



[#KeepNewHampshireHealthy](#)

#SleeveUpNewHampshire

CAMPAIGN GOAL

This COVID-19 Vaccine Communications Toolkit is designed to help you provide clear, consistent, and credible information about COVID-19 vaccines to your communities, employees, customers and patients. This toolkit represents a variety of tools and resources from #MaskUpNewHampshire, as well as the Centers for Disease Control when appropriate. Even though the COVID-19 vaccine is here, we can't adopt an attitude of complacency – it's vitally important to continue practicing the safety measures known to reduce the risk of exposure to, and spread of, COVID-19 so that we can keep New Hampshire healthy and open.

HOW CAN YOU HELP?

As individuals, businesses and organizations, you can play an important role in raising public awareness around the COVID-19 vaccine. With the vaccine now available in New Hampshire, it's critical that New Hampshire residents understand the safety and efficacy of the COVID-19 vaccine, learn about the benefits of vaccination, and address common questions and concerns.

info@maskupnewhampshire.com



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CAMPAIGN TOOLKIT

This toolkit includes the following assets:

- **Letter to the Editor / Op-Ed template** – customizable
- **Press Release Template** – customizable
- **Email Template** – customizable
- **Email Signature** – two options
- **Fact Sheets** – COVID-19 Vaccine Fact Sheet, COVID-19 Facts vs. Myths, CDC Facts Sheets
- **Key Messages** – CDC talking points on vaccine safety & efficacy
- **Social Media Toolkit** – graphics & sample posts

SUGGESTED HASHTAGS

#SleeveUpNH

#MaskUpNH

#COVID19

#SlowtheSpread

#StayStrongKeepItOn

#SleeveUpNewHampshire

#MaskUpNewHampshire

#BeatCOVID19

#StoptheSpread

#ProtectYourself

#PublicHealth

#WearingIsCaring

#GetVaccinatedNH

#YourActionsSaveLives

#YourHealthMatters

OTHER WAYS TO SUPPORT

- Follow and tag #MaskUpNewHampshire on social media: [Twitter](#) [Facebook](#) [Instagram](#)
- Re-share content directly from our social media accounts
- Share campaign graphics on your social media platforms; use hashtags above

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CAMPAIGN ASSETS

Email / Business Leader / Op-Ed Templates

#SleeveUpNewHampshire

Email Template

Date

[FIRST NAME]

COVID-19 vaccine: It's our turn to roll up our sleeves and get vaccinated!

It's hard to imagine a time when we didn't know COVID-19 existed. Now when people say "virus," we know what they mean. The impact of COVID-19 on our lives, our work, our activities, and our freedom has affected us all.

It takes everyone.

We all need to step up to beat COVID-19. We ask you to join us in raising awareness around the importance of getting the vaccine, continuing to wear masks, and how doing so along with other measures like handwashing, practicing social distancing and staying home when we are sick, can reduce the community transmission of COVID-19.

I encourage you to help do all we can to keep our state healthy and open, we would like to encourage you to do all you can to stay safe while out in the community.

Together, we can take steps to ensure the safety of ourselves and others by:

- Getting our COVID-19 vaccine
- Avoiding close contact and practicing social distancing.
- Staying home.
- Washing your hands often and for 20+ seconds.
- Disinfecting frequently touched surfaces.
- Wearing a mask or cloth covering when in public.

If we all following these basic public health precautions, we can slow the spread, protect our vulnerable loved ones and keep New Hampshire healthy, safe and open. Our economy depends on it, our communities depend on it, and our families and loved ones depend on it.

We must all remain vigilant and continue taking steps to mitigate the spread of the virus to protect each other and our loved ones. There is only one way we will get through this pandemic – together.

Yours in health,

John Smith

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Letter to Business Leaders / Employers



Joining to support your local communities. We recognize that the COVID-19 pandemic presents numerous challenges, forcing you to continually adapt while trying to keep families safe. We are eager to support your existing efforts with another tool—getting a COVID-19 vaccine. Getting a COVID-19 vaccine gives you and your employees an additional layer of protection against COVID-19.

Access to vaccines to help protect them against COVID-19. All COVID-19 vaccines in the United States have been shown to be highly effective at preventing COVID-19. Many important tools to help stop the pandemic.

