

Introduction

This toolkit has been developed with talking points, language tips, social media language, and trusted resources to help you better communicate about the safe, effective COVID-19 vaccines that have arrived in Ohio. This kit will be expanded with additional resources and is being provided to support your immediate needs.

Updated: Jan. 5, 2020

Translations

Click the links below to download translations of the [English preliminary vaccine communications toolkit issued Dec. 20, 2020](#) in the following languages:

- [Nepali](#)
- [Somali](#)
- [Spanish \(United States\)](#)

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Talking Points

- Ohio is prepared to distribute **safe** and **effective** COVID-19 vaccines statewide. We have two clear goals: To save lives and slow the spread of the virus.
- The COVID-19 vaccine development process included several steps comparable with those used to develop earlier vaccines, such as the flu or measles vaccine. The FDA and independent medical experts have ensured that these vaccines are thoroughly and rigorously evaluated.
- Initially, there will be a limited number of vaccines available. Ohio is committed to making the vaccine widely available for those who want to receive it as quickly as possible as shipments arrive. Ohio has identified the critical audiences that will be among the first to receive those very early shipments in Phase 1A, should they choose to be vaccinated:
 - Healthcare providers and personnel who are routinely involved with the care of COVID-19 patients.
 - Residents and staff in nursing facilities.
 - Residents and staff in assisted living facilities.
 - Patients and staff at psychiatric hospitals.
 - People with developmental disabilities and those with mental health disorders, including substance use disorders, who live in group homes, residential facilities, or centers, and staff at those locations.
 - Residents and staff at our two state-run homes for Ohio veterans.
 - EMS responders.
- The goals of Phase 1B of COVID-19 vaccine distribution are to save lives and to have K-12 students back in school full time by March 1. This phase, which is estimated to begin in mid-January, specifically includes:
 - Ohioans age 65 and older.
 - People with severe congenital, developmental, or early-onset medical disorders that make them particularly vulnerable.
 - Employees in all K-12 schools that want to go back, or to remain, educating in person.
 - The vaccine distribution plan for future priority populations is still under development and will be shared publicly as soon as it is finalized.
- The vaccine has been shown to decrease the severity of illness in people who catch this virus. Having a significant portion of Ohioans vaccinated will help us prevent serious hospitalizations and death.
- Using all the tools available to help prevent the spread of the virus continues to be critical until a substantial number of Ohioans can be vaccinated. Continuing to wear masks and social distance will reduce your chance of being exposed to or spreading the virus. Proper prevention measures, coupled with the vaccine, will provide the best protection from COVID-19.
- COVID-19 vaccines can save lives. COVID-19 is deadly and has killed more than 9,200 Ohioans and more than 356,000 people across the U.S. (*data updated Jan. 5, 2021*)
- Side effects are mild. The most common side effects include fatigue, headache, soreness or redness at the injection site, and muscle or joint pain, and should not prevent you from getting a vaccine that can prevent you from catching or spreading this deadly virus.
- In the early stages of COVID-19 vaccine distribution, doses will be available in limited supply for specific critical populations first in a phased approach. As supply increases, COVID-19 vaccines will be available to all Ohioans who choose to be vaccinated.

- An Emergency Use Authorization (EUA) authorizes use of an unapproved medical product, or unapproved use of an approved medical product, for use during a public health emergency if the benefits of its use outweigh any known or potential risks. Both Pfizer-BioNTech and Moderna's COVID-19 vaccines have been granted EUA following rigorous review. In the past, EUAs have been issued for products, devices, and drugs related to Ebola, H1N1, Zika, and others. The EUAs are valid until the pandemic is over, the FDA revokes the EUAs, or the products are approved for traditional licensure by the FDA. The FDA closely monitors each vaccine for safety after the EUA is issued. Drug manufacturers are encouraged to obtain traditional FDA licensed vaccine approval as soon as possible.

