

A campaign to increase vaccine confidence while reinforcing basic prevention measures



User Guide for Black/African American (B/AA) Community Organization Leaders Toolkit

This material is for community organization leaders to communicate directly with their staff, members, volunteers, and the communities they serve.

Your Role as a Civic Community Organization Leader

Community and civic organizations within the Black/African American population are integral to the community. You are essential in keeping Black/African American people connected and informed and effective in making an impact where and when necessary.

Your members and the communities you serve see you as a resource in educating a significant number of Black/African American people, regardless of socioeconomic status.

Your organizations are well positioned to support dissemination of vaccine information and continued preventive measures.



Purpose and Goals

As a one of the most trusted voices in the Black/African American community, you are in an important position to share crucial COVID-19 information on vaccines and preventive measures. Black/African American people are disproportionately affected by COVID-19, and we need your help to ensure your community hears these important messages.

Your members trust you and understand that you support their well-being.

You know how to reach and inspire them.

You can motivate them to learn about the vaccines and take steps to slow the spread of COVID-19.



Tools and Resources

Resources to Help You Help Others

This toolkit features a combination of already existing materials from the [Centers for Disease Control and Prevention \(CDC\)](#) as well as newly developed and culturally tailored materials developed by the [HHS COVID-19 public education campaign](#).

Within this toolkit you'll find:

- Posters and flyers
- Social media messaging
- Videos
- FAQs and fact sheets
- Talking points
- Facebook Live
- Website content
- CDC resources

We will be regularly updating content to this toolkit, please check back for new resources.




Fact Sheets

Read “[Learn About the New mRNA COVID-19 Vaccines](#)” and “[Answering Your Questions About the New COVID-19 Vaccines](#)” to better understand the COVID-19 vaccines so that you can become more confident in speaking about the vaccines and encouraging others to get vaccinated.

You can send these to your organization, post them to your website, and make them available in an information center.

Take a look at “[Quick Answers for Community Leaders to Common Questions People May Ask about COVID-19 Vaccines](#).” This document is a quick reference to have answers on hand to common questions.

FAQs for Organization Leaders



Frequently Asked Questions

For Black/African American Community & Civic Organization Leaders

Overview

Community and civic organizations within the Black/African American population are integral to the community. They are essential in keeping Black/African American people connected and informed and effective in making an impact where and when necessary. Many Black/African American people across various socioeconomic groups are members of these organizations and are often in more than one of these groups.

Community and civic organizations have been consistently on the front line of the effort to provide aid and resources to the community during the global pandemic. They have done this directly by dealing with COVID-19 prevention or by helping community members cope and move forward in the aftermath of the pandemic through education or financial assistance. These organizations are now primed and ready to support dissemination of vaccine information and continued preventive measures.

Messaging to spread awareness and education regarding vaccine information should be clear and easy to understand. These groups are key to spreading and educating Black/African American people, regardless of socioeconomic status. Information given to members of this group should prepare them to be messengers and educators for building vaccine confidence and the continued prevention of COVID-19.

The [HHS COVID-19 public education campaign](#) is providing these frequently asked questions and answers for Black/African American community and civic organization leaders to be able to address common concerns about COVID-19. The Campaign aims to increase public confidence in and uptake of COVID-19 vaccines while reinforcing basic prevention measures such as mask wearing and social distancing. This information includes the [latest facts from CDC](#) and will resonate with Black/African American audiences when they come from trusted voices.

This guidance is not intended to infringe on rights protected by the First Amendment to the U.S. Constitution or any other federal law, including the Religious Freedom Restoration Act of 1993.

About COVID-19


What is COVID-19?

COVID-19 is a disease caused by a novel coronavirus that hasn't been previously seen in humans. Because it's a new virus, scientists are learning more each day. While most people

Content last reviewed: May 25, 2021

[Click here to download.](#)

Getting the Facts: Vaccine Awareness and Slowing the Spread



Getting the Facts: Vaccine Awareness and Slowing the Spread


Vaccines Are Here. What You Need to Know.

How the COVID-19 vaccines work

- The COVID-19 vaccines help your body develop immunity to the virus that causes COVID-19 without you getting the virus.
- Different vaccines work in different ways, but all types of vaccines teach the body how to fight the virus in the future and build immunity.
- It can take a few weeks for your body to build immunity after getting a COVID-19 vaccine.
- It's possible that you could get COVID-19 just before or after being vaccinated, but it isn't possible to get COVID-19 from any of the vaccines being used or tested in the United States.

Benefits of getting vaccinated

- COVID-19 can have serious, life-threatening complications, and there's no way to know how it will affect you. Getting vaccinated will help keep you from getting COVID-19.
- The vaccines are very effective in preventing COVID-related severe illness, hospitalization, and death even if you get COVID-19.
- Getting vaccinated may also protect people around you, particularly people at increased risk for severe illness from COVID-19, such as older adults and people with medical conditions.
- Getting vaccinated and following CDC's recommendations to protect yourself and others provide the best protection from COVID-19.



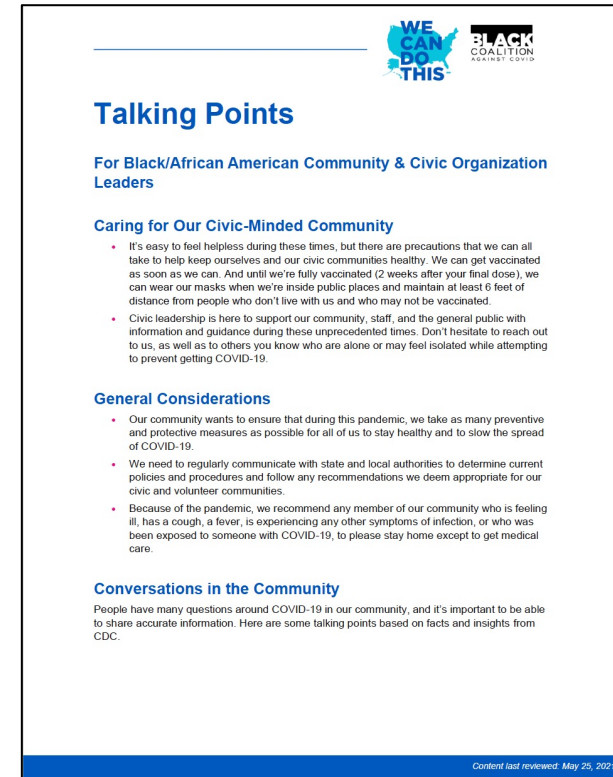
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Talking Points

Use these talking points when talking with members of your organization. They cover a wide range of topics, including vaccine safety, preventive measures, and staying connected with the community.

Talking Points



The thumbnail shows a document titled "Talking Points" for Black/African American Community & Civic Organization Leaders. It includes logos for "WE CAN DO THIS" and "BLACK COALITION AGAINST COVID". The document is divided into sections: "Caring for Our Civic-Minded Community" with two bullet points, "General Considerations" with three bullet points, and "Conversations in the Community" with a paragraph. A footer note states "Content last reviewed: May 25, 2021".