Frontline essential workers because of their role in maintaining critical infrastructure and the increased risk of getting COVID-19 and spreading it to others. Frontline essential workers are at a greater risk of getting COVID-19 because their work-related duties must be performed while being in close contact (within 6 feet for a cumulative total of 15 minutes) with the public or coworkers.

If you are hesitant to get the vaccine. Before they agree to be vaccinated, they will need more information about the process for developing these vaccines and information about the vaccine. You can help inform your workers about the vaccines and help them decide to get vaccinated.

The [Communication Toolkit for Essential Workers](#) was created by the Centers for Disease Control and Prevention (CDC) to help you provide clear, consistent, and credible information to your employees. We encourage you to review and customize these materials. There are other materials you can use to raise awareness around the campaign at www.maskupnewhampshire.com.

Send this letter to encourage your branches, offices, or units to review and disseminate these key messages about COVID-19 vaccine to educate your employees.

Questions (FAQs): Use these to help answer questions about COVID-19

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Letter to the Editor Template



New Hampshire Residents to Protect Themselves & Others

New Hampshire implements its COVID-19 Vaccine Distribution Plan, soon all of our residents will have access to vaccines to help protect them against COVID-19. Vaccines available in the United States have been shown to be highly effective against COVID-19, and they are one of the most effective tools we have that can help us stop the spread of the virus.

What we need to do. We all need to continue to follow the public health guidance that has helped us slow the spread of COVID-19: wearing a mask when in public or when you are unable to maintain social distance; limiting social gatherings to our households; washing our hands frequently; and staying at home when we are not feeling well.

Ensure that a large number of people in the Granite State get the vaccine, and that we have wide adoption of the vaccine, and public health officials suggest that it will be necessary to develop herd immunity, which is when a population is immune to a specific disease.

Getting a vaccine is a very personal one, but we encourage everyone who is eligible to get a COVID-19 vaccine to do so. Just like past public health crises, such as polio, a safe and effective vaccine is the most important tool to stopping those diseases and getting back to living our lives, being with family and friends, and keeping businesses open and thriving.

Discuss your options with your health care provider, as they can tell you if you are eligible for the vaccine and if it is right for you. Listen to the scientists and public health officials who have studied these new vaccines and determined, based on rigorous clinical safety data, that they are, in fact, safe and effective for use. While the process of approving a vaccine has been accelerated, they have followed the same rigorous process for the review and approval of any vaccine.

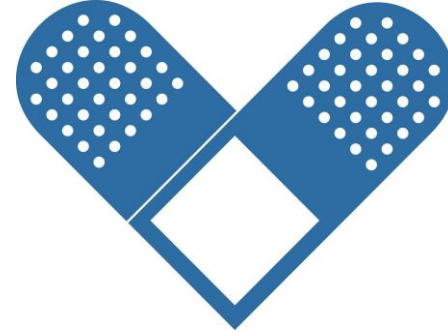
Encourage everyone in New Hampshire who wants to receive a COVID-19 vaccine to do so, but we are on the verge of taking a real bite out of the virus. Public health guidelines we know are effective in slowing the spread of the virus and getting the vaccine when it becomes available to you. Not only will it help



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CAMPAIGN ASSETS

Email Signatures / Other



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CAMPAIGN ASSETS

Social Media Graphics

COVID-19 SYMPTOMS:

#SLEEVEUP
#MASKUP



COUGH



SHORTNESS OF BREATH



FEVER

OTHER SYMPTOMS:

- Chills
- Fatigue
- Muscle or body aches
- Headache
- New loss of taste or smell
- Sore throat
- Congestion or runny nose
- Nausea or vomiting
- Diarrhea

WHAT TO DO IF YOU ARE SICK WITH COVID-19:

#SLEEVEUP
#MASKUP

DME.
JR.

HIGH-RISK INDIVIDUALS

- Older adults and/or people of any age with certain medical conditions are at a higher risk for getting very sick from COVID-19.
- If you are a high-risk individual and you develop

GENERAL POPULATION

- If you are in generally good health and have mild symptoms, stay home and take care of yourself like you would for a cold or the flu.

