

A campaign to increase vaccine confidence while reinforcing basic prevention measures



User Guide for Black/African American (B/AA) Community Organization Leaders Toolkit

This material is for community organization leaders to communicate directly with their staff, members, volunteers, and the communities they serve.

Your Role as a Civic Community Organization Leader

Community and civic organizations within the Black/African American population are integral to the community. You are essential in keeping Black/African American people connected and informed and effective in making an impact where and when necessary.

Your members and the communities you serve see you as a resource in educating a significant number of Black/African American people, regardless of socioeconomic status.

Your organizations are well positioned to support dissemination of vaccine information and continued preventive measures.



Purpose and Goals

As a one of the most trusted voices in the Black/African American community, you are in an important position to share crucial COVID-19 information on vaccines and preventive measures. Black/African American people are disproportionately affected by COVID-19, and we need your help to ensure your community hears these important messages.

Your members trust you and understand that you support their well-being.

You know how to reach and inspire them.

You can motivate them to learn about the vaccines and take steps to slow the spread of COVID-19.



Tools and Resources

Resources to Help You Help Others

This toolkit features a combination of already existing materials from the [Centers for Disease Control and Prevention \(CDC\)](#) as well as newly developed and culturally tailored materials developed by the [HHS COVID-19 public education campaign](#).

Within this toolkit you'll find:

- Posters and flyers
- Social media messaging
- Videos
- FAQs and fact sheets
- Talking points
- Facebook Live
- Website content
- CDC resources

We will be regularly updating content to this toolkit, please check back for new resources.



Fact Sheets

Read “[Learn About the New mRNA COVID-19 Vaccines](#)” and “[Answering Your Questions About the New COVID-19 Vaccines](#)” to better understand the COVID-19 vaccines so that you can become more confident in speaking about the vaccines and encouraging others to get vaccinated.

You can send these to your organization, post them to your website, and make them available in an information center.

Take a look at “[Quick Answers for Community Leaders to Common Questions People May Ask about COVID-19 Vaccines](#).” This document is a quick reference to have answers on hand to common questions.

FAQs for Organization Leaders



Frequently Asked Questions

For Black/African American Community & Civic Organization Leaders

Overview

Community and civic organizations within the Black/African American population are integral to the community. They are essential in keeping Black/African American people connected and informed and effective in making an impact where and when necessary. Many Black/African American people across various socioeconomic groups are members of these organizations and are often in more than one of these groups.

Community and civic organizations have been consistently on the front line of the effort to provide aid and resources to the community during the global pandemic. They have done this directly by dealing with COVID-19 prevention or by helping community members cope and move forward in the aftermath of the pandemic through education or financial assistance. These organizations are now primed and ready to support dissemination of vaccine information and continued preventive measures.

Messaging to spread awareness and education regarding vaccine information should be clear and easy to understand. These groups are key to spreading and educating Black/African American people, regardless of socioeconomic status. Information given to members of this group should prepare them to be messengers and educators for building vaccine confidence and the continued prevention of COVID-19.

The [HHS COVID-19 public education campaign](#) is providing these frequently asked questions and answers for Black/African American community and civic organization leaders to be able to address common concerns about COVID-19. The Campaign aims to increase public confidence in and uptake of COVID-19 vaccines while reinforcing basic prevention measures such as mask wearing and social distancing. This information includes the [latest facts from CDC](#) and will resonate with Black/African American audiences when they come from trusted voices.

This guidance is not intended to infringe on rights protected by the First Amendment to the U.S. Constitution or any other federal law, including the Religious Freedom Restoration Act of 1993.

About COVID-19

What is COVID-19?

COVID-19 is a disease caused by a novel coronavirus that hasn't been previously seen in humans. Because it's a new virus, scientists are learning more each day. While most people

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[Click here to download.](#)

Getting the Facts: Vaccine Awareness and Slowing the Spread



Getting the Facts: Vaccine Awareness and Slowing the Spread

Vaccines Are Here. What You Need to Know.