Talking Points

For Black/African American Community & Civic Organization Leaders

Caring for Our Civic-Minded Community

- It's easy to feel helpless during these times, but there are precautions that we can all take to help keep ourselves and our civic communities healthy. We can get vaccinated as soon as we can. And until we're fully vaccinated (2 weeks after your final dose), we can wear our masks when we're inside public places and maintain at least 6 feet of distance from people who don't live with us and who may not be vaccinated.
- Civic leadership is here to support our community, staff, and the general public with information and guidance during these unprecedented times. Don't hesitate to reach out to us, as well as to others you know who are alone or may feel isolated while attempting to prevent getting COVID-19.

General Considerations

- Our community wants to ensure that during this pandemic, we take as many preventive and protective measures as possible for all of us to stay healthy and to slow the spread of COVID-19.
- We need to regularly communicate with state and local authorities to determine current policies and procedures and follow any recommendations we deem appropriate for our civic and volunteer communities.
- Because of the pandemic, we recommend any member of our community who is feeling ill, has a cough, a fever, is experiencing any other symptoms of infection, or who has been exposed to someone with COVID-19, to please stay home except to get medical care.

Conversations in the Community

People have many questions around COVID-19 in our community, and it's important to be able to share accurate information. Here are some talking points based on facts and insights from CDC.

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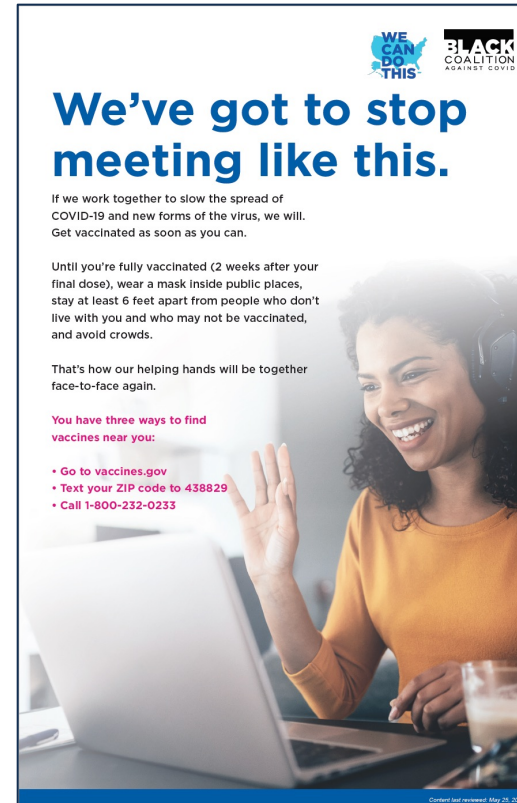
Posters and Flyers

As community and civic organization leaders, you can download, print, and forward these posters and flyers to foster conversation among your organizations.

Suggestions for Use:

- Email them to your staff, members, and supporters.
- Integrate them into your newsletter.
- Post them to your website.
- Hang them in your offices or meeting centers.

Meeting Poster



The poster features a woman in an orange top smiling and waving while on a video call. In the top right corner, there are logos for 'WE CAN DO THIS' and 'BLACK COALITION AGAINST COVID'. The main headline reads 'We've got to stop meeting like this.' Below this, the text says: 'If we work together to slow the spread of COVID-19 and new forms of the virus, we will. Get vaccinated as soon as you can.' A second paragraph states: 'Until you're fully vaccinated (2 weeks after your final dose), wear a mask inside public places, stay at least 6 feet apart from people who don't live with you and who may not be vaccinated, and avoid crowds.' A third paragraph says: 'That's how our helping hands will be together face-to-face again.' Below that, it says: 'You have three ways to find vaccines near you:' followed by a bulleted list: '• Go to vaccines.gov', '• Text your ZIP code to 438829', and '• Call 1-800-232-0233'. At the bottom right, there is a small copyright notice: 'Content last reviewed: May 25, 2021'.

Click [here](#) to download.

Never Give Up Poster



The poster features a man in a blue uniform and cap, wearing a blue surgical mask and white gloves, holding a red crate filled with fresh produce like bananas and leafy greens. In the top right corner, there are logos for 'WE CAN DO THIS' and 'BLACK COALITION AGAINST COVID'. The main headline reads 'We never give up on giving back.' Below this, the text says: 'For so many of us, helping other is just a part of who we are. And we have a chance to help everyone right now by getting a COVID-19 vaccine as soon as we can.' A second paragraph states: 'Until you're fully vaccinated (2 weeks after your final dose), wear a mask inside public places, stay at least 6 feet apart from people who don't live with you and who may not be vaccinated, and avoid crowds.' A third paragraph says: 'The more we slow the spread of COVID-19, the faster we'll get back to giving back.' Below that, it says: 'You have three ways to find vaccines near you:' followed by a bulleted list: '• Go to vaccines.gov', '• Text your ZIP code to 438829', and '• Call 1-800-232-0233'. At the bottom right, there is a small copyright notice: 'Content last reviewed: May 25, 2021'.

Click [here](#) to download.

Social Media Messaging

These social media posts underscore the importance of the vaccines and the CDC guidelines.

Suggestions for Use:

- You can use these materials on various social media platforms to portray the values and actions that resonate with your organization.
- Encourage your staff, members, and supporters to repost.

[Sample Post]



Community service is a gift that comes naturally to some of us. And now, the most thoughtful way to help everyone is by wearing masks, avoiding crowds, staying 6 feet apart, and getting the vaccine when it's our turn. The sooner we do this, the sooner we can get back to giving. Learn more at cdc.gov/coronavirus/#WeCanDoThis

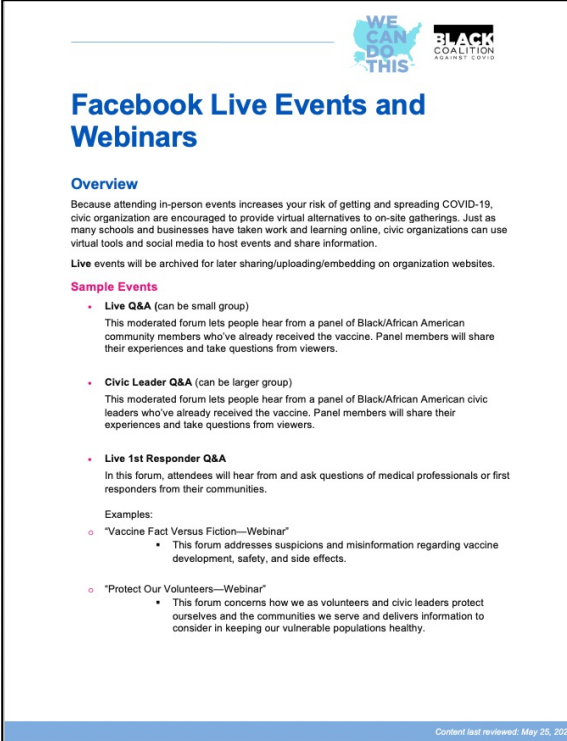
[Click here to download.](#)

Facebook Live Events and Webinars

Facebook Live is a feature of the Facebook social network that uses the camera on a computer or mobile device to broadcast live or pre-recorded real-time video to Facebook. Live broadcasters can use this content to engage their audience during the moments and events that are important to them.

Facebook Live events will be archived for later sharing, uploading, and embedding on your website or Facebook page.

Facebook Live Events



WE CAN DO THIS **BLACK COALITION AGAINST COVID**

Facebook Live Events and Webinars

Overview

Because attending in-person events increases your risk of getting and spreading COVID-19, civic organization are encouraged to provide virtual alternatives to on-site gatherings. Just as many schools and businesses have taken work and learning online, civic organizations can use virtual tools and social media to host events and share information.

