New York State

COVID-19 Vaccine Education Toolkit

VACCINATE NEW YORK
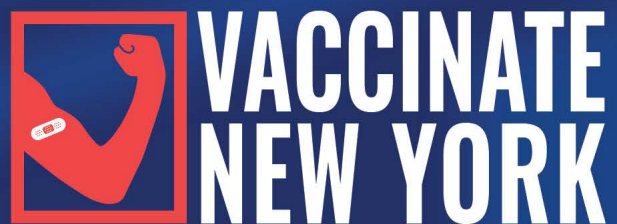
NEW YORK STATE | Department of Health

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Updated: December 23, 2020

Overview:

The COVID-19 pandemic has taken the lives of over 300,000 Americans and tens of thousands of New Yorkers. It has disrupted normal life and led to untold suffering — a pain that was felt disproportionately by communities of color. New York was the global epicenter of the pandemic in Spring 2020, and we know more than most the terrible toll of this disease.

In December 2020, Governor Andrew M. Cuomo announced the Vaccinate NY campaign to spread awareness and encourage New Yorkers to get the vaccine when they are able to.

The vaccine will be the weapon that will end this war. But we need your help to raise awareness on the safety and efficacy of the approved COVID-19 vaccines to ensure that the vaccine program in New York is as successful as it can be.

Administering the vaccine to millions of New Yorkers will be a massive and complicated undertaking. So will persuading and encouraging millions of New Yorkers to take a vaccine that requires not just one, but two, separate doses.

We need about 75 to 85 percent of New Yorkers to get vaccinated in order for all of New York to be protected.

We know that many New Yorkers are hesitant to get vaccinated.

But you can help educate and inform New Yorkers and make sure that they have the best knowledge available.

Your voice will be essential to get the facts to your stakeholders, members and/or community members.

Let's **#VaccinateNY**.

Key Messaging:

As you think about reaching your stakeholders, there are some key messages that will help.

FACT: The COVID-19 vaccines are *safe* and *effective*.

FACT: The COVID-19 vaccine is the *best way* to protect yourself and others from COVID-19.

FACT: The COVID-19 vaccine *cannot give you COVID*.

FACT: The approved COVID-19 vaccines require two doses. The second dose is crucial for building full protection from COVID-19.

FACT: There are no serious side effects to the approved COVID-19 vaccines that have been observed in clinical trials.

FACT: During the vaccination process, we still need to continue to wear masks, social distance and take all the recommended steps that stop the spread.

FACT: Getting vaccinated can help protect you from getting sick with COVID-19.

Of course, it's okay to tailor the message as you see fit for your particular audience. But these basic facts and key points will help amplify this statewide campaign.

Combatting Misinformation:

There's a lot of misinformation out there. And as we know, rumors can often spread much faster than the truth.

You can help combat misinformation and disinformation.

1. *Use trustworthy news sources or government sources*. Before sharing something on the internet, make sure it comes from a credible source and is up-to-date.

2. *If you hear someone sharing misinformation about the COVID-19 vaccine, correct them respectfully*. It may be easier to talk to them privately about it if you are around other people.

3. *Arm yourself with the facts*. It's always better to be as informed as possible — simply saying something is true may not convince everyone.

4. *Amplify credible information*. Whether it's the New York State Department of Health, the CDC, or a trusted doctor — amplifying their message or information will help combat rumors and misinformation.

Sample Social Media Posts:

*Use the hashtag **#VaccinateNY.***

Use these sample share text options by themselves, or include one of the social graphics in the following section.

1. It's safe. It's effective.

   When it's your turn, I urge you to get the COVID-19 vaccine.

   #VaccinateNY

2. I pledge to get the COVID vaccine as soon as it's my turn.

   Will you join me?

   #VaccinateNY

3. I will get the COVID vaccine as soon as it's my turn because it's the best way to protect myself and others from COVID-19.

   I encourage you to as well!

   #VaccinateNY

4. The second COVID shot makes all the difference.

   Don't skip it or you won't get the full protection you need against COVID.

   #VaccinateNY

5. Getting vaccinated is the best way to protect yourself from COVID-19.

   When it's your turn, I urge you to get vaccinated.

   #VaccinateNY

6. The more New Yorkers who get vaccinated for COVID, the safer we all will be.

   When it's my turn, I plan to get vaccinated as soon as possible.

   #VaccinateNY

Have you or one of your members or constituents been vaccinated? Encourage them to share their vaccination story. These are best posted with a photo of the individual getting vaccinated or after getting vaccinated.

- Example Tweet, Instagram, or Facebook Post:

  I got the #COVID vaccine and it was just like any other shot.

  When you can, I urge you to get vaccinated to protect yourself and others from COVID-19.

  #VaccinateNY   [+ photo]

- Example Tweet, Instagram, or Facebook Post:

  I just got the #COVID vaccine and I am smiling ear to ear.

  I can't wait for my second shot in [3 if Pfizer, 4—if Moderna] weeks.

  When you can, I urge you to get vaccinated to protect yourself and others from COVID-19. #VaccinateNY"

  #VaccinateNY   [+ photo]

Share New York State's vaccine website to help spread awareness and arm your stakeholders with the facts.

The Vaccinate NY homepage, www.ny.gov/vaccine, will be constantly updated with the latest information, including distribution phases, availability, and information on additional vaccines that may be authorized in the weeks and months ahead.

1. There's a lot to know about the COVID-19 vaccine.

   New York State launched a website to answer your questions and deliver the facts.

   Check it out. www.ny.gov/vaccine

2. The COVID-19 vaccine is free for all New Yorkers.

   When it's their turn, New Yorkers will never have to worry about the cost.

   Learn more about NY's vaccine distribution: www.ny.gov/vaccine

3. Have questions about the COVID-19 vaccines? Curious about how it was developed?

   Check out the answers to these and other questions: www.ny.gov/vaccine

4. Have questions about the COVID-19 vaccines?

   Get the facts on New York's vaccine hub.

   #VaccinateNY www.ny.gov/vaccine

Social Media Graphics:

1.   Campaign logo

- Example Tweet, Instagram, or Facebook Post:

    The COVID vaccine brings hope.

    But for it to work, New Yorkers will need to have confidence in it.

    I am proud to join the #VaccinateNY campaign!

