



# Rural Vaccine Confidence Initiative

## RESOURCES AND IDEA-STARTERS FOR COMMUNITY PARTNERS

In a close-knit community like ours, building confidence in the COVID-19 vaccine can make a big difference in protecting the physical and financial health of [COMMUNITY NAME].

As a trusted community partner, you can make an impact in this important initiative in many ways. Following are free resources you can use to promote vaccine confidence. We also encourage you to implement your own ideas, knowing that [HOSPITAL NAME] is here to support you.

### WAYS YOU CAN HELP:



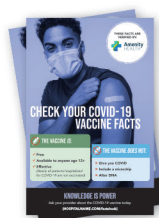
Send an email about getting the real COVID-19 vaccine facts from [HOSPITALNAME.COM/FactCheck]. You can use this template (also available in Spanish).



Distribute “real facts” brochures: For example, place copies in social areas or break rooms; insert in church bulletin or shopping or carry-out bags; place on counters for customers or members to take.



Include an article in your newsletter or church bulletin about the Initiative. You can customize this article.



Hang posters in your facility to reinforce the importance of making an informed choice about the vaccine.



Schedule a staff meeting or invite members of your church or nonprofit organization to a “coffee and conversation” event to share information about the Initiative. This PowerPoint presentation can be customized to your needs.



Use your social media channels to direct community members to [HospitalName.com/FactCheck] so they can make a choice about the COVID-19 vaccine based on real facts. Sample social media posts can help guide your outreach.



**If you have questions or would like to order resources, contact:**  
**[HOSPITAL CONTACT PERSON**  
**EMAIL**  
**PHONE #]**

## OTHER WAYS YOU CAN HELP BUILD VACCINE CONFIDENCE:

- Lead by example. Get vaccinated and let others know why you chose to do so.
- Encourage vaccinated individuals to share why they decided to get vaccinated with friends and coworkers.
- Organize fun or educational events and work with [HOSPITAL NAME] to have staff available to educate and vaccinate on site, such as:
  - Story hour with pediatric doctor at public library: Doctor reads stories to kids while parents, grandparents, and older kids get vaccinated.
  - Sherbet and shots in the park: Free community ice cream social with opportunity to be vaccinated.
- Sponsor free transportation to a vaccine site, such as “free ride and a side:” Community members can call for a free ride to get vaccinated and receive a free drive-thru coffee or cone at a local partnering business on the way home.
- School challenge: Contact schools to spread the word to parents and eligible students that you will make a donation to the school with the most students who get vaccinated during the challenge.

## INCENTIVE IDEAS FOR LOCAL BUSINESSES

A fully vaccinated staff creates the safest possible workplace environment and helps keep your doors open for business. Consider offering:

- An on-site vaccination clinic in partnership with [HOSPITAL NAME]. Invite a translator to answer questions if some employees do not speak fluent English.
- Free transportation to and from a local vaccination site.
- Internet access while at work and assistance, if needed, to schedule a vaccine appointment.

**Thank you for your support in this life-saving initiative!**



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