



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?

With misinformation and vaccine hesitancy on the rise, the RIDOH is looking to team up with healthcare organizations and community leaders throughout the state to educate Rhode Islanders with the facts and help to build trust and adoption of the COVID-19 vaccine. Research has shown that the individuals many community members trust the most are healthcare professionals, and especially primary care physicians. Community leaders can also play a big role in amplifying vaccine facts and messages shared by healthcare professionals. 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 healthcare professionals who've already had the vaccine, or those planning to get the vaccine.**

Authenticity is crucial to sharing and promoting the importance of the vaccine, and what better way to do so than to hear from actual healthcare professionals who are on the front lines and have received the vaccine already.

Sharing a static post or a short video from healthcare workers in your organization who have 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 healthcare workers who may not have received it yet, they could also share their stories? If they plan to get it and why? Who are they protecting by getting the vaccine?

We want you to personalize our messaging guidance - in a way that will be authentic and true to who you are and your organization, so feel free to make this align with your own messaging strategy

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

We may 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 directly from your healthcare organization and affiliated healthcare professionals is our first priority, but we’d also welcome your engagement by sharing our existing messaging and 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>
 - Multiple languages: <https://drive.google.com/drive/folders/1ps7uFxxGDZZtzA5uxnsUu3l-UmF973Je>

 - **COVID-19 Vaccine FAQs for 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>

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:

- **Stopping this pandemic is going to require all our tools: handwashing, masks, social distancing, and vaccines.** Together, these tools offer the only way we can get back to our normal routines.
- **Taking the vaccine is one of several things you can do to protect yourself and your household.** The vaccine will help protect you from getting COVID-19.
- **The COVID-19 vaccine is safe.**
 - All COVID-19 vaccines 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.
- **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 a vaccine 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 speed 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.

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.

ASSETS

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...

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 Page's profile picture...

1. Go to www.facebook.com/profilepicframes.
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/144842292223105/posts/5014444511929501>
 - **Dr. Rodriguez (Medical Director, Care New England)**
<https://www.facebook.com/144842292223105/posts/5037194089654543>
 - **Dr. Chan (RI Department of Health, Infectious Disease Specialist)**
<https://www.facebook.com/144842292223105/posts/5037209399653012>

- Spanish
 - **Dr. Fernandez (Asthenis Pharmacy)**
<https://www.facebook.com/144842292223105/posts/4934279409946012>
 - **Dr. Rodriguez (Medical Director, Care New England)**
<https://www.facebook.com/144842292223105/posts/5037239929649959>

LinkedIn

- English
 - **Dr. Tashima (Lifespan Immunology Center)**
[https://www.linkedin.com/feed/update/urn:li:sponsoredContentV2:\(urn:li:ugcPost:6745706138169413632,urn:li:sponsoredCreative:119348694\)/](https://www.linkedin.com/feed/update/urn:li:sponsoredContentV2:(urn:li:ugcPost:6745706138169413632,urn:li:sponsoredCreative:119348694)/)
 - **Dr. Fernandez (Asthenis)**
[https://www.linkedin.com/feed/update/urn:li:sponsoredContentV2:\(urn:li:ugcPost:6745705342388326400,urn:li:sponsoredCreative:119348094\)/](https://www.linkedin.com/feed/update/urn:li:sponsoredContentV2:(urn:li:ugcPost:6745705342388326400,urn:li:sponsoredCreative:119348094)/)
 - **Dr. Alexander Scott (Director, RI Department of Health)**
[https://www.linkedin.com/feed/update/urn:li:sponsoredContentV2:\(urn:li:ugcPost:6752620822772371456,urn:li:sponsoredCreative:120096404\)/](https://www.linkedin.com/feed/update/urn:li:sponsoredContentV2:(urn:li:ugcPost:6752620822772371456,urn:li:sponsoredCreative:120096404)/)
 - **Dr. Rodriguez (Medical Director, Care New England)**
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 - **Dr. Chan (RI Department of Health, Infectious Disease Specialist)**
[https://www.linkedin.com/feed/update/urn:li:sponsoredContentV2:\(urn:li:ugcPost:6754517543173681152,urn:li:sponsoredCreative:120362714\)/](https://www.linkedin.com/feed/update/urn:li:sponsoredContentV2:(urn:li:ugcPost:6754517543173681152,urn:li:sponsoredCreative:120362714)/)

YouTube

- **Dr. Tashima (Lifespan Immunology Center)**
 - English (:15s): <https://youtu.be/JI5LeHdvJBg>
 - English (:30s): <https://youtu.be/xW4aN9FccqU>



- **Dr. Fernandez (Asthenis)**
 - English: https://youtu.be/kwLZi10uS_g
 - Spanish: https://youtu.be/_GOv7_IRKqU
- **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/g1EYAt1aff0>
 - English (:30s): https://youtu.be/ehfRpl38_v0
 - Spanish (:15s): <https://youtu.be/khohSI-cYzE>
 - 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/rMjCcgFOtE0>