

COVID-19 Vaccine Boosters:

A Communications Toolkit for
Community Partners

More info:

coronavirus.ohio.gov/vaccine

Schedule an appointment:

gettheshot.coronavirus.ohio.gov

COVID-19 Call Center:

1-833-4-ASK-ODH (1-833-427-5634)



Department
of Health

March 18, 2022



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Created March 18, 2022

Introduction

As part of Ohio's ongoing work to encourage Ohioans to get their COVID-19 booster shot, this communications toolkit has been developed to provide tools that may be used to help promote key messages. Included in this introduction are key points about Ohio's efforts and specific recommended opportunities to ramp up efforts to encourage boosters throughout Ohio's communities.

Objective

A hyper-local, hyper-personal effort to increase the number of boosters for Ohioans 50 years old and older.

Increasing the Rate of Older Ohioans Boosted Is Critical

- Throughout the pandemic, age has been a leading predictor of risk from COVID-19. Older adults continue to be the most at risk for severe complications or death from COVID-19. As of the latest [Centers for Disease Control and Prevention data assessing age-based risk](#), compared with 18- to 29-year-olds, the rate of death is 65 times higher for 65- to 74-year-olds; 140 times higher for those ages 75 to 84; and 340 times higher for people who are 85 years and older.
- The data leaves no question about the risks that come with age COVID-19 vaccine boosters are a powerful tool to reduce risk of hospitalization and death, especially among older Ohioans.
- The Messenger RNA (mRNA) COVID-19 vaccines from Pfizer-BioNTech and Moderna remained highly effective at preventing severe outcomes from COVID-19 illness, including the need for ventilators and death, during the Omicron surge, according to a [new study released March 18 by the CDC](#). **The study showed that the vaccines — and especially the booster shot — protected most people from the worst outcomes.** During the Omicron surge, the vaccine was 79 percent effective in preventing death and hospitalization requiring ventilators for people who received the initial series of two doses, and 94 percent effective for those people who had received a booster shot, according to the study. Over the winter, Ohio experienced an unprecedented surge in COVID-19 cases driven by the Delta and Omicron variants hitting Ohio in rapid succession. The surge led to previously unseen highs in cases, record-breaking hospitalizations, and a strain on healthcare infrastructure. It resulted in the postponement of many surgeries and medical procedures and required the deployment of the Ohio National Guard as well as some federal support through FEMA to help with daily hospital operations and some testing sites.
- According to an earlier [study published in the CDC's Morbidity and Mortality Report](#), vaccine effectiveness against hospitalization fell to 57 percent in people who had received their second dose more than six months earlier; however, a third shot restored that protection to 90 percent. A [second study](#) looked at nearly 10 million COVID-19 cases and more than 117,000 deaths between April and December 2021. Cases and deaths were lower among people who had received a booster dose, compared with those who were fully vaccinated but did not receive a booster, and much lower than the rates seen among unvaccinated people. Booster doses provided much larger gains in protection among people ages 65 and older, followed by those ages 50 to 64, the study found. (Source: CDC, Jan. 28, 2022)
- To date more than 6.7 million Ohioans have completed their initial vaccine series, yet only about 3.4 million have received an additional dose, according to [Ohio Department of Health data](#) (March 21, 2022). That leaves several million people who are likely eligible but missing out on the potential benefits of boosters.
- Approximately 36% of Ohioans age 65 and older **have not** received a booster shot, and 59% of those ages 50-64 years **have not** received a booster shot.

