

A campaign to increase vaccine confidence while reinforcing basic prevention measures



# User Guide for Community Health Workers Toolkit

This material is for community health workers and organizations that communicate and advocate for individuals and their community's health needs.

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*Content last reviewed: May 20, 2021*

# Your Role as a Health Community Worker

As a community health worker, you're a trusted member of your community. You have a unique ability to address potential concerns, fears, and anxieties regarding COVID-19. You can promote helpful information, manage fear and stigma, and positively influence the vaccine decisions of others.



# Purpose and Goal

The goal of this guide is to highlight some of the useful resources from CDC's [COVID-19 Vaccination Communication Toolkit](#) and from the U.S. Department of Health and Human Services (HHS) COVID-19 [public education campaign](#).

This guide aims to explain how community health workers like you can use the resources to build vaccine confidence in your communities and collaborate with organizations that provide direct services. All resources are available in Spanish and English.

## What is Vaccine Confidence?

Vaccine confidence is the trust that patients, their families, and providers have in:

- Recommended vaccines;
- Providers who administer vaccines; and
- Processes and policies that lead to vaccine development, licensure or authorization, manufacturing, and recommendations for use.

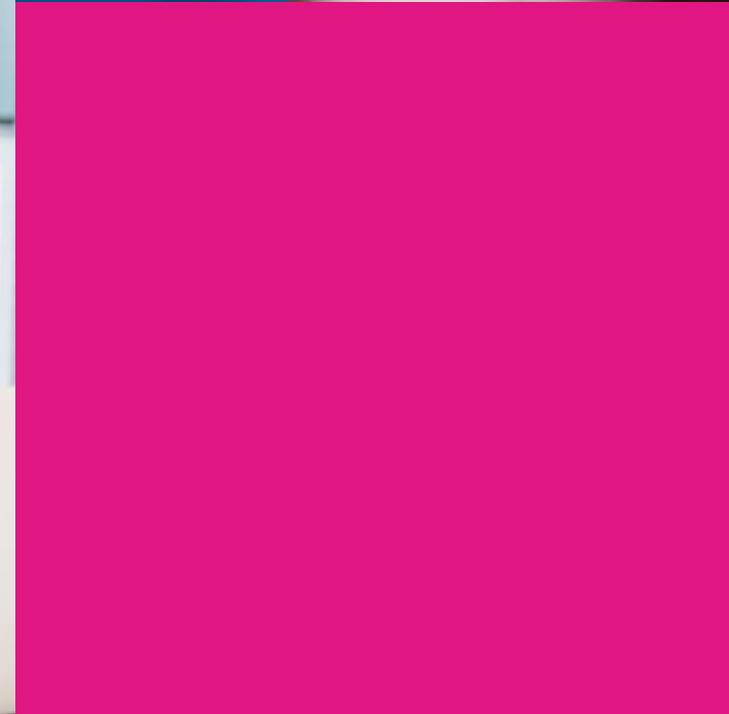
# Tools and Resources

This user guide features a combination of already existing materials from [CDC](#) as well as newly developed and culturally tailored materials developed by the [HHS COVID-19 public education campaign](#) and its team of multicultural experts. The campaign is a national initiative to increase public confidence in and uptake of COVID-19 vaccines while reinforcing basic preventive measures, such as mask wearing and physical distancing.

Materials include:

- Webpage content
- FAQs
- Fact Sheets
- Flyers
- Posters
- Training presentation decks
- Talking points
- Social media messaging

We'll regularly update this toolkit, so please check back for new materials.



