



About

The National Federation of Families has a dedicated website for COVID resources: <https://www.ffcmh.org/time-to-return>.

Below you will find numerous marketing and social media toolkits to assist you with outreach in your community.

The Ad Council and COVID Collaborative

Pre-designed campaigns you can use.
Sharable resources like social graphics, PSA, videos, influencers videos and flyers.

- [The Ad Council's Rural Resource Toolkit for COVID-19 Vaccine Communications](#)
- ['It's Up to You' creative assets](#) - includes PSAs for TV, radio, digital, and print
- [Get Answers - \(getvaccineanswers.org\)](#)
- [Resources for parents](#)
- [Community Education Toolkit](#)
- [Black Community Education Toolkit](#)
- [Black Faith Communities Toolkit](#)
- [Hispanic Community Education Toolkit](#)
- [Hispanic Faith Community Toolkit](#)
- [Vaccination Fact Library](#) - Videos and social media graphics from leading public health experts and healthcare providers to download and share to your social media to help promote vaccine adoption

Centers for Disease Control (CDC)

- [Center for Disease Control Face Book](#) - Place to find posts to reshare, new resources as well as images you may want to brand and use
 - [Print Resources on COVID 19 from the CDC](#) - Tip sheets, posters, fact sheets
 - [Vaccinate with Confidence Toolkit](#)
 - [CDC Social Media Toolkit](#)
 - [CDC COVID Data Tracker](#) - CDC's home for COVID-19 data includes visualizations, graphs, and data in one easy-to-use website. It is a great resources for county and state specific data.
 - [V-Save After Vaccination Health Checker](#)
 - [New COVID-19 Vaccination Field Guide: 12 Strategies for Your Community](#)
 - [Resources to Promote the COVID-19 Vaccine for Children & Teens | CDC](#) - videos, graphics and posters available for download
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[Finding Vaccines](#)

- [vaccines.gov](#) (English) or [vacunas.gov](#) (Spanish) to search and find a vaccine near you
- Text GETVAX (438829) for English or VACUNA (822862) for Spanish to receive three vaccine sites on your phone within seconds
- Call the National COVID-19 Vaccination Assistance Hotline at 1-800-232-0233 for those who prefer a phone call.

[Get the Facts](#)

Resources from the [National Resource Center for Refugees, Immigrants, and Migrants \(NRC-RIM\)](#) are customizable in 20 different languages and include facilitation guides and implementation tips.

- [Fact Sheets](#)
- [Conversation Guides](#)
- [Vaccine Journey](#)
- [Motivational Interviewing](#)
- [Get Vaccinated Campaign](#)
- [Get the Facts Campaign](#)

[HealthData.gov](#)

The State Profile Report (SPR) generated by the Data Strategy and Execution Workgroup in the Joint Coordination Cell, in collaboration with the White House. The SPR provides easily interpretable information on key indicators for each state, down to the county level.

It is a weekly snapshot in time that:

- Focuses on recent outcomes in the last seven days and changes relative to the month prior
- Provides additional contextual information at the county level for each state and includes national level information
- Supports rapid visual interpretation of results with color thresholds

[State Profile Reports](#)

[Made to Save](#)

Great resource for campaigns and pre-designed social media. You can choose the social media platform and it will populate resources.

- [Made to Save Face Book Page](#) - Place to find posts to reshare, new resources as well as images you may want to brand and use
 - [Resource library](#) - A broad range of resources on COVID-19 vaccines themselves as well as resources targeted at specific populations
 - [Made to Save Facebook and Twitter posts to customize and post](#) This is a great tool and time saver.
 - [Using Tik-Toc to Combat COVID 19 on College Campuses](#)
 - [How to Talk to Your Friends and Family about the COVID-19 Vaccine: Youth Edition](#)
 - [Rapid Test Toolkit](#)
 - [VAX Ambassador Training](#)
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Make Space

This is a space for you to make customized vaccine messaging that meets the needs of your community. This is **GREAT** and lets you customize and make your own social media tools.

- [Make Your Own Campaign](#)
- [Ready to Use Campaigns](#)

National Academy of State Health Policy

- [COVID-19 Vaccines and Children: State Strategies to Increase Access and Uptake through Pediatric Providers](#)
- [Webinar: State Strategies to Build Vaccine Confidence](#)
- [Vaccine Mandates Legislative Tracker](#) - Tracks legislative mandates around vaccines by state announced by The US Equal Employment Opportunity Commission
- [School Vaccine Mandates and Mask Mandates](#)
- [States' COVID-19 Public Health Emergency Declarations and Mask Requirements](#)
- [COVID-19 Action Center](#)
- [Strategies to Increase COVID-19 Vaccination Rates in Medicaid Enrollees: Considerations for State Leaders](#)

Vaccine Equity Cooperative

- [COVID-19 and Social Media: Best Practices to Reach Your Communities Webinar](#)

Voices for Vaccines

- [Voices for Vaccines | Facebook](#) - Open Facebook Page. Great for resources and updates.
- [Voices for Vaccines Community Champions](#) - This is a member only Facebook page managed by Voices for Vaccines, Vaccinate Your Family, and the Immunization Action Coalition that provides great resource for materials, videos and to ask for resources.

We Can Do This

We Can Do This: COVID-19 Public Education Campaign

- [Join the COVID-19 Community Corps](#) - Joining this is a great way to get updated resources emailed to you.
 - [Vaccine Hesitancy Maps by County](#)
 - [Vaccine Finder Website \(Vaccine Lookup\)](#)
 - [Social Media Messages to encourage Vaccination](#)
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US Department of Health and Human Services (HHS) This national campaign by HHS aims to increase vaccine confidence while reinforcing basic prevention measures. Access resources and toolkits, information about the Community Corps, campaign ads, and vaccine hesitancy data.

Almost every webpage and resource also available in Spanish.

- [Featured Resources | WECANDOTHIS.HHS.GOV](#) - Videos, social media, posters, flyers, toolkits, and ads
- [Robust Search for Social Media, Images, Videos and Toolkits](#)
- [Tips To Amplify Message](#) - Good layout from HHS.gov of steps that can be used for education
- [Social Media Graphic Posts for Parents](#) - Social media messages encouraging parents to vaccinate their children
- [Social Media Posts for COVID-19 Vaccine Boosters](#) - Social media messages for organizations to share to encourage people to get booster shots
- [Resources About COVID-19 Vaccine Boosters](#)