Live events will be archived for later sharing/uploading/embedding on organization websites.

Sample Events

- **Live Q&A** (can be small group)
This moderated forum lets people hear from a panel of Black/African American community members who've already received the vaccine. Panel members will share their experiences and take questions from viewers.
- **Civic Leader Q&A** (can be larger group)
This moderated forum lets people hear from a panel of Black/African American civic leaders who've already received the vaccine. Panel members will share their experiences and take questions from viewers.
- **Live 1st Responder Q&A**
In this forum, attendees will hear from and ask questions of medical professionals or first responders from their communities.

Examples:

- "Vaccine Fact Versus Fiction—Webinar"
 - This forum addresses suspicions and misinformation regarding vaccine development, safety, and side effects.
- "Protect Our Volunteers—Webinar"
 - This forum concerns how we as volunteers and civic leaders protect ourselves and the communities we serve and delivers information to consider in keeping our vulnerable populations healthy.


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Click [here](#) to download.

Website Content

You can add this information that focuses on CDC facts about vaccines to your organization website. The website content is designed to build vaccine confidence in your community by building knowledge and trust.


Sample Website Content



Website Content for Your Site

How do I know the vaccines are safe?

It's normal for anyone to feel doubts or concerns about a new vaccine. Scientists tested the COVID-19 vaccines in large medical studies to make sure they met safety standards. Researchers recruited thousands of clinical trial participants to see how the vaccines offer protection for people of different ages, races, and ethnicities, including Black/African American people. Moving forward, the FDA will continue to monitor the safety of COVID-19 vaccines to make sure even very rare side effects are identified.



- Source: <https://www.cdc.gov/vaccines/covid-19/hcp/mma-vaccine-basics.html>
- Source: <https://www.cdc.gov/vaccines/covid-19/hcp/answering-questions.html>
- Source: <https://www.cdc.gov/coronavirus/2019-ncov/vaccines/faq.html>

What guidance is there about volunteering safely?

CDC has released information on how to stay safe before and after vaccination. To keep volunteers safe, maintain 6-foot social distancing measures and mask requirements. This doesn't mean our community can't volunteer together. So far, here's what CDC has said about keeping volunteers and community members safe:

- Everyone ages 2 and up should wear a mask in public and at volunteer events.
- Masks should be worn over the mouth and nose and be secured to avoid transmitting airborne particles.
- Avoid indoor spaces without ventilation: volunteer events are much safer if they're conducted outside or in open areas.
- Volunteers should wash their hands before preparing food, after using the restroom, after sneezing or coughing, after touching animals, and after leaving a public place.
- Frequently touched surfaces should be cleaned daily. These surfaces include tables, doorknobs, light switches, countertops, desks, phones, keyboards, toilets, faucets, and sinks.
- Volunteers who are experiencing a fever, cough, or other COVID-19 symptoms should stay home to protect other volunteers.

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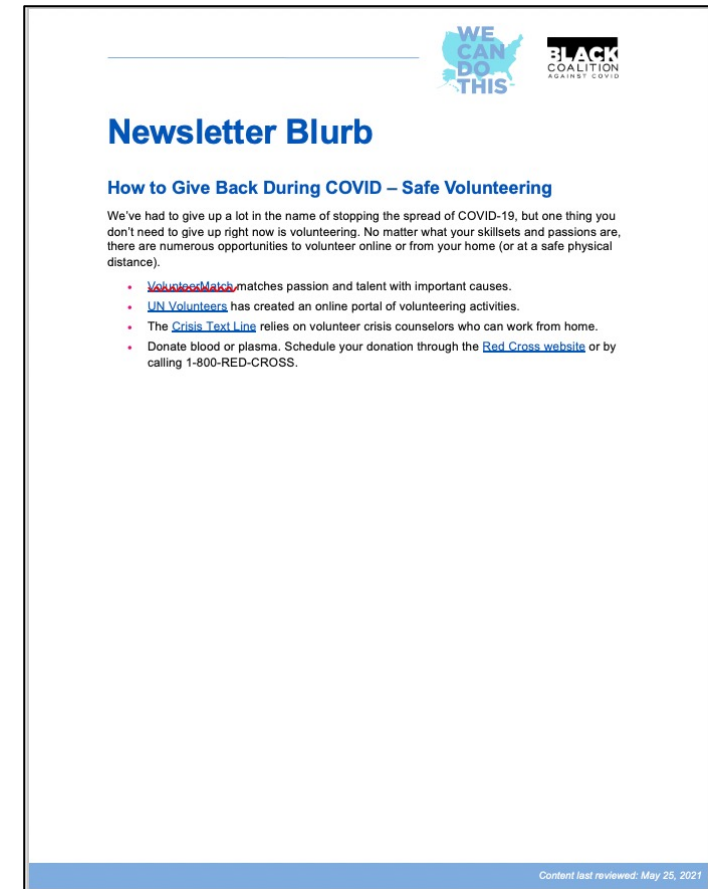
Newsletter Blurb

Use newsletter blurbs to share messages about how to volunteer safely while slowing the spread of COVID-19.

Suggestions for Use:

- Integrate them into your newsletters.
- Post them to your website.

Newsletter Blurb



WE CAN DO THIS **BLACK COALITION AGAINST COVID**

Newsletter Blurb

How to Give Back During COVID – Safe Volunteering

We've had to give up a lot in the name of stopping the spread of COVID-19, but one thing you don't need to give up right now is volunteering. No matter what your skillsets and passions are, there are numerous opportunities to volunteer online or from your home (or at a safe physical distance).

- [VolunteerMatch](#) matches passion and talent with important causes.
- [UN Volunteers](#) has created an online portal of volunteering activities.
- The [Crisis Text Line](#) relies on volunteer crisis counselors who can work from home.
- Donate blood or plasma. Schedule your donation through the [Red Cross website](#) or by calling 1-800-RED-CROSS.

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For More Information

In addition to the resources highlighted here, take a look at the [COVID-19 Vaccination Communication Toolkit](#), which has useful information and other materials such as fact sheets, posters, stickers, and social media examples that community leaders can share with their organization, members, and staff.

This toolkit is intended to help community leaders better understand the facts, feel confident getting vaccinated, and become force multipliers in their communities to encourage others to get vaccinated.



**Thank you, community
leaders. Let's take COVID
down!**





We never give up on giving back.

For so many of us, helping other is just a part of who we are. And we have a chance to help everyone right now by getting a COVID-19 vaccine as soon as we can.

Until you're fully vaccinated (2 weeks after your final dose), wear a mask inside public places, stay at least 6 feet apart from people who don't live with you and who may not be vaccinated, and avoid crowds.

The more we slow the spread of COVID-19, the faster we'll get back to giving back.

You have three ways to find vaccines near you:

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We've got to stop meeting like this.