Twitter Graphic Version A:

Twitter Graphic Version B:

Instagram or Facebook Logo Graphics:
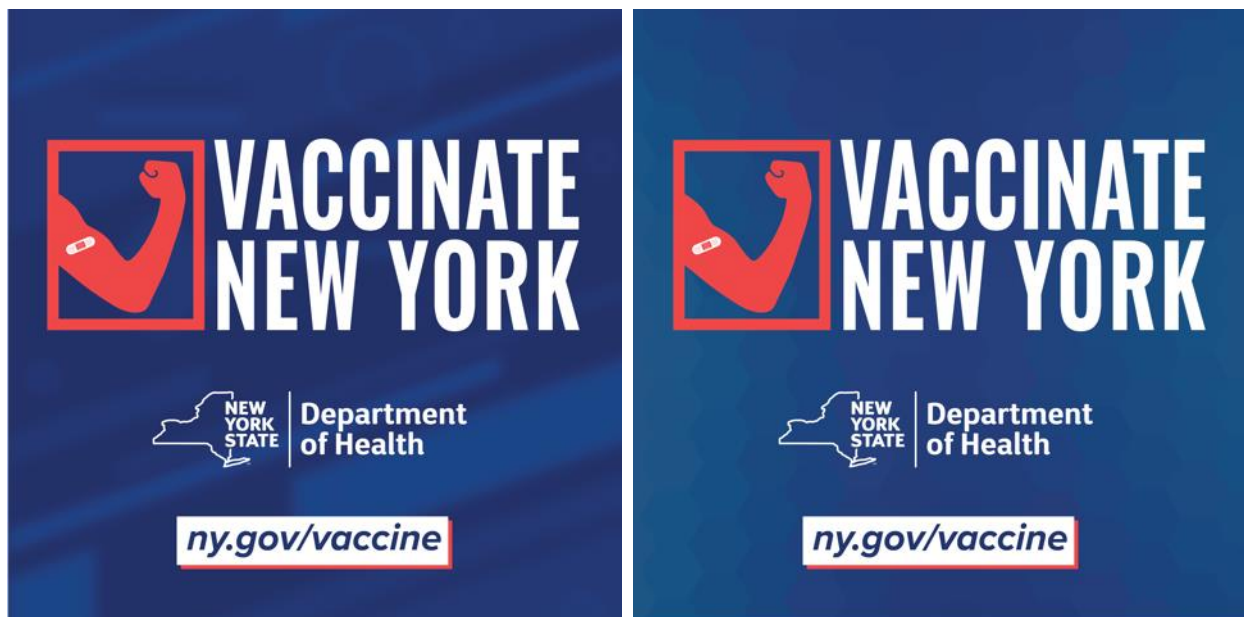
2.   "Safe & Effective" graphic

• Example Tweet, Instagram, or Facebook Post:

  The vaccine is safe and effective.

  It was vetted by the FDA, the CDC, and by NY's independent vaccine panel.

  Let's #VaccinateNY!

Twitter Graphic Version A:

Twitter Graphic Version B:

Facebook and Instagram Graphics:

3.   "Best way to protect yourself from COVID" graphic

- Example Tweet, Instagram, or Facebook Post:

    Getting the vaccine is the BEST way to protect yourself from COVID-19.

    #VaccinateNY

Twitter Graphic Version A:

Twitter Graphic Version B:

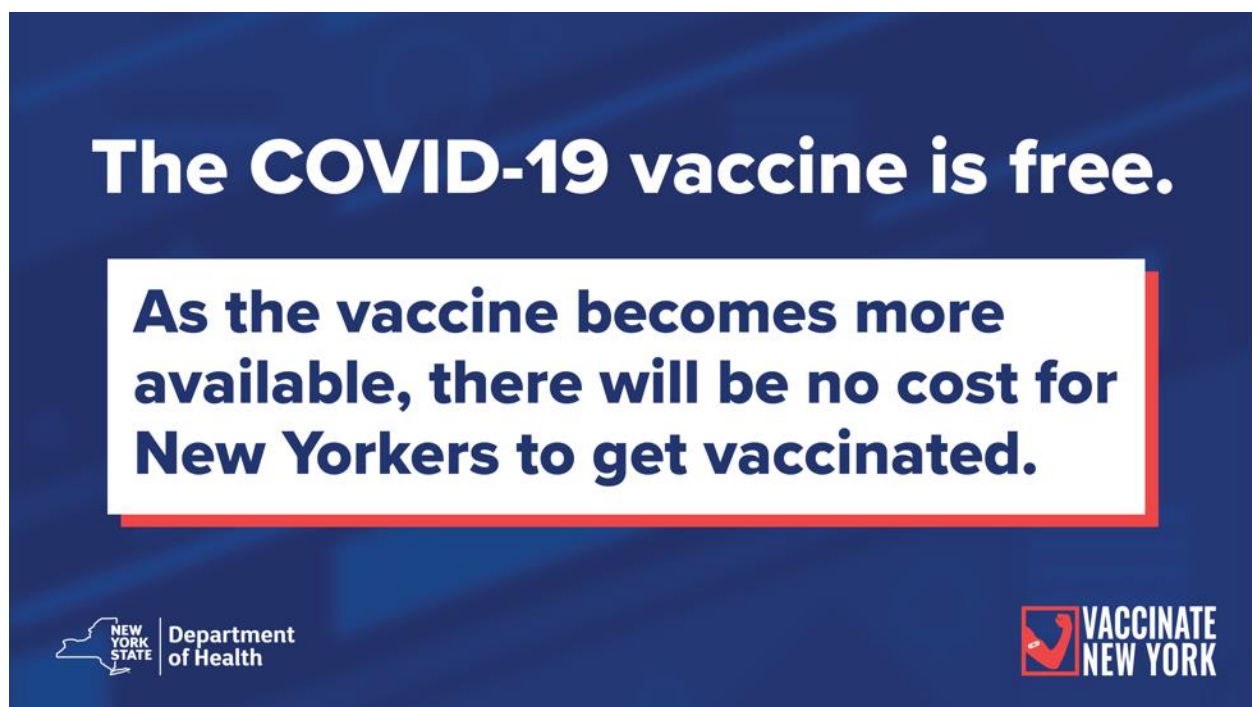*Facebook and Instagram Graphics:*

4.   "The COVID vaccine can't give you COVID" graphic

- Example Tweet, Instagram, or Facebook Post:

  FACT: The COVID-19 vaccines cannot give you COVID.

