A campaign to increase vaccine confidence while reinforcing basic prevention measures

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THIS

User Guide for Community Health Workers Toolkit

This material is for community health workers and organizations that communicate and advocate for individuals and their community's health needs.

Content last reviewed: May 20, 2021

Your Role as a Health Community Worker

As a community health worker, you're a trusted member of your community. You have a unique ability to address potential concerns, fears, and anxieties regarding COVID-19. You can promote helpful information, manage fear and stigma, and positively influence the vaccine decisions of others.

Purpose and Goal

The goal of this guide is to highlight some of the useful resources from CDC's COVID-19 Vaccination Communication Toolkit and from the U.S. Department of Health and Human Services (HHS) COVID-19 public education campaign.

This guide aims to explain how community health workers like you can use the resources to build vaccine confidence in your communities and collaborate with organizations that provide direct services. All resources are available in Spanish and English.

What is Vaccine Confidence?

Vaccine confidence is the trust that patients, their families, and providers have in:

- Recommended vaccines;

- Providers who administer vaccines; and

- Processes and policies that lead to vaccine development, licensure or authorization, manufacturing, and recommendations for use.

Tools and Resources

This user guide features a combination of already existing materials from CDC as well as newly developed and culturally tailored materials developed by the HHS COVID-19 public education campaign and its team of multicultural experts. The campaign is a national initiative to increase public confidence in and uptake of COVID-19 vaccines while reinforcing basic preventive measures, such as mask wearing and physical distancing.

Materials include:

- Webpage content
- FAQs
- Fact Sheets
- Flyers
- Posters
- Training presentation decks
- Talking points
- Social media messaging

We'll regularly update this toolkit, so please check back for new materials.
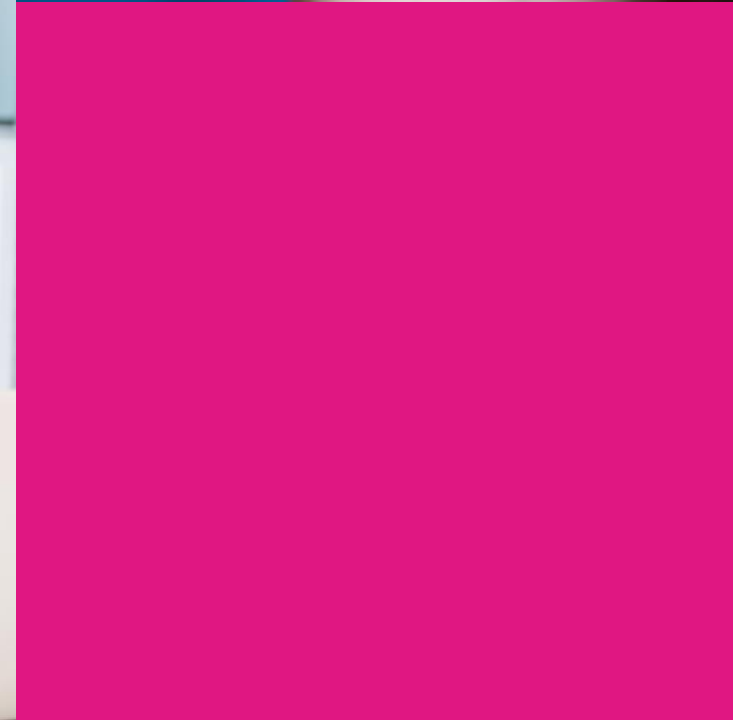
Webpage Content