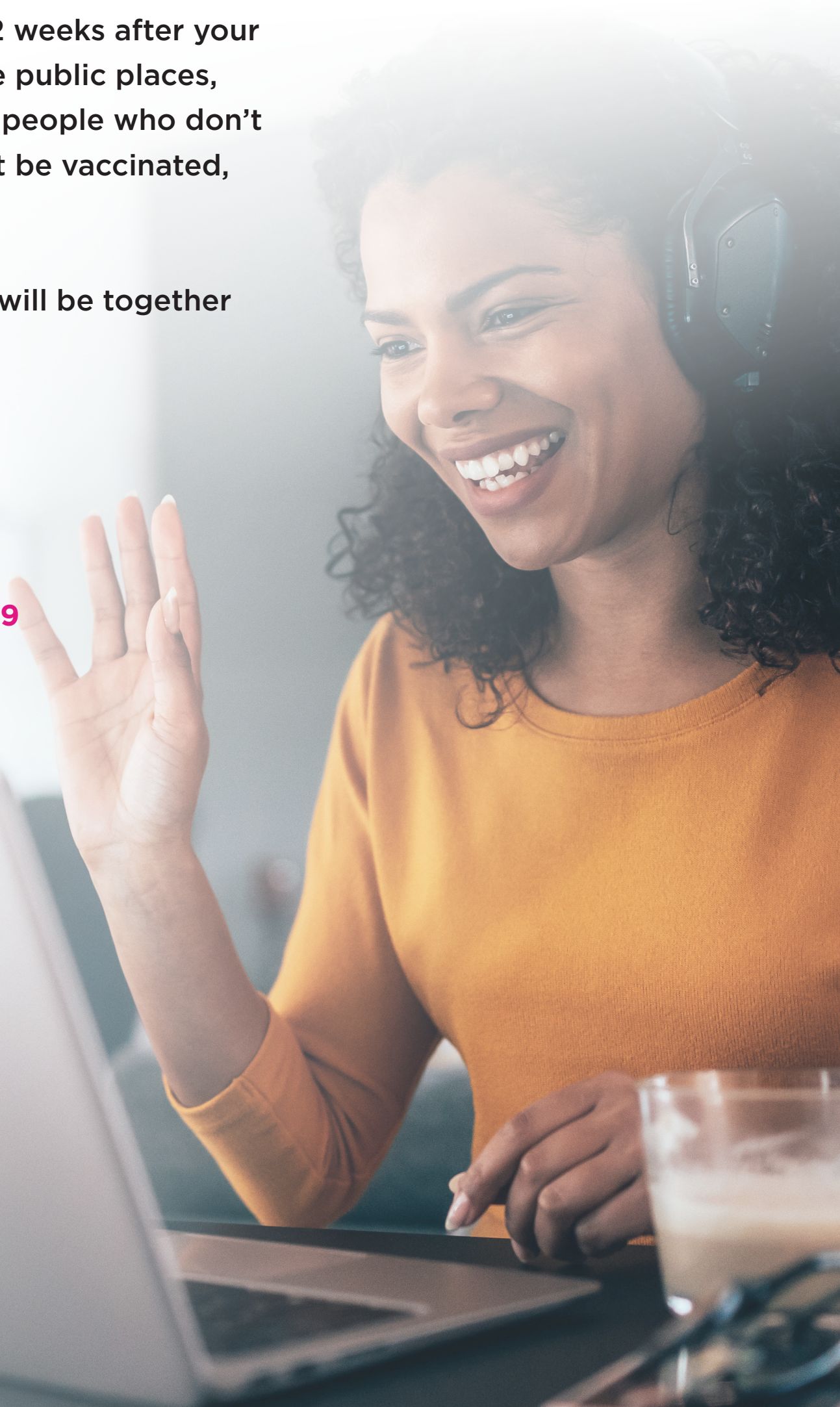
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- **Socially-Distanced OUTDOOR Vaccination Events**

These civic group–hosted events can be held outdoors to accommodate as many people as permitted per city/state guidelines.

- **Large Venue INDOOR Vaccination Events**

These civic group–hosted events can be held safely indoors, provided they follow [CDC guidelines](#).



Frequently Asked Questions

For Black/African American Community & Civic Organization Leaders

Overview

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Community and civic organizations have been consistently on the front line of the effort to provide aid and resources to the community during the global pandemic. They have done this directly by dealing with COVID-19 prevention or by helping community members cope and move forward in the aftermath of the pandemic through education or financial assistance. These organizations are now primed and ready to support dissemination of vaccine information and continued preventive measures.

Messaging to spread awareness and education regarding vaccine information should be clear and easy to understand. These groups are key to spreading and educating Black/African American people, regardless of socioeconomic status. Information given to members of this group should prepare them to be messengers and educators for building vaccine confidence and the continued prevention of COVID-19.

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About COVID-19

What is COVID-19?

[COVID-19](#) is a disease caused by a novel coronavirus that hasn't been previously seen in humans. Because it's a new virus, scientists are learning more each day. While most people

who have COVID-19 have mild symptoms, COVID-19 can cause severe illness and even death. Some people, including African Americans and those with certain underlying [medical conditions](#), have been more affected by COVID-19 than others and are at increased risk of severe illness.

How does COVID-19 spread?

[COVID-19 spreads](#) mainly through close contact from person to person, including between people who are physically near each other (within 6 feet.) People who are infected but don't show symptoms can also spread the virus to others. COVID-19 spreads easily from person to person, yet how easily a virus spreads person to person can vary.

What are the symptoms of COVID-19?

People with COVID-19 have reported a wide range of symptoms. Some people have no symptoms (they are asymptomatic) while others have mild-to-severe illness. Symptoms, which may appear 2–14 days after exposure to the virus, include:

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

This list doesn't include all the possible symptoms. CDC will continue to update the [symptom list](#) as more information becomes available.

About Organization Operations

How can I protect myself and others from COVID-19 within our organization/community?

Ensure that your membership base and the communities you serve are aware of [safety protocols](#) since anyone can spread the virus before they know they're sick.

Get a COVID-19 vaccine as soon as you can. Until you're fully vaccinated (2 weeks after your final dose), continue to:

- Wear a mask when you're inside public spaces. .

- Stay at least 6 feet (or 2 arm lengths) apart from people who don't live with you and who may not be vaccinated.
- Avoid crowds. The more people you're in contact with, the more likely you are to be exposed to or spread COVID-19.
- Wash your hands frequently with soap and water for at least 20 seconds or use hand sanitizer with at least 60% alcohol when soap and water aren't available.

My committee/chapter would like to meet or host an event in person. What do I need to do to participate safely?

Stay up-to-date and follow the COVID-19 guidelines provided by our organization and state laws and regulations in following the steps necessary for hosting events. CDC highly recommends avoiding hosting and attending events and gatherings in person, because it increases your risk of getting and spreading COVID-19. However, once events and gatherings are permitted in person by our organization and state guidelines, follow [CDC guidance for in-person events and gatherings](#).

As for right now, continue to host events virtually and following CDC guidelines.

What do I do if I am feeling sick?

Take [steps to care for yourself and help protect others](#) in your home and community, including staying home and separating yourself from those within your household. You can still attend virtual events and meetings online, if available.

What can I do to stay connected with our membership base and our service communities?

Let's reach out and support those members within our organization who can't be physically present at events and meetings during these trying times. Please keep in contact with them, call them, and ask how our chapter/organization can assist them. Remember you can safely connect via text, calls, and video. Our community is here to support you emotionally, socially, and spiritually. Don't hesitate to reach out to us and those you know who are alone or isolated to [prevent getting the virus](#).

About COVID-19 Vaccines

Are the COVID-19 vaccines safe?

