2021 Cleveland Vaccine Information Campaign - Digital Toolkit

Background:

We're ready to get to a post-COVID Cleveland, but to make that happen it's important that all of our local communities are willing to receive the COVID-19 vaccine when it's available. The Cleveland Vaccine Information Campaign will serve as a vehicle to communicate uniform, translated, health-expert-supported messages about the COVID-19 vaccine. Through this campaign, we can decrease hesitancy about receiving the vaccine and combat misinformation in ESL communities.

In this toolkit, you will find sections on:

- [Messaging](#)
- [Content Library](#)
- [Social Media](#)

Messaging

This campaign focuses on creating consistent internal and external messaging between refugee service staff and the agencies we work for. Our messages fall under these goals:

- Spread Testimonials From Vaccine Receivers
  - **I've Received the Vaccine!** Capturing and distributing video testimonials from members of Cleveland's refugee communities. Those who are voluntarily receiving the vaccine first are not only protecting themselves, but they're also heroes that are leading the way to safe and healthy communities. Especially as community elders receive the vaccine, we hope to honor their sacrifice and shine a light on these individuals as leaders.
- Provide Information About Vaccines and How To Receive Them
  - **What Are Vaccines and Where Should I Get a Vaccine?** Vaccine hesitancy often looks like worry and anxiety about receiving the vaccine, but it can also look like a lack of information about where community members can receive it. Through animated videos with local health partners, we will deliver information about how vaccines are made and their safety. Through an open-source infographic template, you can provide information about where community members can receive the vaccine in your community.
- Share Your Own Experience
  - **Here's What Being Vaccinated Is Like!** There will never be too many examples of community members being safely vaccinated. When talking to

your communities, partner agencies, or posting on social media, ask people to share their own experiences in whatever format they're comfortable with.

Content Library
- Multilingual Testimonial Videos - Currently includes Spanish, Arabic, Russian, Burmese, Nepali, English
  - [Download All Videos](#)
  - [YouTube Playlist](#)
- [Testimonial Quote Graphics](#) (The Refugee Response)

- [COVID-19 Fliers](#) (Global Cleveland)
- [COVID-19 Facts Sheets](#) (COVID19 Health Literacy Project)

- "What Are Vaccines and Why Should I Receive One?" - Video produced with MetroHealth
  - [Download All Videos](#)
  - [YouTube Playlist](#)

Social Media
Sample Posts
I've Received the Vaccine!
- We can't move past COVID until we are safely vaccinated. Worry about receiving the vaccine can prolong the process of re-opening our communities, so listen to these #CLEVaccineExperiences:

Why and Where Should I Get a Vaccine?
- The COVID Vaccine contains a small amount of substance that helps your body recognize the disease. That way, your body is prepared before a sickness can start. Learn more:

- It's time to #VaccinateCLE, but to make that happen we need to vaccinate our multilingual and international communities. If you need support in getting vaccinated, reach out and let us know how we can help.

Here's What Being Vaccinated Is Like!
- If you've received a #CovidVaccine and want to share the experience with others, post your experience and use #ImVaccinated to have your post shared by the Cleveland Vaccine Information Campaign members!

- Proud to say '#ImVaccinated'? Tell us about your experience, why it's important for everyone to receive the vaccine and how you feel and you can help Cleveland get to 100% vaccination!

#Hashtags
#CLEVaccineExperiences
#VaccinateCLE
#ImVaccinated

Twitter/Instagram Handles
@RefugeeResponse
@GlobalCleveland
@CCDoCLE