If symptoms worsen, call your doctor.



VACCINES ARE ONE OF THE TOOLS WE HAVE TO FIGHT THE PANDEMIC.



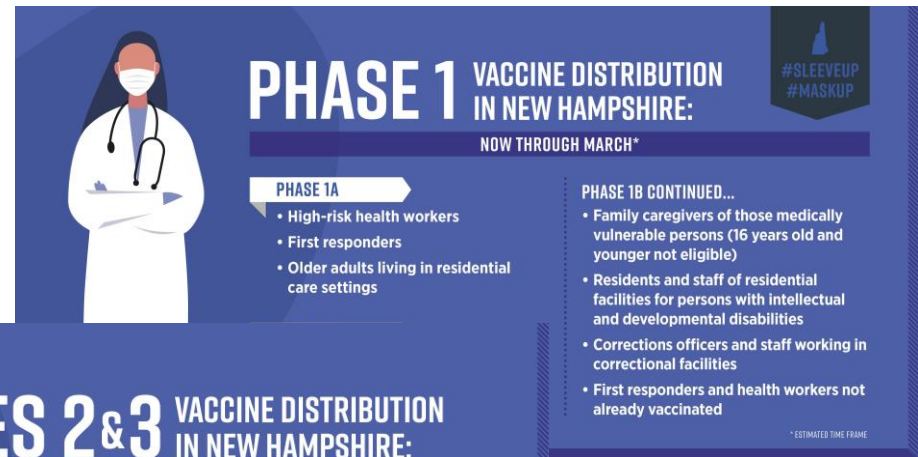
#GetVaccinatedNH

#SLEEVEUP
#MASKUP


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CAMPAIGN ASSETS

Social Media Graphics



PHASE 1 VACCINE DISTRIBUTION IN NEW HAMPSHIRE:
NOW THROUGH MARCH*



PHASE 1A

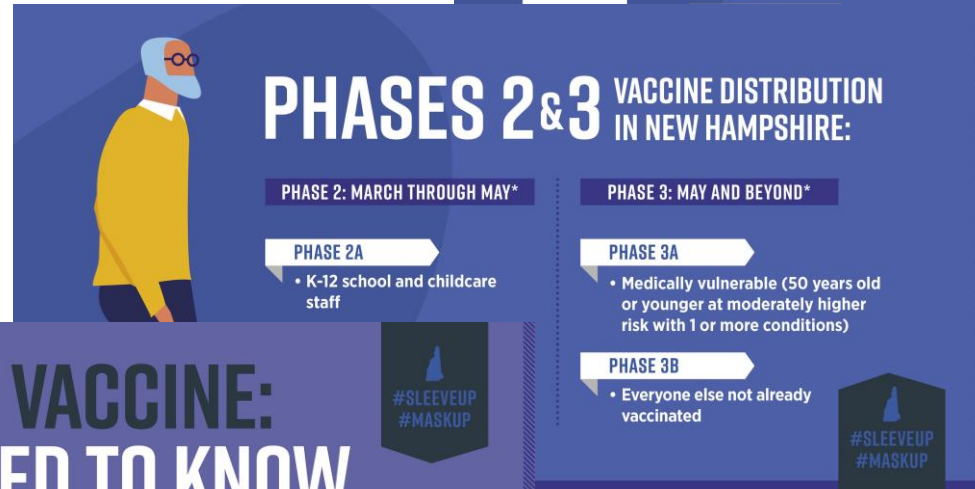
- High-risk health workers
- First responders
- Older adults living in residential care settings

PHASE 1B CONTINUED...


- Family caregivers of those medically vulnerable persons (16 years old and younger not eligible)
- Residents and staff of residential facilities for persons with intellectual and developmental disabilities
- Corrections officers and staff working in correctional facilities
- First responders and health workers not already vaccinated

* ESTIMATED TIME FRAME

#SLEEVEUP
#MASKUP



PHASES 2&3 VACCINE DISTRIBUTION IN NEW HAMPSHIRE:



PHASE 2: MARCH THROUGH MAY*

PHASE 2A

- K-12 school and childcare staff

PHASE 3: MAY AND BEYOND*

PHASE 3A

- Medically vulnerable (50 years old or younger at moderately higher risk with 1 or more conditions)

PHASE 3B

- Everyone else not already vaccinated

#SLEEVEUP
#MASKUP

THE COVID-19 VACCINE: WHAT YOU NEED TO KNOW

YOU WILL NOT CATCH COVID-19 FROM THE VACCINE.

