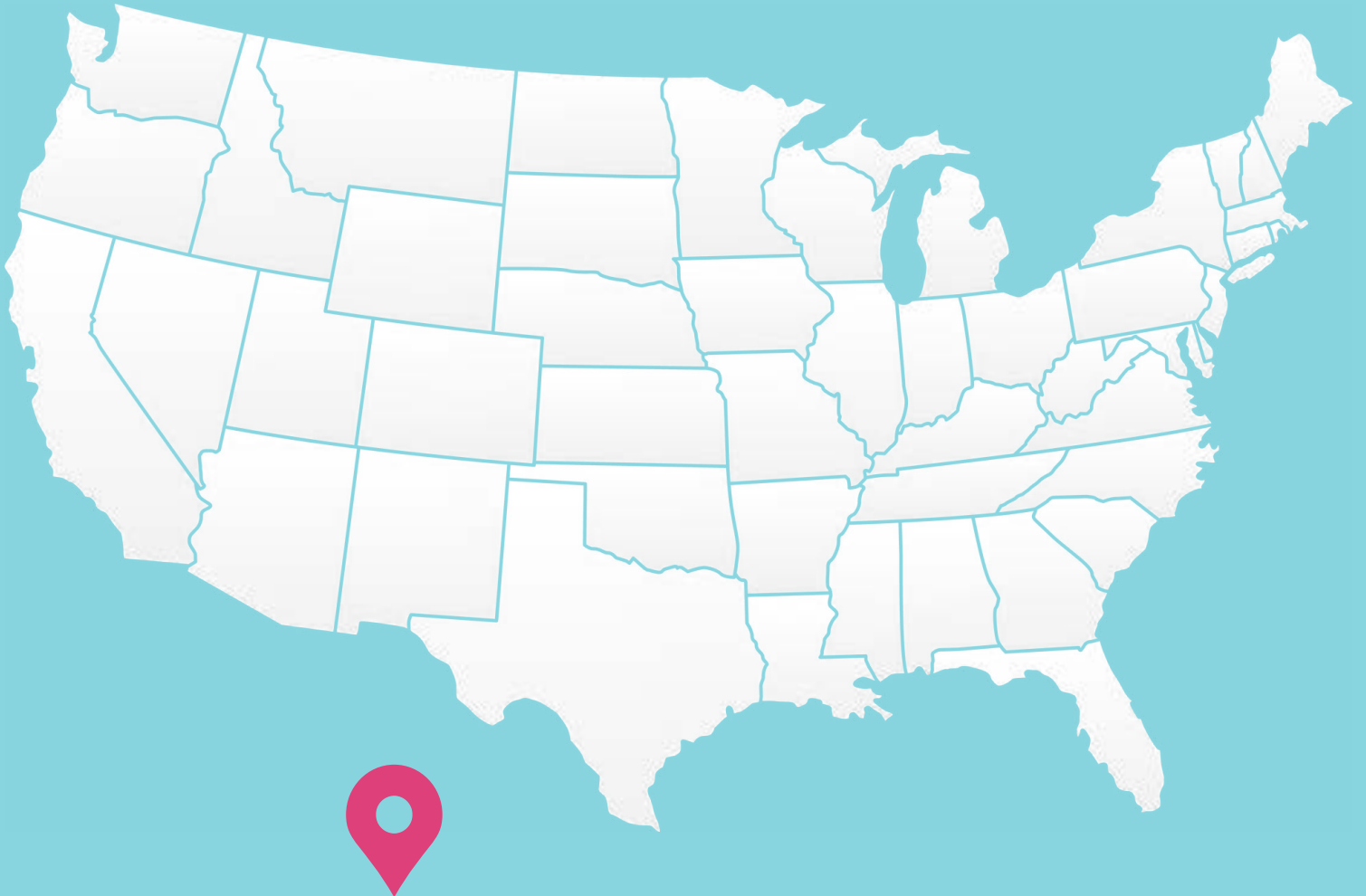


KEY RESOURCES

Community Health Assessment Resources

- [CDC: COVID-19 Vaccine Resources](#)
- [National Foundation for Infectious Diseases](#)
- [Immunization Action Coalition \(IAC\)](#)
- [Adult Vaccine Access Coalition](#)
- [Resources for Adult Vaccination](#)

**THANK YOU, FOR MAKING A
DIFFERENCE IN YOUR COMMUNITY!**



Tell us **where you are** + let's put you on the map!

[CLICK HERE TO SHARE](#)

TOGETHER, WE CAN HELP OUR COMMUNITIES



Want more free tips and information
for your community?

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