CDC has information for community health workers that you may find helpful:
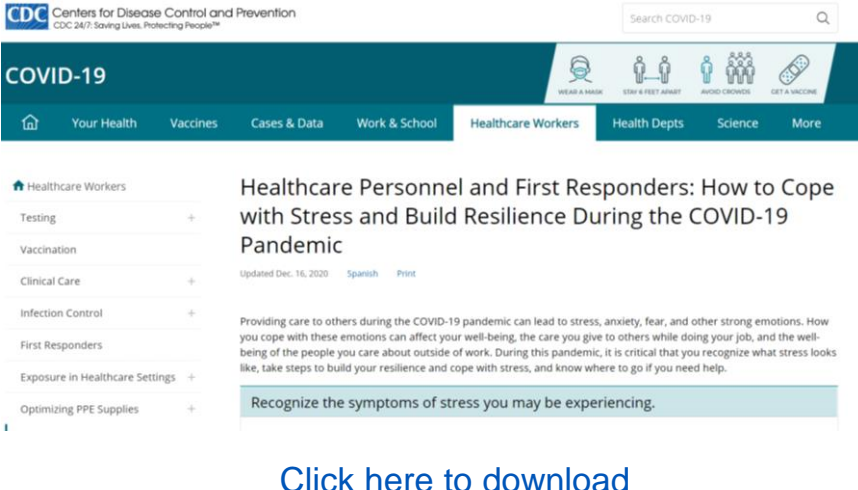
- Resources for Community Health Workers, Community Health Representatives, and Promotores de la Salud

- Healthcare Personnel and First Responders: How to Cope with Stress and Build Resilience During the COVID-19 Pandemic

Suggested Use:

- Workers can learn COVID-19 avoidance and protection strategies and access training resources.

- Employers can use these resources to ensure the safety of workers in the community.

- State and local health departments also may find these resources beneficial to share with local programs and funding recipients.

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FAQs

Members of your community might have questions about the vaccines. They might not understand their risk for COVID-19. They might not know the steps they can take to slow the spread of the virus. Or they might not know why they should get vaccinated as soon as they can.

Use these FAQs to help them learn about the vaccines and prevention measures they need to take to help stop this pandemic.

Suggested Use:

- Hang in shared areas, staff lounge, breakroom, or kitchen.
- Hang in restrooms.
- Post on bulletin boards.
- Distribute them in municipal buildings and offices.

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Fact Sheets

CDC also has information on vaccination that you may find helpful:

- Stop the Spread of Germs: Help Prevent the Spread of Respiratory Diseases like COVID-19
- COVID-19 Vaccines: Vaccines (Shots) are One of the Tools We Have to Fight the COVID-19 Pandemic

Suggested Use:

- Hang and distribute in public places, such as transportation and schools.
- Distribute or keep stacks in common spaces, such as hallways and break rooms.
- Share digital copies through social networks or instant messaging such as WhatsApp.
- Handing out at health fairs or during vaccination for family members.

Stop the Spread of Germs

Click here to download

COVID-19 Vaccines

Click here to download.

Flyers

Flyers are a great way to share important visual information and messages.

Suggested Use:

- Share them digitally with your community health worker networks through your social media channels and WhatsApp.

COVID-19 Vacinne Confidence

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Tips to Slow the Spread of COVID-19

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How to Get Ready for COVID-19 Vaccines

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Posters

You can download, print, and hang these posters to:

1. Promote the conversation in your community and give visibility to the importance of being vaccinated.

2. Remind people that it's important to take care of yourself to be able to take care of others.

Suggested Use:

- Hang in public places, such as transportation centers, restaurants, markets, laundromats, and schools.

- Share digital copies through social networks or instant messaging such as WhatsApp.

Help to Slow the Spread of COVID-19

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Take Care of Yourself While You Take Care of Others

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Training Presentation Decks

CDC has several training resources on COVID-19 vaccines that you might find helpful, including on ways to educate your colleagues about COVID-19 vaccination and build vaccine confidence within your communities.

Suggested Use:
- Consider using it as a presentation during an informational meeting or during training webinars.

Vaccine Confidence

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Vaccine Confidence

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COVID-19 Vaccine Training Modules
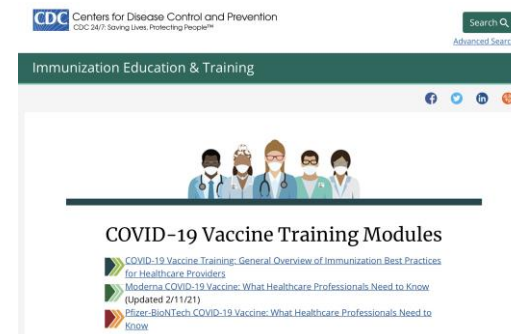
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What you need to know about coronavirus (COVID-19) and the role of community health workers (CHWs) in the community

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Talking Points

Community health workers like you continue to be valuable sources of comfort and support for their communities during times of distress, including the growing presence of COVID-19 in different parts of the country. These talking points can be used in preparation to speak about concerns, fears, and anxieties regarding COVID-19.

