



COVID-19

Vaccine toolkit

Last updated 1/5/21

COVID-19 website

[Vaccine web pages](#)

[Vaccine social media graphics](#)

Colorado Joint Information Center Drive

Approved Messaging/[Vaccination folder](#)

- [Simplified talking points for vaccine](#)
- [COVID-19 vaccine FAQs](#)
- [Vaccine Planning Social Media Toolkit](#)
- [Provider trainings](#)

LPHA Comms Resources folder/[Vaccine Resources](#)

- Phases graphics - English/Spanish

Other resources

[Colorado Vaccine Toolkit](#)

- Social Media posts - English/Spanish

[CDC's COVID-19 Vaccination Communication Toolkit for Medical Centers, Clinics, and Clinicians](#)

- A guide for building vaccine confidence within health systems, medical offices and clinics
- Turn-key slide decks for immunization coordinators, the healthcare team and other healthcare personnel with information about COVID-19 vaccines, tips for building vaccine confidence, and tips for having effective vaccine conversations with patients
- Posters, fact sheets, FAQs, and social media
- Printable buttons/stickers for staff to wear once they've gotten their vaccine
- A video describing how ACIP makes recommendations and advises CDC on the use of vaccines in our country

[The Ad Council and the COVID Collaborative Toolkit](#)

A resource designed to address healthcare professionals' questions about COVID-19 vaccination. Includes the following downloadable materials:

- Final press release
- Simplified COVID-19 vaccination FAQs
- Talking points on the overall effort for healthcare professionals & spokespeople
- Copy for e-communications/internal communications/websites
- Customizable social media copy
- Cutdowns of the final videos for use on social media
- Campaign graphic