



CMS Regional Office

Outreach & Education Resources for Partners during the Pandemic

As COVID-19 vaccines begin rolling out across the country, CMS is taking action to protect the health and safety of our nation's patients and providers and keeping you updated on the latest COVID-19 resources from HHS, CDC and CMS.

With information coming from many different sources, CMS has compiled resources and materials to help you share important and relevant information on the COVID-19 vaccine with the people that you serve. You can find these and more resources on the [COVID-19 Partner Resources Page](#) and the [HHS COVID Education Campaign page](#). We look forward to partnering with you to promote vaccine safety and encourage our beneficiaries to get vaccinated when they have the opportunity.

Promoting COVID-19 Vaccines in Your Community

CDC has designed a [COVID-19 vaccine toolkit](#) to help your organization educate community members about COVID-19 vaccines, raise awareness about the benefits of vaccination, and address common questions and concerns. It is full of free digital resources, templates, posters and ideas for how to work within your community to help promote the COVID vaccine.

HOW CAN YOU GET STARTED?

Know the COVID-19 Vaccine Resources that are Available to You

- [The COVID-19 Vaccines Factsheet](#) is in plain language with information on COVID-19 vaccines. This fact sheet is available in multiple languages: [Arabic](#) | [Spanish](#) | [Korean](#) | [Russian](#) | [Simplified Chinese](#) | [Tagalog](#) | [Traditional Chinese](#) | [Vietnamese](#)
- [Vaccine Promotion Posters](#) are available to encourage your community to get a COVID-19 vaccine. There are poster options for different audiences including [long-term care facility workers](#), [long-term care facility residents](#), and essential workers such as [public safety workers](#), [first responders](#), [farmers](#) and [others](#). All of the [vaccine promotion posters](#) are also available in Spanish.
- A [COVID-19 Vaccinations Social Media Toolkit](#) is available with sample [Social Media messages](#) and [images](#) for use on various social media channels that your organization uses, including Facebook, Twitter, and LinkedIn. You can use them as-is with the hashtag #SleeveUp or include your own identity.

- A [COVID-19 Vaccine Powerpoint Presentation](#) is available for webinars, conferences and other events. The presentation is also available in [Spanish](#).
- [Drop-in COVID-19 vaccine language](#) may be used for e-newsletters, listserv announcements or other types of media.
- [Printable Stickers](#) can be used for staff to handout to people who have received a COVID-19 vaccine. Some stickers are also available in Spanish. [Widgets](#) can be placed on your organization's website to enhance access to up to date information on COVID-19 vaccines.

Use the COVID-19 Resources to Share your Messages

- Adapt the [key messages](#) to the language, tone, and format that will resonate with your community. You know what works in your community.
- Customize this [template letter](#) and send or email it to your community members to introduce your COVID-19 vaccine educational activities.
- Print copies of the [posters](#) and use them as handouts or to hang in highly visible places in your community.
- Organize a [COVID-19 vaccine presentation](#) for your community members and promote it via digital and community communication channels. If your community has internet access, organize a virtual presentation. If it does not, organize an in-person presentation following COVID-19 safety precautions. Ask if your [local health department](#) can provide a speaker if you do not have a health educator on staff.
- Continue to educate your community via articles, blog posts, and CDC [social media posts](#) or retweet and share CMS Medicare social media messages on Twitter and Facebook.
- Invite community members to wear [stickers](#) once they have been vaccinated and post vaccination selfies on social media.

Communicate with Your Community

- Send an [introductory letter](#) to encourage your branches, chapters, or affiliates to review and use the toolkit materials, or a [letter to members](#) of your organization.
- Drop the [newsletter content](#) into your e-newsletters or listservs to distributed and share information widely on COVID-19 vaccines.
- Use the [COVID-19 Vaccine Basic slide deck](#) for virtual town halls or other informational meetings within your communities. You can use all or part of the set or also include your own organization's information. Slides are also available in [Spanish](#).
- Share these [key messages](#) about COVID-19 vaccine to educate your communities. These key messages are also available in a [printable PDF version](#).

- Use the [Frequently Asked Questions](#) (FAQs) to help answer questions about COVID-19 vaccine in your communities. FAQs also available in a [printable PDF version](#).
- Share credible and accurate COVID-19 vaccine information from the [Myths & Facts](#) page.
- Encourage your community members who are vaccinated to enroll in [v-safe](#) an after vaccination health checker.

Questions? Please e-mail us: Partnership@cms.hhs.gov

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