Talking Points/Key Messages

Importance of COVID-19 Vaccine Boosters

- A COVID-19 booster shot is an extra dose of the vaccine given after the protection provided by the original shot(s) decreases over time. Another dose can “boost” your immune system’s ability to fight the disease and maintain strong protection from severe illness from COVID-19.
- COVID-19 vaccines are safe and effective at reducing risk for serious illness, hospitalization, and death from COVID-19. But that protection weakens over time, especially in people ages 65 and older. Getting a booster shot helps restore that protection, and is effective against variants such as Omicron.
- Age is the highest risk factor for COVID-19 serious illness. **If you are over the age of 50**, it is especially important to receive a COVID-19 booster shot to reduce risk for serious illness, including hospitalization and death.
- In Ohio, approximately **96% of COVID-19 deaths have been among people age 50 and older** (Source: [Ohio Department of Health COVID-19 Mortality Metrics](#), March 21, 2022).
- Throughout the pandemic, age has been the leading predictor of risk from COVID-19. Older adults continue to be the most at risk for severe complications or death from COVID-19. Compared with adults younger than age 30, the rate of death is 65 times higher for 65- to 74-year-olds; 140 times higher for those ages 75 to 84; and 340 times higher for people who are 85 years and older. (Source: Centers for Disease Control and Prevention [Risk for COVID-19 Infection, Hospitalization, and Death by Age Group](#), March 9, 2022)
- Studies released by the CDC show that vaccines — and especially the booster shot — protected most people from the worst outcomes from COVID-19, even during the Omicron surge. During the recent surge, the mRNA COVID-19 vaccines from Pfizer-BioNTech and Moderna were 79 percent effective in preventing death and hospitalization requiring ventilators for people who received the initial series of two doses, and 94 percent effective for those people who had also received a booster shot, according to a [new study released March 18 by the CDC](#). Data from two previous studies show [COVID-19 vaccine boosters remain safe and continue to be highly effective against severe disease over time](#).
- Even though vaccination and booster rates are significantly higher in the older age groups compared with the younger groups, there are still **25% of Ohioans age 65 and older who are not boosted**, and lack that essential protection against severe outcomes from COVID-19 including hospitalizations and death. (Source: Ohio Department of Health COVID-19 vaccine data analysis, March 2022)
- Many vaccines require booster shots to maintain protection. The frequency and intervals between doses vary from one type of vaccine to another. The hepatitis B and shingles vaccines, for example, require boosters to achieve optimal immunity. Tdap immunization against tetanus, diphtheria, and acellular pertussis requires a booster every 10 years to preserve immunity.
- The emergence of the highly contagious Omicron variant that led to record-shattering hospitalizations and cases in Ohio underscores the importance of vaccination, boosters, and preventive efforts to protect against COVID-19, especially for those at highest risk because of age.
- COVID-19 vaccination is the best way to protect yourself and your loved ones from COVID-19, including Omicron and future strains. The Centers for Disease Control and Prevention recommends that everyone 12 years old and older who has completed the primary COVID-19 vaccination series receive a booster dose as soon as eligible.
- Booster doses are available for all three authorized vaccines in the United States (Pfizer-BioNTech, Moderna, Johnson & Johnson). The Pfizer and Johnson & Johnson booster doses are identical to the primary series dose. The Moderna booster is half of the original Moderna dose.
- The CDC recommends that you get vaccinated and boosted even if you previously had COVID-19 infection. Before getting a shot, be sure you have followed isolation and quarantine guidelines so you do not infect others, and discuss your COVID-19 history with your healthcare provider.

Who Can Get a COVID-19 Booster Dose?

- Millions of Americans age 12 and older are now eligible for booster shots.
 - Those who originally received a two-dose series of either the Pfizer or Moderna vaccine can get a booster five months after their last dose.
 - Those who originally received the Johnson & Johnson vaccine can get a booster two months after their last dose.
 - Those who are moderately to severely immunocompromised are eligible to get an additional dose with their primary vaccination series to strengthen the initial immune response, as well as a booster dose.

Original COVID-19 vaccine	Age	When to get a booster	Booster dose choices
Pfizer-BioNTech	Everyone 12 years old and older	<ul style="list-style-type: none"> • At least 5 months after completing the primary COVID-19 vaccination series. • If moderately to severely immunocompromised, at least 3 months after the primary series (which includes 3 doses). 	<ul style="list-style-type: none"> • Pfizer-BioNTech or Moderna (mRNA COVID-19 vaccines) are preferred in most situations.* • Teens 12–17 years old may only get a Pfizer-BioNTech COVID-19 vaccine booster.
Moderna	Adults 18 years old and older	<ul style="list-style-type: none"> • At least 5 months after completing the primary COVID-19 vaccination series. • If moderately to severely immunocompromised, at least 3 months after the primary series (which includes 3 doses). 	<ul style="list-style-type: none"> • Pfizer-BioNTech or Moderna (mRNA COVID-19 vaccines) are preferred in most situations.*
Johnson & Johnson	Adults 18 years old and older	<ul style="list-style-type: none"> • At least 2 months after receiving the original Johnson & Johnson COVID-19 vaccination. • If moderately to severely immunocompromised, at least 2 months after receiving a second primary series dose of an mRNA COVID-19 vaccine. 	<ul style="list-style-type: none"> • Pfizer-BioNTech or Moderna (mRNA COVID-19 vaccines) are preferred in most situations.*

