



COVID-19 **VACCINE**

TOOLKIT FOR HEALTHCARE PROFESSIONALS

January 20, 2021

INTRODUCTION

City of Chicago Department of Public Health (CDPH) has created a toolkit to facilitate your outreach to employees, dispel doubts and ensure they receive their vaccination.

This toolkit can be used immediately. It includes an email template from leadership to employees, a fact sheet dispelling misinformation about the COVID-19 vaccines, posters, flyers, social media tiles, and video PSAs. All materials are available in both English and Spanish. You have full permission to copy or adapt messaging and flyers for your communications. We hope these resources help you answer questions from staff and patients and meet other communications needs.

Email template from leadership to employees

Dear colleagues,

I have been continuously inspired by the bravery, resiliency, resourcefulness, and patience shown by all members of our health care team while responding to the COVID-19 pandemic. After many long months of battling the pandemic, we now have the tools in safe, effective COVID-19 vaccines to begin to put the pandemic behind us and get back to normal. Based on guidance from the CDC, **frontline healthcare workers are among the first populations to receive the COVID-19 vaccine.**

We encourage all staff and personnel to receive their vaccine right away. You have been working tirelessly to take care of our most sick and vulnerable patients and loved ones. Taking the vaccine is the best way to protect yourself, your family and your community.

Vaccine safety is our top priority. Based on evidence from clinical trials, the Pfizer-BioNTech vaccine was 95% effective at preventing laboratory-confirmed COVID-19 illness in people without evidence of previous infection who received two doses. Additionally, the Moderna vaccine was 94.1% effective at preventing laboratory-confirmed COVID-19 illness in people who received two doses who had no evidence of being previously infected.

Please remember:

The COVID-19 vaccination will help keep you from getting sick with COVID-19.
The COVID-19 vaccination is safe. You may experience minor side effects, but you cannot get COVID-19 from the vaccine.
The COVID-19 vaccine is our best chance to end the pandemic.

In order to receive your vaccine... [fill in specific instructions based on your facility]

I understand some of you may be concerned about getting vaccinated. I urge you to read the attached information within this email. I have included common COVID-19 vaccine myths and facts as well as graphics providing general vaccine information and specific information regarding why you should be vaccinated.



FACT SHEET

COVID-19 Vaccine Fact Sheet

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I'VE HEARD... — LET'S TALK ABOUT IT!

Let's set the record straight on rumors circulating about the COVID-19 vaccines.

[CHICAGO.GOV/COVIDVAX](https://chicago.gov/covidvax)

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Source: Chicago Department of Public Health, Centers for Disease Control and Prevention

I've Heard...	Let's Talk About It!
1 I can't trust the COVID-19 vaccine because it was created in a rush.	COVID-19 vaccines involve new technology (called messenger RNA, or mRNA). While this is the first time mRNA is being widely used in a vaccine for the public, researchers have actually been working on this vaccine strategy for more than a decade. The vaccines have been tested and deemed safe.
2 The vaccine will give me COVID-19.	None of the COVID-19 vaccines contain the live virus that causes the disease. This means that a COVID-19 vaccine cannot make you sick with COVID-19.
3 I've already had COVID-19, I don't need a vaccine.	Re-infection with COVID-19 is possible, and the vaccine is recommended regardless of whether you already had COVID-19 infection.
4 COVID-19's survival rate is high, I don't need a vaccine to be protected.	While most people who get COVID-19 are able to recover, others who live through the disease develop severe complications – like damage to the lungs, heart, brain or other long-term health problems that experts are still working to understand. Getting vaccinated decreases your risk of getting very sick or hospitalized with COVID-19.
5 It's better to wait to be vaccinated, once more people have been given the shot.	The vaccines are safe, and our best hope for ending the COVID-19 pandemic. All COVID-19 vaccines were tested in clinical trials involving tens of thousands of people to make sure they meet safety standards and protect adults of different races, ethnicities, and ages.
6 We don't know what is in these vaccines.	Both vaccines have published the ingredient lists. In addition to the COVID-19 mRNA that protects you against the virus, both vaccines contain lipids (fats) that help deliver the mRNA into your cells and other common ingredients that help maintain the pH and stability of the vaccine. Despite theories circulated on social media, they do not contain microchips or any form of tracking device.
7 After getting a COVID-19 vaccine, I will test positive for COVID-19 on a viral test.	This is not possible. However, if your body develops an immune response – the goal of vaccination – there is a possibility you may test positive on some antibody tests.
8 COVID-19 vaccine will alter my DNA.	The mRNA from a COVID-19 vaccine never enters the nucleus of the cell, which is where our DNA is kept. The mRNA from the vaccine cannot affect or interact with our DNA in any way.
9 I only need to get one COVID-19 vaccine dosage.	You need two shots/dosages in order for the COVID-19 vaccine to be the most effective. Depending on the specific vaccine you get, a second shot 3-4 weeks after your first shot is needed to get the most protection the vaccine has to offer.

