

COVID-19 Vaccine Communication Toolkit

2021



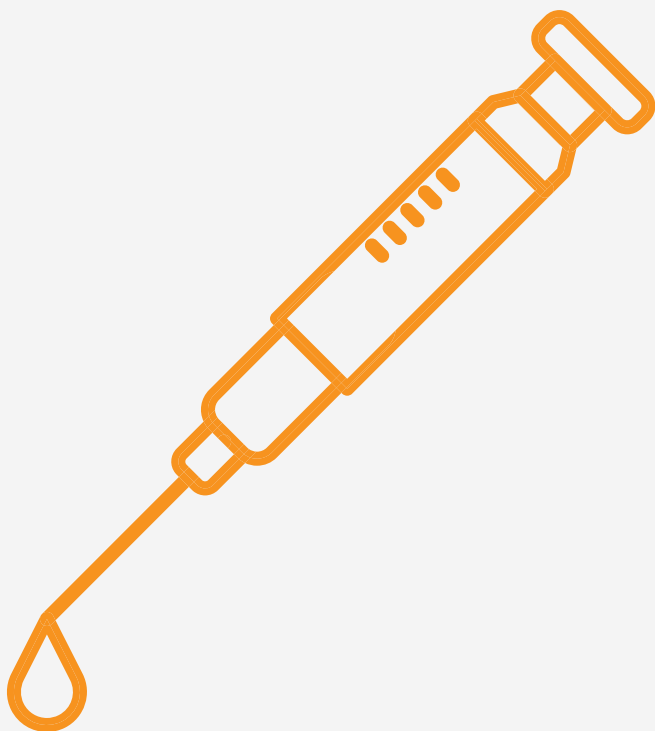
Southeastern
Coastal Center
for Agricultural Health and Safety

www.sccaahs.org

Version 1 – March 9, 2021

COVID-19 vaccine messages for your community

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**Resources to support
communication
related to the
COVID-19 vaccine**

The Southeastern Coastal Center for Agricultural Health and Safety developed this toolkit to support rural communities, agricultural communities, workers in agriculture, fishing, and forestry, and Extension professionals communicate about topics related to the COVID-19 vaccine. Resources included in this toolkit were developed by experts in issues and crisis communication in collaboration with experts in public health and epidemiology.

SCCAHS explores and addresses the occupational safety and health needs of people working in agriculture, fishing, and forestry in Alabama, Florida, Georgia, Mississippi, North Carolina, South Carolina, the U.S. Virgin Islands, and Puerto Rico.

In this toolkit

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COVID-19 has posed significant threats to the agricultural and natural resources sectors and the people employed by these sectors. The Southeastern Coastal Center for Agricultural Health and Safety developed a COVID-19 training toolkit in 2020. This toolkit is a continuation of that resource and focuses on the communication of the COVID-19 vaccine.

As health organizations are beginning to administer the COVID-19 vaccine to residents in the United States, there are many common questions. This toolkit provides resources to organizations in agriculture and natural resources to educate their employees and clientele about the vaccine and address common questions.

This kit includes contact information for relevant experts who can help you navigate this complex topic, informational sheets that address a wide variety of questions, a guest news column that can be used in local news outlets, and best communication practices when discussing the vaccine.

This kit outlines all of these materials and a description for how these materials can be applied in your own organization.

Information included in this kit has been adapted from the Centers for Disease Control and Prevention and University of Florida Health.

Resources and information are being updated regularly by the SCCAHS. Visit the following website for the latest information:

<http://www.sccaahs.org/index.php/covid-19-vaccine/>

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Expert Contacts

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Providing information about the COVID-19 vaccines can be challenging and complex. A variety of information is provided in this media kit. However, if you or your organization faces a question that you are not sure about, feel free to reach out to the contact listed below in your state or the SCCAHS team.

Expert	Email	State
Angela B. Lindsey	ablindsey@ufl.edu	Florida
Maria Bowie	mbowie@uga.edu	Georgia
Robert "Tom" Ball	t.ball@msstate.edu	Mississippi
Michael Yoder	mjyoder@ncsu.edu	North Carolina
Graham Gaines	graham.gaines@scseagrant.org	South Carolina
Cindy Prins	capfive@ufl.edu	Florida/ Public Health
Ashley McLeod-Morin	ashleynmcleod@ufl.edu	Florida/ SCCAHS

If your state or territory would like to add an expert contact, please contact Ashley McLeod-Morin.