  The vaccines are not made with the live virus.
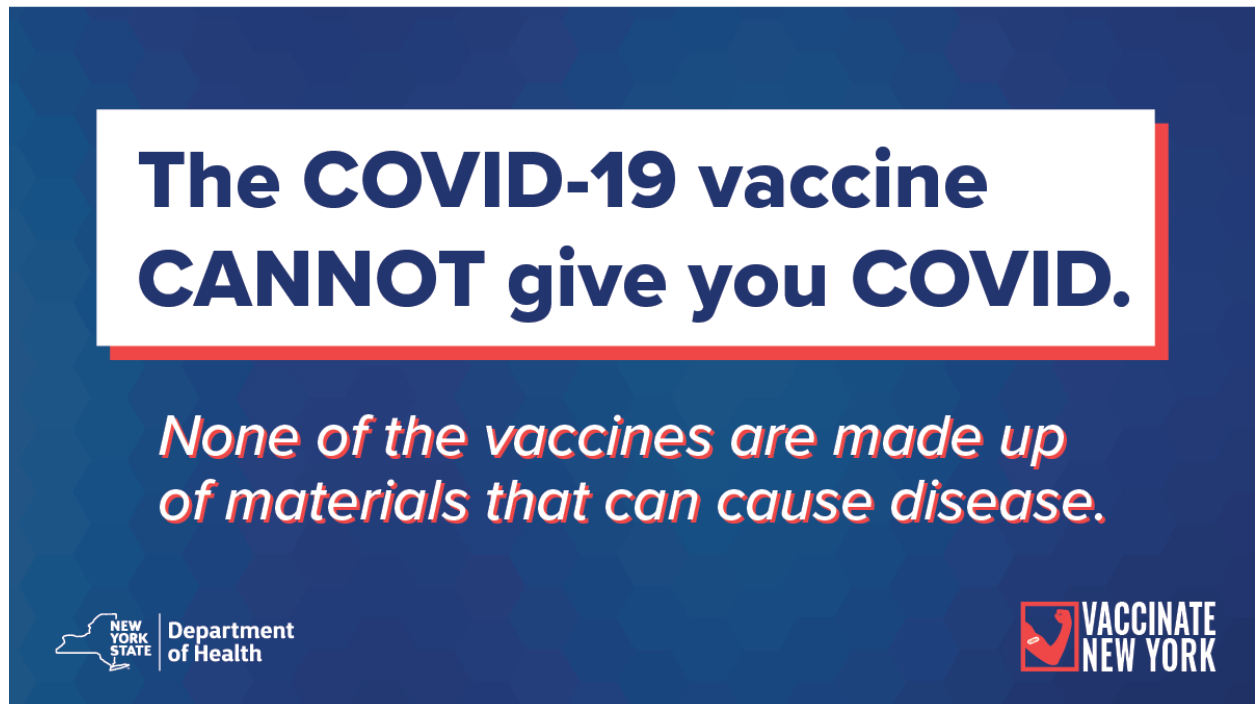
  Once again: You CANNOT get COVID from the vaccine.

  #VaccinateNY

Twitter Graphic Version A:
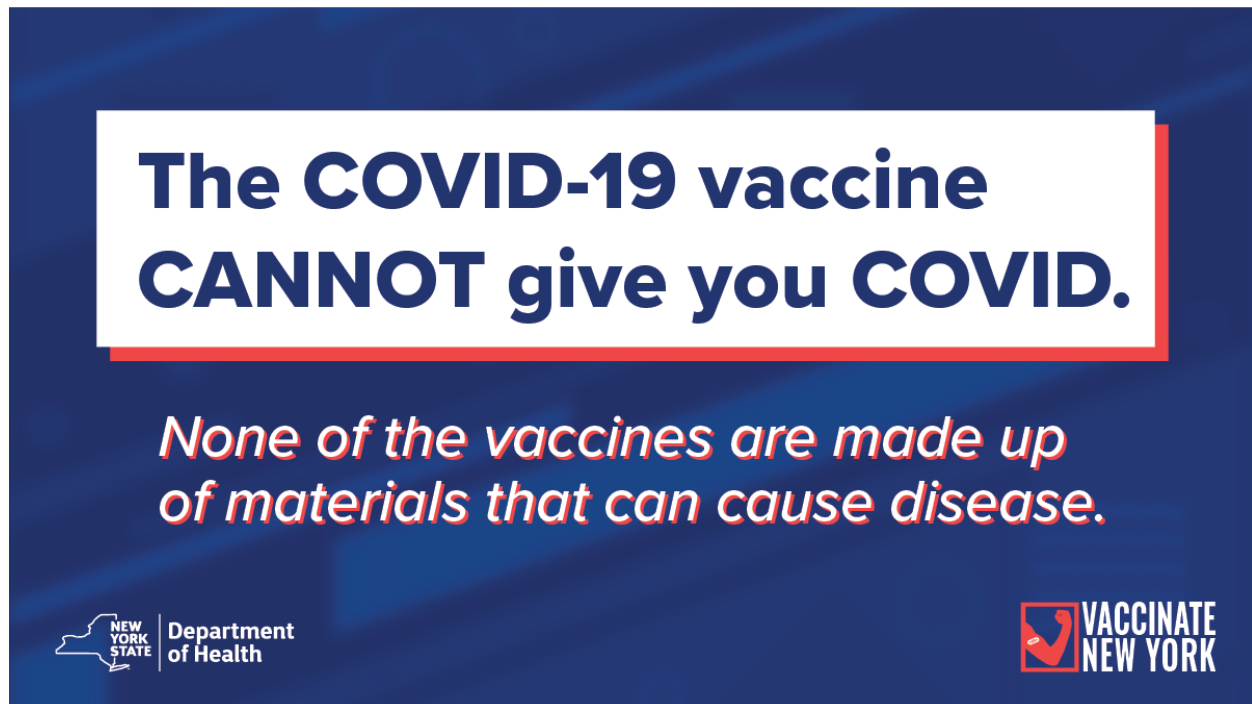
Twitter Graphic Version B:

Facebook and Instagram Graphics:

5.   "Get the facts" graphic

- Example Tweet, Instagram, or Facebook Post:

    The first COVID-19 vaccines are here.

    From distribution to safety, get your questions answered.

    Get the facts: ny.gov/vaccine

Twitter Graphic Version A:

Twitter Graphic Version B:

Facebook and Instagram Graphics:

6.   "Years of research" graphic

- Example Tweet, Instagram, or Facebook Post:

It feels like the COVID-19 vaccine was developed quickly.

But YEARS of research made it possible.