# Webpage Content

CDC has information for community health workers that you may find helpful:

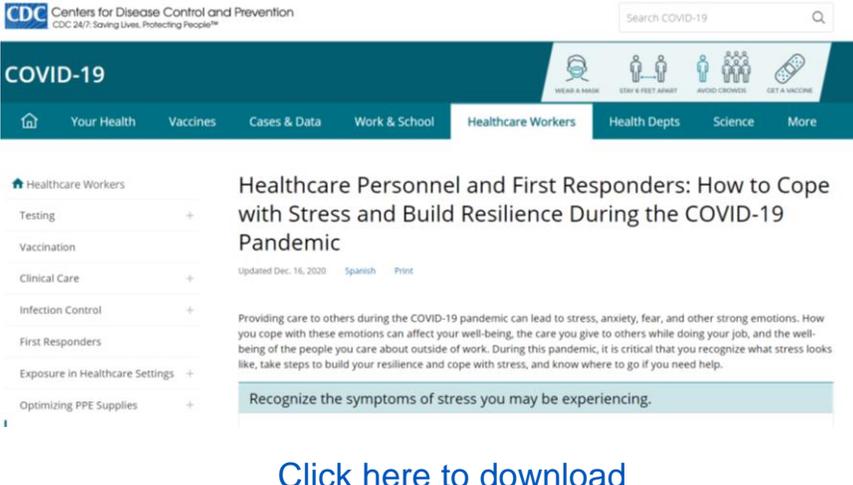
- Resources for Community Health Workers, Community Health Representatives, and Promotores de la Salud
- Healthcare Personnel and First Responders: How to Cope with Stress and Build Resilience During the COVID-19 Pandemic

## Suggested Use:

- Workers can learn COVID-19 avoidance and protection strategies and access training resources.
- Employers can use these resources to ensure the safety of workers in the community.
- State and local health departments also may find these resources beneficial to share with local programs and funding recipients.



The screenshot shows the CDC COVID-19 website. The header includes the CDC logo, the text 'Centers for Disease Control and Prevention CDC 24/7: Saving Lives. Protecting People™', and a search bar for 'COVID-19'. The main navigation bar has 'COVID-19' and 'ACT NOW!' with icons for 'WEAR A MASK', 'STAY 6 FEET APART', and 'AVOID CROWDS'. Below this is a secondary navigation bar with 'Your Health', 'Vaccines', 'Cases & Data', 'Work & School', 'Healthcare Workers', 'Health Depts', and 'More'. The 'Healthcare Workers' section is expanded, showing a list of topics: Testing, Vaccination, Clinical Care, Infection Control, First Responders, Exposure in Healthcare Settings, Optimizing PPE Supplies, Facility Planning & Operations, Non-Hospital Settings, and Alternate Care Sites. The main content area features the title 'Resources for Community Health Workers, Community Health Representatives, and Promotores de la Salud' with a sub-header 'Updated Dec. 14, 2020' and a 'Print' link. An image shows a person in a blue shirt and yellow cap working with supplies. A text block explains that community health workers (CHWs) provide critical services to communities disproportionately impacted by public health threats including COVID-19. A blue button at the bottom says 'Click here to download'.



The screenshot shows the CDC COVID-19 website. The header includes the CDC logo, the text 'Centers for Disease Control and Prevention CDC 24/7: Saving Lives. Protecting People™', and a search bar for 'COVID-19'. The main navigation bar has 'COVID-19' and 'ACT NOW!' with icons for 'WEAR A MASK', 'STAY 6 FEET APART', 'AVOID CROWDS', and 'GET A VACCINE'. Below this is a secondary navigation bar with 'Your Health', 'Vaccines', 'Cases & Data', 'Work & School', 'Healthcare Workers', 'Health Depts', 'Science', and 'More'. The 'Healthcare Workers' section is expanded, showing a list of topics: Testing, Vaccination, Clinical Care, Infection Control, First Responders, Exposure in Healthcare Settings, Optimizing PPE Supplies, and Alternate Care Sites. The main content area features the title 'Healthcare Personnel and First Responders: How to Cope with Stress and Build Resilience During the COVID-19 Pandemic' with a sub-header 'Updated Dec. 16, 2020' and links for 'Spanish' and 'Print'. A text block explains that providing care to others during the COVID-19 pandemic can lead to stress, anxiety, fear, and other strong emotions. A blue button at the bottom says 'Click here to download'.