COVID-19 VACCINE COMMUNICATIONS TOOLKIT

UPDATED JAN. 5, 2021

Phase 1	
Broad messages	<ul style="list-style-type: none"> COVID-19 vaccines are safe and effective and are being thoughtfully distributed to those Ohioans most at risk. We continue to protect our most vulnerable by vaccinating the most critical audiences first.
Essential workers included in the current phase	<ul style="list-style-type: none"> You have been essential to taking care of Ohio over the last several months. Now, it is our turn to take care of you. If you choose, you'll be among the first to have access to the safe, effective COVID-19 vaccines. Get vaccinated to protect yourself, your family, and the people you care about.
People with high-risk conditions included in the current phase	<ul style="list-style-type: none"> Throughout the pandemic, Ohio has focused on protecting its most vulnerable. While vaccine supplies are still limited, we are committed to providing the vaccine first to those most at risk who choose to be vaccinated.
Second dose reminder	<ul style="list-style-type: none"> To have maximum protection from COVID-19, second doses are required for both the Pfizer-BioNTech and Moderna* vaccines. Make arrangements to get your second dose of the COVID-19 vaccine to protect yourself, your family, and the people you care about. The second dose of the Pfizer vaccine should be given 21 days after the initial vaccine. The second dose of the Moderna* vaccine should be given 28 days after the initial vaccine. <p><i>*Pending FDA granting emergency use authorization.</i></p>
Those not yet eligible for vaccination	<ul style="list-style-type: none"> In this early vaccination phase, the vaccine supply is limited. As supply increases, safe and effective COVID-19 vaccines will be available to all Ohioans who choose to be vaccinated.
Those who will be addressed in the next phase, if known	<ul style="list-style-type: none"> COVID-19 vaccines are safe and effective. As a member of [insert vulnerable community], you are next in line, should you choose to receive the vaccine.
Vaccine providers	<ul style="list-style-type: none"> The most trusted voices when it comes to information about COVID-19 are an individual's personal physician, medical experts, and emergency room doctors, followed by public health officials. As a vaccine provider, you can be one of those trusted sources of information for your patients and constituents. Ohio is prepared to distribute safe and effective COVID-19 vaccines statewide to save lives and slow the spread of the virus.
Vaccine skeptics	<ul style="list-style-type: none"> COVID-19 vaccines are safe and effective. More than 175,000 doses of vaccine have been administered in Ohio as of January 5, 2021. Normal side effects, like a sore arm, fatigue, headache, fever, and muscle soreness, have been reported. It can be difficult to know which sources of information you can trust. The internet, unfortunately, can be filled with dangerous misinformation about COVID-19 vaccines. The best thing you can do is educate yourself about the vaccines with trustworthy information. Learn more about finding credible, fact-based vaccine information, or see a list of debunked COVID-19 myths here. There have been no shortcuts in the vaccine development process. The development process for COVID-19 vaccines involved several steps comparable with those used to develop other vaccines such as the flu or measles vaccine, which have successfully protected millions of Ohioans for decades. Although the COVID-19 vaccines themselves have been developed recently, the technology used in mRNA vaccines, like those developed by Pfizer BioNTech and Moderna, has been studied for decades. COVID-19 vaccines were developed with tireless research, innovative science, and rigorous evaluation. The science is good, and the regulators have done a thorough job of vetting these vaccines.



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Language Tips

[Recent research from the de Beaumont Foundation](#) finds that certain vocabulary is more persuasive when it comes to the pandemic.

More persuasive	Less persuasive
Pandemic	Coronavirus, COVID-19
Face masks	Facial coverings
Essential workers	Frontline workers
Protocols	Mandates, directives, controls, orders
Stay-at-home orders	Lockdowns, aggressive restrictions
Personal responsibility	National duty
Public health agencies	Government health agencies,
Fact-based	Based on science, data, or medicine
Social distancing	Physical distancing
An effective and safe vaccine	A vaccine developed quickly
Getting rid of the virus	Defeating, crushing, knocking out the virus

Newsletter/Website Article Language

Possible subject line: What you need to know about COVID-19 vaccines in Ohio

COVID-19 vaccines are being administered in Ohio, and we know that you may have questions about them. Will they be required? How will I know when it is my turn? Are they safe and effective? Having access to accurate information is key to making an educated decision about choosing to be vaccinated against COVID-19, so we have compiled some helpful at-a-glance information from reliable sources to some of the most commonly-asked questions below.

Were COVID-19 vaccines rushed? How do I know they are safe?

COVID-19 vaccine development and clinical trials were thorough, and thanks to decades of research and a strategic scientific effort to streamline processes, could be developed more efficiently. The U.S. Food and Drug Administration (FDA), as well as independent medical experts, have ensured that every detail of the COVID-19 vaccines is thoroughly and rigorously evaluated, as outlined in the 50-plus page briefings of the [Vaccines and Related Biological Products Advisory Committee](#) (VRPAC) detailing the findings from the clinical trials about effectiveness, safety and side effects of both [Pfizer-BioNTech](#) and [Moderna](#) COVID-19 vaccines. The [Pfizer-BioNTech vaccine has been shown to be 95% effective](#), and the [Moderna vaccine has been shown to be 94% effective](#) in phase 3 clinical trials with more than 70,000 participants between the two studies, and no serious safety concerns were observed. Read more about how safety is a top priority of the [U.S. vaccine safety development and approval process here](#).

I've seen a lot of rumors on social media about vaccines. How can I tell what is true?

The Internet is rife with dangerous misinformation about COVID-19 vaccines, and it can be difficult to know what to trust. The best thing you can do is educate yourself about the vaccines with trustworthy information. Learn more about [finding credible vaccine information in this article from the CDC](#), and separate myths from facts [on this page from the Ohio Department of Health](#) or [this article from the Mayo Clinic](#).

How are vaccines being distributed?

At first, there will be a limited supply of COVID-19 vaccine, with a phased approach to offering the vaccines to specific critical audiences. Those who are at highest risk of contracting and transmitting the virus will be among the first to be vaccinated. In time, every Ohioan who chooses, may receive a vaccine as soon as large quantities are available. [Read more in this vaccine distribution fact sheet from the Ohio Department of Health](#).

Were minorities or people with high-risk health conditions included in the clinical studies?

Yes. The Phase 3 clinical trials for the Pfizer-BioNTech vaccine (more than 43,000 participants) and Moderna vaccine (more than 30,000 participants) included communities that have historically been under-represented in clinical research and have been disproportionately impacted by COVID-19. In the Moderna study, [37% of the study population were from communities of color](#), which is similar to the diversity of the U.S. at large. [Approximately 42% of participants in Pfizer BioNTech's worldwide clinical trials come from diverse backgrounds](#). In addition, the clinical studies included participants over age 65 (23% of Moderna participants, 21% of Pfizer-BioNTech participants); and those with high-risk chronic diseases that put them at increased risk of severe COVID-19, such as diabetes, severe obesity, and cardiac disease (42% of Moderna participants, 46% of Pfizer-BioNTech participants).

Where can I find more information?