How the COVID-19 vaccines work

- The COVID-19 vaccines help your body develop immunity to the virus that causes COVID-19 without you getting the virus.
- Different vaccines work in different ways, but all types of vaccines teach the body how to fight the virus in the future and build immunity.
- It can take a few weeks for your body to build immunity after getting a COVID-19 vaccine.
- It's possible that you could get COVID-19 just before or after being vaccinated, but it isn't possible to get COVID-19 from any of the vaccines being used or tested in the United States.

Benefits of getting vaccinated

- COVID-19 can have serious, life-threatening complications, and there's no way to know how it will affect you. Getting vaccinated will help keep you from getting COVID-19.
- The vaccines are very effective in preventing COVID-related severe illness, hospitalization, and death even if you get COVID-19.
- Getting vaccinated may also protect people around you, particularly people at increased risk for severe illness from COVID-19, such as older adults and people with medical conditions.
- Getting vaccinated and following CDC's recommendations to protect yourself and others provide the best protection from COVID-19.



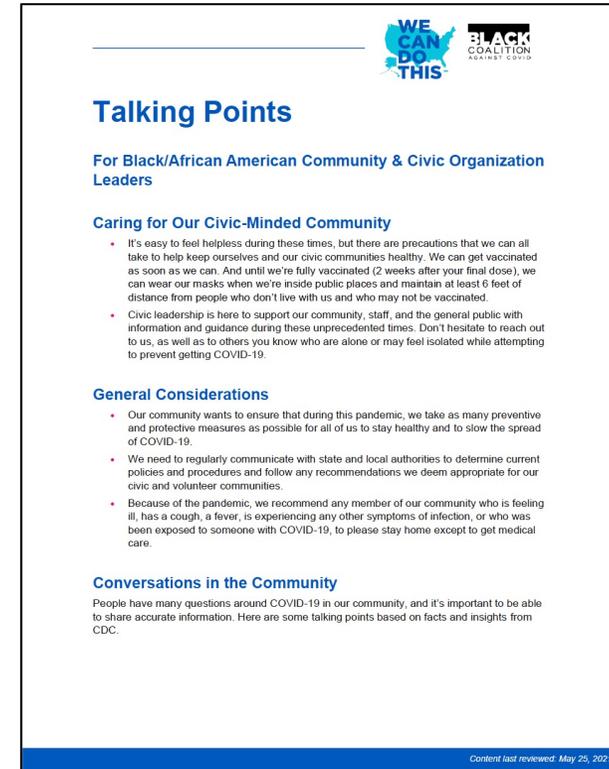
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Talking Points

Use these talking points when talking with members of your organization. They cover a wide range of topics, including vaccine safety, preventive measures, and staying connected with the community.

Talking Points



The thumbnail shows a document titled "Talking Points" for Black/African American Community & Civic Organization Leaders. It includes logos for "WE CAN DO THIS" and "BLACK COALITION AGAINST COVID". The document is divided into sections: "Caring for Our Civic-Minded Community" with two bullet points, "General Considerations" with three bullet points, and "Conversations in the Community" with a paragraph. A footer note states "Content last reviewed: May 25, 2021".

Talking Points

For Black/African American Community & Civic Organization Leaders

Caring for Our Civic-Minded Community

- It's easy to feel helpless during these times, but there are precautions that we can all take to help keep ourselves and our civic communities healthy. We can get vaccinated as soon as we can. And until we're fully vaccinated (2 weeks after your final dose), we can wear our masks when we're inside public places and maintain at least 6 feet of distance from people who don't live with us and who may not be vaccinated.
- Civic leadership is here to support our community, staff, and the general public with information and guidance during these unprecedented times. Don't hesitate to reach out to us, as well as to others you know who are alone or may feel isolated while attempting to prevent getting COVID-19.