# FAQs

Members of your community might have questions about the vaccines. They might not understand their risk for COVID-19. They might not know the steps they can take to slow the spread of the virus. Or they might not know why they should get vaccinated as soon as they can.

Use these FAQs to help them learn about the vaccines and prevention measures they need to take to help stop this pandemic.

## Suggested Use:

- Hang in shared areas, staff lounge, breakroom, or kitchen.
- Hang in restrooms.
- Post on bulletin boards.
- Distribute them in municipal buildings and offices.

## How to Talk to Your Community About COVID-19 Vaccines



### How to Talk to Your Community About COVID-19 Vaccines



As a trusted member of your community, you can promote important and helpful information. With your support we'll be able to slow the spread of COVID-19.

Facilitate open discussions with members of your community. If they have questions, offer clear and actionable recommendations. Your answers can provide them with the confidence they need to get a vaccine and continue to protect themselves.

1. COVID-19 vaccines are here now and everyone age 12 and older can get them at no cost, regardless of your immigration or health insurance status.
2. The vaccines protect everyone, particularly essential workers and those at high risk for severe illness: older adults, pregnant people, and people with certain medical conditions.
3. The COVID-19 vaccines are safe and effective. Tens of millions of people in the United States have received COVID-19 vaccines. The FDA authorized them only after they proved safe and effective in medical studies involving tens of thousands of volunteers.
4. Even if you've already recovered from COVID-19, it's possible that you could be infected again. That's why it's important to get a vaccine.
5. None of the available vaccines will make you sick with COVID-19. However, it's possible to be infected with the virus that causes COVID-19 while your body builds immunity after receiving the vaccine. So until you're fully vaccinated (2 weeks after your final dose), you should keep wearing a mask when inside public places, stay at least 6 feet apart from people who don't live with you and who may not be vaccinated, avoid crowds, and wash your hands frequently.

Get vaccinated. You have the power to keep your family safe.

Content last reviewed: May 20, 2021

For more information, visit [cdc.gov/coronavirus](https://www.cdc.gov/coronavirus)

Click [here](#) to download

# Fact Sheets

CDC also has information on vaccination that you may find helpful:

- Stop the Spread of Germs: Help Prevent the Spread of Respiratory Diseases like COVID-19
- COVID-19 Vaccines: Vaccines (Shots) are One of the Tools We Have to Fight the COVID-19 Pandemic

## Suggested Use:

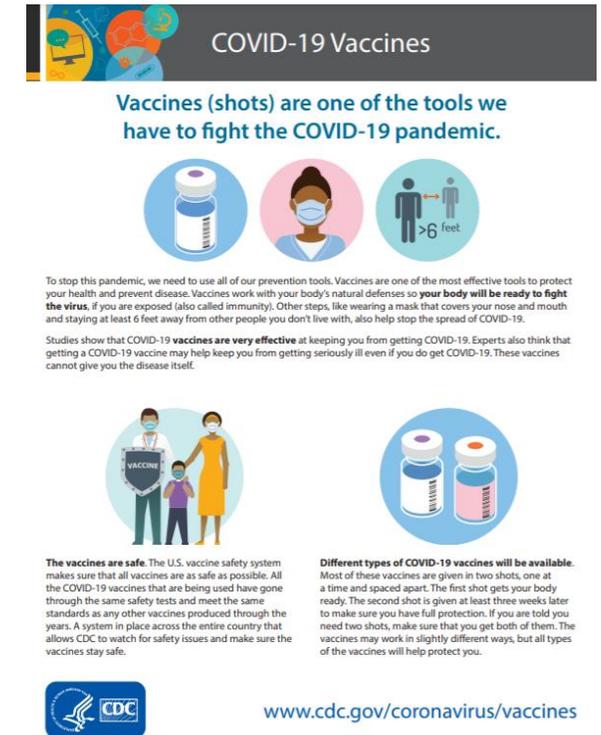
- Hang and distribute in public places, such as transportation and schools.
- Distribute or keep stacks in common spaces, such as hallways and break rooms.
- Share digital copies through social networks or instant messaging such as WhatsApp.
- Handing out at health fairs or during vaccination for family members.