- CDC: [Benefits of Getting a COVID-19 Vaccine](#)
- CDC: [What to Expect After Getting a COVID-19 Vaccine article](#) and [video](#)
- CDC: [Understanding How COVID-19 Vaccines Work](#)
- ODH: [COVID-19 Vaccines Myths vs. Facts](#)
- ODH: [COVID-19 Frequently Asked Questions \(FAQ\)](#)
- FDA: [What is an EUA article](#) and [video](#)

Plain Language COVID-19 Vaccine FAQ

Download this resource for those with low literacy or developmental disabilities as a printer-friendly PDF with images, created by the Ohio Department of Developmental Disabilities, [here](#).

What is COVID-19?

It is a new illness spreading around the world. It is also called coronavirus. It is a virus making people very sick. Getting this virus is bad for you.

What is a vaccine?

A vaccine is a medicine. It protects you from getting sick. For example, the flu shot is a vaccine. It protects you from getting the flu. Getting a vaccine is good for your health and could keep you from getting sick.

What do I need to know about the COVID-19 vaccine?

Many COVID-19 vaccines are being made. Most require you to get 2 shots. You get the second shot 3 to 4 weeks after you got the first one. The second shot is like a booster shot. You need to get both shots for the vaccine to work. The government makes sure all vaccines are as safe as possible. The vaccine is free.

Talk to your doctor about what could happen when you get the COVID-19 vaccine. There are some side effects. For example, your arm might be sore where you get the shot (just like when you get a flu shot), and you might feel tired or have a fever after you get the shot.

What is Ohio's COVID-19 Vaccination Program?

It takes time to make enough vaccines for everybody. Ohio has a plan with a few phases to give the COVID-19 vaccines across the state to those who want to get one. People who are most at risk will get the vaccine first.

Who will get the COVID-19 vaccine?

In the early phases, the people most at risk will be able to get the vaccine if they want. This will include medical workers, people caring for COVID-19 patients, and people who live or work in group settings. This includes people with disabilities who live with one roommate or more as well as their staff.

For now, the vaccine is not for children. Younger and healthy adults might have to wait until spring to get the vaccine. Once more vaccines are made, every person in Ohio will have a choice to get the vaccine if they want to.

Ask your doctor if you have questions about when it will be your turn to get the vaccine.

Why is the COVID-19 vaccine important for people with developmental disabilities?

People with disabilities who receive support may be more likely to be in contact with someone who has COVID-19. Some people with disabilities who get COVID-19 get sicker than others because they may have illnesses that make it hard for their body to fight the disease.

Where can I get the COVID-19 vaccine?

Vaccines will be sent to hospitals, local health departments, and some pharmacies for them to give vaccines to eligible people who want them during the first phase. Once more vaccines are available, there may be more locations to get the vaccine.

Do I have to get the vaccine?

No, it is your choice to get the COVID-19 vaccine or not. The vaccine is important for the health of people with disabilities and all those around them. Everyone plays an important role in reducing the risk of COVID-19 by getting a vaccine. Vaccines boost your immune system so it will be ready to fight the virus if you are exposed. Talk to your doctor about the benefits of getting the COVID-19 vaccine.

Do I need to get the vaccine if I already had COVID-19?

If you tested positive for COVID-19 that means you got the virus. We do not know enough about how long the protection lasts for those who have recovered from COVID-19. Talk with your doctor about getting the vaccine.

Will I need to wear a mask after I get a vaccine shot?

YES! You must wear a mask and follow social distancing rules after you get the vaccine.

It takes time for the vaccine to build up in your body. We all must keep wearing masks. Doctors will tell us when it is safe to be in public without a mask.

For other questions about the COVID-19 vaccine, call the Ohio Department of Health's call center. Call 1-833-4-ASK-ODH (1-833-427-5634), or visit coronavirus.ohio.gov.

Graphics and Artwork

Phase 1A

Ohio's Vaccination Program
A Phased Approach

During Phase 1 vaccine supply will be limited.

Vaccine administration will be focused on reaching critical groups.

PHASE 1A

- Health care workers and personnel, who are routinely involved with the care of COVID-19 patients
- Residents and staff at nursing homes
- Residents and staff at assisted living facilities
- Patients and staff at state psychiatric hospitals
- People with developmental disabilities and those with mental health disorders, including substance use disorders, who live in group homes, residential facilities, or centers and staff at those locations
- Residents and staff at our Ohio veterans homes
- EMS responders

*All available vaccines will be administered to those who **choose** to receive it.*

#IN THIS TOGETHER **Ohio** **MIKE DEWINE**
GOVERNOR OF OHIO **Ohio** | Department of Health **coronavirus.ohio.gov**

Phase 1B



Ohio's Vaccination Program – A Phased Approach

During Phase 1 vaccine supply will be limited.

Vaccine administration will be focused on reaching critical groups.

PHASE 1B



GOAL: Save Lives

- Ohioans age 65 and older
- Those living with severe congenital, developmental, or early-onset medical disorders

GOAL: In-Person School by March 1st

- Adults who work in schools

*All available vaccines will be administered to those who **choose** to receive it.*



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Overall Phased Approach



Ohio's Vaccination Program – A Phased Approach

GOALS

Save lives and slow the spread of the virus.

In the early vaccination phase, supply will be limited. The speed at which Ohio will move through the phases is largely dependent upon the number of vaccine doses available.

PHASE 1



Supply Limited

Vaccine is available in limited supply for specific critical populations. Ohio will focus on vaccinating those most at risk, as well essential healthcare workers and personnel caring for COVID-19 patients. Vaccines will not yet be available for all Ohioans.

PHASE 2



Supply Increasing

Vaccine is increasing and available for other specific critical populations who choose to be vaccinated. Vaccines will not yet be available for all Ohioans.

