

Vaccination Promotional Materials

Last Updated: 10/25/2021

Emerging Information

- ***NEW:** Public Health Collaborative [Booster Dose Toolkit](#)
- Public Health Collaborative Halloween [toolkit](#) and [safety tips](#)
- Public Health Collaborative COVID-19 vaccines and pediatrics [graphics](#)
- Public Health Collaborative [answers to tough questions](#)

Boosters

- ***NEW:** Public Health Collaborative [Booster Dose Topline Messages](#)
- ***NEW:** Public Health Collaborative [Booster Dose Answers to Tough Questions](#)
- ***NEW:** Public Health Collaborative [Booster Dose Social Media Sample Posts and Shareable Graphics](#)

Vaccine Awareness

- HHS [Getting the Facts Flyer](#): Vaccine Awareness
- HHS [Document](#): Risks for Unvaccinated
- HHS [Video](#): Doctors and medical providers are 96% vaccinated against COVID-19
- Public Health Collaborative [Downloadable videos and promotional materials](#)
- CDC [About mRNA COVID-19 Vaccines](#)
- CDC [Myths and Facts About COVID-19 Vaccines](#)
- AAFP Encouraging COVID-19 Vaccinations - [Sample messages for patient portals](#)
- Vaccine [advertisement poster](#)
 - Available in multiple languages
- Public Health Collaborative [FDA approval for Pfizer](#) messaging tools
- CDC [poster for pregnant individuals](#)

Communication Toolkits

- GoVAX [GoVAX QR Code Reader toolkit](#) (**Password: Vaccine2021**)

Patient Literature

- UpToDate [Patient Education: COVID-19 Basics](#)
- CDC [Pre-Vaccination Screening Form](#)
 - Available in other languages [here](#)
- CDC [COVID-19 Vaccine Product Information](#)
- FDA COVID-19 EUA Fact Sheets
 - [Pfizer](#)
 - [Moderna](#)

- [J&J](#)
- Mayo Clinic [Patient Education Sheet](#)
- CDC What to expect after getting the vaccine [poster](#)

Building Confidence in Vaccines

- CDC [Building confidence](#) with COVID-19 vaccines
 - CDC [Strategy](#) to reinforce confidence
- CDC [Vaccination strategies](#) for communities (includes strategies to build community confidence)

Social Media Materials and Tools

- HHS [Television and social media advertisements](#)
- HHS [Social media strategies](#)
- FDA [#VaccineReady Social Media Toolkit](#)

Where To Get a Vaccine

- HHS [Video](#): Vaccination for undocumented individuals
 - HHS Video is in Spanish
- Strategies for reaching people with [limited access](#)