Get the facts: ny.gov/vaccine

Twitter Graphic Version A:

Twitter Graphic Version B:
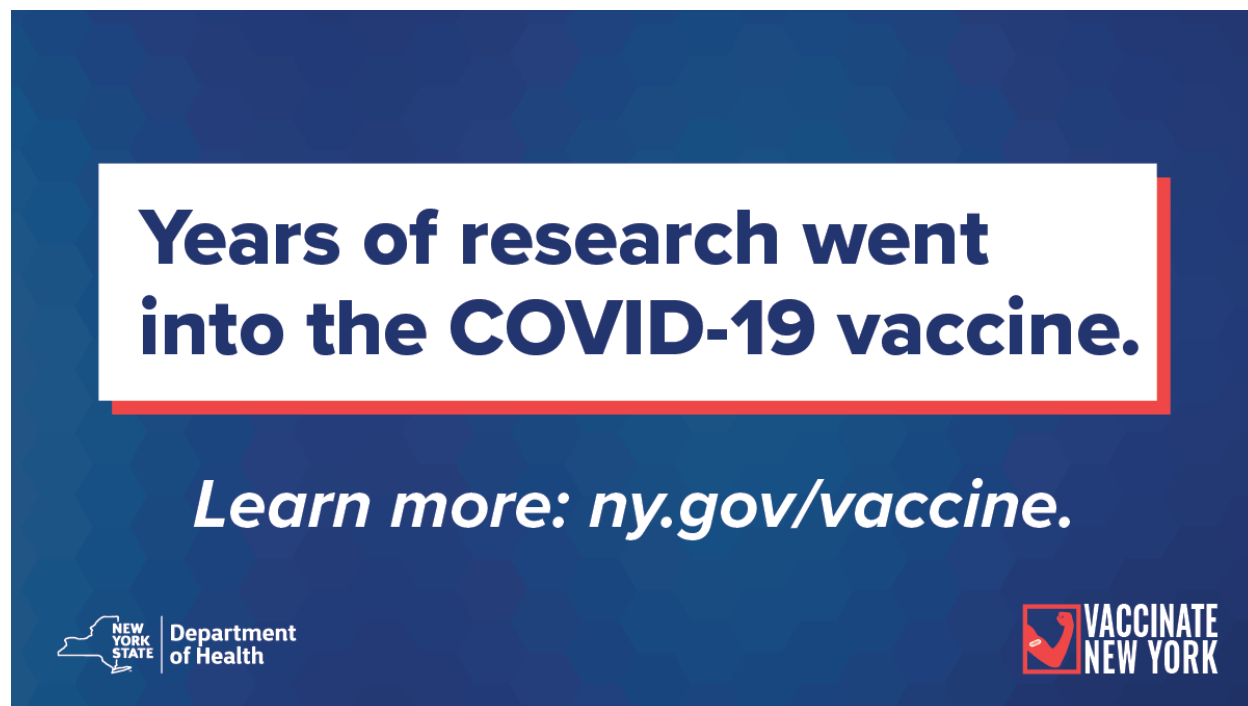
Facebook and Instagram Graphics:

7.   "COVID is still a threat" graphic

- Example Tweet, Instagram, or Facebook Post:

  The vaccine is here, but COVID is still spreading in our communities.

  Continue to wear a mask, practice social distancing and wash your hands.

  #VaccinateNY

Twitter Graphic Version A:
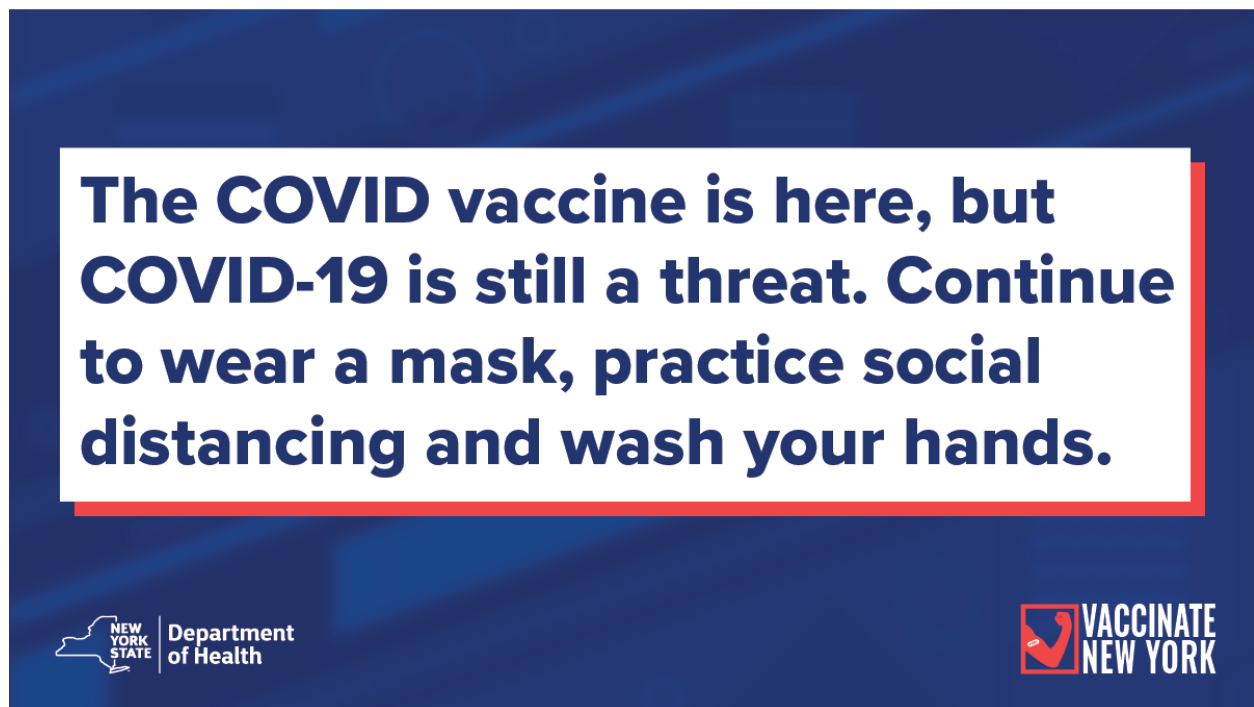
Twitter Graphic Version B:
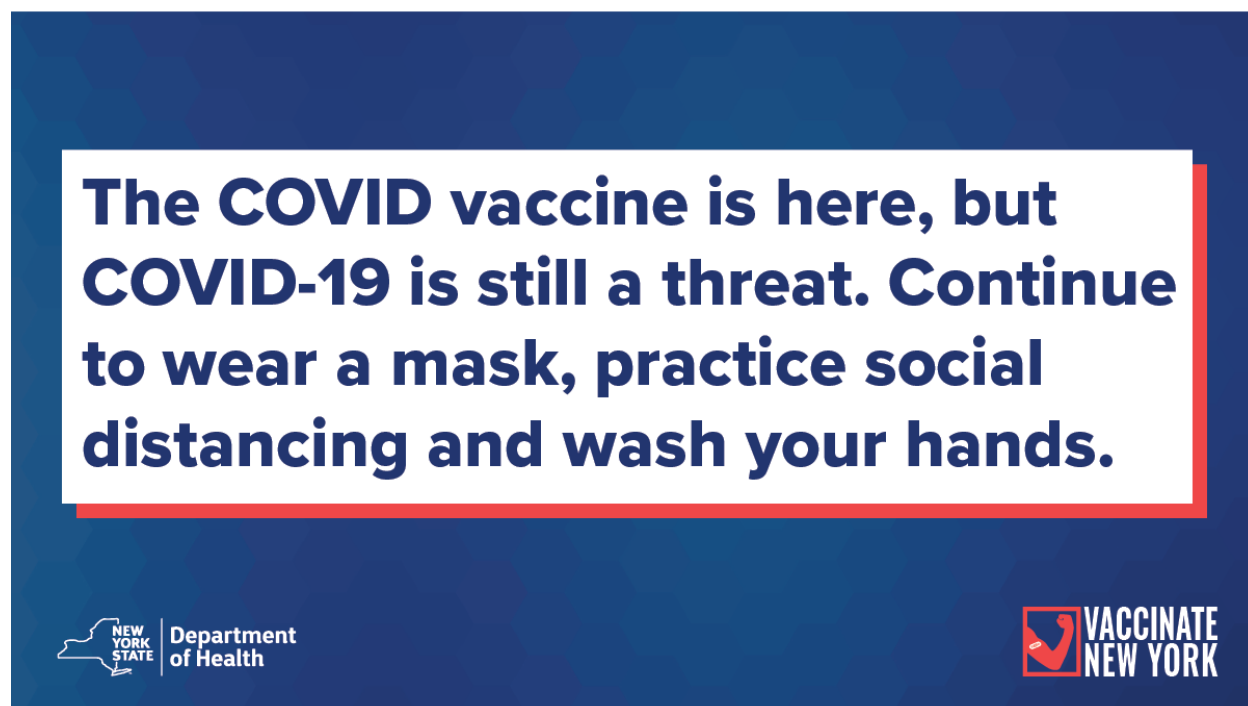
Facebook and Instagram Graphics:

8.   "The COVID vaccine is free" graphic

- Example Tweet, Instagram, or Facebook Post:

  The COVID vaccine will be free for all New Yorkers.

  As the vaccine becomes more available, cost will NEVER be a barrier.

  Let's #VaccinateNY!

Twitter Graphic Version A:

Twitter Graphic Version B:

Facebook and Instagram Graphics:

Sample Email:

Below is a sample email that you can blast to your stakeholders or list. Feel free to make appropriate edits to make it even more tailored for your audience.

If your email software allows you to use images, we recommend using the graphic that is below and linking it to www.ny.gov/vaccine [optional].

Subject Line: Help us Vaccinate NY!
Alternative Subject Line: Important update on the COVID-19 vaccine

Dear [Stakeholder, Member, Friend, etc.],

The first COVID-19 vaccines are here, and New Yorkers have already begun to receive the vaccine.

I am reaching out to you to ask you to join the #VaccinateNY campaign to encourage as many New Yorkers as possible to get vaccinated.

Visit New York's vaccine hub to get all facts you need to know about the COVID-19 vaccines.

The more New Yorkers who get vaccinated, the more protected we all will be from COVID.

The stakes couldn't be higher. The COVID-19 pandemic has taken countless lives, has disrupted our normal life and caused untold suffering — a pain that was felt disproportionately by communities of color.

New York was the global epicenter of the pandemic in Spring 2020, and we know more than most the terrible toll of this disease.

I need your help to spread awareness around the safety and efficacy of the approved COVID-19 vaccines to ensure that the vaccine program in New York is as successful as it can be.

Key facts you should know about the vaccine:

FACT: COVID-19 vaccines are safe and effective.

FACT: Getting vaccinated is the *best way* to protect yourself and others from COVID-19.

FACT: COVID-19 vaccines *cannot give you COVID*.

FACT: COVID-19 vaccines will be free for all New Yorkers.

FACT: The currently approved COVID-19 vaccines require two doses. The second dose is crucial for building full protection from COVID-19.

How you can help:

-Help spread the word that the COVID-19 vaccines are safe and effective and encourage your friends, community members and loved ones to get vaccinated when they can.

-Pledge to get vaccinated yourself as soon as it is available to you.

-Continue to wear a mask, social distance, wash your hands, avoid gatherings and take other steps that help us slow the spread of COVID.

Even with the vaccine's arrival, these are still important tools to fight this virus.

Arm yourself with knowledge: Learn more about the safety and efficacy of the COVID-19 vaccines.

With the vaccine comes hope. It is the weapon that will end the war. But for it to work, we need New Yorkers to get it when they able to.

Together, let's **#VaccinateNY**.

Thank you,

[Signature]

Frequently Asked Questions:

For a full list of the most up-to-date Frequently Asked questions, visit the NYS [COVID-19 vaccine website](#).

Is the vaccine safe and effective?

After a COVID-19 vaccine is authorized or approved for use by the FDA, many vaccine safety monitoring systems watch for adverse events (possible side effects). This ongoing monitoring can pick up on adverse events that may not have been seen in clinical trials. If an unexpected adverse event is seen, experts quickly study it further to see if it is a true safety concern. Experts then decide whether changes are needed in US vaccine recommendations.

In New York State, an added level of review was established to ensure COVID vaccine safety. Following FDA approval, experts on [New York State's independent COVID-19 Vaccine Clinical Advisory Task Force](#) thoroughly review vaccine research before recommending any vaccine to New Yorkers. The COVID-19 vaccine developed by Pfizer and BioNTech has been approved by both the FDA and New York State's independent Clinical Advisory Task Force.

Will the vaccine give me COVID?

No. None of the vaccines being studied are made up of materials that can cause disease. For example, the first vaccine approved by the Food and Drug Administration (FDA) uses a small, harmless part of the virus's genetic material called "mRNA". This is not the virus. mRNA vaccines teach your body to create virus proteins. Your immune system develops antibodies against these proteins that will help you fight the virus that causes COVID-19 if you are exposed to it. That is called an immune response.

Is the vaccine free?

Yes. The COVID-19 vaccines will be available at no cost.

If I already had COVID-19 and recovered, do I still need to get vaccinated?

Yes. Centers for Disease Control and Prevention (CDC) recommends that you get vaccinated even if you have already had COVID-19 because you can catch it more than once. While you may have some short-term antibody protection after recovering from COVID-19, we don't know how long this protection will last.

Is it safe to get a COVID-19 vaccine if I have an underlying medical condition?

