

# COVID-19 Vaccination Communications Tool Kit

Protecting ourselves against COVID-19 is a team effort – and a vaccine is an important tool in this protection. In time, Chatham-Kent will have access to safe and effective COVID-19 vaccines for everyone. Getting the COVID-19 vaccine adds one more layer of protection for you, your family, friends and our community.

CK Public Health has created this COVID-19 Vaccine Communications toolkit for our community partners. These tools will help you provide clear, correct information to the community that you live, work and serve in.

The Province of Ontario also has:

A [COVID-19 communications resources](#) page with resources in multiple languages, including resources on [vaccine facts](#) and [vaccine safety](#), and a [COVID-19 vaccine promotion toolkit](#) with resources available in multiple languages, including posters, fact sheets, tips for holding effective conversations, a FAQ and sample Facebook and Twitter posts.

- **Who is this toolkit for?**
- **What is the purpose of this toolkit?**
- **How to use this toolkit?**
- **What is in the toolkit?**

*(This toolkit was adopted from Region of Waterloo.)*

## Who is the toolkit for?

The toolkit is for all community partners who work or serve our community. Please visit our [Health and Service Provider page](#) for more information and resources.

## What is the purpose of this toolkit?

This toolkit will help your organization educate community members about the COVID-19 vaccines by:

- Raising awareness about the benefits of getting a COVID-19 vaccine
- Building people's confidence in the COVID-19 vaccines
- Providing education to address common concerns about the COVID-19 vaccines
- Ensuring consistent messaging amongst community partners with regard to COVID-19 vaccines

# How do you use the toolkit?

We ask that you review and adapt the materials to the tone, language and format that best suits your needs. You know what works best for your community.

## What's in the toolkit?

The toolkit contains information that you may use virtually or in person. Feel free to print and post in your facility or share digitally. If you are in person, please follow all [COVID-19 safety precautions](#).

- [Fact sheet](#) – Use this plain language information sheet to help educate your community

**Posters** – Use these posters to inform people about the importance of the COVID-19 vaccine and the need to continue following public health measures.



- [Building Immunity Takes time](#)
- [COVID-19 vaccine confidence: Why I should get vaccinated](#)

**Infographic** – Use this infographic to identify the key facts about COVID-19 vaccines. Print or share a digital copy.

- [COVID-19 Vaccines The Facts](#)

**Social Media Posts** – The following Word document has a variety of images and key messages that you can use to support creating your own social media content. Use the posts with the hashtag #WeCanDoThisCK or include your identity. Topics include: vaccine safety and benefits, vaccine roll-out, reliable sources of information and general vaccine updates.

- Adapt these key messages to the language, tone, and format that will best suit your needs. You know what works for your audience.
- Follow CK Public Health on social media (Facebook, Twitter, Instagram) for engagement opportunities. Feel free to engage via retweet, quote tweet or share on your social media channels.
- Include links to reliable sources in your posts (e.g. [CK Public Health](#), [Government of Ontario](#) or [Government of Canada](#))
- Want to find more information? **Government of Canada:** [Social Media and promotional resources](#)

Vaccine Safety and benefits	
Image	Message
<p>The COVID-19 vaccines work with your body's natural defenses to build protection.</p> 	<p>Vaccines reduce the risk of getting a disease. They work with your body's natural defenses to build protection. Vaccines train you body to fight a virus if it enters your body. This protection can reduce your risk of getting COVID-19.</p> <p>For more information about COVID-19 vaccines, please visit:</p>
<p>The COVID-19 vaccines are:</p> <ul style="list-style-type: none"> <li>Safe</li> <li>Reliable</li> <li>Effective</li> </ul> 	<p>Learn more at: <a href="https://canada.ca/COVIDvaccines">canada.ca/COVIDvaccines</a></p> <p>While getting COVID-19 may offer some natural immunity, the risk of severe illness or death from COVID-19 far outweighs any benefits of natural immunity. Getting a vaccine will help protect you and your family.</p> <p>Learn more about the vaccines at: <a href="https://ckphu.com/covid-19-vaccine/">https://ckphu.com/covid-19-vaccine/</a></p>

**DOWNLOAD Social media and messages document**

[DOWNLOAD: Social media images and messages document](#)