Vaccine Outreach: Community Partner Activation

WHY IS THIS IMPORTANT?
The Rhode Island Department of Health (RIDOH) is in the process of distributing the COVID-19 vaccine as new doses continue to become available in our state. The vaccine is a core component to reducing the spread of COVID-19 in our communities, as well as protecting our households and families.

HOW CAN YOU HELP?
To reduce misinformation and vaccine hesitancy, RIDOH is looking to team up with organizations and community leaders throughout the state to educate Rhode Islanders on the facts and help to build trust and adoption of the COVID-19 vaccine. Community leaders and peers are trusted by the community and can also play a big role in amplifying and sharing important vaccine facts and information. We hope to work with you to build the community’s trust and confidence.

So how can you help?

1. **Create a social post (or a few) to share with your social community with testimonials from those who’ve already received the vaccine, or those who support and plan to get the vaccine once it’s available to them.**

   Authenticity is crucial to sharing and promoting the importance of the vaccine, and what better way to do so than to hear directly from members of the community who have already received it.

   Share a static post or a short video about an individual in your organization who has received the vaccine, with their story - Why did they choose to receive it? How are they feeling now? Why is it so important to them?

   For those who may not have received the vaccine yet, they could share why they plan to get it and why they feel it’s safe. Who are they hoping to protect by getting the vaccine?

   Each organization should feel free to personalize the RIDOH messaging guidance in a way that will be authentic and true to who you are and your organization – and to align with your own messaging strategy.

   We’d love to have you join in our larger community activation, using the hashtag #CrushCovidRI.

   We may also choose to share your post from the Rhode Island Department of Health (RIDOH) social pages as well, with your permission.

   **PLEASE NOTE:** Many individuals who have received their vaccination have posted photos on social media with their vaccination card. This card may contain personal identifying information and is not recommended to be shared on social media for privacy reasons.
2. **Show your support with the “I Protect My Household” FB profile frame**
   Help us create awareness with a visual commitment on social media to protect your household and family by getting the COVID-19 vaccine. (See “assets” section for instructions.)

3. **Share RIDOH vaccine messages with your social community - and beyond**
   - We have developed video executions (in English and Spanish) with more on the way, and are planning ongoing social posts that support these same important vaccine messages. Sharing authentic posts with first-person testimonials and stories about experiences and support for the vaccine is our first priority, but we’d also welcome your engagement by sharing our existing messaging materials and by using the #CrushCovidRI hashtag with any of your own social messaging that may align. (See “assets” section for details and links to share.)
   - In addition to sharing key vaccine messaging to your social community, we also encourage you to be a vaccine ambassador in your everyday conversations with neighbors, patients, and loved ones. Here are some resources to help with those conversations:
     - **COVID-19 Vaccine Frequently Asked Questions (general public):**
       - English: [https://covid.ri.gov/vaccination/covid-19-vaccine-faqs](https://covid.ri.gov/vaccination/covid-19-vaccine-faqs)
       - Multiple languages: [https://drive.google.com/drive/folders/1ps7uFxxGDZZtzA5uxnsUu3lUmF973J](https://drive.google.com/drive/folders/1ps7uFxxGDZZtzA5uxnsUu3lUmF973J)
     - **COVID-19 Vaccine FAQs for Healthcare Providers and Professionals:** [https://covid.ri.gov/healthcare-professionals/vaccine-faqs-healthcare-providers-and-professionals](https://covid.ri.gov/healthcare-professionals/vaccine-faqs-healthcare-providers-and-professionals)
     - **CDC Vaccination Communication Toolkit for Medical Centers, Clinics, and Clinicians:** [https://www.cdc.gov/vaccines/covid-19/health-systems-communication-toolkit.html](https://www.cdc.gov/vaccines/covid-19/health-systems-communication-toolkit.html)

**KEY MESSAGING POINTS**

The below messaging points are meant to serve as a helpful guide. Feel free to personalize these messages and share them in a way that will be authentic and true to who you are – while keeping the facts intact. Key messaging points include:

- **Taking the COVID-19 vaccine is one of several things you can do to protect yourself and your household.**
  - All three available vaccines are safe, highly effective at preventing serious illness; hospitalizations; and death, and reduce the risk of infecting others.
  - All three vaccines will help protect you from getting different variants of COVID-19.
- **If you are eligible to get vaccinated, the best vaccine for you is the one that is available to you first.**
  - The more people who get vaccinated against COVID-19, with any of the available vaccines,
the sooner the pandemic will end.

- **We have three vaccines that are proven to be very safe and extremely effective at preventing serious illness, hospitalizations, and death.**
  - This is phenomenal news.
  - The vaccines are all well above the effectiveness bar set by the federal government.
  - They were tested in large-scale vaccine trials involving a combined total of more than 100,000 people of different ages, genders, races, and ethnicities.
  - There were no serious safety concerns.

- **In addition to ending this pandemic, we want to prevent severe illness, hospitalization, and death.**
  - All of the vaccines offer high efficacy (or protection) against these outcomes after people have been fully immunized.
  - For example, in the Janssen (or Johnson & Johnson) Phase 3 clinical trial, no COVID-19–associated hospitalizations occurred 28 days or more after vaccination in the vaccine group, while 16 hospitalizations occurred in the group receiving the placebo. No COVID-19–associated deaths occurred among people who received the vaccine. The Janssen vaccine has also shown to be more than 85 percent effective in protecting against severe illness 28 days or more after vaccination.