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POSTERS

Why Get Vaccinated Poster

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Three Reasons Why for Healthcare Workers Poster

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Getting Back to Normal Poster

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FLYERS

5 Things to Know Flyer

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**COVID-19
VACCINES**

5 THINGS TO KNOW



SAFETY

The safety of COVID-19 vaccines is a top priority. No steps are skipped during the clinical trial process.



HOW COVID-19 VACCINES WORK

COVID-19 vaccines do not use a live virus and cannot give someone COVID-19.



BENEFITS

Getting vaccinated may help keep you from getting infected with COVID-19 and may also protect people around you.



NUMBER OF DOSES NEEDED

The first COVID-19 vaccines (Pfizer and Moderna) will require two shots, and everyone will have to receive both shots to get the most protection the vaccine can offer.



AVAILABILITY AND COST

While supply is limited, certain groups (such as healthcare workers) will be prioritized to receive the vaccine first. The vaccine will be offered at no cost to all Chicagoans who want it as soon as larger quantities become available.




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What to Expect Before Flyer

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WHAT TO EXPECT BEFORE GETTING A COVID-19 VACCINE

BEFORE VACCINATION



- See if COVID-19 vaccination is recommended for you right now and make an appointment.
- Learn more about the benefits of getting vaccinated, different types of COVID-19 vaccines, and how they work.
- Consult with your doctor if you have a history of significant allergic reactions to vaccines, food, or medicine.

DURING VACCINATION

- Do not take any pain medication before your shot.
- Wear a mask and stay 6 feet away from others while inside and in lines.
- You will receive a vaccination card or printout that tells you what COVID-19 vaccine you received, the date you received it, and where you received it.
- You will receive a paper or electronic version of a fact sheet that tells you more about the specific COVID-19 vaccine you are being offered.
- You will be monitored on-site for 15 minutes. If you have a history of significant allergic reactions, you will be observed for 30 minutes following vaccination.

AFTER VACCINATION

- You may have some side effects, which are normal signs that your body is building protection. Although these side effects may be unpleasant for 1-3 days, they are not dangerous. The vaccine does not contain a live virus and cannot give you COVID-19.
- Make an appointment and get your second shot as close to the recommended 3-week or 1-month interval as possible. You need 2 shots to get the most protection.
- Register for v-safe at vsafe.cdc.gov and help keep COVID-19 vaccines safe. V-safe is a smartphone-based tool that provides personalized health check-ins. Through v-safe, you can quickly tell CDC if you have any side effects after getting the COVID-19 vaccine. Depending on your answers, someone from CDC may call to check on you and get more information.

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What to Expect After Flyer

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WHAT TO EXPECT AFTER GETTING A COVID-19 VACCINE

CELEBRATE YOUR BODY BUILDING PROTECTION

You may have some side effects, which are normal signs that your body is building protection. **Although these side effects may be unpleasant for 1-3 days, they are not dangerous.** The most common side effects are fever, chills, tiredness, or headache. At the injection site, you may experience pain, redness or swelling. Even if you have no side effects, your body is still building protection against COVID-19.

REDUCE PAIN OR DISCOMFORT

- Talk to your doctor about taking an over-the-counter medicine.
- Apply a clean, cool, wet washcloth over the area where you got the shot.
- Use or exercise your arm.
- Drink plenty of fluids and dress lightly.

If your side effects are worrying you or do not seem to be going away after a few days, contact your doctor. If you think you are having a severe reaction, call 911.

