A campaign to increase vaccine confidence while reinforcing basic prevention measures

User Guide for the Rural Communities Toolkit

This material is intended for all organizations that communicate directly with rural audiences.

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Your Role as an Advocate for Rural Residents

As a trusted partner to rural residents, you're in an important position to share crucial COVID-19 information and increase confidence in the COVID-19 vaccines.

You’ve built a rapport, so community members trust you and understand that you support their well-being.

Because of your connection to the community, you know how to reach and inspire them.

You can educate community members on the COVID-19 vaccines by sharing clear, complete, and accurate messages.
Purpose and Goals

This toolkit features tailored materials you can use to educate rural residents about the COVID-19 vaccines and to increase their confidence in the vaccines while reinforcing basic preventive measures.

This toolkit features newly developed and culturally tailored materials, including fact sheets and an infographic, from the HHS COVID-19 public education campaign.

We’ll regularly update this toolkit, so please check back for new materials.
Fact Sheets

These fact sheets will answer some of the most frequently asked questions about the vaccines for rural audiences. They also contain information on ways to meet the basic and health care needs of rural communities during the pandemic.

Suggestions for use:

- Post them on your website.
- Mail them along with your direct mailings.
- Add them to your newsletters.
- Post them at an information center in your organization if you have one.

Ways to Ensure Your Community Gets COVID-19 Vaccines

About the COVID-19 Vaccines

Meeting the Needs of Rural Communities
Infographics

Infographics are a great visual resource for sharing facts and dispelling myths.

Suggestions for use:

- Add them to your newsletters.
- Post them on your website.
- Ask community partners to place the infographics in their facilities.
- Post them at an information center in your organization if you have one.
Thank you for advocating for and informing your rural community!