**The Centers for Disease Control and Prevention recommends a messenger RNA COVID-19 vaccine (Pfizer-BioNTech or Moderna) for primary vaccination series and booster doses; however, the Johnson & Johnson vaccine can be given in some situations, including a severe reaction after an mRNA vaccine dose or allergies to ingredients in the mRNA vaccines.*

Mix-and-Match Boosters

- A COVID-19 booster dose does not have to match the vaccine given for the primary series. Vaccine recipients can choose which vaccine product to receive for their boost.
- The two COVID-19 mRNA vaccines have received full FDA approval and licensure. On Aug. 23, 2021, the FDA granted full licensure to the Pfizer-BioNTech COVID-19 vaccine for ages 16 and older. The vaccine will be marketed as Comirnaty. The vaccine is available for safe use under EUA for ages 12-15. On Jan. 31, 2022, the FDA granted full licensure to the Moderna COVID-19 vaccine for ages 18 and older. The vaccine will be marketed as Spikevax.
- Three COVID-19 vaccines are available for use in the United States to prevent COVID-19. The CDC recommends Pfizer-BioNTech or Moderna (COVID-19 mRNA vaccines) for the primary vaccination series and booster following a thorough review of vaccine safety and effectiveness. Individuals may get Johnson & Johnson's Janssen COVID-19 vaccine [in some situations](#), including known allergies to mRNA vaccine ingredients or past reactions to an mRNA vaccine.

Side Effects

- Booster shot side effects are similar to those from second COVID-19 vaccine doses, and were mostly mild, moderate, and short-lived. Many people don't experience side effects at all.
- Side effects are normal signs that your body is building protection. Some people have reported experiencing soreness or redness at the site of the injection, body aches, headaches, or fever, lasting for a day or two. These side effects should go away in a few days, much like the side effects from other vaccines including the flu shot.

Coadministration with Other Vaccines

A COVID-19 vaccine can be given at the same time you receive another shot or vaccine, such as a flu shot, shingles vaccine, child immunizations, or pneumonia vaccine.

Where to Get Vaccinated

- Vaccines are widely available at many locations across the state, including local health departments, pediatricians, family physicians, community health centers, adult and children's hospitals, and pharmacies. Ohioans are encouraged to call their provider for more information or visit gettheshot.coronavirus.ohio.gov or call 1-833-4-ASK-ODH (1-833-427-5634) to locate a provider or make an appointment.
- There is no out-of-pocket cost for a COVID-19 vaccine. Your provider may ask for your insurance, Medicare, or Medicaid information, because providers can charge an administration fee to insurance. You will not have to pay a fee directly.

Proof of Vaccination

Bring your CDC COVID-19 Vaccination card with you to your appointment if you need another shot of COVID-19 vaccine so your provider can fill in the information about your additional shot. If you cannot find your vaccine card, you should first contact your original vaccine provider to see if they can locate your records. If they are unable to assist, please contact your local health department. If they are unable to assist, please review this information on [how to mail a request for your vaccination records to the Ohio Department of Health](#). You will not be able to obtain a new vaccine card by request, but will be able to access your vaccination records. If you do not have your card, you can still get your booster dose.

This document is available on the ODH Coronavirus website regarding immunization records:
<https://coronavirus.ohio.gov/static/vaccine/requesting-vaccination-records.pdf>

Frequently Asked Questions About Boosters

Q: What's the difference between a "primary series," an "additional" dose, and a "booster" dose?

A: A **primary series** is generally an initial two-dose series of an mRNA COVID-19 vaccine (Pfizer or Moderna) or a single dose of Johnson & Johnson vaccine. An **additional dose** can be given after the second dose of Moderna or Pfizer, and the first dose of Johnson & Johnson, to people who likely did not have a protective immune response to the initial vaccination. This additional dose is recommended for moderately to severely immunocompromised people. A **booster dose** is given to people who have received a primary series. The intent is to boost immunity because protection is likely to have waned over time.

Q: If we need booster doses, does this mean the COVID-19 vaccines are no longer effective?