PHASE 3 - 4



Widely Available

Once the vaccine is widely available, Ohio will continue to strategically vaccinate Ohioans if they choose. During these phases, vaccines will begin to be available to all Ohioans.

As supply increases, COVID-19 vaccines will be available to all Ohioans who choose to be vaccinated.



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FAQ	FAQ
	
FAQ	Myths vs. Facts
	 <div>Trust the FACTS. COVID-19 vaccines are safe and effective.</div>
Myths vs. Facts	Myths vs. Facts
 <div>Trust the FACTS. COVID-19 vaccines are safe and effective.</div>	 <div>Trust the FACTS. COVID-19 vaccines are safe and effective.</div>



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How vaccine safety is ensured from Public Health Communications Collaborative (English)

Public Health Communications COLLABORATIVE


What steps are taken to ensure that vaccines are safe?

The U.S. Food and Drug Administration oversees a careful process to ensure that vaccines are tested thoroughly before being offered to the public, including the below three-phase review process for all new vaccines.




PHASE I

A small group of healthy volunteers receive the vaccine to test for safety and potential side effects.




PHASE II


Several hundred people representative of the U.S. population receive the vaccine to test how diverse immune systems respond.



PHASE III

Thousands of people receive the vaccine to test widespread effectiveness, side effects, and safety.





The FDA licenses a vaccine only if it's safe and effective and the benefits outweigh the risks. For any COVID-19 vaccine, the FDA will also review two months of follow-up data after volunteers get their second vaccine doses.

This graphic was adapted from information published in 2018 by the Centers for Disease Control and Prevention.


Learn more at publichealthcollaborative.org

How vaccine safety is ensured from Public Health Communications Collaborative (Spanish)

Public Health Communications COLLABORATIVE


¿Qué medidas se toman para comprobar la seguridad de las vacunas?

La Administración de Alimentos y Medicamentos de los Estados Unidos (FDA, por sus siglas en inglés) supervisa un proceso minucioso para asegurarse de que las vacunas sean evaluadas exhaustivamente antes de que se ofrezcan al público. Todas las nuevas vacunas deben someterse al proceso de revisión en tres fases descrito a continuación.




FASE I

La vacuna se administra a un pequeño grupo de voluntarios sanos, para evaluar si es segura y determinar sus posibles efectos secundarios.




FASE II


La vacuna se administra a varios centenares de personas representativas de la población estadounidense, para evaluar las reacciones de una variedad de sistemas inmunitarios.



FASE III

La vacuna se administra a miles de personas, para evaluar su eficacia, su seguridad y sus efectos secundarios generalizados.





La FDA otorga licencias a las vacunas únicamente si son seguras y eficaces y si sus beneficios superan los riesgos que acarreen. Para cualquier vacuna contra el COVID-19, la FDA también revisará datos de seguimiento de 2 meses después de que los voluntarios reciban su segunda dosis de la vacuna.

Este gráfico fue adaptado de información publicada en 2018 por los Centros para el Control y la Prevención de Enfermedades (CDC, por sus siglas en inglés).

Infórmese más en publichealthcollaborative.org



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Ad Council and COVID Collaborative Toolkit for Healthcare Providers

The Ad Council and the COVID Collaborative just announced a new resource designed to address healthcare professionals' questions about COVID-19 vaccination. The videos, [available in a YouTube playlist linked here](#), feature an introduction from Dr. Anthony Fauci – and include experts from a diverse coalition of leading healthcare organizations and medical institutions sharing information around COVID-19 vaccine development and safety with their fellow physicians and nurses.

The video series was developed in collaboration with the Centers for Disease Control and Prevention (CDC), U.S. Department of Health and Human Services (HHS), National Institute of Allergy and Infectious Diseases (NIAID) and top health and medical institutions. The content will be shared with the medical community to increase understanding and confidence about the efficacy and safety of the new vaccines. Topics addressed include safety, availability, cost, side effects, vaccine administration, answering patients' questions and more.

The [toolkit](#) includes the following downloadable materials for use:

- [Final press release](#)
- [Simplified COVID-19 vaccination FAQs](#)
- [Talking points on the overall effort for healthcare professionals & spokespeople](#)
- [Copy for e-communications/internal communications/websites](#)
- [Customizable social media copy](#)
- [Excerpts from the final videos for use on social media](#)
- [Campaign graphic](#)

The toolkit, which is directed at healthcare providers who are among the first to be eligible for vaccinations, is available in full at <https://adcouncil.box.com/s/0h09rpgb0lu9tzzxn713s1gslrpxj286>.

American Hospital Association #MyWhy Campaign

The American Hospital Association has created a campaign for frontline healthcare workers to share why they got the COVID-19 vaccine. In addition, the AHA, American Medical Association, and American Nurses Association, issued a joint letter encouraging healthcare workers to get the COVID-19 vaccine. [Read the letter here](#).

Text to share with staff about AHA #MyWhy

As a physician, nurse, respiratory therapist, environmental services or food services worker, or other healthcare professional, your example is one of the strongest health resources we have. When you get your COVID-19 vaccine, please consider sharing your story on your own social media outlets with the hashtag #MyWhy to help others understand the importance of getting vaccinated. Learn more and download free graphics at <https://www.aha.org/mywhy>.

