



















### COVID-19 VACCINE

# TOOLKIT FOR HEALTHCARE PROFESSIONALS





### 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.

Additional materials from CDPH regarding the vaccine are frequently added and can be found <a href="https://example.com/here">here</a>.

## 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







### **POSTERS**

### Why Get Vaccinated Poster



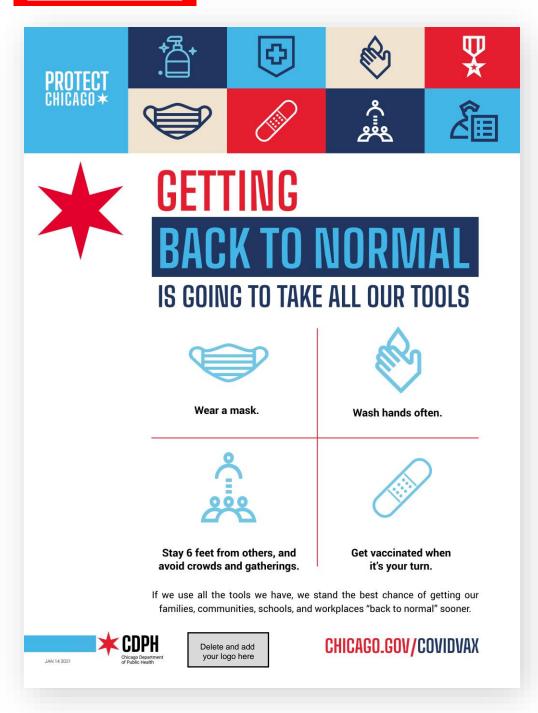


### **Three Reasons Why for Healthcare Workers Poster**





### **Getting Back to Normal Poster**







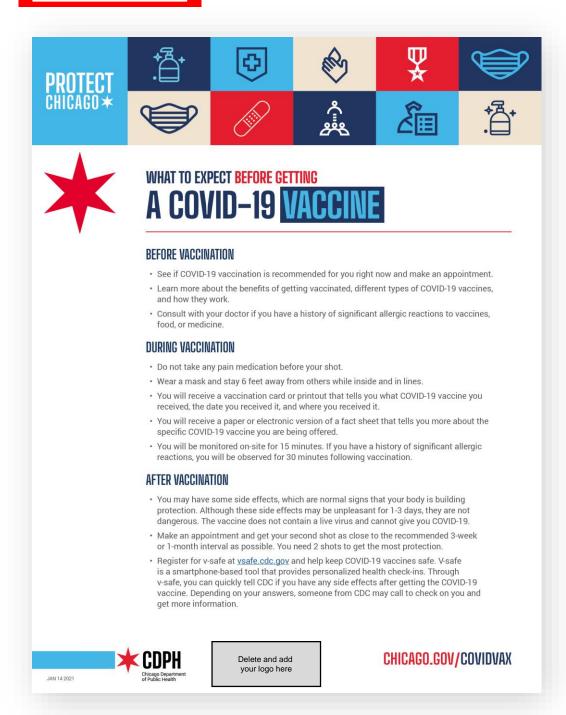
### **FLYERS**

#### **5 Things to Know Flyer**



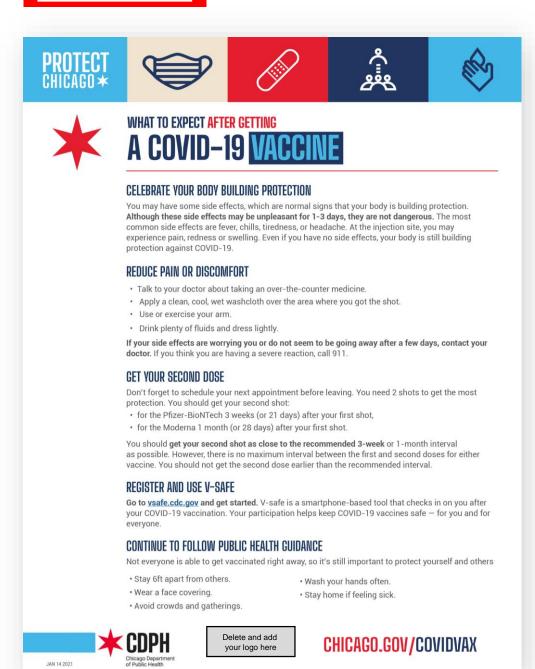


### What to Expect Before Flyer



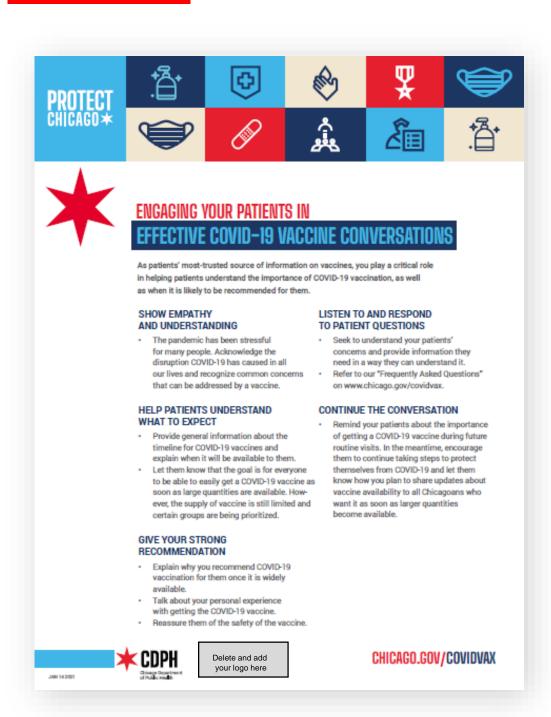