A: No. The COVID-19 vaccines continue to be remarkably effective at reducing risk of severe disease, hospitalization, and death from COVID-19, and continue to offer protection against variants. Protection against severe illness and death was the original goal of vaccines. A booster dose could help fully vaccinated people at greater risk maintain the highest protection over time, and data suggests that boosters help broaden and strengthen protection against Omicron and other variants. People who received their initial vaccine series will experience waning immunity over time. Receiving a timely booster dose when you are eligible restores those antibody levels and provides significant protection.

Q: Are booster shots the same as the main vaccines?

A: Yes. COVID-19 booster shots are the same products used during the initial vaccinations. There are no separate booster products. However, in the case of the Moderna COVID-19 vaccine booster shot, the dose is half of the amount of the vaccine people get for their primary series, but is drawn from the same vials.

Q: Are the side effects worse for the booster?

A: Adults and children may have some side effects from a COVID-19 vaccine including pain, redness or swelling at the injection site, tiredness, headache, muscle pain, chills, fever and nausea. Serious side effects are rare, but may occur.

Q: Am I still fully vaccinated if I haven't gotten a booster?

A: Yes, a person is still considered fully vaccinated two weeks after the second dose in a two-shot series, such as the Pfizer-BioNTech or Moderna vaccines, or two weeks after a single-dose vaccine, such as the Johnson & Johnson vaccine. Fully vaccinated does not mean optimally protected. To be optimally protected and up to date on their recommended COVID-19 vaccinations, a person needs to get a booster shot when eligible.

Q: What is considered "up to date" on COVID-19 vaccinations?

A: Everyone is considered up to date until the time they are eligible for another dose. Fully vaccinated individuals are eligible for a booster 5 months after the second dose in a two-shot series, (Pfizer-BioNTech or Moderna vaccines), or two months after the J&J/Janssen vaccine. A person would need to get a booster shot to be considered up to date.

Q: When will we need another booster dose?

A: Vaccine makers Pfizer-BioNTech and Moderna have asked the U.S. Food & Drug Administration to authorize a second booster dose of the COVID-19 vaccine. Pfizer's request is for people age 65 and older who are at higher risk for severe illness for COVID-19. Moderna's request is for all adults. Before additional doses can be given, the FDA and CDC would have to authorize doses, recommend their use, and define eligibility criteria.

Newsletter/Website Article Language

The following text can be customized for use on your website or in newsletters.

COVID-19 Boosters

Possible Subject Line: Stay Up To Date on COVID-19 Vaccinations

As the COVID-19 pandemic evolves, ongoing protection remains as critical as ever. Our best defense has been and will continue to be staying up to date on COVID-19 vaccinations by getting a booster dose when eligible.

COVID-19 vaccines are remarkably effective at reducing risk for serious illness, hospitalization, and death. But protection weakens over time, especially in people ages 65 and older. Getting a booster shot helps restore that protection, and is effective against variants such as Omicron.

Throughout the pandemic, age has been the leading predictor of risk from COVID-19. Older adults continue to be the most at risk for severe complications or death from COVID-19. Compared with adults younger than age 30, the rate of death is 65 times higher for 65- to 74-year-olds; 140 times higher for those ages 75 to 84; and 340 times higher for people who are 85 years and older, according to the Centers for Disease Control and Prevention's [Risk for COVID-19 Infection, Hospitalization, and Death by Age Group](#).

Millions of eligible Ohioans are not vaccinated or boosted. **If you are over the age of 50**, it is especially important to receive a COVID-19 booster shot to reduce your risk for serious illness, including hospitalization and death. Cases and hospitalizations continue on a downward trend; however, the COVID-19 threat remains.

A booster dose of the COVID-19 vaccine is recommended for all Ohioans age 12 and older when eligible:

- Johnson & Johnson recipients can get a booster two months after they received their first dose of the vaccine.
- Pfizer and Moderna recipients can get a booster five months after their last dose.

Ohioans who have questions about COVID-19 vaccines and boosters are encouraged to contact their healthcare provider for more information.

COVID-19 VACCINE BOOSTERS COMMUNICATIONS TOOLKIT

Graphics and Artwork

Infographics

COVID-19 Vaccine Booster Shots*

If you have been fully vaccinated against COVID-19 and you are 12 or older, you are eligible for a booster dose. Check below to find out when to get your booster shot.