## Stop the Spread of Germs



Click [here](#) to download

## COVID-19 Vaccines



Click [here](#) to download.

# Flyers

Flyers are a great way to share important visual information and messages.

## Suggested Use:

- Share them digitally with your community health worker networks through your social media channels and WhatsApp.

## COVID-19 Vaccine Confidence

 Prepare flyers with your organization's logo

### COVID-19 Vaccine Confidence



**The vaccines are safe**  
Every COVID-19 vaccine authorized for use in the United States is safe. Tens of millions of people nationwide have safely received COVID-19 vaccines. These vaccines continue to undergo extensive safety monitoring.

**The vaccines are free**  
The COVID-19 vaccines are free of charge to all people living in the United States, regardless of your immigration or health insurance status. Vaccination providers can seek reimbursement for the cost of administering the vaccines from recipients' insurers and from the Health Resources and Services Administration's COVID-19 Uninsured Program for recipients without insurance.

**The dosing depends on the vaccine**  
The FDA so far has authorized three COVID-19 vaccines for use in the United States. The Pfizer BioNTech and Moderna vaccines require two shots given several weeks apart for full protection. Johnson & Johnson's Janssen vaccine requires only one shot for full protection.

**The vaccines are important for reaching herd immunity**  
We are still learning how many people have to be vaccinated against COVID-19 before most people can be considered protected.

For more information, visit [cdc.gov/coronavirus](https://cdc.gov/coronavirus)

Click [here](#) to download

## Tips to Slow the Spread of COVID-19

 Prepare flyers with your organization's logo

### Tips to Slow the Spread of COVID-19



**Protect yourself**  
To prevent getting COVID-19 and spreading the virus to others, get vaccinated as soon as you can. Until you're fully vaccinated, always wear a mask inside public places. Stay at least 6 feet apart from people who don't live with you and who may not be vaccinated. And wash your hands frequently.

**People at high risk for severe COVID-19**  
People at increased risk for severe COVID-19 include older adults, people who are pregnant, and people with certain medical conditions. If you or anyone else in your household is at high risk, you should take additional precautions.

**Where to find information**  
Ask your employer how they plan to share information on COVID-19 and frequently check the [CDC website](#) for the latest information.

**Common areas in shared housing**  
If you're not fully vaccinated and you live in shared housing, stay at least 6 feet apart in common areas from people who don't live with you and who may not be vaccinated. If you see people in areas that are small, like stairwells and elevators, consider going one at a time. Clean frequently touched surfaces.

**Recreation areas in shared housing**  
Consider closing shared recreational areas or restricting their capacity until you and other people in your household are fully vaccinated. Hang posters with clear safety measures to slow the spread of COVID-19. Wear a mask and wash your hands frequently.

**What to do if someone is sick**  
If you're sick, you, your roommate, and close contacts need to self-isolate by limiting your use of shared spaces as much as possible. Eat in your room and don't share dishes, drinking glasses, cups, or eating utensils. Everyone should wear a mask in shared spaces and clean used objects and surfaces.

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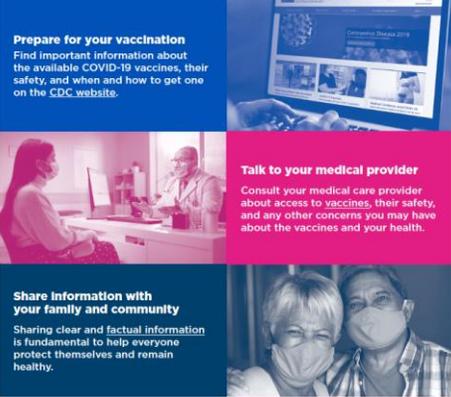
For more information, visit [cdc.gov/coronavirus](https://cdc.gov/coronavirus)

Click [here](#) to download

## How to Get Ready for COVID-19 Vaccines

 Prepare flyers with your organization's logo

### How to Get Ready for COVID-19 Vaccines



**Prepare for your vaccination**  
Find important information about the available COVID-19 vaccines, their safety, and when and how to get one on the [CDC website](#).