Trusted Resources and Links

- Ohio Department of Health COVID-19 Vaccine website - <https://coronavirus.ohio.gov/vaccine>
 - [Myths vs. Facts COVID-19 Vaccine](#)
 - [Frequently Asked Questions \(FAQ\) about COVID-19 vaccines](#)
 - [Frequently Asked Questions \(FAQ\) for Health Providers](#)
 - [COVID-19 Vaccine Provider Information](#)
 - [Ohio's Phased Approach Graphic PDF](#) | [JPEG](#)
 - [Phase 1A Vaccine Distribution Graphic PDF](#) | [JPEG](#)
 - [Phase 1A Vaccine Distribution Fact Sheet](#)
- Centers for Disease Control and Prevention Resources
 - [CDC Communications Toolkit](#)
 - [Benefits of Getting a COVID-19 Vaccine](#)
 - [Who Gets Vaccinated First?](#)
 - [What to Expect at Your Vaccine Appointment](#)
 - [Ensuring Safety of Vaccines](#)
 - [Different Vaccines](#)

COVID-19 VACCINE COMMUNICATIONS TOOLKIT

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Social Media

Suggested social media content

Topic	Facebook Message	Twitter/Instagram Message
Phase 1A/ Phased approach	Ohio's goals are clear: To save lives and slow the spread of the virus. In this early vaccination phase, the focus is on those most at risk, essential healthcare workers, and personnel caring for #COVID19 patients. Learn more → https://coronavirus.ohio.gov/vaccine #InThisTogetherOhio [Phase 1A graphic]	Ohio's goals are to save lives and #SlowTheSpread of the virus. In the early #vaccination phase, the focus is on those most at risk & essential healthcare workers caring for #COVID19 patients. Learn more → https://coronavirus.ohio.gov/vaccine #InThisTogetherOhio [Phase 1A graphic]
Phased Approach	During Phase 1B of Ohio's vaccination plan, supply will still be limited for those who choose to be vaccinated: ○ Ohioans 65 and older ○ Those with severe congenital, developmental, or early-onset medical disorders ○ Adults who work in K-12 schools #InThisTogetherOhio [Phase 1B graphic]	During Phase 1B of Ohio's vaccination plan, supply will still be limited for those who choose to be vaccinated: ○ Ohioans 65 and older ○ Those with severe congenital, developmental, or early-onset medical disorders ○ Adults who work in K-12 schools #InThisTogetherOhio [Phase 1B graphic]
Phased approach	In the early vaccination phase, supply will be limited. As the number of available doses increases, #COVID19 vaccines will be available to all Ohioans who choose to be vaccinated. See more about Ohio's phased approach ↓ Learn more → https://coronavirus.ohio.gov/vaccine [Phased approach graphic]	In the early vaccination phase, supply will be limited. As the number of available doses increases, #COVID19 vaccines will be available to all Ohioans who choose to be vaccinated. See more about Ohio's phased approach ↓ Learn more → https://coronavirus.ohio.gov/vaccine [Phased approach graphic]
Phased approach	During the first phase of distributing #COVID19 vaccines, the focus is on vaccinating those most at risk and essential healthcare workers caring for COVID-19 patients. Vaccines are not yet available for all Ohioans, but will be available to all who choose to be vaccinated as supply increases. Learn more → https://coronavirus.ohio.gov/vaccine	During the first phase of distributing #COVID19 vaccines, the focus is on vaccinating those most at risk & essential healthcare workers caring for #COVID19 patients. Vaccines are not yet be available for all Ohioans. Learn more → https://coronavirus.ohio.gov/vaccine



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Topic	Facebook Message	Twitter/Instagram Message
Vaccine development process and safety	<p>English:</p> <p>How can you be sure a #COVID19 vaccine will be safe? The @US Food and Drug Administration thoroughly tests vaccines before they are offered to the public.</p> <p>https://www.cdc.gov/vaccines/hcp/conversations/ensuring-safe-vaccines.html</p> <p>[Use “How vaccine safety is ensured from Public Health Communications Collaborative (English)” graphic]</p> <p>Spanish:</p> <p>¿Cómo podemos tener la certeza de que una vacuna contra el #COVID19 será segura? La @US Food and Drug Administration evalúa exhaustivamente las vacunas antes de que se ofrezcan al público.</p> <p>https://www.cdc.gov/vaccines/hcp/conversations/ensuring-safe-vaccines.html [Use “How vaccine safety is ensured from Public Health Communications Collaborative (Spanish)” graphic]</p>	<p>English:</p> <p>How can you be sure a #COVID19 vaccine will be safe? The @US_FDA thoroughly tests vaccines before they are offered to the public.</p> <p>https://www.cdc.gov/vaccines/hcp/conversations/ensuring-safe-vaccines.html</p> <p>[Use “How vaccine safety is ensured from Public Health Communications Collaborative (English)” graphic]</p> <p>Spanish:</p> <p>¿Cómo podemos tener la certeza de que una vacuna contra el #COVID19 será segura? La @FDAenEspanol evalúa exhaustivamente las vacunas antes de que se ofrezcan al público.</p> <p>https://www.cdc.gov/vaccines/hcp/conversations/ensuring-safe-vaccines.html [Use “How vaccine safety is ensured from Public Health Communications Collaborative (Spanish)” graphic]</p>