Initial Vaccination	Johnson & Johnson	Moderna	Pfizer-BioNTech
Who	18 or older. Immunocompromised patients 18 or older who received an additional mRNA dose after original Johnson & Johnson dose.	18 or older. Immunocompromised patients 18 or older who received an additional primary vaccination series dose.	12 or older. Immunocompromised patients 12 or older who received an additional primary vaccination series dose.
When	Two months after first dose. A booster can be given two months after mRNA additional/second dose.	Five months after second dose. A booster can be given three months after the additional dose.	Five months after second dose. A booster can be given three months after the additional dose.
Booster Options	You can choose which vaccine* you receive as a booster dose. Messenger RNA (mRNA) vaccines are recommended in most cases.	You can choose which vaccine* you receive as a booster dose. Messenger RNA (mRNA) vaccines are recommended in most cases.	If you are ages 12-17 years: You can only receive the Pfizer vaccine. If you are 18 or older: You can choose which vaccine* you receive as a booster dose. Messenger RNA (mRNA) vaccines are recommended in most cases.



* The Centers for Disease Control and Prevention (CDC) endorses the COVID-19 mRNA vaccines developed by Pfizer and Moderna over the Johnson & Johnson vaccine. The recommendation followed a thorough review of the latest evidence on vaccine effectiveness and safety. Most patients should now consider an mRNA primary vaccine series or booster dose.

Terminology

An **additional dose** can be given after the second dose of Moderna or Pfizer, and the first dose of Johnson & Johnson, to people who likely did not have a protective immune response to the initial vaccination. This additional dose is recommended for moderately and severely immunocompromised people.

A **booster dose** is given to people who have received a primary series. The intent is to boost immunity because protection is likely to have waned over time.

March 15, 2022

Help prevent the spread of COVID-19.

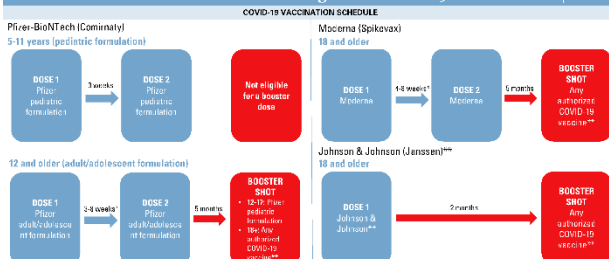
Schedule an appointment: gettheshot.coronavirus.ohio.gov
More info: coronavirus.ohio.gov/vaccine

Ohio Department of Health

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Protect Yourself Against COVID-19

Ohio Department of Health



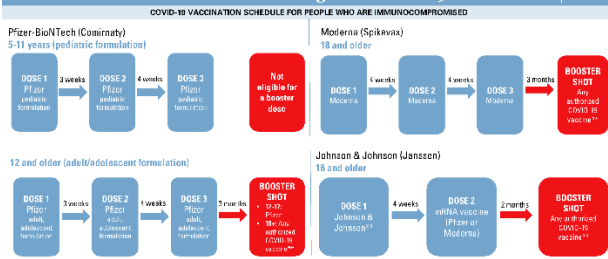
* Messenger RNA vaccines are only given to ages 12 and older and are not for ages 12-17 years. And, except for ages 12-17 years, a booster should be given 4 months for Pfizer-BioNTech vaccine or 5 months for Moderna vaccine. The recommendation is for adults aged 18 years and older and those who need early protection due to increased exposure to the virus, immunosuppression or risk of severe illness.

coronavirus.ohio.gov/vaccine
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Protect Yourself Against COVID-19