GET YOUR SECOND DOSE

Don't forget to schedule your next appointment before leaving. You need 2 shots to get the most protection. You should get your second shot:

- for the Pfizer-BioNTech 3 weeks (or 21 days) after your first shot,
- for the Moderna 1 month (or 28 days) after your first shot.

You should get your second shot as close to the recommended 3-week or 1-month interval as possible. However, there is no maximum interval between the first and second doses for either vaccine. You should not get the second dose earlier than the recommended interval.



REGISTER AND USE V-SAFE

Go to vsafe.cdc.gov and get started. V-safe is a smartphone-based tool that checks in on you after your COVID-19 vaccination. Your participation helps keep COVID-19 vaccines safe — for you and for everyone.

CONTINUE TO FOLLOW PUBLIC HEALTH GUIDANCE

Not everyone is able to get vaccinated right away, so it's still important to protect yourself and others

- Stay 6ft apart from others.
- Wash your hands often.
- Wear a face covering.
- Stay home if feeling sick.
- Avoid crowds and gatherings.

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Engaging Your Patients Flyer

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ENGAGING YOUR PATIENTS IN EFFECTIVE COVID-19 VACCINE CONVERSATIONS

As patients' most-trusted source of information on vaccines, you play a critical role in helping patients understand the importance of COVID-19 vaccination, as well as when it is likely to be recommended for them.

SHOW EMPATHY AND UNDERSTANDING

- The pandemic has been stressful for many people. Acknowledge the disruption COVID-19 has caused in all our lives and recognize common concerns that can be addressed by a vaccine.

LISTEN TO AND RESPOND TO PATIENT QUESTIONS

- Seek to understand your patients' concerns and provide information they need in a way they can understand it.
- Refer to our "Frequently Asked Questions" on www.chicago.gov/covidvax.

HELP PATIENTS UNDERSTAND WHAT TO EXPECT


- Provide general information about the timeline for COVID-19 vaccines and explain when it will be available to them.
- Let them know that the goal is for everyone to be able to easily get a COVID-19 vaccine as soon as large quantities are available. However, the supply of vaccine is still limited and certain groups are being prioritized.

CONTINUE THE CONVERSATION

- Remind your patients about the importance of getting a COVID-19 vaccine during future routine visits. In the meantime, encourage them to continue taking steps to protect themselves from COVID-19 and let them know how you plan to share updates about vaccine availability to all Chicagoans who want it as soon as larger quantities become available.

GIVE YOUR STRONG RECOMMENDATION



- Explain why you recommend COVID-19 vaccination for them once it is widely available.
- Talk about your personal experience with getting the COVID-19 vaccine.
- Reassure them of the safety of the vaccine.



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SOCIAL MEDIA

Three Reasons Why Social Media


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Why Get Vaccinated Social Media

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**WHY GET
VACCINATED**

IT ALL STARTS WITH YOU

Building defenses against COVID-19 is a team effort. And you are a key part of that defense.

Protect yourself, your coworkers, your patients, your family, and your community.

Help end the global pandemic. COVID-19 vaccination will help reduce spread.

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Getting Back to Normal Social Media

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GETTING BACK TO NORMAL
IS GOING TO TAKE ALL OF OUR TOOLS



Wear a mask.



Wash hands often.



Stay 6 feet from others, and avoid crowds and gatherings.