### What to Expect After Flyer





### **Engaging Your Patients Flyer**







### **SOCIAL MEDIA**

### Three Reasons Why Social Media



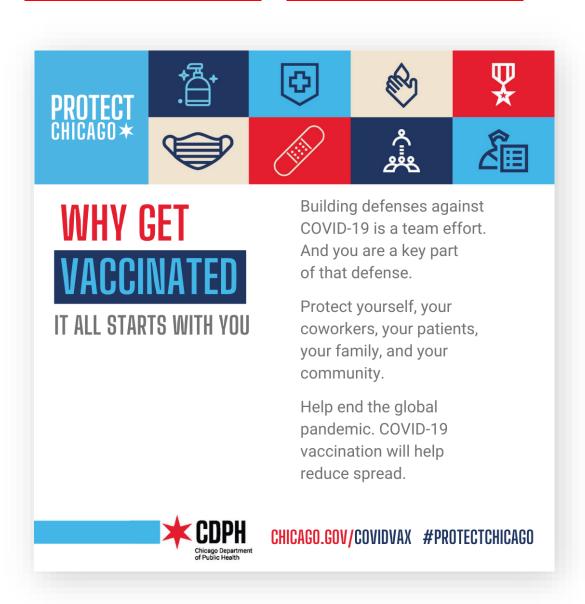




### Why Get Vaccinated Social Media

Click to download in English

Click to download in Spanish





### Getting Back to Normal Social Media

Click to download in English

Click to download in Spanish

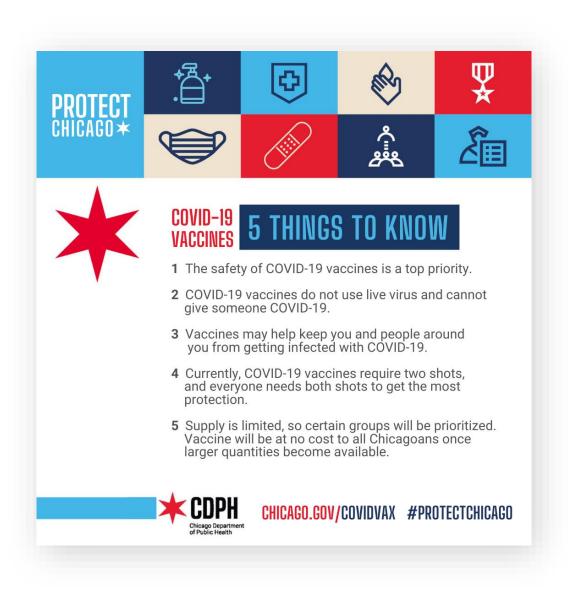




### 5 things to Know Social Media

Click to download in English

Click to download in Spanish







### **STICKER**

#### **Vaccine Stickers**





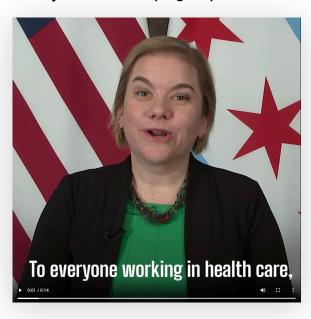




### **PSA VIDEOS**

#### **PSAs Healthcare Worker's Videos**

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.

