

# Adult Vaccines

**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 the importance of adult vaccination.



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

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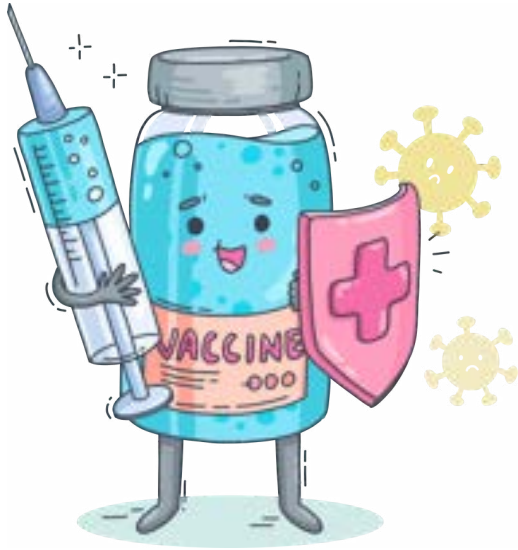
## ▶ Messaging and Talking Points

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# What are vaccines?



A vaccine is like a training lesson for your body to fight off certain germs.

It has tiny parts that look like the germs but won't make you sick. When you get a vaccine, your body learns to recognize and fight those germs.

So, if you ever come across those germs in the future, your body knows how to protect you.

Vaccines are one of the most effective tools in preventing infectious diseases.

When given appropriately, many vaccines can prevent 90% or more of severe illness cases.

But, despite this fact, most adults are missing critical vaccines.

***3 out of 4*** adults have not received their flu, pneumococcal, shingles, or Tdap vaccine.

***We must change this stat!***



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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 several vaccines for adults. Here's a general list of some vaccines they suggest for grown-ups:

- **Flu (Influenza) Vaccine**
- **Tdap (tetanus, diphtheria, and pertussis) Vaccine**
- **Shingles (Zoster) Vaccine**
- **Pneumococcal Vaccine**
- **HPV (Human Papillomavirus) Vaccine**
- **Meningococcal Vaccine**
- **Hepatitis A and Hepatitis B Vaccines**
- **MMR (Measles, Mumps, and Rubella) Vaccine**
- **Varicella (Chickenpox) Vaccine**

There might be other vaccines recommended based on a person's health, job, travel, or lifestyle. It's always a good idea for adults to talk to their doctor about which vaccines they might need. Take a look at the [2023 CDC Recommendations for Ages 19 Years or Older](#) to learn more.



# Key Messaging for General Public

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

Getting vaccines can help keep you from getting seriously sick or dying from certain illnesses.

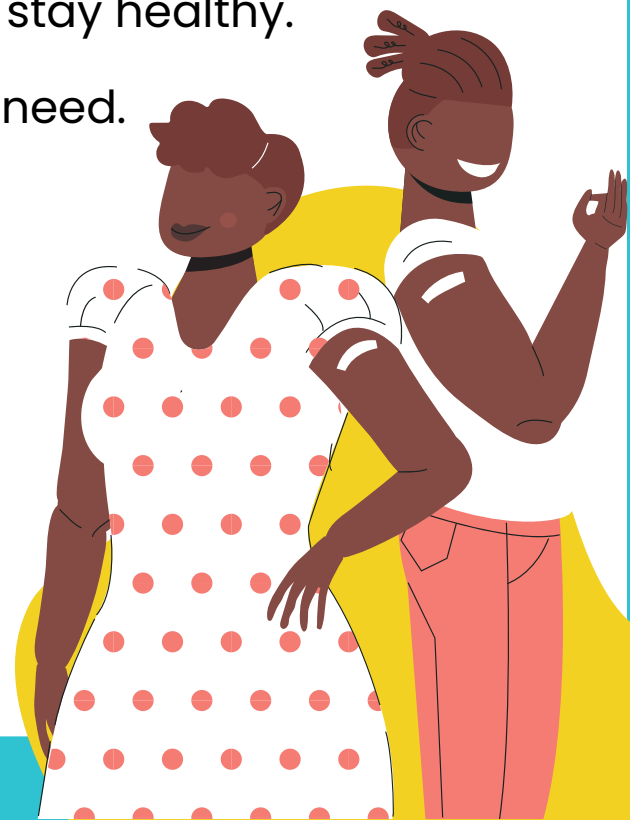
Some sicknesses are really bad, especially for older people, and those with preexisting conditions, like heart problems.