RECEIVING THE VACCINE WON'T CAUSE YOU TO TEST POSITIVE FOR COVID-19.

mRNA VACCINES DO NOT ALTER YOUR DNA.

EVEN IF YOU HAVE HAD COVID-19, IT'S STILL A GOOD IDEA TO RECEIVE THE VACCINE.

GETTING VACCINATED WILL HELP PREVENT COVID-19 ILLNESS.



#GetVaccinatedNH

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CAMPAIGN ASSETS

Social Media Graphics



YOU HAVE THE POWER TO PROTECT.
#SLEEVEUP



#GetVaccinatedNH



PROTECT YOURSELF & THOSE AROUND YOU.

#SLEEVEUP



#GetVaccinatedNH



#SLEEVEUP

GET VACCINATED TO PROTECT YOURSELF &
YOUR LOVED ONES.



#GetVaccinatedNH

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CAMPAIGN ASSETS

Social Media Graphics



TOGETHER WE CAN
KEEP NH HEALTHY

PROTECT YOURSELF & YOUR LOVED ONES. GET VACCINATED.

**#MASKUP&
#SLEEVEUP**



#GetVaccinatedNH



TOGETHER WE CAN
KEEP NH HEALTHY



MASK UP, LATHER UP,
SLEEVE UP

PROTECT YOURSELF & YOUR LOVED ONES.

#GetVaccinatedNH



TOGETHER WE CAN
KEEP NH HEALTHY



COVID-19 VACCINES DON'T ELIMINATE
THE NEED FOR MASKS...

**STAY STRONG,
KEEP IT ON.**

#GetVaccinatedNH

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CAMPAIGN ASSETS

Social Media Graphics




**THE COVID-19 VACCINE
WILL HELP
STOP THE PANDEMIC.**
DON'T PASS UP YOUR SHOT...PROTECT YOURSELF & YOUR LOVED ONES.

#GetVaccinatedNH


**HAVE UNDERLYING MEDICAL CONDITIONS?
PROTECT YOURSELF.
GET VACCINATED.**

#GetVaccinatedNH

**GET A COVID-19
VACCINE** YOU HAVE THE POWER
TO PROTECT.



#GetVaccinatedNH

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CAMPAIGN ASSETS

Social Media Graphics




GETTING YOUR
**COVID-19 VACCINE &
WEARING A MASK**
KEEPS THOSE NEAR YOU SAFE.

#GetVaccinatedNH


**DON'T PASS UP
YOUR SHOT!**
PROTECT YOURSELF & YOUR LOVED ONES. GET VACCINATED.

#GetVaccinatedNH


EVEN IF YOU'VE ALREADY HAD COVID-19
**YOU SHOULD STILL GET
THE VACCINE.**

#GetVaccinatedNH

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CAMPAIGN ASSETS

Vaccine Side Effects

What Side Effects Does the Pfizer COVID-19 Vaccine Have?

Any side effects are usually mild to moderate. Side effects are from your immune system reacting to the vaccine, which means the vaccine is working.

Side effects reported with the Pfizer COVID-19 vaccine include:

- Injection site pain, swelling and / or redness
- Fatigue
- Headache
- Muscle and / or joint pain
- Chills, fever and / or nausea
- Feeling unwell
- Swollen lymph nodes

Severe allergic reactions are rare and would usually occur within a few minutes to one hour after getting a vaccine dose. Signs of a severe allergic reaction can include:

- Difficulty breathing
- Swelling of your face and throat
- A fast heartbeat
- A bad rash all over your body
- Dizziness and weakness

These may not be all possible side effects. If you have a severe allergic reaction, seek medical care immediately. Call your healthcare provider if you have any side effects that bother you or do not go away.

For updates and more information, visit www.nh.gov/covid19

What Side Effects Does the Moderna COVID-19 Vaccine Have?