General Considerations

- Our community wants to ensure that during this pandemic, we take as many preventive and protective measures as possible for all of us to stay healthy and to slow the spread of COVID-19.
- We need to regularly communicate with state and local authorities to determine current policies and procedures and follow any recommendations we deem appropriate for our civic and volunteer communities.
- Because of the pandemic, we recommend any member of our community who is feeling ill, has a cough, a fever, is experiencing any other symptoms of infection, or who has been exposed to someone with COVID-19, to please stay home except to get medical care.

Conversations in the Community

People have many questions around COVID-19 in our community, and it's important to be able to share accurate information. Here are some talking points based on facts and insights from CDC.

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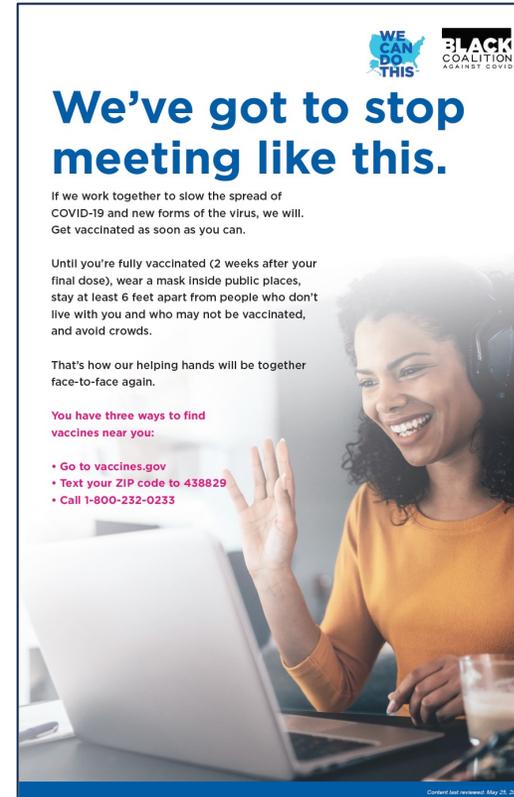
Posters and Flyers

As community and civic organization leaders, you can download, print, and forward these posters and flyers to foster conversation among your organizations.

Suggestions for Use:

- Email them to your staff, members, and supporters.
- Integrate them into your newsletter.
- Post them to your website.
- Hang them in your offices or meeting centers.

Meeting Poster



The poster features a woman in an orange top smiling while on a video call. In the top right corner, there are logos for 'WE CAN DO THIS' and 'BLACK COALITION AGAINST COVID'. The main headline reads 'We've got to stop meeting like this.' Below this, the text states: 'If we work together to slow the spread of COVID-19 and new forms of the virus, we will. Get vaccinated as soon as you can.' It then lists safety guidelines: 'Until you're fully vaccinated (2 weeks after your final dose), 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 avoid crowds.' A quote follows: 'That's how our helping hands will be together face-to-face again.' At the bottom, it says 'You have three ways to find vaccines near you:' followed by a bulleted list: '• Go to vaccines.gov', '• Text your ZIP code to 438829', and '• Call 1-800-232-0233'. A small footer at the bottom right reads 'Content last reviewed: May 25, 2021'.

Click [here](#) to download.

Never Give Up Poster



The poster features a man in a blue uniform and cap, wearing a face mask and gloves, holding a basket of fresh produce. In the top right corner, there are logos for 'WE CAN DO THIS' and 'BLACK COALITION AGAINST COVID'. The main headline reads 'We never give up on giving back.' Below this, the text states: 'For so many of us, helping other is just a part of who we are. And we have a chance to help everyone right now by getting a COVID-19 vaccine as soon as we can.' It then lists safety guidelines: 'Until you're fully vaccinated (2 weeks after your final dose), 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 avoid crowds.' A quote follows: 'The more we slow the spread of COVID-19, the faster we'll get back to giving back.' At the bottom, it says 'You have three ways to find vaccines near you:' followed by a bulleted list: '• Go to vaccines.gov', '• Text your ZIP code to 438829', and '• Call 1-800-232-0233'. A small footer at the bottom right reads 'Content last reviewed: May 25, 2021'.

Click [here](#) to download.