Did you know that less than half of Americans get their needed shots? We are better protected when more people get their vaccines.

Some illnesses increase your chance for heart problems. Getting vaccinated, may help protect you, especially if you are at risk for heart problems.

Getting your shots is the best way to stay healthy.

Ask your doctor about the shots you need.





# Key Messaging for Faith Leaders

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

Our community thrives when we're all healthy, able to worship, serve, and support each other. Just as we gather in faith, let's also unite in taking steps to protect our health.

Vaccines for adults are not just about personal protection; they're about safeguarding our community, especially our most vulnerable – older people, young children, and those with certain health challenges.

Remember Mark 12:31, "Love your neighbor as yourself." By getting vaccinated, we're showing love not just for ourselves, but for our neighbors, our friends, and every member of our church family by helping to keep them protected.

It's our duty to take care of the bodies we've been blessed with. Just as we trust in prayer, let's also trust in the wisdom and guidance of the medical professionals who recommend these vaccines.

Consulting with our doctors about adult vaccines is a small act that can have a big impact on our community's health.

Let's stand together in faith and in action. By protecting ourselves, we protect our congregation.



# Key Messaging for Stylists/Barbers

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

The health and wellbeing of each my clients is important. I want to check in with you about an important health resource – adult vaccinations. Staying up to date on your vaccines can keep you and your loved ones healthier.

Vaccines help us keep ourselves and our community safe. But less than half of American adults are up to date on them, which means that not enough of us are protected.

When one of us gets protected, it benefits everyone. Vaccines prevent the spread of diseases and protect those who might be at a higher risk, like our older loved ones or those with health conditions.

Staying up to date on vaccines can mean less time away from work being sick. I make sure that I get my vaccines so that I can keep my client appointments.

You should talk with your doctor or pharmacists about which vaccines are right for you.

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.

## X (formerly 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.

## 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.

## 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

Vaccines are one of the most effective tools in preventing infectious disease. When given appropriately, many vaccines can prevent 90% or more of severe illness cases. Learn more information about adult vaccines to share with your community at [HealthEquityChampions.org](https://HealthEquityChampions.org).


Some illnesses can be serious for older adults and people with chronic diseases. Vaccines are the best way to stay healthy and reduce the risk of serious illness. Learn more about adult vaccination - and how you can help educate your community - at [HealthEquityChampions.org](https://HealthEquityChampions.org).

3 out of 4 adults have not received their flu, pneumococcal, shingles, or Tdap vaccines. Encourage members of your community to stay up-to-date on their adult vaccines! Learn more at [HealthEquityChampions.org](https://HealthEquityChampions.org).

Vaccines are the best way to protect against certain preventable diseases. Getting vaccinated can protect yourself and also help you avoid spreading preventable diseases to other people in your community. Learn more about adult vaccines at [HealthEquityChampions.org](https://HealthEquityChampions.org).

Minoritized people are behind in vaccination rates by as much as 16% compared to non-Hispanic white people. Let's work to change this! Learn more about adult vaccines to share with your community at [HealthEquityChampions.org](https://HealthEquityChampions.org).

Adults need vaccines throughout their life. It's always a good idea for adults to talk to their doctor about the vaccines they may need. Learn more about adult vaccines at [HealthEquityChampions.org](https://HealthEquityChampions.org).



# Mensajería para redes sociales - Español

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](https://HealthEquityChampions.org).

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](https://HealthEquityChampions.org).


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](https://HealthEquityChampions.org).

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](https://HealthEquityChampions.org).

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](https://HealthEquityChampions.org).

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](https://HealthEquityChampions.org).



# Social Media Graphics - English

[Download here](#)

**DID YOU KNOW?**  
Many vaccines can prevent 90% or more of severe illness cases when given appropriately.



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**3 out of 4 adults have not received their flu, shingles, pneumococcal, or Tdap vaccine.**

**We must change this!**



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

*Remind your friends, family and community members to get vaccinated.*



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**Keep yourself (and your baby) healthy!**

*Vaccines are a safe way to help protect you and your baby against serious complications of certain diseases.*



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# Gráficos para redes sociales - Español

[Download here](#)

**¿SABÍAS?**  
Muchas vacunas pueden prevenir el 90% o más de los casos de enfermedades graves cuando se administran adecuadamente.