Any side effects are usually mild to moderate. Side effects are from your immune system reacting to the vaccine, which means the vaccine is working.

Side effects reported with the Pfizer COVID-19 vaccine include:

- Injection site pain, swelling and / or redness
- Fatigue
- Headache
- Muscle and / or joint pain
- Chills, fever and / or nausea
- Swollen lymph nodes

Severe allergic reactions are rare and would usually occur within a few minutes to one hour after getting a vaccine dose. Signs of a severe allergic reaction can include:

- Difficulty breathing
- Swelling of your face and throat
- A fast heartbeat
- A bad rash all over your body
- Dizziness and weakness

These may not be all possible side effects. If you have a severe allergic reaction, seek medical care immediately. Call your healthcare provider if you have any side effects that bother you or do not go away.

For updates and more information, visit www.nh.gov/covid19

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CAMPAIGN ASSETS

Social Media Posts

- Getting vaccinated against COVID-19 and maintaining other prevention measures are essential for you, your patients and your family to stay healthy. We're all in this together – let's keep #NH healthy.
- Vaccines have eradicated smallpox, nearly eliminated chickenpox and polio, and minimized the impact of countless other diseases. The #COVID19 vaccine is the most effective tool we have to ending this pandemic, and we encourage you to get yours.
- Do you have questions about the #COVID19 vaccine? Visit the [CDC](#) website for answers on the vaccine and how it can help protect you, your family and your loved ones.
- New Hampshire hospitals are on the front lines off #COVID19- providing safe and effective health care for our communities. Help us keep #NH safe by practicing social distancing, wearing a mask when in public and get your vaccine when its time. #SleeveUp to #KeepNHHealthy
- The #COVID19 vaccine is the most effective tool we have to ending this pandemic, and we encourage you to get yours to help protect yourself, your loved ones and your community.
- The pandemic isn't over but there is a light at the end of the tunnel. The #COVID19 vaccine is the most effective tool we have to ending the pandemic. We are all in this together.

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CAMPAIGN ASSETS

Social Media Posts

- We understand that some people may be concerned about getting the #COVID19 vaccine. More COVID-19 vaccines are being developed as quickly as possible, but routine processes and procedures remain in place to ensure the safety of any vaccine authorized or approved for use. Safety is a top priority, and there are many reasons to get vaccinated, learn more [here](#).
- Even with the #COVID19 vaccine becoming available to #NH residents, there's still work to do – please continue to #MaskUpNH, stay 6 feet apart, wash your hands and stay home if you're sick.
- Your health and safety matter. We must all do our part to prevent the spread of #COVID19: wear a face mask, maintain physical distancing, wash your hands and get your vaccine when its time.
- Your best protection from #COVID19 will be a combination of getting a COVID-19 #vaccine, wearing a mask, staying at least 6 feet away from others, avoiding crowds, and washing your hands often. No one tool alone is going to stop the pandemic. Learn about the benefits of COVID-19 vaccination: cdc.gov/coronavirus
- FACT: #COVID19 vaccination helps keep you from getting COVID-19. The vaccines currently available in the United States are more than 90% effective at preventing COVID-19, according to clinical trials, and are important tools to stop the pandemic. Learn more [here](#).

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CAMPAIGN ASSETS

COVID-19 Fact Sheets

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10 Myths About The COVID-19 Vaccine

The World Health Organization (WHO) estimates that vaccines prevented over 10 million deaths between 2010 and 2015, and many millions more were protected from illness. Almost one year after the first case of COVID-19 was diagnosed, the Pfizer and Moderna vaccines were approved for emergency use by the Food and Drug Administration, with more coming.

Vaccines are one of the most effective tools we have in the fight against COVID-19. While supplies are limited and currently available for those groups identified by the State's Vaccination Plan as 1A, which includes frontline healthcare workers who are caring for COVID-19 patients. Once vaccines are available in widespread quantities, which could be by Spring 2021, a large percentage of the public can be vaccinated. That's a critical piece of the puzzle to ensure COVID-19 will no longer be a pandemic that threatens the lives of those in our community and around the world. For more information on New Hampshire's vaccine distribution plan, please visit [NH Department of Health & Human Services Vaccine webpage](#).