Yes. [Safety is a top priority](#), and there are many reasons to get vaccinated. COVID-19 vaccines were tested in large medical studies to make sure they meet safety standards. Many people were recruited to participate in these studies to see how the vaccines offer protection to people of different ages, races, and ethnicities, as well as to those with different medical conditions. All COVID-19 vaccines currently available in the United States were carefully evaluated to ensure

their safety before being authorized for use. Also, the FDA and CDC have very strict systems to monitor vaccine safety and side effects once the vaccines are in use.

How was a COVID-19 vaccine developed so fast?

Scientists were able to quickly develop a vaccine because they were well-funded and used both proven and new technology. Also, vaccines were manufactured while safety data was still being reviewed by scientists, doctors, and other experts.

Are there side effects associated with the vaccine?

People who've been vaccinated commonly report [side effects](#)—normal signs that your body is building protection against the virus that causes COVID-19. These side effects are mild and typically short-lived, lasting at most a few days. The most common side effect is a sore arm at the injection site. Other side effects include fever, feeling tired, headache, muscle pain, joint pain, and chills.

Can the COVID-19 vaccine cause the COVID-19 disease?

No. [You can't get COVID-19 from the vaccines](#). None of the COVID-19 vaccines available in the United States contains the live virus that causes COVID-19.

Will any of the new COVID-19 vaccines alter my DNA?

No. [None of the vaccines available in the United States will alter your DNA or genetic makeup](#). The Pfizer-BioNTech and Moderna vaccines use something called messenger RNA (mRNA), a lab-made molecule that is found in its natural form in almost all plants and animals, to protect people from getting COVID-19. But it doesn't change or interact with your DNA.

When can I get vaccinated?

Vaccines are here now and everyone age 12 and older in the United States can get them. You have three ways to find vaccines near you:

- Go to [vaccines.gov](https://www.vaccines.gov)
- Text your ZIP code to 438829
- Call 1-800-232-0233

How many doses of the vaccine are needed?

Now there are FDA-authorized COVID-19 vaccines recommended for use in the United States. The FDA authorized them only after confirming that they were proven safe and effective in medical studies involving tens of thousands of volunteers. Johnson & Johnson's Janssen COVID-19 vaccine only requires one shot. The Pfizer-BioNTech and Moderna COVID-19 vaccines require two shots to get the most protection.

What can I do once I'm fully vaccinated?

According to CDC, if you're fully vaccinated (2 weeks after your final dose), you DON'T have to wear a mask indoors or outdoors in public (except in health care settings), and you DON'T have to keep your distance from other people.

If you're not vaccinated, you should continue to:

- Wear a mask when inside public places.
- Keep at least 6 feet part from people who don't live with you and who may not be vaccinated.
- Avoid crowds.
- Avoid poorly ventilated spaces.
- Wash your hands with soap and water for at least 20 seconds or use alcohol-based hand sanitizer when soap and water are not available.

Vaccinated and unvaccinated people must still follow federal, state, local, tribal, and territorial laws, rules, and regulations. That includes public transportation, airport/airplane, local business, and workplace guidance.

Also, if you have a medical condition or you take medicines that weaken your immune system, you may NOT be fully protected from COVID-19 even if you're fully vaccinated. Talk to your health care provider. Even after vaccination, you may need to continue taking precautions.

Learn more at [cdc.gov/coronavirus](https://www.cdc.gov/coronavirus).

Who can I talk to if I have additional questions?

If you have questions regarding COVID-19, preventive measures, or the vaccines, please let us know and we'll make sure you have the most recent facts and science-based information. You can also go to [cdc.gov/coronavirus](https://www.cdc.gov/coronavirus) or the website of your [local public health department](#).

SAFETY IS THE TOP PRIORITY

The FDA and CDC have the highest standards when it comes to ensuring the safety and effectiveness of vaccines. Their process includes the following procedures:

- ✓ Scientists must first test vaccines extensively in medical studies to ensure they are safe and effective.
- ✓ Before the FDA authorizes a vaccine for use among the public, it ensures its safety by independently:
 - Reviewing the data from the medical studies, and
 - Inspecting the manufacturing facilities.
- ✓ Even after a vaccine has been authorized, the FDA and CDC closely monitor vaccine administration to identify even rare side effects or reactions.

- ✓ The FDA and CDC closely review any reports of side effects or reactions and share these facts with the public.

The extremely rare cases of blood clotting following Johnson & Johnson's Janssen vaccine—just a small number of cases out of millions of vaccinations—show that the FDA and CDC's vaccine safety monitoring systems work and catch even the rarest of reactions.

A thorough investigation has confirmed that Johnson & Johnson's Janssen vaccine is safe and effective.

And doctors have been notified and trained to understand the signs to watch for and the proper course of treatment if blood clots occur.



Newsletter Blurb

How to Give Back During COVID – Safe Volunteering

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- Donate blood or plasma. Schedule your donation through the [Red Cross website](#) or by calling 1-800-RED-CROSS.

Social Media Assets

Overview

The main message of these social media assets is the desire of people in community and civic groups to help their community. They can still do that if they follow the precautionary guidelines and work to slow the spread of COVID-19. And one of the biggest things they can do for their community right now is to spread the word about the need to slow the spread.

Copy:

Community service is a gift that comes naturally to some of us. And now, the most thoughtful way to help everyone is by getting a COVID-19 vaccine as soon as we can. The sooner we do, the sooner we can get back to giving. Find vaccines near you at [vaccines.gov](https://www.vaccines.gov). #WeCanDoThis

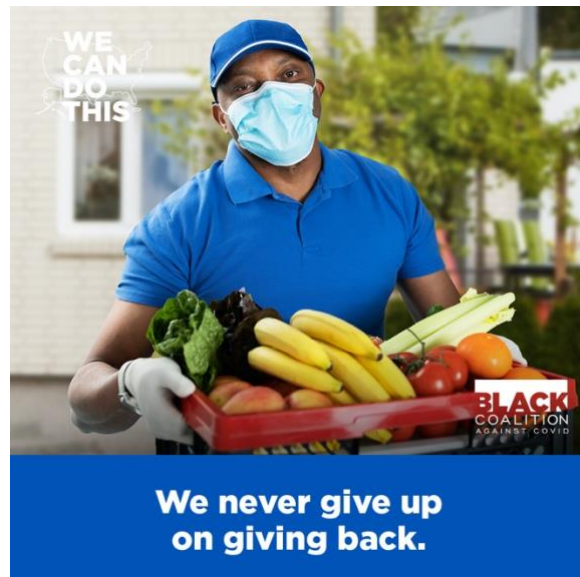
Image:

The imagery features people engaged in giving back to their communities through service, while the headline and post copy showcase our targets' commitment to selfless service and positions the observance of safety guidelines as another way of giving back.

Text on image:

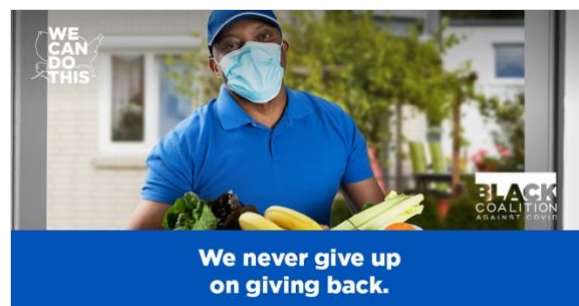
We never give up on giving back.