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### Recomendaciones de Vacunas

El Centro para el Control y la Prevención de Enfermedades (CDC) recomiendan varias vacunas para adultos. Aquí hay una lista general de algunas vacunas que sugieren.

- Vacuna Contra COVID-19
- Vacuna Contra Influenza
- Tdap (Tétano, Difteria y Tosterina)
- Herpes zóster (Zóster)
- Vacuna Neumocócica
- Vacuna contra el VPH (Virus del Papiloma Humano)
- Vacuna contra el Meningococo
- Vacuna contra la Hepatitis A y Hepatitis B
- Vacuna Triple Virica [MMR] (Sarampión, Paperas y Rubéola)
- Vacuna contra la Varicela
- Vacuna contra VRS (Virus Respiratorio Sincitial)



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**Históricamente, las personas minoritarias están atrasadas en las tasas de vacunación hasta en un 16% en comparación con las personas blancas no Hispánas.**

*Recuerde a sus amigos, familiares y miembros de la comunidad que se vacunen.*



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**3 de cada 4 adultos no han recibido la vacuna contra la influenza, el herpes zóster, el neumococo o la vacuna Tdap.**

**¡Debemos cambiar esto!**



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# Social Media Graphics: Faith Health Alliance

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**Many vaccines can prevent 90% or more of severe illness cases when given appropriately.**

*Remind your friends, family and fellow congregation members to get vaccinated.*



**NATIONAL MINORITY QUALITY FORUM** | **Center for Sustainable Health Care** | **FAITH HEALTH ALLIANCE**

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

*Remind your friends, family and community members to get vaccinated.*



**NATIONAL MINORITY QUALITY FORUM** | **Center for Sustainable Health Care** | **FAITH HEALTH ALLIANCE**



**What vaccines should adults consider?**

- COVID-19
- Flu (Influenza)
- Tdap (Tetanus, Diphtheria, and Pertussis)
- Shingles (Zoster)
- Pneumococcal Vaccine
- HPV (Human Papillomavirus)
- Meningococcal
- Hepatitis A and Hepatitis B
- MMR (Measles, Mumps, and Rubella)
- Varicella (Chickenpox) Vaccine
- RSV (Respiratory Syncytial Virus)

Note: These vaccines are recommended for adults by the CDC. Ask your healthcare provider what vaccines make sense for you.

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**Vaccine Recommendations**

The Centers for Disease Control and Prevention (CDC) recommends several vaccines for adults. Here's a general list of some vaccines adults should consider.

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- Varicella (Chickenpox) Vaccine
- RSV (Respiratory Syncytial Virus)

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# Social Media Graphics: Wellness Warriors

[Download here](#)

### What vaccines should adults consider?



- COVID-19
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### DID YOU KNOW?

Many vaccines can prevent ~90% of severe illness cases when given appropriately.


*Remind your friends, family and community members to get vaccinated (so you don't miss an appointment!)*