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Topic	Facebook Message	Twitter/Instagram Message
Vaccine development process and safety	<p>Curious about #COVID19 vaccine safety? This graphic explains the @US Food and Drug Administration review process for all new vaccines. https://www.cdc.gov/vaccines/hcp/conversations/ensuring-safe-vaccines.html [Use “How vaccine safety is ensured from Public Health Communications Collaborative (English)” graphic]</p> <p>Spanish:</p> <p>¿Le interesa saber sobre la seguridad de las vacunas contra el #COVID19? Este gráfico explica el proceso de revisión de la @US Food and Drug Administration para todas las nuevas vacunas. https://www.cdc.gov/vaccines/hcp/conversations/ensuring-safe-vaccines.html [Use “How vaccine safety is ensured from Public Health Communications Collaborative (Spanish)” graphic]</p>	<p>Curious about #COVID19 vaccine safety? This graphic explains the @US_FDA review process for all new vaccines. https://www.cdc.gov/vaccines/hcp/conversations/ensuring-safe-vaccines.html [Use “How vaccine safety is ensured from Public Health Communications Collaborative (English)” graphic]</p> <p>Spanish:</p> <p>¿Le interesa saber sobre la seguridad de las vacunas contra el #COVID19? Este gráfico explica el proceso de revisión de la @FDAenEspanol para todas las nuevas vacunas. https://www.cdc.gov/vaccines/hcp/conversations/ensuring-safe-vaccines.html [Use “How vaccine safety is ensured from Public Health Communications Collaborative (Spanish)” graphic]</p>
Emergency Use Authorization	<p>What is an “EUA?” It stands for Emergency Use Authorization, and is a way that the @US Food and Drug Administration can allow a medical product to be used during a public health emergency if the benefits of its use outweigh the risks. In the past, EUAs have been issued for products, devices, and drugs related to Ebola, H1N1, Zika, and others. Both Pfizer-BioNTech and Moderna’s COVID-19 vaccines have been granted EUA following rigorous safety review. ▶ https://youtu.be/iGkwaESsGBQ</p>	<p>What is an “EUA?” It stands for Emergency Use Authorization, and is a way that the @US_FDA can allow a medical product to be used during a public health emergency if the benefits of its use outweigh the risks. ▶ https://youtu.be/iGkwaESsGBQ</p>
Emergency Use Authorization	<p>What is the difference between an “EUA” and an approved medical product? An EUA, or Emergency Use Authorization, allows the @US Food and Drug Administration to authorize the use of a medical product during a public health emergency if the benefits of its use outweigh the risks. In the past, EUAs have been issued for products, devices, and drugs related to Ebola, H1N1, Zika, and others. Both Pfizer-BioNTech and Moderna’s COVID-19 vaccines have been granted EUA following rigorous safety review. Learn more 📖 https://bit.ly/OhioVaccineFAQ</p>	<p>What is the difference between an EUA and an approved medical product? An EUA (Emergency Use Authorization) allows the @US_FDA to authorize the use of a medical product during a public health emergency if the benefits outweigh the risks. Learn more 📖 https://bit.ly/OhioVaccineFAQ</p>



Department
of Health

COVID-19 VACCINE COMMUNICATIONS TOOLKIT

UPDATED JAN. 5, 2021

Topic	Facebook Message	Twitter/Instagram Message
FAQ	In the early stages of #COVID19 vaccine distribution, doses will be available in limited supply for specific critical populations. Vaccines are not yet available for all Ohioans. See more about Ohio's phased approach ↓ Learn more → https://coronavirus.ohio.gov/vaccine	In the early stages of #COVID19 vaccine distribution, doses will be available in limited supply for specific critical populations. Vaccines will not yet be available for all Ohioans. See more about Ohio's phased approach ↓ Learn more → https://coronavirus.ohio.gov/vaccine
FAQ	We know you have questions about the #COVID19 vaccine, like "will Ohio make the COVID-19 vaccine mandatory?" The answer is no. Learn this and more in the #COVID19 vaccine FAQ → https://bit.ly/OhioVaccineFAQ	We know you have questions about the #COVID19 vaccine, like "will Ohio make the COVID-19 vaccine mandatory?" The answer is no. Learn this and more in the #COVID19 vaccine FAQ → https://bit.ly/OhioVaccineFAQ
FAQ	We know you've got questions about the #COVID19 vaccine, like who will be among the first to get the vaccine in Ohio. Learn this and more in the #COVID19 vaccine FAQ → https://bit.ly/OhioVaccineFAQ	We know you've got questions about the #COVID19 vaccine, like who will be among the first to get the vaccine in Ohio. Learn this and more in the #COVID19 vaccine FAQ → https://bit.ly/OhioVaccineFAQ
FAQ	<p> ? Will there be enough vaccine for everyone in Ohio? ? Who can get the vaccine first? ? How will I know when I can get a vaccine? </p> <p>Find answers to these and other questions related to Ohio's COVID-19 vaccine distribution plan. https://bit.ly/OhioVaccineFAQ #InThisTogetherOhio</p>	<p> ? Will there be enough vaccine for everyone in Ohio? ? Who can get the vaccine first? ? How will I know when I can get a vaccine? </p> <p>Find answers to these and other questions related to Ohio's #COVID19 vaccine distribution plan here: https://bit.ly/OhioVaccineFAQ #InThisTogetherOhio</p>
Use all the tools	Right now, vaccine supply is still limited. Until a substantial number of Ohioans can be vaccinated, proper prevention, like wearing masks & social distancing, will reduce your chance of being exposed to or spreading the virus during the pandemic. Don't let up. https://coronavirus.ohio.gov/vaccine	Until a substantial number of Ohioans can be vaccinated, proper prevention, like wearing masks & social distancing, will reduce your chance of being exposed to or spreading the virus during the pandemic. https://coronavirus.ohio.gov/vaccine
Use all the tools	We need all available tools to stop the #COVID19 pandemic. Getting a COVID-19 #vaccine, wearing a mask, staying at least 6 feet away from others, and washing your hands often will work together to get us through the pandemic. #InThisTogetherOhio	We need all available tools to stop the #COVID19 pandemic. Getting a COVID-19 #vaccine, wearing a mask, staying at least 6 feet away from others, and washing your hands often will work together to get us through the pandemic. #InThisTogetherOhio