Talking Points for Community Health Workers

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Social Media Messages

As part of the efforts to get the word out about the COVID-19 vaccines, find sample posts and image assets in the link below that may be helpful for outreach in your communities.

Suggested Use:

- Use the sample posts and image assets found in the link below for COVID-19 vaccine outreach in your community.

- Share with local organizations and programs so they can distribute and amplify the message.

To slow the spread, the safest option for everyone is to celebrate special events virtually!
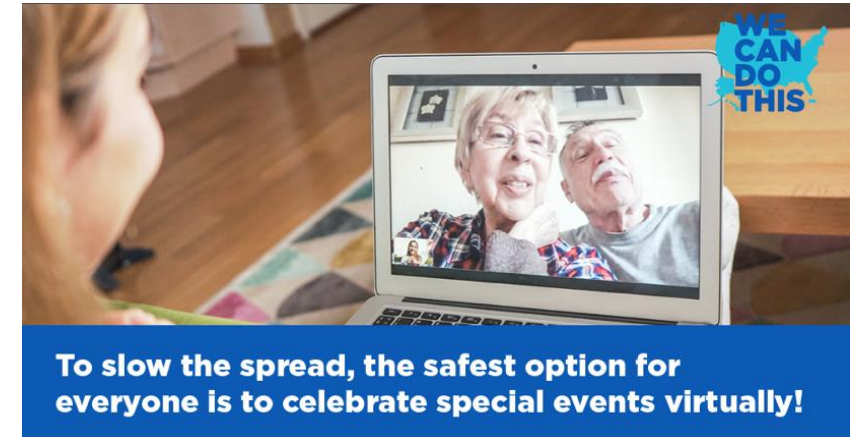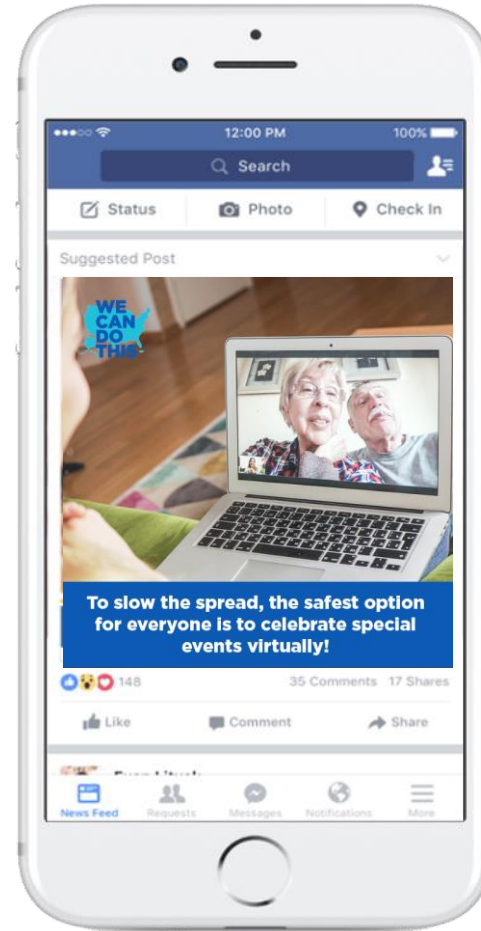
We know that you love to gather with family and friends to celebrate special occasions. But your health and the health of your family and friends come first. To slow the spread of COVID-19, the safest option for everyone is to celebrate special events virtually until you're all fully vaccinated. Be informed. Visit cdc.gov/coronavirus

Click here to download

For More Information

In addition to the resources highlighted here, take a look at other materials from the CDC website, such as the Community-Based Organizations COVID-19 Vaccine Toolkit and the COVID-19 Vaccination Communication Toolkit. These toolkits have additional materials like fact sheets, posters, stickers, and social media examples that you can share with your community. The CDC website also has general information and resources on COVID-19, as well as specific materials that your community will find most useful.

This toolkit is intended to help you better understand the facts, feel confident about getting vaccinated, and encourage others to get vaccinated. With your help, we can slow the spread of COVID-19!

Thank you, community health workers, for being on the front lines of combating COVID-19!

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