- **No steps involving safety were skipped during the COVID-19 vaccine development process.**
  - COVID-19 vaccines were held to the same rigorous safety standards as other vaccines. Researchers around the globe came together to develop vaccines quickly, because so many lives were at stake. But this speed did not compromise safety or scientific integrity.
  - The government began producing doses of certain COVID-19 vaccines already in phase 3 trials, which sped up availability. Scientific advances over the last decade have also helped us learn a lot about the body and how it responds to vaccines.

- **Vaccines often cause our immune systems to respond in a way that shows the vaccine is working.**
  - This is healthy, normal, and expected.
  - You may experience a sore arm, headache, fever, or body aches, but they should go away within a few days.
  - The effects of COVID-19 are much worse than these mild to moderate reactions that people sometimes have to the vaccine.

- **You should continue to wear a mask and follow other community mitigation protocols even after receiving the vaccine.** Because we don’t know for sure whether you can still get infected and spread the virus to others once you’ve gotten any COVID-19 vaccine, you still need to wear a mask, get tested as needed, and keep your distance from people you don’t live with. You should also isolate if you have tested positive or have symptoms. Learn more from our COVID-19 Vaccine FAQs

**SHARING POST PERFORMANCE**

Following your posts, we would greatly appreciate it if you would share any basic metrics so we can understand the impact of your engagement and sharing of this messaging to your followers. One week out from posting, we would love for you to share: total post likes, shares, and comments, including some examples of comments you received.
Adding a custom frame to your social media profile
Below are the instructions for how to apply to your Facebook profile/account. Profile frames are available in both English and Spanish.

To add a frame to your personal profile picture...

1. Go to your profile
2. Hover over your current profile picture and click update
3. Choose add frame
4. Search “RI COVID-19 Vaccine” for English frames or “RI Vacuna COVID-19” for Spanish frames
5. Choose one of our options seen below

To add a frame to your Organization/Company’s profile picture...

2. Click your profile picture in the bottom left and select your Page.
3. Search “RI COVID-19 Vaccine” for English frames or “RI Vacuna COVID-19” for Spanish frames
4. Choose one of our options below.
5. Click Use as Profile Picture

English Frames

RI COVID-19 Vaccine #1 (left): For those who have been vaccinated and want to share their support for the COVID-19 vaccine.

RI COVID-19 Vaccine #2 (middle): For organizations who may not have had their entire staff vaccinated, but want to show their support for the COVID-19 vaccine.

RI COVID-19 Vaccine #3 (right): For individuals who may not have been vaccinated yet, but want to show their support for the COVID-19 vaccine
Spanish Frames

**RI Vacuna COVID-19 #1 (left):** For those who have been vaccinated and want to share their support for the COVID-19 vaccine.

**RI Vacuna COVID-19 #2 (middle):** For organizations who may not have had their entire staff vaccinated and want to show their support for the COVID-19 vaccine.

**RI Vacuna COVID-19 #3 (right):** For individuals who may not have been vaccinated yet, but want to show their support for the COVID-19 vaccine.
Shareable video assets for your social channels:

**Facebook**
- **English**
  - Dr. Tashima (Lifespan Immunology Center)
    https://www.facebook.com/144842292223105/posts/4934253466615273
  - Dr. Fernandez (Asthenis)
    https://www.facebook.com/144842292223105/posts/4934253596615260
  - Dr. Alexander Scott (Director, RI Department of Health)
    https://www.facebook.com/14484292223105/posts/5014444511929501
  - Dr. Rodriguez (Medical Director, Care New England)
    https://www.facebook.com/14484292223105/posts/5037194089654543
  - Dr. Chan (RI Department of Health, Infectious Disease Specialist)
    https://www.facebook.com/144842292223105/posts/5037209398853012
- **Spanish**
  - Dr. Fernandez (Asthenis Pharmacy)
    https://www.facebook.com/144842292223105/posts/4934279409946012
  - Dr. Rodriguez (Medical Director, Care New England)
    https://www.facebook.com/14484292223105/posts/5037239929649959

**LinkedIn**
- **English**
  - Dr. Tashima (Lifespan Immunology Center)
  - Dr. Fernandez (Asthenis)
○ Dr. Alexander Scott (Director, RI Department of Health)

○ Dr. Rodriguez (Medical Director, Care New England)

○ Dr. Chan (RI Department of Health, Infectious Disease Specialist)

YouTube

● Dr. Tashima (Lifespan Immunology Center)

● Dr. Fernandez (Asthenis)
  ○ English: https://youtu.be/kwLZi10uS_g
  ○ Spanish: https://youtu.be/_GOv7_lRKqU

● Dr. Alexander Scott (Director, RI Department of Health)
  ○ English (:15s): https://youtu.be/Tg0AU-vRp3g
  ○ English (:30s): https://youtu.be/96pP0JyNr6s

● Dr. Rodriguez (Medical Director, Care New England)
  ○ English (:15s): https://youtu.be/q1EYA1aft0
  ○ English (:30s): https://youtu.be/ehfRpl38_vQ
  ○ Spanish (:30s): https://youtu.be/aZsFSNxU4DA

● Dr. Chan (RI Department of Health, Infectious Disease Specialist)
  ○ English (:15s): https://youtu.be/MRFdh9yQ2vo
  ○ English (:30s): https://youtu.be/rMiCcqEQtE0