Yes. COVID-19 vaccination is especially important for people with underlying health problems like heart disease, lung disease, diabetes, and obesity. People with these conditions are more likely to get very sick from COVID-19. Please consult with your health care provider if you have specific questions about the COVID vaccine and your health.

Is it better to get natural immunity to COVID-19 rather than immunity from a vaccine?

No. While you may have some short-term antibody protection after recovering from COVID-19, we don't know how long this protection lasts. Vaccination is the best protection, and it is safe. People who get COVID-19 can have serious illnesses, and some have debilitating symptoms that persist for months.

Will there be side effects from the vaccine?

No serious side effects related to the vaccines have been reported. Common side effects that have been observed in clinical studies include fatigue, muscle soreness at the injection site and fever.

Can I get an allergic reaction from the COVID-19 vaccine?

People can have allergic reactions to any medication or biological product such as a vaccine. Most allergic reactions occur shortly after a vaccine is administered, which is why the CDC recommends that persons with a history of anaphylaxis (due to any cause) are observed for 30 minutes after vaccination, while all other persons are observed for 15 minutes after vaccination. All vaccination sites must be equipped to ensure appropriate medical treatment is available in the event of an unlikely allergic reaction. The CDC recommends anyone with an allergy to "any component" of the vaccine not get the vaccine.

Will I need more than one shot?

All but one of the COVID-19 vaccines currently in Phase 3 clinical trials in the U.S. need two shots to be effective.

Will the vaccine make me sick?

You may not notice any changes in how you feel after getting the shot. But it's also possible to feel a little "under the weather." This can happen after any vaccine. It is the body's immune response to getting vaccinated and a sign that the vaccine is starting to work.

After the COVID-19 vaccine, you may have:
- A sore arm where you got the shot
- A headache
- Chills
- Fever
- Tiredness

Over the counter pain relievers and fever reducers may help. You should feel better in a day or two. If you still don't feel well after two or three days, talk to your health care provider.

How was the vaccine developed so quickly?

There are many factors that combined to allow the COVID-19 vaccine to be developed quickly and safely:
- Researchers got a head start on developing a vaccine because the virus that causes COVID-19 is similar to other existing viruses.
- Research about the new virus was shared almost immediately with scientists all over the world, which allowed work to begin on a vaccine right away.
- Some researchers were able to run phase one and two trials at the same time.
- The studies on COVID-19 included a larger number of people than other recent vaccine trials (a larger number of people over a shorter period of time)
- The federal government allowed manufacturing of the most promising vaccines to begin while the studies were ongoing. That means that when it is approved it can be offered to the public almost immediately.

It's important to note that all vaccine developers are required to go through each stage of the development process and meet all safety and efficacy (how well something works) standards. Learn about the many steps in the typical vaccine testing and approval process.

If I get a COVID-19 vaccine, do I still need to wear a mask and social distance?

Yes. You will need to continue to wear a mask, practice social distancing and good hand hygiene for the foreseeable future as the vaccine is rolled out in phases.

Experts need more time to understand the protection that COVID-19 vaccines provide before deciding to change recommendations on mask use. Other factors, including how many people get vaccinated and how the virus is spreading in communities, will also affect this decision.

Who gets the vaccine first?

New York State will distribute the COVID-19 vaccine in phases based on need and risk. New Yorkers who are more likely to be exposed to the virus, and who are more likely to become seriously ill if they get COVID-19, will be offered the vaccine first. Both the federal government and New York State have developed plans to ensure that everyone will be able to get a COVID-19 vaccine as soon as large quantities are available, at no cost no matter where they live.

The first New Yorkers to receive the vaccine as part of Phase 1 will be high-risk hospital workers (emergency room workers, ICU staff and Pulmonary Department staff), nursing home residents, nursing home staff, followed by all long-term and congregate care residents and staff, EMS workers, other health care workers, coroners and medical examiners.

Will there be more than one vaccine available?

More than one vaccine is expected in the U.S.

As of December 9, 2020, four vaccines began Phase 3 clinical trials in the U.S.
Phase 3 trials are conducted with large numbers of people to study whether a vaccine is safe and how well it works.

How long will vaccine immunity last?

Researchers do not yet know how long immunity lasts after vaccination. That's why continuing prevention practices like wearing a mask, washing your hands regularly and social distancing will still be important.

FAQ Social Media Graphics:

1. Will the vaccine give me COVID?

- Example Tweet, Instagram, or Facebook Post:

  FACT CHECK: The COVID-19 vaccine cannot give you COVID.

  The approved vaccines don't have ANY components of the live virus.

  Get the facts: ny.gov/vaccine   [+ image]

Twitter Graphic Version A:

Twitter Graphic Version B:

Facebook and Instagram Graphic:

Facebook & Instagram Graphics [Post BOTH together — to swipe through]:

2. Is the vaccine free?

- Example Tweet, Instagram, or Facebook Post:

  The COVID-19 vaccine will be free for all New Yorkers.

  Cost will NEVER be a barrier for anyone getting vaccinated.