FAQ – Info Sheets

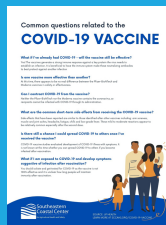
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There are many common questions that you or your clientele may have related to the COVID-19 vaccines. SCCAHS developed a series of info sheets that aim to address many of these questions. These info sheets can be distributed to your clients or you can refer to these info sheets when answering questions. Download the customizable option to add your own logo alongside the SCCAHS logo.

The info sheets can be downloaded by clicking the icons below or by visiting <http://www.sccahs.org/index.php/covid-19-vaccine/>

Common questions related to the COVID-19 Vaccine

Answers a variety of questions related to the vaccine, including effectiveness and side effects.



Individuals Who Have Allergies

Answers questions that people with allergies may have related to the vaccine, including safety and allergic reactions.



Individuals Who Are Pregnant or Nursing

Answers questions specific to individuals who may be pregnant, planning to become pregnant, or nursing.



Individuals Who Are Immunocompromised

Answers about the vaccine for people who are immunocompromised, including those who have been diagnosed with Lupus, cancer, or HIV, or who have received a transplant.



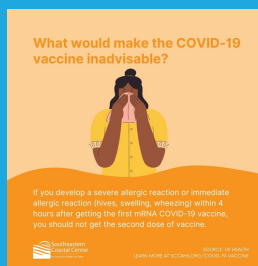
FAQ – Social media graphics

Individual messages related to the COVID-19 vaccines have been adapted into social media graphics. These graphics can be used on your organization's social media accounts, including Facebook, Instagram, or Twitter. Download the customizable option to add your own logo alongside the SCCAHS logo.

The graphics can be downloaded by clicking the icons below or by visiting <http://www.sccaahs.org/index.php/covid-19-vaccine/>

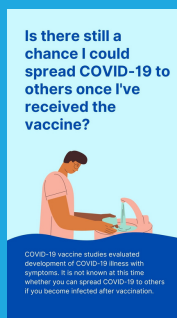
Facebook

These graphics have been adapted specifically for Facebook. These graphics can also be used to post on Instagram.



Instagram

These graphics have been adapted specifically to be used on Instagram Stories.



Twitter

These graphics have been adapted specifically to be used on Twitter.