Ohio Department of Health



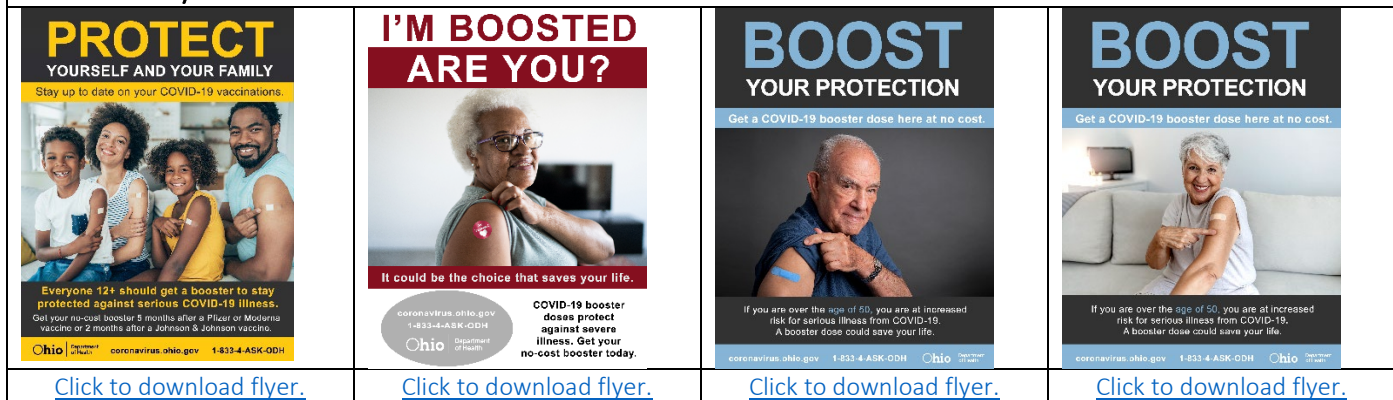
* The recommendation during immunosuppression only applies to ages 12 and older and is not for ages 12-17 years. And, except for ages 12-17 years, a booster should be given 4 months for Pfizer-BioNTech vaccine or 5 months for Moderna vaccine. The recommendation is for adults aged 18 years and older and those who need early protection due to increased exposure to the virus, immunosuppression or risk of severe illness.

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Printable Flyers



Trusted Resources and Links

- Recommended articles:
 - Washington Post: [Vaccines remained highly effective at preventing serious illness and death during Omicron surge, CDC report says](#)
 - The Atlantic: [The COVID Strategy America Hasn't Really Tried](#)
 - The New York Times: [As Omicron Crests, Booster Shots Are Keeping Americans Out of Hospitals](#)
- Ohio Department of Health COVID-19 Vaccine website - <https://coronavirus.ohio.gov/vaccine>
 - [Fact Sheet COVID-19 Vaccine Booster Doses](#)
 - [Frequently Asked Questions COVID-19 Vaccine Booster Doses](#)
 - [COVID-19 Vaccine Booster Dose Eligibility](#)
 - [Do I Need an Additional COVID-19 Vaccine Shot?](#)
 - [Fact sheet: Additional Vaccine Doses for the Immunocompromised](#)
 - [COVID-19 Fact Sheet: Safety and effectiveness of COVID-19 vaccines](#)
 - [What to know before, during, and after receiving a COVID-19 vaccine](#)
 - [Acceptable Forms of ID for Vaccine Appointments](#)
 - [COVID-19 Vaccine Provider Information](#)
- Centers for Disease Control and Prevention Resources
 - [Effectiveness of mRNA Vaccination in Preventing COVID-19–Associated Invasive Mechanical Ventilation and Death — United States, March 2021–January 2022](#)
 - [Effectiveness of a Third Dose of mRNA Vaccines Against COVID-19–Associated Emergency Department and Urgent Care Encounters and Hospitalizations Among Adults During Periods of Delta and Omicron Variant Predominance — VISION Network, 10 States, August 2021–January 2022](#)
 - [COVID-19 Incidence and Death Rates Among Unvaccinated and Fully Vaccinated Adults with and Without Booster Doses During Periods of Delta and Omicron Variant Emergence — 25 U.S. Jurisdictions, April 4–December 25, 2021](#)
 - [Risk for COVID-19 Infection, Hospitalization, and Death by Age Group](#)
 - [Vaccinate with Confidence Resources](#)
 - [Communication Resources for COVID-19 Vaccines](#)
 - [Benefits of Getting a COVID-19 Vaccine](#)
 - [COVID-19 Vaccine Booster Shots](#)
 - [COVID-19 Vaccines are Available at No Cost to the Public](#)
 - [Stay Up to Date with Your COVID-19 Vaccines](#)

Social Media Text and Graphics

Facebook

You must be 12+ and either:

- ✔ Had your single dose of the J&J vaccine at least 2 months ago OR
- ✔ Completed the Pfizer or Moderna vaccine series (2 doses) at least 5 months ago.

Learn more or book your appointment
at gettheshot.coronavirus.ohio.gov.

Twitter

Are you eligible for a #COVID19
#booster?

- You must be 12+ and either:
- ✓ Had your single dose of the J&J vaccine at least 2 months ago OR
 - ✓ Completed the Pfizer or Moderna vaccine series (2 doses) at least 5 months ago.