COVID-19 VACCINE COMMUNICATIONS TOOLKIT

UPDATED JAN. 5, 2021

Topic	Facebook Message	Twitter/Instagram Message
Myths vs. Facts	Fact: Although #COVID19 vaccines are new, the mRNA technology they use has been studied for decades. It allows our bodies to safely and effectively create antibodies to prevent #COVID19. Learn more at https://bit.ly/OHVaccineMyths .	Fact: Although #COVID19 vaccines are new, the mRNA technology they use has been studied for decades. It allows our bodies to safely and effectively create antibodies to prevent #COVID19. Learn more at https://bit.ly/OHVaccineMyths .
Myths vs. Facts	Fact: #COVID19 vaccines weren't rushed and have been thoroughly vetted through a rigorous safety assessment involving independent medical professionals. See more myths vs. facts at https://bit.ly/OHVaccineMyths .	Fact: #COVID19 vaccines weren't rushed and have been thoroughly vetted through a rigorous safety assessment involving independent medical professionals. See more myths vs. facts at https://bit.ly/OHVaccineMyths .
Myths vs. Facts	Fact: You can't get COVID-19 from receiving a #COVID19 vaccine. Having symptoms like fever or soreness after you get a vaccine is a normal sign that your immune system is learning to fight the virus. See more myths vs. facts at https://bit.ly/OHVaccineMyths .	Fact: You can't get #COVID19 from a #COVID19 vaccine. Having symptoms, like fever or soreness, after you get a #vaccine is a normal sign that your immune system is learning to fight the virus. See more myths vs. facts at https://bit.ly/OHVaccineMyths .
Myths vs. Facts	Fact: mRNA #COVID19 vaccines won't change your DNA or alter your genetic makeup. Read about more debunked myths at https://bit.ly/OHVaccineMyths .	Fact: mRNA #COVID19 vaccines won't change your DNA or alter your genetic makeup. Read about more debunked myths at https://bit.ly/OHVaccineMyths .
Myths vs. Facts	Fact: #COVID19 vaccine injections do NOT contain microchips or tracking devices. Find reliable, trustworthy information from the @Ohio Department of Health or @CDC, and read more myths vs. facts at https://bit.ly/OHVaccineMyths .	Fact: #COVID19 vaccine injections do NOT contain microchips or tracking devices. Find reliable, trustworthy information from the @OHDeptofHealth or @CDCgov, and read more myths vs. facts at https://bit.ly/OHVaccineMyths .
Myths vs. Facts	FACT: No serious safety concerns have been observed for the #COVID19 vaccines being administered in the U.S. Learn more at https://bit.ly/OHVaccineMyths .	FACT: No serious safety concerns have been observed for the #COVID19 vaccines being administered in the U.S. Learn more at https://bit.ly/OHVaccineMyths .
Myths vs. Facts	FACT: Only vaccines designed specifically to prevent COVID-19 will protect you from COVID-19. While getting other immunizations, like a flu shot, is critical, other vaccines can't protect you from COVID-19. Learn more at https://bit.ly/OHVaccineMyths .	FACT: Only vaccines designed specifically to prevent #COVID19 will protect you from #COVID19. While getting other immunizations, like a flu shot, is critical, other vaccines can't protect you from COVID-19. Learn more at https://bit.ly/OHVaccineMyths .

COVID-19 VACCINE COMMUNICATIONS TOOLKIT

UPDATED JAN. 5, 2021

Topic	Facebook Message	Twitter/Instagram Message
Myths vs. Facts	FACT: COVID-19 vaccine development and clinical trials were thorough, and thanks to a strategic scientific effort to streamline processes, could be developed more efficiently. Learn more at https://bit.ly/OHVaccineMyths .	FACT: COVID-19 vaccine development and clinical trials were thorough, and thanks to a strategic scientific effort to streamline processes, could be developed more efficiently. Learn more at https://bit.ly/OHVaccineMyths .
Myths vs. Facts	FACT: Children under age 16 aren't yet eligible to get #COVID19 vaccines, and Ohio won't force you to vaccinate your child. See more debunked myths at https://bit.ly/OHVaccineMyths .	FACT: Children under age 16 aren't yet eligible to get #COVID19 vaccines, and Ohio won't force you to vaccinate your child. See more debunked myths at https://bit.ly/OHVaccineMyths .
Myths vs. Facts	FACT: You should continue to wear a mask and practice social distancing after getting the COVID-19 vaccine. Learn more at https://bit.ly/OHVaccineMyths .	FACT: You should continue to wear a mask and practice social distancing after getting the #COVID19 vaccine. Learn more at https://bit.ly/OHVaccineMyths .
Myths vs. Facts	Trust the FACTS: COVID-19 vaccines don't implant you with tracking chips, give you COVID-19, cause autism, or alter your DNA. They are safe and effective. See more debunked myths at https://bit.ly/OHVaccineMyths .	Trust the FACTS: #COVID19 vaccines don't implant you with tracking chips, give you #COVID19, cause autism, or alter your DNA. They are safe and effective. See more debunked myths at https://bit.ly/OHVaccineMyths .
Myths vs. Facts	Trust the FACTS: COVID-19 vaccines were not rushed. The development and clinical trials were thorough, and the vaccines are safe and effective. Find reliable, trustworthy information from the @Ohio Department of Health or @CDC, and read more myths vs. facts at https://bit.ly/OHVaccineMyths .	Trust the FACTS: #COVID19 vaccines weren't rushed. The development and clinical trials were thorough, and the vaccines are safe and effective. Find reliable, trustworthy information from @OHDeptofHealth & @CDCgov; read more myths vs. facts at https://bit.ly/OHVaccineMyths .
Myths vs. Facts	Trust the FACTS: #COVID19 vaccines won't change your DNA, alter your genetic makeup, or implant you with a tracking chip. See more debunked myths at https://bit.ly/OHVaccineMyths .	Trust the FACTS: #COVID19 vaccines won't change your DNA, alter your genetic makeup, or implant you with a tracking chip. See more debunked myths at https://bit.ly/OHVaccineMyths .
What to expect after getting a vaccine	After getting a COVID-19 vaccine, you should expect some side effects as your body creates an immune response. Side effects, such as fever, chills, headache, and tiredness, are normal, and may increase with the second dose. See what else you should expect in this video from the @CDC https://www.youtube.com/watch?v=EILCpte7GSw	After getting a #COVID19 vaccine, you should expect some side effects as your body creates an immune response. This is normal. See what else you should expect in this video from @CDCgov https://www.youtube.com/watch?v=EILCpte7GSw

