



Vaccine Outreach: Community Partner Activation

WHY IS THIS IMPORTANT?

Governor McKee and the Rhode Island Department of Health (RIDOH) are working to distribute 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, the RIDOH is looking to team up with 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. 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 RI community's trust and confidence.

So how can you help?

- Create a social post (or a few) to share with your social media community with testimonials from those who've already received the vaccine, or those who support and plan to get the vaccine.
- Show your support with the "I Protect My Household" FB profile frame.
- Share RIDOH vaccine messages with your social community - and beyond.

Below is additional information and suggestions for each area of support:

1. Create a social post (or a few) to share with your social media community.

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 received the vaccine already.

If you or members of your organization **HAVE** received the vaccine:

- Share a static post or a short video from an individual in your organization who has received the vaccine. What is their story? Why did they choose to get vaccinated? How are they feeling now? Why is it so important to them?

If you or members of your organization **HAVE NOT** received the vaccine:

- Share "why" you support the vaccine. Why are you choosing or planning to get the vaccine? How will it impact your community? Your family? Your life?

We want each community partner to personalize the RIDOH 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.

Please use the **hashtag #Vaccinate401 when posting** to we can showcase and unify your important message along with our other partners across the state.



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 as well as English with Portuguese subtitles) 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 and **using the #Vaccinate401 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, friends, and loved ones. Here are some resources to help with those conversations:
 - **COVID-19 Community Partner Toolkit:** <https://covid.ri.gov/public/covid-19-community-partner-toolkit>
 - **COVID-19 Vaccine Frequently Asked Questions (general public):**
 - English: <https://covid.ri.gov/vaccination/covid-19-vaccine-fags>
 - Multiple languages: <https://drive.google.com/drive/folders/1ps7uFxxGDZZtzA5uxnsUu3l-UmF973Je>



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:

- **The vaccine is currently available to all Rhode Islanders 12+. Make your appointment today. Don't wait.** Getting the vaccine is one of several things you can do to protect yourself and your household.
 - The COVID-19 vaccine is safe, highly effective against serious illness, and reduces your risk of infecting others.
 - CDC and the FDA will continue to monitor the vaccines to look for safety issues even after they are authorized and in use.
- **We can stop this pandemic, but it is going to require all our tools: handwashing, masks, social distancing, and vaccines.** Together, we can get back to better.
- **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 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.
 -
- **[Learn what changes when you're fully vaccinated.](#)**



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 **Organization/Company'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. Chan (RI Department of Health, Infectious Disease Specialist)
<https://www.facebook.com/144842292223105/posts/5037209399653012>
 - How do I sign up to get the COVID-19 Vaccine?
 - Dr. Forman (Kent Hospital) and Jim Vincent (NAACP)



- <https://www.facebook.com/144842292223105/posts/5400467929993822>
 - **Dr. Forman (Kent Hospital) and Larry Warner (United Way)**
<https://www.facebook.com/144842292223105/posts/5498100410230573>
 - **Dr. Martin (Internal Medicine/Pediatrics) and Anna Cano Morales (Rhode Island College)**
https://www.facebook.com/144842292223105/posts/5498198533554094?dco_ad_id=23847438373130675
 - **Is it true that I'm eligible to receive the COVID-19 Vaccine?**
 - **Dr. Martin (Internal Medicine/Pediatrics) and Estarlyn Hiraldo (Providence College Student)**
<https://www.facebook.com/144842292223105/posts/5517183761655571>
 - **How is the state ensuring people can get a COVID-19 vaccine quickly?**
 - **Governor McKee and Channavy Chhay (Center for Southeast Asians)**
<https://www.facebook.com/144842292223105/posts/5537344352972845>
 - **Community vs. Covid-19: Elizabeth**
 - <https://www.facebook.com/144842292223105/posts/5405698892804059>
 - **Dr. Holland and Martha Doyle Lindman: Is the Vaccine safe for Kids?**
 - <https://www.facebook.com/144842292223105/posts/5647865188587427>
 - **COVID-19 Vaccines and Travel**
 - <https://www.facebook.com/144842292223105/posts/5647965775244035>
 - **Get Your Shot, Rhode Island: Coach Cooley (Providence College)**
 - <https://www.facebook.com/144842292223105/posts/5658240004216612>
 - **Get Your Shot, Rhode Island: Comic Con**
 - <https://www.facebook.com/144842292223105/posts/5658221150885164>
- **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>
 - **How do I sign up to get the COVID-19 Vaccine?**
 - **Dr. Martin (Internal Medicine/Pediatrics) and Hugo Adames**
<https://www.facebook.com/144842292223105/posts/5400501136657168>
 - **Dr. Martin (Internal Medicine/Pediatrics) and Anna Cano Morales (Rhode Island College)**
<https://www.facebook.com/144842292223105/posts/5498104003563547>
 - **How is the state ensuring people can get a COVID-19 vaccine quickly?**
 - **Governor McKee and Channavy Chhay (Center for Southeast Asians)**
<https://www.facebook.com/144842292223105/posts/5537354122971868>
 - **Community vs. Covid-19: Elizabeth**
 - <https://www.facebook.com/144842292223105/posts/5405699236137358>
- **Portuguese**
 - **How do I sign up to get the COVID-19 Vaccine?**
 - **Dr. Forman (Kent Hospital) and Jim Vincent (NAACP)**
<https://www.facebook.com/144842292223105/posts/5497619050278709>



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. 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/Jl5LeHdvJBg>
 - 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. Chan (RI Department of Health, Infectious Disease Specialist)**
 - English (:15s): <https://youtu.be/MRFdh9yQ2vo>