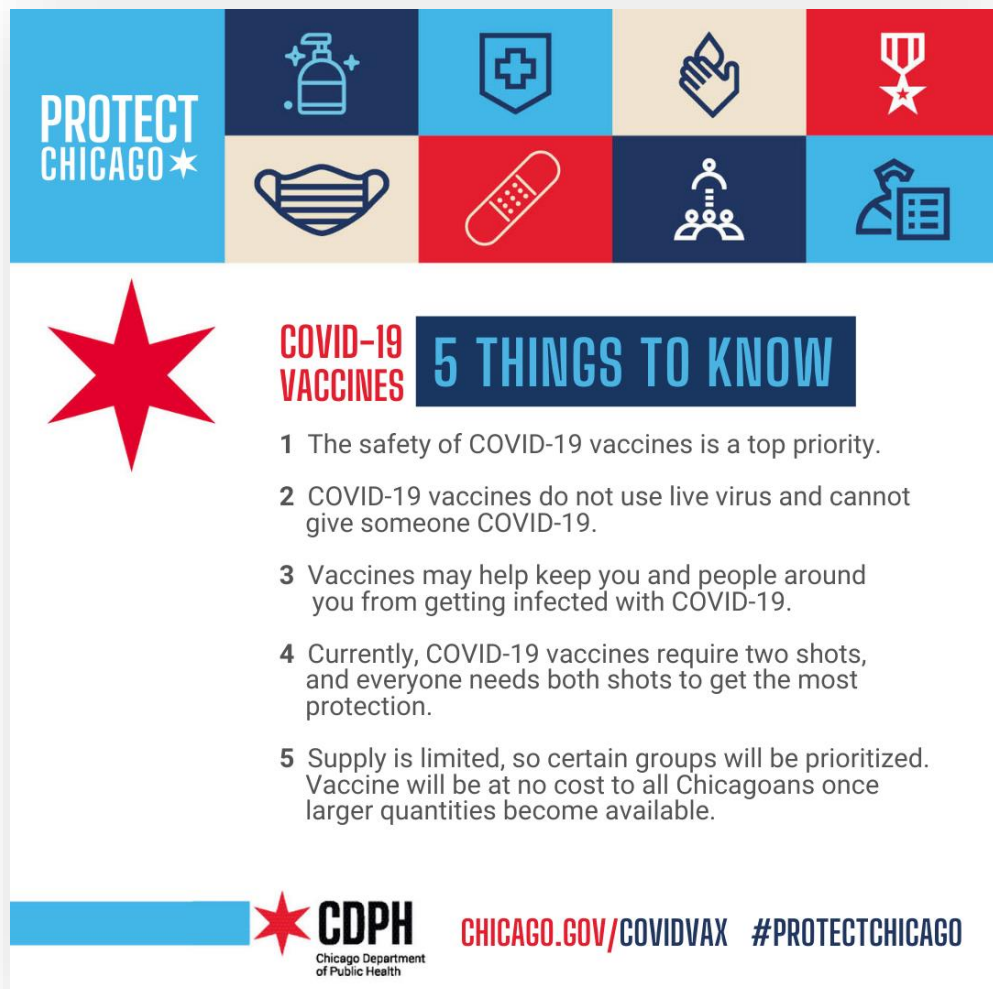
Get vaccinated when it's your turn

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5 things to Know Social Media

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COVID-19 VACCINES

5 THINGS TO KNOW

- 1 The safety of COVID-19 vaccines is a top priority.
- 2 COVID-19 vaccines do not use live virus and cannot give someone COVID-19.
- 3 Vaccines may help keep you and people around you from getting infected with COVID-19.
- 4 Currently, COVID-19 vaccines require two shots, and everyone needs both shots to get the most protection.
- 5 Supply is limited, so certain groups will be prioritized. Vaccine will be at no cost to all Chicagoans once larger quantities become available.

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STICKER

Vaccine Stickers

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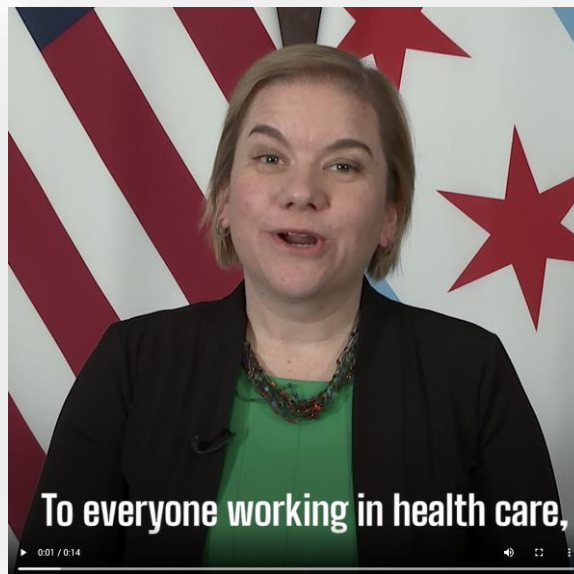


PSA VIDEOS

PSAs Healthcare Worker's Videos

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Dr. Arwady Video PSAs (English) – 15 and 30 sec



Dr. Luna Video PSAs (Spanish) – 15 and 30 sec



**For additional information
and resources, please visit**

[Chicago.gov/COVIDvax.](https://chicago.gov/COVIDvax)



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