COVID-19 VACCINE COMMUNICATIONS TOOLKIT

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Topic	Facebook Message	Twitter/Instagram Message
What to expect after getting a vaccine	When you get a COVID-19 vaccine, you can expect pain and soreness in the arm where you got the shot. Other common side effects are fever, chills, headache, and tiredness. These side effects are normal as your body creates an immune response to protect you from COVID-19, and may increase with the second dose. Learn more about what to expect in this video from the @CDC https://www.youtube.com/watch?v=EILCpte7GSw	When you get a #COVID19 vaccine, you can expect pain and soreness in the arm where you got the shot. Other common side effects are fever, chills, headache, and tiredness. Learn more about what to expect in this video from the @CDCgov https://www.youtube.com/watch?v=EILCpte7GSw
Plain language/ low literacy	COVID-19 is a new illness making people very sick. COVID-19 vaccines can protect you from getting sick from COVID-19. It is your choice to get the COVID-19 vaccine or not. Read more http://bit.ly/OHVaccine-PlainFAQ	COVID-19 is a new illness making people very sick. COVID-19 vaccines can protect you from getting sick from COVID-19. It is your choice to get the COVID-19 vaccine or not. Read more http://bit.ly/OHVaccine-PlainFAQ
Plain language/ low literacy	Getting COVID-19 is bad for you. It can make people very sick. Just like a flu shot can protect you from getting the flu, new COVID-19 vaccines can protect you from getting COVID-19. Read more http://bit.ly/OHVaccine-PlainFAQ	Getting COVID-19 is bad for you. It can make people very sick. Just like a flu shot can protect you from getting the flu, new COVID-19 vaccines can protect you from getting COVID-19. Read more http://bit.ly/OHVaccine-PlainFAQ
Plain language/ low literacy	How can a vaccine protect you from getting very sick from COVID-19? Learn more here http://bit.ly/OHVaccine-PlainFAQ	How can a vaccine protect you from getting very sick from COVID-19? Learn more here http://bit.ly/OHVaccine-PlainFAQ
Minority inclusion in clinical trials	Communities of color were represented in #COVID19 vaccine clinical trials. Approximately 42% of Pfizer-BioNTech participants come from diverse backgrounds, and 37% of Moderna participants are from communities of color. This is similar to the diversity of the U.S. at large. Learn more about COVID-19 vaccines, their safety, and efficacy at https://bit.ly/OhioVaccineFAQ .	Communities of color were represented in #COVID19 vaccine Phase 3 clinical trials. Approx. 42% of @pfizer & 37% of @moderna_tx trial participants are from communities of color. Learn more about safe, effective #COVID19 vaccines at https://bit.ly/OhioVaccineFAQ .
High-risk inclusion in clinical trials	Those with high-risk chronic diseases that put them at increased risk of severe COVID-19, such as diabetes, severe obesity, and cardiac disease, were represented in #COVID19 vaccine Phase 3 clinical trials. About 46% of Pfizer-BioNTech and 42% of Moderna clinical trial participants had what are called “comorbidities.” Learn more about safe, effective #COVID19 vaccines at https://bit.ly/OhioVaccineFAQ .	Those with pre-existing chronic diseases like diabetes, severe obesity, & cardiac disease were represented in #COVID19 vaccine Phase 3 clinical trials. About 46% of @pfizer & 42% of @moderna_tx trial participants had “comorbidities.” Learn more about safe, effective #COVID19 vaccines at https://bit.ly/OhioVaccineFAQ .

COVID-19 VACCINE COMMUNICATIONS TOOLKIT

UPDATED JAN. 5, 2021

Topic	Facebook Message	Twitter/Instagram Message
Older populations inclusion in clinical trials	Those over age 65 were represented in #COVID19 vaccine Phase 3 clinical trials. About 21% of Pfizer-BioNTech and 23% of Moderna trial participants were age 65 and up. Learn more about safe, effective #COVID19 vaccines at https://bit.ly/OhioVaccineFAQ .	Those over age 65 were represented in #COVID19 vaccine Phase 3 clinical trials. About 21% of @pfizer & 23% of @moderna_tx trial participants were age 65 and up. Learn more about safe, effective #COVID19 vaccines at https://bit.ly/OhioVaccineFAQ .