**Talk to your medical provider**  
Consult your medical care provider about access to vaccines, their safety, and any other concerns you may have about the vaccines and your health.

**Share information with your family and community**  
Sharing clear and factual information is fundamental to help everyone protect themselves and remain healthy.

For more information, visit [cdc.gov/coronavirus](https://cdc.gov/coronavirus)

Click [here](#) to download

# Posters

You can download, print, and hang these posters to:

1. Promote the conversation in your community and give visibility to the importance of being vaccinated.
2. Remind people that it's important to take care of yourself to be able to take care of others.

## Suggested Use:

- Hang in public places, such as transportation centers, restaurants, markets, laundromats, and schools.
- Share digital copies through social networks or instant messaging such as WhatsApp.

## Help to Slow the Spread of COVID-19

**WE CAN DO THIS** Replace box with your organization's logo

### Help Slow the Spread of COVID-19

Get a COVID-19 vaccine as soon as you can. You have three ways to find vaccines near you:

- Go to [vaccines.gov](https://www.vaccines.gov)
- Text your ZIP code to 438829
- Call 1-800-232-0233

Until you're fully vaccinated, protect yourself and others by:

- Wearing a mask that covers your nose and mouth when inside public places.
- Staying at least 6 feet apart from people who don't live with you and who may not be vaccinated.
- Avoiding crowds and poorly ventilated indoor spaces.
- Washing your hands often with soap and water. Use a hand sanitizer with at least 60% alcohol when soap and water aren't available.

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For more information, visit [cdc.gov/coronavirus](https://www.cdc.gov/coronavirus)

Click [here](#) to download

## Take Care of Yourself While You Take Care of Others

**WE CAN DO THIS** Replace box with your organization's logo

### Take Care of Yourself While You Take Care of Others

**Slow the spread of COVID-19**

- Get a COVID-19 vaccine as soon as you can and talk to your community about vaccination. You have three ways to find vaccines near you:
  - Go to [vaccines.gov](https://www.vaccines.gov)
  - Text your ZIP code to 438829
  - Call 1-800-232-0233
- You can show affection from 6 feet apart. Always keep a safe space between yourself and others.
- Wear a mask that covers your nose and mouth when you're inside public places.
- Avoid large events and gatherings and promote virtual events, when possible.
- Promote healthy behaviors and maintain healthy environments to reduce risk when large events and gatherings are held.
- Be prepared if someone gets sick during or after an event.

Content last reviewed: May 20, 2021

For more information, visit [cdc.gov/coronavirus](https://www.cdc.gov/coronavirus)

Click [here](#) to download

# Training Presentation Decks

CDC has several training resources on COVID-19 vaccines that you might find helpful, including on ways to educate your colleagues about COVID-19 vaccination and build vaccine confidence within your communities.

## Suggested Use:

- Consider using it as a presentation during an informational meeting or during training webinars.

## Vaccine Confidence

A campaign to increase vaccine confidence while reinforcing basic prevention measures



## Vaccine Confidence

Click [here](#) to download

## COVID-19 Vaccine Training Modules



Click [here](#) to download

## What you need to know about coronavirus (COVID-19) and the role of community health workers (CHWs) in the community



Click [here](#) to download

# Talking Points

Community health workers like you continue to be valuable sources of comfort and support for their communities during times of distress, including the growing presence of COVID-19 in different parts of the country. These talking points can be used in preparation to speak about concerns, fears, and anxieties regarding COVID-19.

## Talking Points for Community Health Workers

### TALKING POINTS FOR COMMUNITY HEALTH WORKERS



Community health workers are valuable sources of comfort and support for their communities during times of distress, including the growing presence of COVID-19 in different parts of the country. You have the ability to speak on concerns, fears, and anxieties regarding COVID-19.