Facebook and Instagram (1080 x 1080 pixels)



Click [here](#) to download.

Twitter (1200 x 628 pixels)



Click [here](#) to download.

Copy:

For some of us, helping out is who we are. Getting a COVID-19 vaccine as soon as you can is just another way to keep at it. Find vaccines near you at [vaccines.gov](https://www.vaccines.gov).
#WeCanDoThis

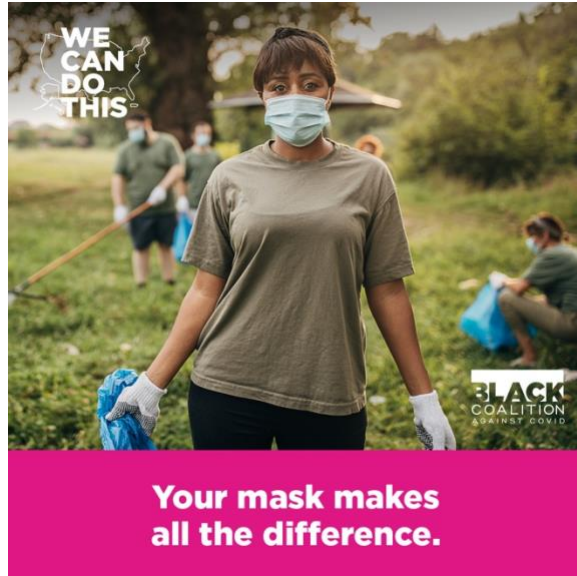
Image:

The imagery shows uniformed volunteers making a difference by collecting litter from an outdoor space. The copy speaks to the other way individuals make a positive impact on society—by slowing the spread of COVID-19 through the observance of safety guidelines.

Text on image:

Your mask makes all the difference.

Facebook and Instagram (1080 x 1080 pixels)



Click [here](#) to download.

Twitter (1200 x 628 pixels)



Click [here](#) to download.

Copy:

By getting a COVID-19 vaccine, you're not just protecting yourself but the community you serve. Find vaccines near you at [vaccines.gov](https://www.vaccines.gov). #WeCanDoThis

Image:

The imagery shows people engaged in caring for society by volunteering and by observing practices like mask-wearing that help us protect one another and limit the spread of COVID-19.

Text on image:

Being cautious shows you care.

Facebook and Instagram (1080 x 1080 pixels)



Click [here](#) to download.

Twitter (1200 x 628 pixels)



Click [here](#) to download.

Copy:

We'll soon get to volunteer in person again. The COVID-19 vaccines will make sure of it. Find vaccines near you at [vaccines.gov](https://www.vaccines.gov).
#WeCanDoThis

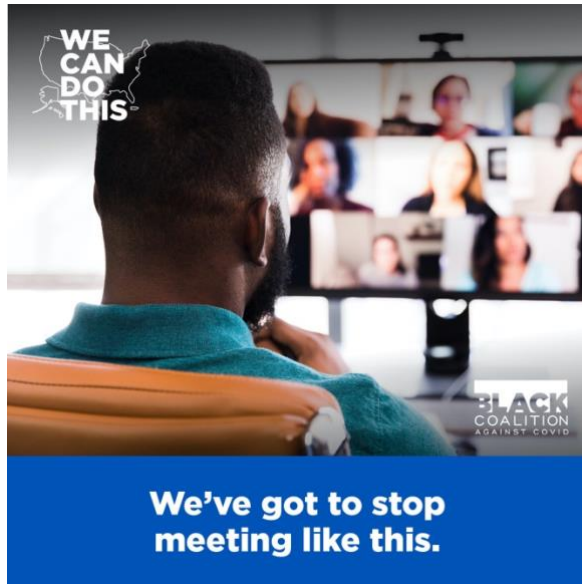
Image:

The imagery reflects the way many have had to change the way they volunteer from in-person events to online interaction. The headline and copy draw the reader in with the notion that if we keep up safe practices and get the vaccine, we'll eventually get to interact face-to-face again.

Text on image:

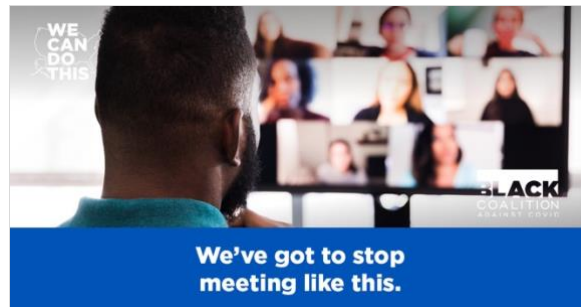
We've got to stop meeting like this.

Facebook and Instagram (1080 x 1080 pixels)



Click [here](#) to download.

Twitter (1200 x 628 pixels)



Click [here](#) to download.



Talking Points

For Black/African American Community & Civic Organization Leaders

Caring for Our Civic-Minded Community

- It's easy to feel helpless during these times, but there are precautions that we can all take to help keep ourselves and our civic communities healthy. We can get vaccinated as soon as we can. And until we're fully vaccinated (2 weeks after your final dose), we can wear our masks when we're inside public places and maintain at least 6 feet of distance from people who don't live with us and who may not be vaccinated.
- Civic leadership is here to support our community, staff, and the general public with information and guidance during these unprecedented times. Don't hesitate to reach out to us, as well as to others you know who are alone or may feel isolated while attempting to prevent getting COVID-19.

General Considerations

- Our community wants to ensure that during this pandemic, we take as many preventive and protective measures as possible for all of us to stay healthy and to slow the spread of COVID-19.
- We need to regularly communicate with state and local authorities to determine current policies and procedures and follow any recommendations we deem appropriate for our civic and volunteer communities.
- Because of the pandemic, we recommend any member of our community who is feeling ill, has a cough, a fever, is experiencing any other symptoms of infection, or who was been exposed to someone with COVID-19, to please stay home except to get medical care.

Conversations in the Community

People have many questions around COVID-19 in our community, and it's important to be able to share accurate information. Here are some talking points based on facts and insights from CDC.

Promote healthy practices

- Since people can spread the virus before they know they're sick, until we're fully vaccinated we'll all wear masks and stay 6 feet apart from people who don't live with us and who may not be vaccinated when we're inside public places.
- We've taken steps to reduce the number of people congregating inside our buildings at the same time. We've created additional options for volunteering and civic engagement, including online options (fill in here what other options you have put in place for this).
- We're also increasing our cleaning procedures and are focusing on disinfecting surfaces in high-traffic areas for the benefit of us all. In addition, when possible, we'll open windows to increase indoor air ventilation.
- Vaccines are here now. But this is no time to let down your guard. Stopping a pandemic requires using all the tools available to us. Getting vaccinated and following CDC's recommendations to protect yourself and others offer the best protection.

Socialize your COVID-19 protocols

- Since we want to ensure our whole community is aware of our safety protocols, please help us by sharing this information with your staff, members, and visitors. We share this information regularly through our newsletter, bulletins, and social media channels. Please bring this up with your family and friends and follow our protocols.
- Please let us know if you've had a positive COVID-19 test and have been in our building. When this happens, we'll contact everyone who was in our building that day and encourage everyone to get tested or stay home to reduce virus transmission in our services. There's no shame if you test positive. We all need to work together to slow the spread of COVID-19.