### What vaccines should adults consider?

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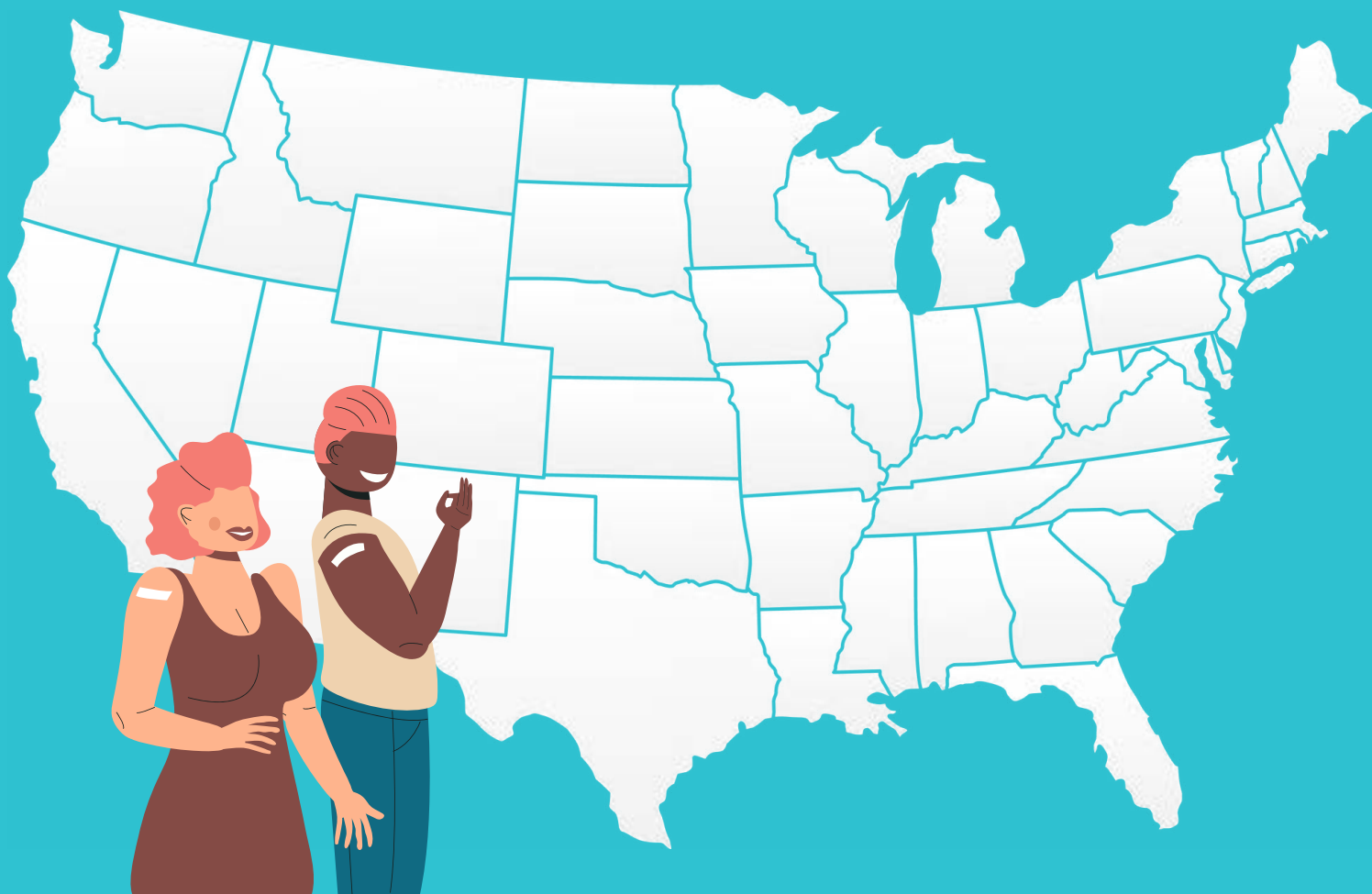
# Key Resources

## Community Health Assessment Resources

- [Finding and Using Health Statistics](#)
  - [PLACES: Local Data for Better Health](#)
  - [Phase 3: Collecting and Analyzing Data](#)
  - [Flu VaxView](#)
  - [Weekly U.S. Influenza Surveillance Report \(FluView\)](#)
  - [Adult Vaccine-Preventable Diseases – English](#)
  - [Adult Vaccine-Preventable Diseases – Spanish](#)
  - [Vaccine Information Statements \(VISs\) – CDC](#)
  - [Vaccine Information Statements – Immunize.org](#)
  - [General Best Practice Guidelines for Immunization – CDC](#)
  - [Preparing Your Practice for COVID-19 Vaccination - CDC](#)
  - [Adult Vaccine Assessment Tool - CDC](#)
- 

# Thank you!

FOR MAKING A DIFFERENCE IN YOUR COMMUNITY!



TELL US WHERE YOU ARE + LETS PUT YOU ON THE MAP!

[CLICK HERE TO SHARE!](#)

**Together, we  
can help our  
communities.**



*Want more free tips and information for your community?*  
**Sign up to be a Health Champion today!**



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