Learn more or book your appointment
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Instagram

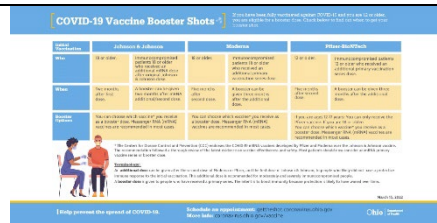
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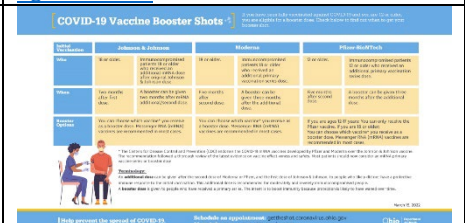
Learn more or book your appointment
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[#getboosted](#)



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Is it time for your COVID-19 vaccine booster? Stay up to date on your COVID-19 vaccinations for optimal protection.

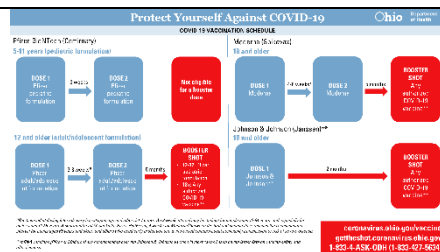
-  Learn more about COVID-19 booster eligibility at <https://bit.ly/OHBoosterInfo>.
-  Book an appointment at gettheshot.coronavirus.ohio.gov.

Is it time for your #COVID19 #booster?
Stay up to date on your COVID-19
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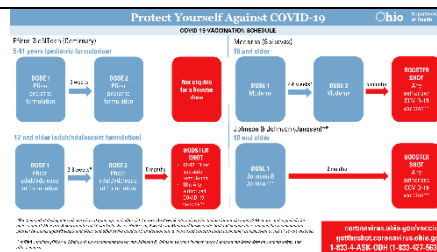
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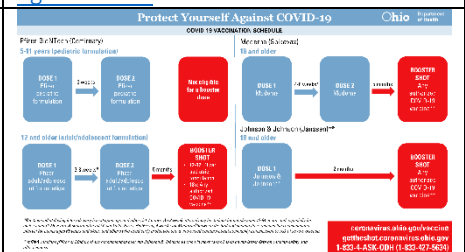
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COVID-19 VACCINE BOOSTERS COMMUNICATIONS TOOLKIT

Is it time for your COVID-19 vaccine booster? If you are moderately to severely immunocompromised, you may be eligible for additional doses and boosters to strengthen your protection.

 Learn more:


<https://bit.ly/OHimmunocompromised>

 Book an appointment:
gettheshot.coronavirus.ohio.gov.


Is it time for your #COVID19 #booster?
If you are moderately to severely immunocompromised, you may be eligible for additional doses and boosters to strengthen your protection.

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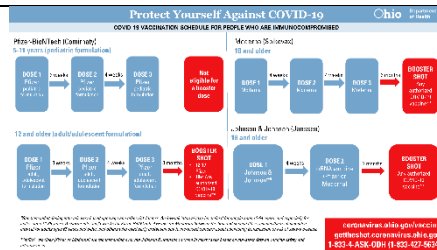
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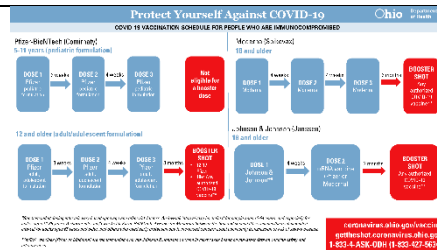
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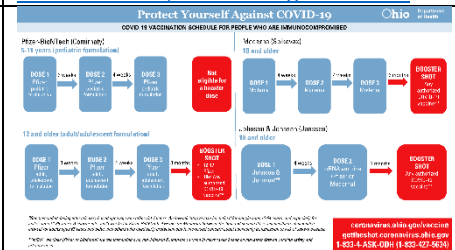
 Book an appointment:
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#gettheshot #COVID19 #fightcovid19
#immunocompromised #getboosted



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Importance of Boosters

Age is the highest risk factor for serious illness from COVID-19. If you are over the age of 50, it is especially important to receive a COVID-19 booster shot to reduce risk for serious illness, including hospitalization and death.

<https://bit.ly/OHBoosterInfo>.

Age is the highest risk factor for serious illness from #COVID19. If you are over the age of 50, it is especially important to receive a COVID-19 #booster shot to reduce risk for serious illness, including hospitalization and death.