Myth: The vaccines aren't safe because they were developed quickly. This is FALSE.

All the COVID-19 vaccines being used have gone through rigorous studies to ensure they are as safe as possible. Systems that allow CDC to watch for safety issues are in place across the entire country. The U.S. Food and Drug Administration (FDA) has granted Emergency Use Authorizations for COVID-19 vaccines that have been shown to meet rigorous safety criteria and be effective as determined by data from the [manufacturers](#) and findings from large clinical trials.

Myth: The vaccines can lead to long-term effects. This is FALSE.

Serious problems from vaccination can happen, but they are rare. CDC has learned of reports that some people have experienced severe allergic reactions—also known as anaphylaxis—after getting a COVID-19 vaccine. As an example, an allergic reaction is considered severe when a person needs to be treated with epinephrine or EpiPen® or if they must go to the hospital. [Learn more about COVID-19 vaccines and allergies.](#)

Myth: You can get COVID-19 from the vaccines. This is FALSE.

None of the authorized and recommended [COVID-19 vaccines](#) or [COVID-19 vaccines currently in development in the United States](#) contain the live virus that causes COVID-19. This means that a COVID-19 vaccine cannot make you sick with COVID-19. There are several different types of vaccines in development. All of them teach our immune systems how to recognize and fight the virus that causes COVID-19. Sometimes this process can cause symptoms, such as fever. These symptoms are normal and are a sign that the body is building protection against the virus that causes COVID-19. Learn more about [how COVID-19 vaccines work](#).

It typically takes a few weeks for the body to build immunity (protection against the virus that causes COVID-19) after vaccination. That means it's possible a person could be infected with the virus that



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CENTERS FOR DISEASE CONTROL SOCIAL MEDIA MESSAGING: COVID-19 VACCINE

About COVID-19 Vaccines

Facebook Sample Messaging

- There are two COVID-19 vaccines currently authorized and recommended for use in the United States, and three other vaccines are currently in large-scale clinical trials. To learn more about the different vaccines for COVID-19 and how vaccines work, visit: <https://www.cdc.gov/coronavirus/2019-ncov/vaccines/different-vaccines.html>
- COVID-19 mRNA vaccines teach our cells how to make a piece of a protein to trigger an immune response and build immunity to the virus that causes COVID-19. mRNA does not affect or interact with a person's DNA, and the cell breaks down and gets rid of the mRNA as soon as it is finished using these instructions. Learn about mRNA vaccines and how they work: <https://www.cdc.gov/coronavirus/2019-ncov/vaccines/different-vaccines/mrna.html>
- None of the COVID-19 vaccines currently authorized for use in the United States uses the live virus that causes COVID-19. You may have symptoms like a fever after you get a vaccine. This is normal and a sign that your immune system is learning how to recognize and fight the virus that causes COVID-19. Learn more about the facts behind COVID-19 vaccines: <https://www.cdc.gov/coronavirus/2019-ncov/vaccines/facts.html>
- How many people need to get a COVID-19 vaccine for herd immunity? Herd immunity means that enough people in a community are protected from getting a disease because they've already had the ~~disease~~ or they've been vaccinated. Herd immunity makes it hard for the disease to spread from person to person, and it even protects those who cannot be vaccinated, like newborns. While experts don't yet know what percentage of people would need to get vaccinated to achieve herd immunity, vaccination is a safer way to build protection than getting sick with COVID-19. Have a question about COVID-19 vaccines? See answers to our most frequently asked questions: <https://www.cdc.gov/coronavirus/2019-ncov/vaccines/faq.html>