Vaccine Readiness/Confidence

Safety

- The COVID-19 vaccines have undergone the most intensive vaccine safety monitoring in U.S. history.
- Medical studies have shown that the vaccines are safe and that they work.
- COVID-19 vaccines were authorized for the public after tens of thousands of volunteers took them safely during medical studies. Millions of people have already taken the vaccines.
- COVID-19 vaccines are continuously monitored for safety and efficacy.

Effectiveness

- Studies show that the vaccines are effective at keeping you from getting COVID-19, teaching your immune system how to recognize and fight the virus.

- The vaccines are very effective in preventing COVID-related severe illness, hospitalization, and death even if you get COVID-19.

Emergency authorization

- The FDA carefully reviewed the vaccines for safety and authorized them because the expected benefits outweigh potential risks.

An important tool in stopping the pandemic

- The vaccines are just one of the tools we have to fight the virus. They work with your immune system so it'll be ready to fight the virus if you're exposed.
- Until you're fully vaccinated, you need to wear a mask inside public places, stay at least 6 feet apart from people who don't live with you and who may not be vaccinated, avoid crowds, and wash your hands frequently with soap and water for at least 20 seconds or use hand sanitizer with at least 60% alcohol when soap and water aren't available.
- Getting vaccinated yourself may also protect people around you, especially people at increased risk for severe COVID-19.
- If you do get COVID-19, there can be long-term health issues after recovery. We still don't know if you can get COVID-19 again or how long you might be protected from reinfection.
- Vaccines are here now and everyone age 12 and older in the United States can get them. You have three ways to find vaccines near you:
 - Go to [vaccines.gov](https://www.vaccines.gov)
 - Text your ZIP code to 438829
 - Call 1-800-232-0233

Keeping Connected

- Let's reach out and support our community who choose not to be physically present in our building during these trying times.
- Remember you can safely connect via text, calls, and video chats.
- We're here to support you emotionally, socially, and spiritually. Don't hesitate to reach out to us and those you know who are alone or isolating to prevent getting the virus.
- If you have questions regarding COVID-19, the preventive measures, or the vaccines, please let us know, and we can ensure you have the most recent fact and science-based information. Go to [cdc.gov/coronavirus](https://www.cdc.gov/coronavirus) or your local public health department's website.

Website Content for Your Site

How do I know the vaccines are safe?

It's normal for anyone to feel doubts or concerns about a new vaccine. Scientists tested the COVID-19 vaccines in large medical studies to make sure they met safety standards. Researchers recruited thousands of clinical trial participants to see how the vaccines offer protection for people of different ages, races, and ethnicities, including Black/African American people. Moving forward, the FDA will continue to monitor the safety of COVID-19 vaccines to make sure even very rare side effects are identified.



- Source: <https://www.cdc.gov/vaccines/covid-19/hcp/mrna-vaccine-basics.html>
- Source: <https://www.cdc.gov/vaccines/covid-19/hcp/answering-questions.html>
- Source: <https://www.cdc.gov/coronavirus/2019-ncov/vaccines/faq.html>

What guidance is there about volunteering safely?

CDC has released information on how to stay safe before and after vaccination. To keep volunteers safe, maintain 6-foot social distancing measures and mask requirements. This doesn't mean our community can't volunteer together. So far, here's what CDC has said about keeping volunteers and community members safe:

- Everyone ages 2 and up should wear a mask in public and at volunteer events.
- Masks should be worn over the mouth and nose and be secured to avoid transmitting airborne particles.
- Avoid indoor spaces without ventilation: volunteer events are much safer if they're conducted outside or in open areas.
- Volunteers should wash their hands before preparing food, after using the restroom, after sneezing or coughing, after touching animals, and after leaving a public place.
- Frequently touched surfaces should be cleaned daily. These surfaces include tables, doorknobs, light switches, countertops, desks, phones, keyboards, toilets, faucets, and sinks.
- Volunteers who are experiencing a fever, cough, or other COVID-19 symptoms should stay home to protect other volunteers.

Our community is our backbone, and it's our duty to protect one another. By following these guidelines, we can continue to volunteer and work toward a healthier, safer community.

- Source: <https://www.cdc.gov/coronavirus/2019-ncov/vaccines/keythingstoknow.html>
- Source: <https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/prevention.html>

Can I safely volunteer without a mask after I've received a vaccine?

Safety is the main priority in serving our community. That's why it's important to follow proper safety guidelines when performing volunteer and civic duties.

Because many civic and volunteer events occur with multiple members of the community, there's a chance that some people are at an increased risk of severe illness or death from COVID-19, such as the elderly. Community members are receiving vaccines at different rates, so it's important to stay vigilant if you're going to participate in civic activities. Continue to wear a mask at public events, and if possible, encourage virtual or outdoor meetings to reduce the likelihood of spreading COVID-19. Together, we can continue to build our community while protecting one another.

- Source: <https://www.cdc.gov/coronavirus/2019-ncov/vaccines/fully-vaccinated.html>
- Source: <https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/prevention.html>

How do I keep the people that I serve safe?

The best way you can keep the people you serve safe is by getting vaccinated. Since all of the FDA-approved COVID-19 vaccines reduce the likelihood of contracting the coronavirus, this is the best way to prevent the spread of COVID-19 between people. Additionally, wearing a mask before and after you've been vaccinated reduces the risk that COVID-19 can be passed from you to another individual. Gathering in small groups, as well as staying 6 feet away from others, also decreases the likelihood that someone who is carrying the COVID-19 virus transfers it.

By combining masks, vaccines, and proper social distancing measures, we can protect the people we serve from getting COVID-19. Once enough people have been vaccinated, it will be safe to gather in large groups inside.

- Source: <https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/how-covid-spreads.html>
- Source: <https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/prevention.html>

What can I do once I'm fully vaccinated?

After you're fully vaccinated (2 weeks after your final dose) you can start doing many things that you had stopped doing because of the pandemic. However, you should continue to wear a mask inside public places, stay at least 6 feet apart from people who don't live with you and who may not be vaccinated, avoid crowded and poorly ventilated spaces, and wash your hands frequently. Learn more at [cdc.gov/coronavirus](https://www.cdc.gov/coronavirus).

Getting the Facts: Vaccine Awareness and Slowing the Spread

Vaccines Are Here. What You Need to Know.

How the COVID-19 vaccines work

- The COVID-19 vaccines help your body develop immunity to the virus that causes COVID-19 without you getting the virus.
- Different vaccines work in different ways, but all types of vaccines teach the body how to fight the virus in the future and build immunity.
- It can take a few weeks for your body to build immunity after getting a COVID-19 vaccine.
- It's possible that you could get COVID-19 just before or after being vaccinated, but it isn't possible to get COVID-19 from any of the vaccines being used or tested in the United States.

Benefits of getting vaccinated

- COVID-19 can have serious, life-threatening complications, and there's no way to know how it will affect you. Getting vaccinated will help keep you from getting COVID-19.
- The vaccines are very effective in preventing COVID-related severe illness, hospitalization, and death even if you get COVID-19.
- Getting vaccinated may also protect people around you, particularly people at increased risk for severe illness from COVID-19, such as older adults and people with medical conditions.
- Getting vaccinated and following CDC's recommendations to protect yourself and others provide the best protection from COVID-19.



Are the COVID-19 vaccines safe?