Social Media Messaging

These social media posts underscore the importance of the vaccines and the CDC guidelines.

Suggestions for Use:

- You can use these materials on various social media platforms to portray the values and actions that resonate with your organization.
- Encourage your staff, members, and supporters to repost.

[Sample Post]



Community service is a gift that comes naturally to some of us. And now, the most thoughtful way to help everyone is by wearing masks, avoiding crowds, staying 6 feet apart, and getting the vaccine when it's our turn. The sooner we do this, the sooner we can get back to giving. Learn more at cdc.gov/coronavirus/#WeCanDoThis

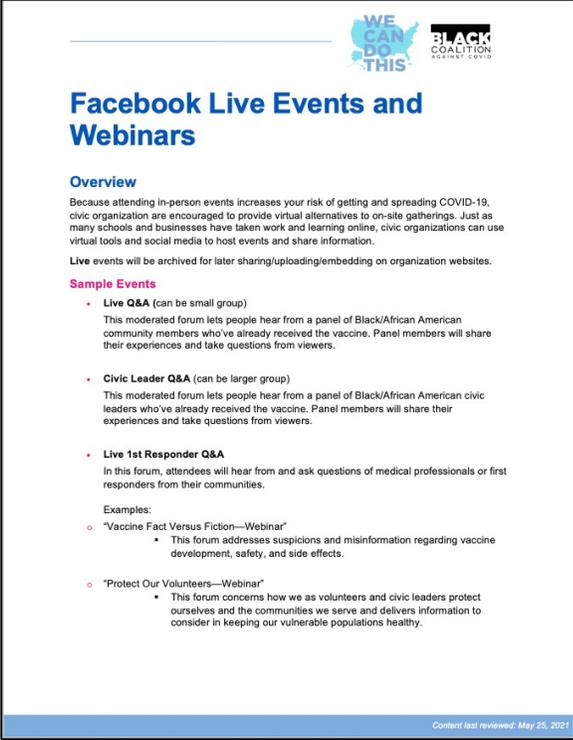
[Click here to download.](#)

Facebook Live Events and Webinars

Facebook Live is a feature of the Facebook social network that uses the camera on a computer or mobile device to broadcast live or pre-recorded real-time video to Facebook. Live broadcasters can use this content to engage their audience during the moments and events that are important to them.

Facebook Live events will be archived for later sharing, uploading, and embedding on your website or Facebook page.

Facebook Live Events



WE CAN DO THIS **BLACK COALITION AGAINST COVID**

Facebook Live Events and Webinars

Overview

Because attending in-person events increases your risk of getting and spreading COVID-19, civic organization are encouraged to provide virtual alternatives to on-site gatherings. Just as many schools and businesses have taken work and learning online, civic organizations can use virtual tools and social media to host events and share information.

Live events will be archived for later sharing/uploading/embedding on organization websites.

Sample Events

- **Live Q&A** (can be small group)
This moderated forum lets people hear from a panel of Black/African American community members who've already received the vaccine. Panel members will share their experiences and take questions from viewers.
- **Civic Leader Q&A** (can be larger group)
This moderated forum lets people hear from a panel of Black/African American civic leaders who've already received the vaccine. Panel members will share their experiences and take questions from viewers.
- **Live 1st Responder Q&A**
In this forum, attendees will hear from and ask questions of medical professionals or first responders from their communities.

Examples:

- "Vaccine Fact Versus Fiction—Webinar"
 - This forum addresses suspicions and misinformation regarding vaccine development, safety, and side effects.
- "Protect Our Volunteers—Webinar"
 - This forum concerns how we as volunteers and civic leaders protect ourselves and the communities we serve and delivers information to consider in keeping our vulnerable populations healthy.

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Click [here](#) to download.

Website Content

You can add this information that focuses on CDC facts about vaccines to your organization website. The website content is designed to build vaccine confidence in your community by building knowledge and trust.

Sample Website Content



Website Content for Your Site

How do I know the vaccines are safe?