**Suggestion: Reiterate the importance of essential workers for their families and communities. They need to stay healthy because they provide for their families and fulfill a crucial role in their communities. If they get COVID-19, they will have to stop working.**

**Vaccine readiness/confidence**

**Safety**

- The vaccines are safe.
- The vaccines can't give you COVID-19.

**Effectiveness**

- The vaccines went through many rigorous tests to confirm they're safe and effective. That's why they were authorized for use.
- The authorized COVID-19 vaccines will be continuously monitored for safety.

**Emergency approval**

- The FDA carefully reviewed the study data and authorized the vaccines because the expected benefits outweigh potential risks.

**Guaranteed Immunity?**

- After vaccination, it typically takes a few weeks for the body to build protection against the virus that causes COVID-19.
- Until you're fully vaccinated, you should wear a mask when inside public places, stay at least 6 feet apart from people who don't live with you and who may not be vaccinated, avoid crowds, and wash your hands often.
- If you get COVID-19, there can be long-term health issues after recovery, which is one of the reasons the vaccine is so important.
- We don't know if getting COVID-19 will protect you from getting it again or how long that protection lasts.



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For more information, visit [cdc.gov/coronavirus](https://cdc.gov/coronavirus)

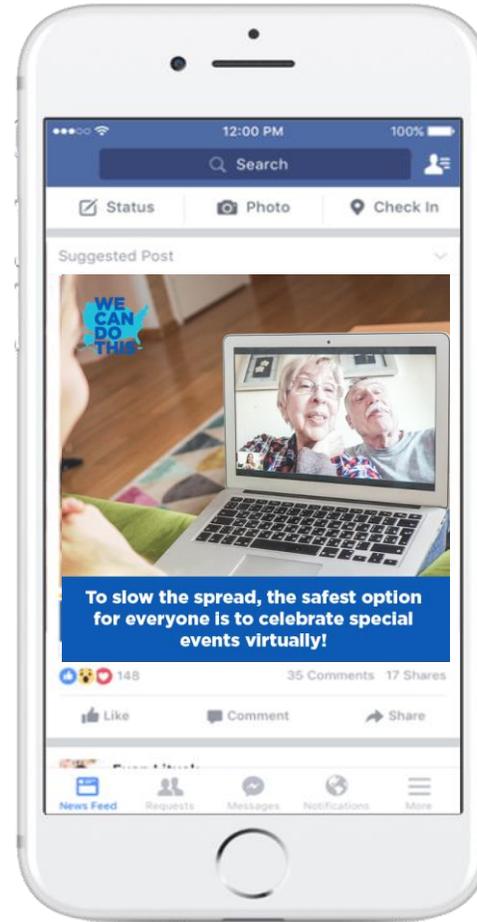
Click [here](#) to download

# Social Media Messages

As part of the efforts to get the word out about the COVID-19 vaccines, find sample posts and image assets in the link below that may be helpful for outreach in your communities.

## Suggested Use:

- Use the sample posts and image assets found in the link below for COVID-19 vaccine outreach in your community.
- Share with local organizations and programs so they can distribute and amplify the message.



*We know that you love to gather with family and friends to celebrate special occasions. But your health and the health of your family and friends come first. To slow the spread of COVID-19, the safest option for everyone is to celebrate special events virtually until you're all fully vaccinated. Be informed. Visit [cdc.gov/coronavirus](https://www.cdc.gov/coronavirus)*

Click [here](#) to download



# For More Information

In addition to the resources highlighted here, take a look at other materials from the CDC website, such as the [Community-Based Organizations COVID-19 Vaccine Toolkit](#) and the [COVID-19 Vaccination Communication Toolkit](#). These toolkits have additional materials like fact sheets, posters, stickers, and social media examples that you can share with your community. [The CDC website](#) also has general information and resources on COVID-19, as well as specific materials that your community will find most useful.

This toolkit is intended to help you better understand the facts, feel confident about getting vaccinated, and encourage others to get vaccinated. With your help, we can slow the spread of COVID-19!



**Thank you, community  
health workers, for being on  
the front lines of combating  
COVID-19!**