  Get all the facts: ny.gov/vaccine   [+ image]
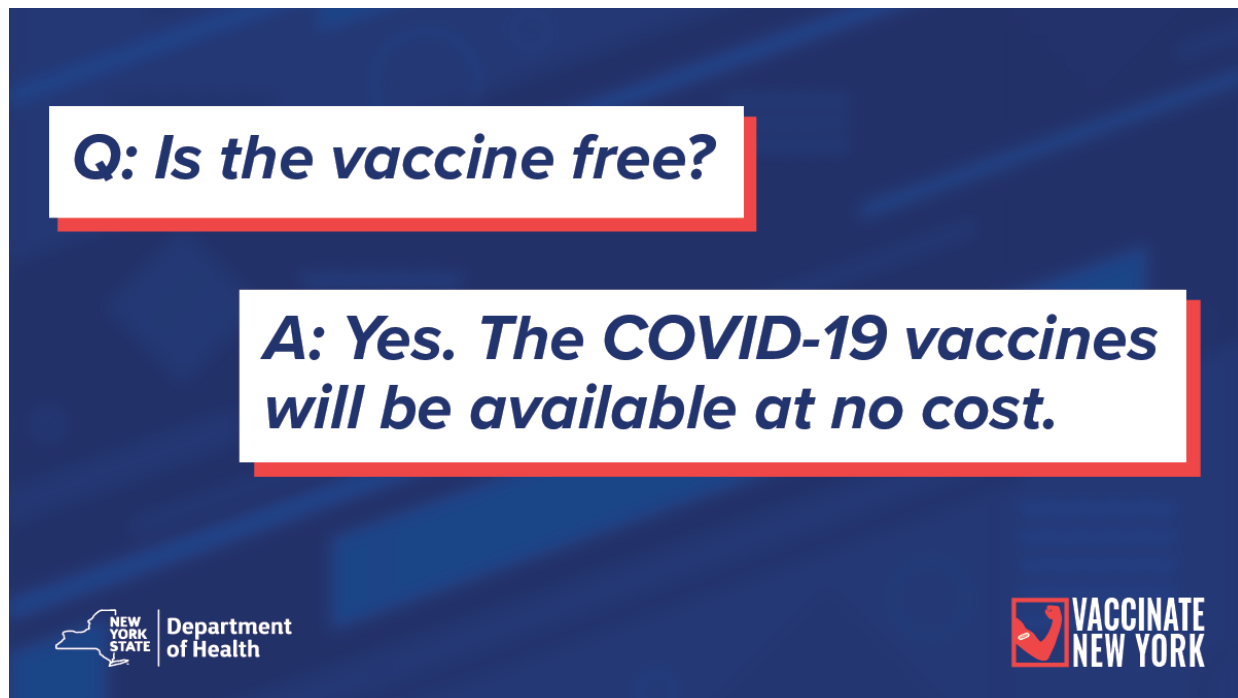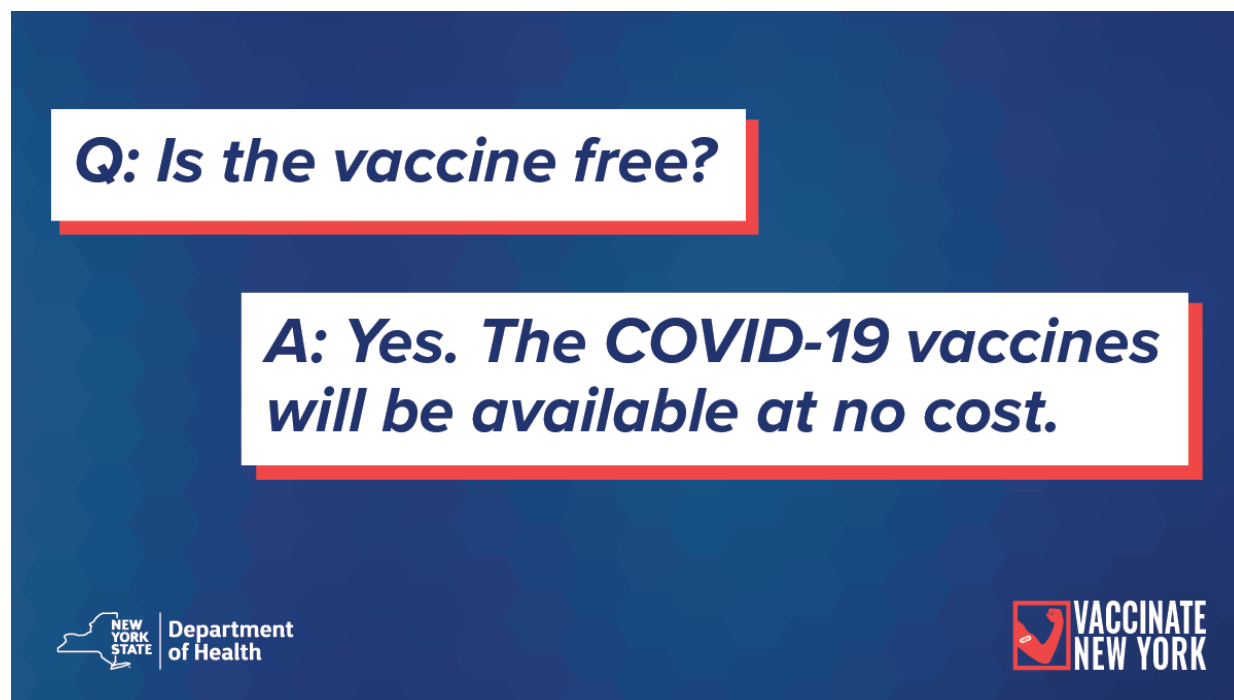
Twitter Graphic Version A:

Twitter Graphic Version B:

Facebook and Instagram Graphic:
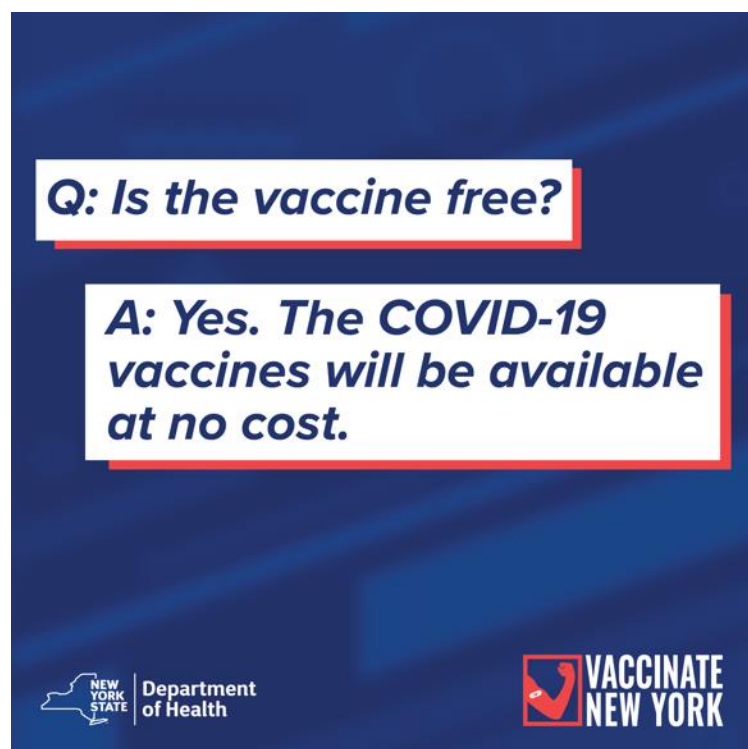
Facebook & Instagram Graphics [Post BOTH together — to swipe through]:

3. If I get a COVID-19 vaccine, do I still need to wear a mask and social distance?

- Example Tweet, Instagram, or Facebook Post:

  FACT CHECK: The vaccine is here, but COVID is still spreading.

  Please continue wearing masks, social distancing and washing your hands.