It's normal for anyone to feel doubts or concerns about a new vaccine. Scientists tested the COVID-19 vaccines in large medical studies to make sure they met safety standards. Researchers recruited thousands of clinical trial participants to see how the vaccines offer protection for people of different ages, races, and ethnicities, including Black/African American people. Moving forward, the FDA will continue to monitor the safety of COVID-19 vaccines to make sure even very rare side effects are identified.



- Source: <https://www.cdc.gov/vaccines/covid-19/hcp/mma-vaccine-basics.html>
- Source: <https://www.cdc.gov/vaccines/covid-19/hcp/answering-questions.html>
- Source: <https://www.cdc.gov/coronavirus/2019-ncov/vaccines/faq.html>

What guidance is there about volunteering safely?

CDC has released information on how to stay safe before and after vaccination. To keep volunteers safe, maintain 6-foot social distancing measures and mask requirements. This doesn't mean our community can't volunteer together. So far, here's what CDC has said about keeping volunteers and community members safe:

- Everyone ages 2 and up should wear a mask in public and at volunteer events.
- Masks should be worn over the mouth and nose and be secured to avoid transmitting airborne particles.
- Avoid indoor spaces without ventilation: volunteer events are much safer if they're conducted outside or in open areas.
- Volunteers should wash their hands before preparing food, after using the restroom, after sneezing or coughing, after touching animals, and after leaving a public place.
- Frequently touched surfaces should be cleaned daily. These surfaces include tables, doorknobs, light switches, countertops, desks, phones, keyboards, toilets, faucets, and sinks.
- Volunteers who are experiencing a fever, cough, or other COVID-19 symptoms should stay home to protect other volunteers.

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Click [here](#) to download.

Newsletter Blurb

Use newsletter blurbs to share messages about how to volunteer safely while slowing the spread of COVID-19.

Suggestions for Use:

- Integrate them into your newsletters.
- Post them to your website.

Newsletter Blurb

WE CAN DO THIS **BLACK COALITION AGAINST COVID**

Newsletter Blurb

How to Give Back During COVID – Safe Volunteering

We've had to give up a lot in the name of stopping the spread of COVID-19, but one thing you don't need to give up right now is volunteering. No matter what your skillsets and passions are, there are numerous opportunities to volunteer online or from your home (or at a safe physical distance).

- [VolunteeredMatch](#) matches passion and talent with important causes.
- [UN Volunteers](#) has created an online portal of volunteering activities.
- The [Crisis Text Line](#) relies on volunteer crisis counselors who can work from home.
- Donate blood or plasma. Schedule your donation through the [Red Cross website](#) or by calling 1-800-RED-CROSS.

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Click [here](#) to download.

Vaccine Confidence Videos

It's important for your community to get the facts about the available COVID-19 vaccines. Along with the other resources in this toolkit, these videos will help you build vaccine confidence within your community

Suggestions for Use:

- Use them during staff meetings or incorporate them in weekly services.
- Share them digitally with staff, congregants, and members of your community through your social media and instant messaging accounts

Key messengers keeping the momentum:
Cameron Webb, MD



Click [here](#) to download.

Vaccine Confidence Videos

Why we need to get more people vaccinated:
Cameron Webb, MD



Cameron Webb, MD
White House Covid-19 Response Team

Why we need to get more people vaccinated



Click [here](#) to download.

The most trusted messengers for people ages 20-35:
Ambrose Lane Jr.



Ambrose Lane Jr.
Health Alliance Network

The most trusted messengers
for people ages 20-35



Click [here](#) to download.

For More Information

In addition to the resources highlighted here, take a look at the [COVID-19 Vaccination Communication Toolkit](#), which has useful information and other materials such as fact sheets, posters, stickers, and social media examples that community leaders can share with their organization, members, and staff.

This toolkit is intended to help community leaders better understand the facts, feel confident getting vaccinated, and become force multipliers in their communities to encourage others to get vaccinated.



**Thank you, community
leaders. Let's take COVID
down!**