Instagram Sample Message

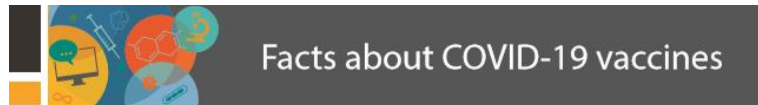
- There are two COVID-19 vaccines currently authorized and recommended for use in the United States, and three other vaccines are currently in large-scale clinical trials. To learn more about the different vaccines for COVID-19 and how vaccines work, visit: <https://bit.ly/3nPVZmqexternal icon>
- COVID-19 mRNA vaccines teach our cells how to make a piece of a protein to trigger an immune response and build immunity to the virus that causes COVID-19. mRNA does not affect or interact with a person's DNA and the cell breaks down and gets rid of the mRNA as soon as it is finished using the instructions. Learn about mRNA vaccines and how they work: [cdc.gov/coronavirus/vaccines](https://www.cdc.gov/coronavirus/vaccines)
- None of the COVID-19 vaccines currently authorized for use in the United States uses the live virus that causes COVID-19. You may have symptoms like a fever after you get a vaccine. This is



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CAMPAIGN ASSETS

CDC COVID-19 Fact Sheets



Facts about COVID-19 vaccines

Vaccines (shots) are one of the tools we have to fight the COVID-19 pandemic.



To stop this pandemic, we need to use all of our prevention tools. Vaccines are one of the most effective tools to protect your health and prevent disease. Vaccines work with your body's natural defenses so **your body will be ready to fight the virus**, if you are exposed (also called immunity). Other steps, like wearing a mask that covers your nose and mouth and staying at least 6 feet away from other people you don't live with, also help stop the spread of COVID-19.

Studies show that COVID-19 **vaccines are very effective** at keeping you from getting COVID-19. Experts also think that getting a COVID-19 vaccine may help keep you from getting seriously ill even if you do get COVID-19. These vaccines cannot give you the disease itself.



The vaccines are safe. The U.S. vaccine safety system makes sure that all vaccines are as safe as possible. All the COVID-19 vaccines that are being used have gone through the same safety tests and meet the same standards as any other vaccines produced through the years. A system in place across the entire country that allows CDC to watch for safety issues and make sure the vaccines stay safe.



Different types of COVID-19 vaccines will be available. Most of these vaccines are given in two shots, one at a time and spaced apart. The first shot gets your body ready. The second shot is given at least three weeks later to make sure you have full protection. If you are told you need two shots, make sure that you get both of them. The vaccines may work in slightly different ways, but all types of the vaccines will help protect you.



www.cdc.gov/coronavirus/vaccines

What You Can do if You are at Higher Risk of Severe Illness from COVID-19

Are You at Higher Risk for Severe Illness?



Based on what we know now, those at higher risk for severe illness from COVID-19 are:

- Older adults

People of any age with the following :

- Cancer
- Chronic kidney disease
- COPD (chronic obstructive pulmonary disease)
- Heart conditions, such as heart failure, coronary artery disease, or cardiomyopathies
- Immunocompromised state (weakened immune system) from solid organ transplant
- Obesity (body mass index (BMI) of 30 kg/m² or higher but < 40 kg/m²)
- Severe Obesity (BMI ≥ 40 kg/m²)
- Sickle cell disease
- Smoking
- Type 2 diabetes mellitus

Here's What You Can do to Help Protect Yourself



Limit contact with other people as much as possible.



Wash your hands often.



Avoid close contact (6 feet, which is about two arm lengths) with people who are sick.



Clean and disinfect frequently touched surfaces.



Avoid all cruise travel and non-essential air travel.

Call your healthcare professional if you are sick.

For more information on steps you can take to protect yourself, see CDC's [How to Protect Yourself](#)



cdc.gov/coronavirus

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Additional Resources

[CDC: Frequently Asked Questions about COVID-19 Vaccination](#)

[CDC: Benefits of Getting a COVID-19 Vaccine](#)

[CDC: Ensuring the Safety of COVID-19 Vaccines](#)

[CDC: Frequently Asked Questions: Flu vs. COVID-19](#)

[CDC: COVID-19 Vaccine Communication Toolkit for Essential Workers](#)

[CDC: COVID-19 Vaccine Communication Toolkit for Community-Based Organizations](#)

[Ad Council / COVID Collaborative: Messaging Recommendations](#)

[Ad Council / COVID Collaborative: COVID-19 Vaccination Hesitation](#)

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For more information or to participate in #SleeveUpNewHampshire, please email

INFO@MASKUPNEWHAMPSHIRE.COM

To follow the #MaskUpNewHampshire movement, please visit
MaskUpNewHampshire.com