  Get the facts: ny.gov/vaccine   [+ image]
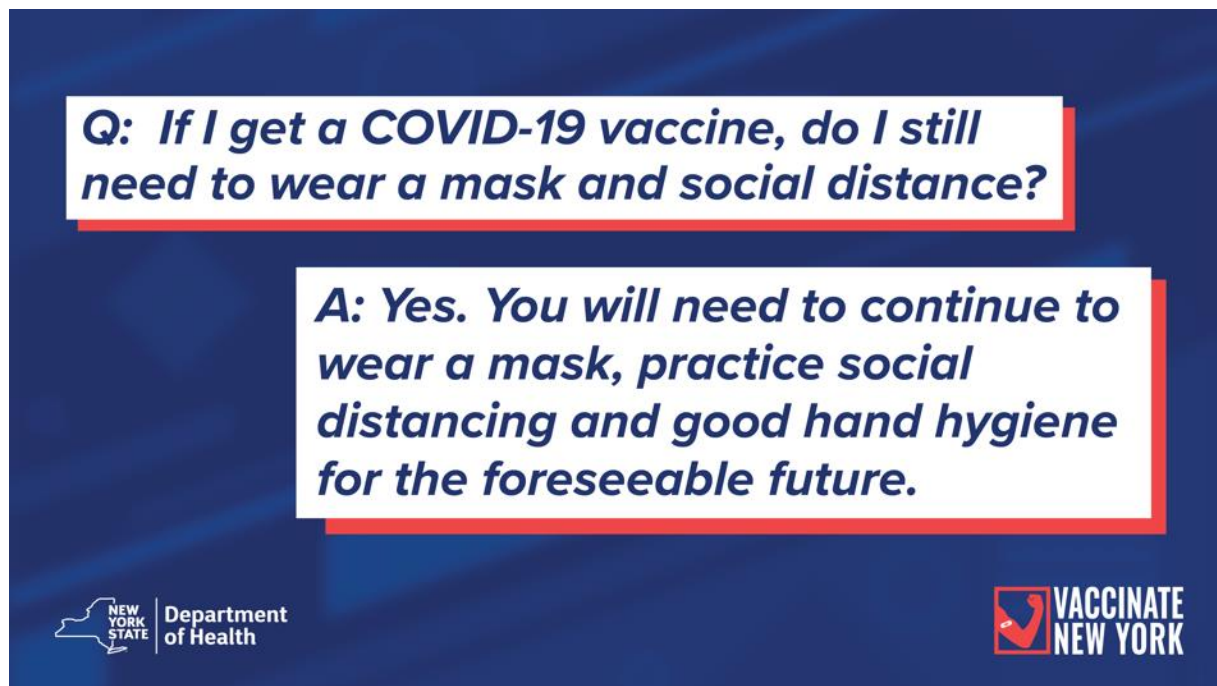
Twitter Graphic Version A:

Q: If I get a COVID-19 vaccine, do I still need to wear a mask and social distance?

A: Yes. You will need to continue to wear a mask, practice social distancing and good hand hygiene for the foreseeable future.

NEW YORK STATE Department of Health

VACCINATE NEW YORK

Twitter Graphic Version B:

Facebook & Instagram Graphics [Post BOTH together — to swipe through]:

4. Will the vaccine make me sick?

- Example Tweet, Instagram, or Facebook Post:

The vaccine is safe and effective.

You may feel a little "under the weather" after getting the vaccine. This is simply your body's normal immune response.

Get the facts: ny.gov/vaccine   [+ image]

Twitter Graphic Version A:

Twitter Graphic Version B:

Facebook and Instagram Graphic [Post BOTH together — to swipe through]:

5. If I already had COVID, do I still need to get vaccinated?

- Example Tweet, Instagram, or Facebook Post:

  If you've already had COVID or tested for positive for antibodies, you should still get the vaccine.

  Get the facts: ny.gov/vaccine   [+ image]

Twitter Graphic Version A:

Twitter Graphic Version B:

Facebook and Instagram Graphic [Post BOTH together — to swipe through]:

6. Is it safe to get a COVID-19 vaccine if I have an underlying medical condition?

- Example Tweet, Instagram, or Facebook Post:

    Worried about getting vaccinated because of a medical condition?

    Always check with your doctor for specific questions, but the vaccine is especially important for people with underlying health problems.

    Get the facts: ny.gov/vaccine   [+ image]

Twitter Graphic Version A:

Twitter Graphic Version B:

Facebook and Instagram Graphic [Post BOTH together — to swipe through]:

7. Will there be side effects from the vaccine?

- Example Tweet, Instagram, or Facebook Post:

    FACT CHECK: No serious side effects related to COVID-19 vaccines have been reported.

    If you have specific concerns about the vaccine and your health, talk to your health care provider.

    Get the facts: ny.gov/vaccine   [+ image]

Twitter Graphic Version A:

Twitter Graphic Version B:

Facebook and Instagram Graphic [Post BOTH together — to swipe through]:

Additional Resources:

- NYS COVID-19 vaccine website: www.ny.gov/vaccine
- NYS Department of Health Frequently Asked Questions: https://covid19vaccine.health.ny.gov/frequently-asked-questions
- CDC's Frequently Asked Questions: https://www.cdc.gov/coronavirus/2019-ncov/vaccines/faq.html
- CDC webpage on ensuring COVID-19 vaccine safety: https://www.cdc.gov/coronavirus/2019-ncov/vaccines/safety.html
- CDC's "8 Things to Know about the U.S. COVID-19 Vaccination Program": https://www.cdc.gov/coronavirus/2019-ncov/vaccines/8-things.html
- CDC explainer on mRNA vaccines: https://www.cdc.gov/coronavirus/2019-ncov/vaccines/different-vaccines/mrna.html
- CDC guide with key facts on COVID-19 vaccines: https://www.cdc.gov/coronavirus/2019-ncov/vaccines/vaccine-benefits/facts.html
- CDC guide explaining how COVID-19 vaccines work: https://www.cdc.gov/coronavirus/2019-ncov/vaccines/different-vaccines/how-they-work.html
- CDC guide explaining the benefits of the COVID-19 vaccine: https://www.cdc.gov/coronavirus/2019-ncov/vaccines/vaccine-benefits.html
- FDA webpage explaining the vaccine development process:
- https://www.fda.gov/vaccines-blood-biologics/development-approval-process-cber/vaccine-development-101
- General vaccine safety information from the CDC: https://www.cdc.gov/vaccinesafety/index.html
- Explanation of the FDA's Emergency Use Authorization: https://www.fda.gov/vaccines-blood-biologics/vaccines/emergency-use-authorization-vaccines-explained
- Video explainer of the FDA's Emergency Use Authorization: https://www.youtube.com/watch?v=iGkwaESsGBQ
- CDC communications toolkit for medical centers, clinics and clinicians: https://www.cdc.gov/vaccines/covid-19/health-systems-communication-toolkit.html