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[#getboosted](#)

BOOST YOUR PROTECTION



If you are over the **age of 50**, you are at increased risk for serious illness from COVID-19. A booster dose could save your life.

coronavirus.ohio.gov
[1-833-4-ASK-ODH](tel:1-833-4-ASK-ODH)


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An advertisement featuring a close-up of an older man's face. He has white hair and is wearing a blue polo shirt. He is pointing his right index finger towards the text on the right. The background is dark and out of focus. The text is in a clean, white, sans-serif font. The word 'BOOST' is large and bold, followed by 'YOUR PROTECTION' in a slightly smaller font. Below this, a paragraph of text explains the importance of a booster shot for people aged 50 and older, specifically mentioning COVID-19. The overall tone is serious and informative.

coronavirus.ohio.gov 1-8

An advertisement for COVID-19 booster shots. At the top, the word "BOOST" is in large, bold, blue letters, followed by "YOUR PROTECTION" in smaller, white, bold letters. Below this is a photograph of an older man with grey hair, wearing a blue polo shirt, pointing his right index finger towards the viewer. A blue bandage is visible on his left upper arm. The background of the photo is dark grey. Below the photo, the text reads: "If you are over the age of 50, you are at increased risk for serious illness from COVID-19. A booster dose could save your life." At the bottom, there are three elements: the website "coronavirus.ohio.gov", the phone number "1-833-4-ASK-ODH", and the Ohio Department of Health logo, which includes the word "Ohio" in a large, stylized font and "Department of Health" in smaller text to its right.

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COVID-19 VACCINE BOOSTERS COMMUNICATIONS TOOLKIT

COVID-19 vaccines are safe and effective at reducing risk for serious illness, hospitalization, and death from COVID-19. But that protection weakens over time, especially in people ages 65 and older. Get boosted to restore that protection.

i: <https://bit.ly/OHBoosterInfo>.



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Older adults face the highest risk for severe illness from COVID-19. Compared with adults younger than age 30, the rate of death is 65 times higher for ages 65-74; 140 times higher for ages 75-84; and 340 times higher for people who are age 85 and older.

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COVID-19 VACCINE BOOSTERS COMMUNICATIONS TOOLKIT

Help keep everyone you love safe from COVID-19. Booster doses are recommended for ages 12+.

 Learn more about COVID-19 booster eligibility at


<https://bit.ly/OHBoosterInfo>.

 Book an appointment at gettheshot.coronavirus.ohio.gov.


Help keep everyone you love safe from #COVID19. #Booster doses are recommended for ages 12+.

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Schedule a Booster Dose



When should I get a COVID-19 booster dose?

- ☒ Check eligibility for booster doses.
-  Find appointments nearby.
-  Schedule an appointment.

Learn more at

<https://gettheshot.coronavirus.ohio.gov>



When should I get a #COVID19 #booster dose?

- ☒ Check eligibility for booster doses.
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Learn more at

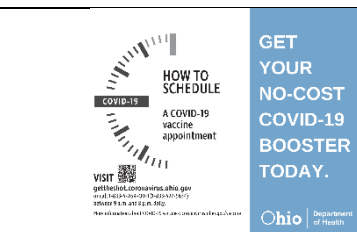
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When should I get a COVID-19 booster dose?

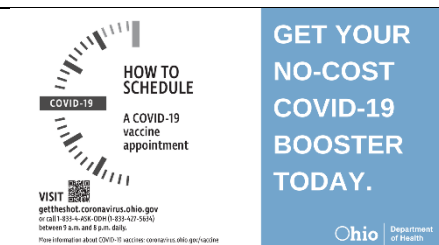
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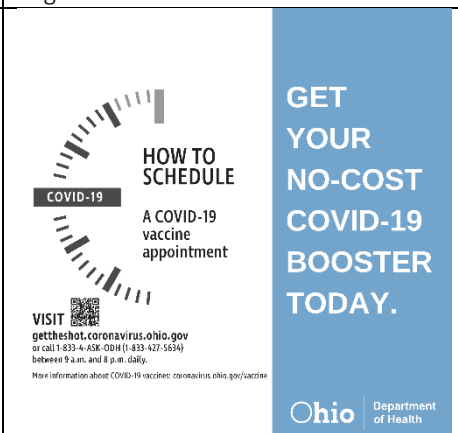
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