- Yes. Every COVID-19 vaccine authorized for use in the United States is [safe](#).
- Tens of millions of people nationwide have safely received COVID-19 vaccines. And these vaccines continue to undergo extensive safety monitoring.

What are the possible side effects of the COVID-19 vaccines?

- People who've been vaccinated commonly report [side effects](#)—normal signs that your body is building protection against the virus that causes COVID-19.
- These side effects are mild and typically short-lived, lasting at most a few days. The most common side effect is a sore arm at the injection site. Other side effects include fever, feeling tired, headache, muscle pain, joint pain, and chills.
- If you have pain or discomfort, talk to your doctor about taking an over-the-counter medicine, such as ibuprofen or acetaminophen, *after* you've been vaccinated.

When Can I Receive a Vaccine?

- Vaccines are here now and everyone age 12 and older in the United States can get them.
- You have three ways to find vaccines near you:
 - Go to [vaccines.gov](https://www.vaccines.gov)
 - Text your ZIP code to 438829
 - Call 1-800-232-0233

Key Points

- Vaccines are here now and everyone age 12 and older in the United States can get them. This is no time to let down your guard. Stopping a pandemic requires using all the tools available to us. The combination of getting vaccinated and following the CDC's recommendations to protect yourself and others offers the best protection.
- The timing of the vaccines may vary, because each state has created its own regulations and distribution processes.
- Even if you've had COVID-19, experts still recommend that you get vaccinated, because we don't yet know how long natural antibodies last.
- If you currently have COVID-19, you should wait until after you recover and have left isolation to get vaccinated.
- The vaccines are free of charge to all people living in the United States, regardless of your immigration or health insurance status.
- CDC recommends that [people who have allergies not related to vaccines or injectable medications](#)—such as food, pet, or latex allergies—get vaccinated.

- If you've ever had a severe allergic reaction to any of [the ingredients in a COVID-19 vaccine](#), then do NOT take that particular vaccine.

We Must Continue to Slow the Spread

Whether you choose to receive the vaccination, we must all continue to do our part to slow the spread of COVID-19 and protect our health. Until you're fully vaccinated (2 weeks after your final dose), here's what we can do:

- [Wear a mask](#) that covers your nose and mouth when you're inside public places.
- [Stay at least 6 feet apart from people](#) who don't live with you and who may not be vaccinated.
- [Avoid crowds](#).



Safety Is the Top Priority

The FDA and CDC have the highest standards when it comes to ensuring the safety and effectiveness of vaccines. Their process includes the following procedures:

- ✓ Scientists must first test vaccines extensively in medical studies to ensure they are safe and effective.
- ✓ Before the FDA authorizes a vaccine for use among the public, it ensures its safety by independently:
 - Reviewing the data from the medical studies, and
 - Inspecting the manufacturing facilities.
- ✓ Even after a vaccine has been authorized, the FDA and CDC closely monitor vaccine administration to identify even rare side effects or reactions.
- ✓ The FDA and CDC closely review any reports of side effects or reactions and share these facts with the public.

The extremely rare cases of blood clotting following Johnson & Johnson's Janssen vaccine—just a small number of cases out of millions of vaccinations—show that the FDA and CDC's vaccine safety monitoring systems work and catch even the rarest of reactions.

A thorough investigation has confirmed that Johnson & Johnson's Janssen vaccine is safe and effective.

And doctors have been notified and trained to understand the signs to watch for and the proper course of treatment if blood clots occur.

Video Storyboards

Proposed Title: The Biggest Difference

Target Audience: B/AA Community/Civic Organizations



Completion Date: 2 weeks from storyboard approval

Driving Event: Accompany the B/AA Community/Civic Toolkit rollout and reinforce the messaging on vaccines and the need to still take precautions.

Social Media Promo Copy: Want to make a difference in your community? Spread the word about stopping the spread of #COVID19. Mask up. Stay at least 6 feet apart. Get your vaccine when it's your turn. That's how we turn this thing around. Learn more about vaccines at [cdc.gov/coronavirus](https://www.cdc.gov/coronavirus).

Message Source: The script uses cleared language from <https://www.cdc.gov/coronavirus/2019-ncov/vaccines/faq.html>

Estimated running time: 30 seconds

<p>Voice-over:</p> <p>We all want to make a difference in our communities, in so many ways.</p> <p>Visual:</p> <p>Quick montage of people helping people.</p>	
<p>Voice-over:</p> <p>When it comes to COVID-19, there's one way we can all do that. Spread the word about slowing the spread.</p> <p>Visual:</p>	

<p>Voice-over: Vaccines are here. But until enough of us is vaccinated, we still need to...</p> <p>Visual: Vaccine bottles/containers</p>	
<p>Voice-over: Mask up.</p> <p>Visual:</p>	
<p>Voice-over: Stay at least 6 feet apart from people you don't live with.</p> <p>Visual: Distancing photo</p>	
<p>Voice-over: Avoid indoor gatherings. And get the vaccine when it's your turn.</p> <p>Visual: Outdoor event</p>	

Voice-over:

Beating COVID begins with slowing the spread. And getting the word out is one of the biggest differences you'll ever make.

Visual:

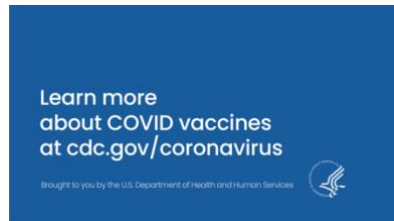


Voice-over:

Learn more at cdc.gov/coronavirus

Visual:

Learn more at cdc.gov/coronavirus



Proposed Title: Unstoppable

Target Audience: B/AA Community/Civic Organizations




Completion Date: 2 weeks from storyboard approval

Driving Event: Accompany the B/AA Community/Civic Toolkit rollout and reinforce the messaging on vaccines and the need to still take precautions

Social Media Promo Copy: #COVID19 doesn't have to keep you from helping others. Mask up. Stay at least 6 feet apart. Get your vaccine when it's your turn. Slow the spread. That's how we stop COVID ... and you stay unstoppable. Learn more about the vaccines at [cdc.gov/coronavirus](https://www.cdc.gov/coronavirus).

Message Source: The script uses cleared language from <https://www.cdc.gov/coronavirus/2019-ncov/vaccines/faq.html>

Estimated running time: 30 seconds

<p>Voice-over: Some people just have an unstoppable urge to help others. Sound like anyone you know?</p> <p>Visual: Someone helping in some way (Woman)</p>	
<p>Voice-over: You're gonna keep helping. It's who you are.</p> <p>Visual: More helping. (Man)</p>	
<p>Voice-over: COVID vaccines are here ... but we've still got to keep slowing the spread.</p> <p>Visual: Vaccine visual</p>	
<p>Voice-over: Mask up.</p> <p>Visual: Mask visual</p>	

<p>Voice-over: Stay at least 6 feet apart from people you don't live with.</p> <p>Visual: Distancing visual.</p>	
<p>Voice-over: Avoid indoor gatherings. And when it's your turn, get the vaccine.</p> <p>Visual:</p>	
<p>Voice-over: That's how we stay ahead of COVID, and you stay ... unstoppable.</p> <p>Visual: Group of people with masks.</p>	
<p>Voice-over: Learn more at cdc.gov/coronavirus</p> <p>Visual: Learn more at cdc.gov/coronavirus</p>	