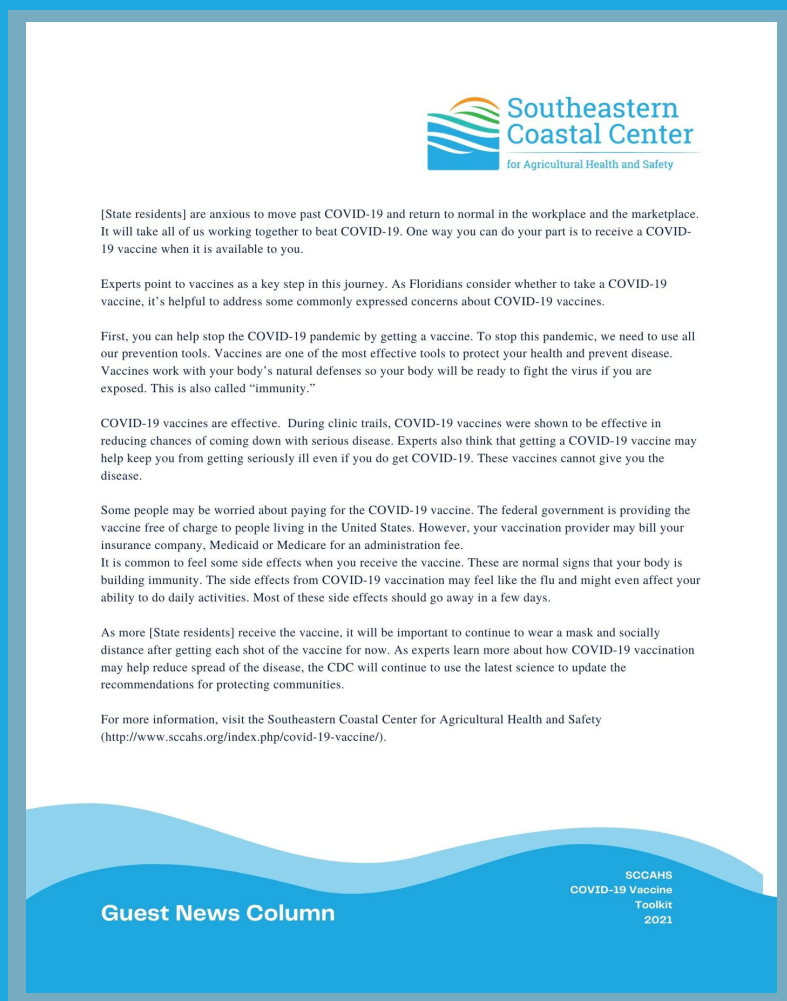


Guest News Column

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Some organizations and communities may have a newsletter, while Extension agents may provide content to their local newspaper. SCCAHS wrote an approved news column that can be used in either of these to provide accurate information to diverse stakeholders. The guest news column can be downloaded as Word document in order to edit the document to meet the needs of the organization.

The guest news column can be downloaded by clicking the icon below or by visiting <http://www.sccaahs.org/index.php/covid-19-vaccine/>



Other Resources

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CDC Essential Workers COVID-19 Vaccine Toolkit

[Visit the website](#)

A Communicator's Guide to COVID-19 Vaccination

[Visit the website](#)

UF Health

[Vaccine Science](#)

[COVID-19 Information](#)

[Vaccine Q&A YouTube Playlist](#)

[Communicators Toolkit](#)

State Departments of Health

Be sure to contact your state department of health directly or visit the website to learn about the latest information related to accessing the COVID-19 vaccines in your state.

Alabama Department of Health

[Website](#) | 334-206-5300

Florida Department of Health

[Website](#) | 850-245-4444

Georgia Department of Health

[Website](#) | 404-657-2700

Mississippi Department of Health

[Website](#) | 601-576-7400

North Carolina Department of Health

[Website](#) | 888-892-1162

Puerto Rico Department of Health

[Website](#) | 787-766-2805

South Carolina Department of Health

[Website](#) | 803-898-3432

U.S. Virgin Islands Department of Health

[Website](#) | 340-774-9000

Message Schedule

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Messages to share now

The vaccine is currently available to some groups, but not everyone. Messages should focus on answering questions that support decision-making related to the vaccine. Many of the messages available in this kit are ones that you can share with your audience now. The guest news column is an item you can use now to communicate about the vaccine to your stakeholders.

Messages to share once the vaccine is available to all

Once the vaccine is available to most or all groups in your state, messages should focus on accessibility, including where and how to get the vaccine. Messages about what to do once you receive the vaccine would be appropriate at this time.

Messages that will remain relevant

Messages that will remain relevant into the future include those that focus on the importance of vaccinations and recommendations from health organizations about re-vaccination. Organizations should continue to share information about common questions related to the vaccine.

It is important to consider who has access to the vaccine when you are sharing messages. At the time this kit was written, only individuals age 65 or older and healthcare workers have access to the vaccine in most states.

Best Practices

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Avoid spreading misinformation. Only share information you know to be true and that comes from a reputable source.

Listen to the concerns that people have related to the vaccine and share answers when they are available.

Do not answer anything you are unsure about. Connect your clients with experts in this area or reach out to an expert to find the most accurate answer.

Share your story related to the vaccine if you feel comfortable. Did you receive the vaccine? Tell your clients and friends.

If you choose to share your story related to the vaccine, be sure to not post your vaccine verification card. This contains private information. Share this graphic instead that tells your network you have been vaccinated!



If you choose to share your story related to the vaccine, you may receive negative feedback. Sharing your story face-to-face can limit negative feedback. If you choose to share your story on social media and receive negative feedback, respond with facts and do not engage in unproductive conversations. Sending a private message could be a more effective approach.

Communicating about the COVID-19 vaccines can be challenging, but always ensure you are practicing best communication principles.

Acknowledgments

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This toolkit was developed by the SCCAHS's Outreach Core. Members of the core are acknowledged below.

Tracy Irani – Outreach Core, Principal Investigator ;
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Michaela Kandzer – UF Department of Agricultural Education and Communication, Graduate Assistant

Valentina Castano – UF Department of Agricultural Education and Communication, Graduate Assistant

If you have any questions or comments related to the contents of this toolkit, please contact:

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