

RURAL VACCINE CONFIDENCE INITIATIVE

CEO COMMUNITY CHAMPION TOOLKIT STARTER GUIDE



BELIEVE

IN THE IMPACT WE CAN MAKE TOGETHER



**National Rural
Health Association**



ABOUT THE RURAL VACCINE CONFIDENCE INITIATIVE

As a rural hospital CEO, you know better than anyone that vaccine hesitancy among rural Americans means COVID-19 will linger in your community for the foreseeable future – unless something more is done to increase vaccination rates.

NRHA developed the Rural Vaccine Confidence Initiative and Toolkit to empower rural hospital CEOs to take a lead in a life-saving grassroots initiative to build vaccine confidence at the local level, in collaboration with business and other community partners.

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ROLE OF CEO AS A COMMUNITY CHAMPION

The initiative is a collaborative, grassroots effort led by you, as the CEO and community champion. It is important to form strong community partnerships at the onset. Personally connect with business owners and local nonprofit and faith leaders to ask them to join your hospital in helping everyone get access to the real facts about the COVID-19 vaccine to protect the physical and financial health of your community.

- Explain why it's important to increase vaccination rates in your area.
- Share how partnering in this initiative can help build confidence in the COVID-19 vaccine through education and outreach by trusted local organizations.
- Share what it means to be a community partner:
 - Print, review and share the "Role of Community Partners" FAQ.
 - Print, review and share the "Idea Starter" handout, which includes:
 - ✓ Ideas of how local businesses and organizations can partner with your hospital to promote vaccine confidence.
 - ✓ List of toolkit resources available to community partners (posters, handouts) via your hospital's marketing area.
- Create advocacy among staff, patients, and their families. Toolkit resources can assist you with internal advocacy. (See "Tools for Hospitals" in this guide.)
- Share information with anyone responsible for marketing in your organization. (See "Role of Marketing" in this guide.) While you will need marketing support throughout this initiative, the key to success will be C-suite involvement, including serving as a community champion.



C-SUITE LEADERSHIP IS KEY TO SUCCESS

While marketing will provide valuable support, such as customizing toolkit templates, the key to success in this initiative is C-suite involvement, including serving as a community champion.

TIMELINE

To maximize the effectiveness of this effort, it is important to provide ongoing communications (using the toolkit) from **now through 2022**.

ROLE OF MARKETING

Growing concerns about the Delta variant, mixed reactions to mitigation efforts, and rising COVID-19 hospitalization rates — especially among unvaccinated individuals in rural communities — underscore the need to build vaccine confidence on a local level. This makes it critical to ensure everyone in your community has access to the real facts about the vaccine—provided by a trusted, local resource, such as your hospital.

For this reason, nearly all resources in the Rural Vaccine Confidence Toolkit can – and should be – customized to reflect a truly grassroots effort to help protect one another.

MARKETING SUPPORT WILL BE NEEDED TO:

- Review all of the resources in the Rural Vaccine Confidence Toolkit at **www.ruralhealthweb.org/vaccine-confidence**
- Download and customize templates your hospital and community partners will be using:
 - Personalize copy to reflect the demographics of your community.
 - Choose from stock photo options provided, or include a photo of a local community partner, church leader, staff member, etc.
(Reminder: Be sure to get a signed release form if you will be using original photography.)
- Develop a COVID-19 vaccine “fact check” landing page. If your hospital already has a COVID-19 page on your website, be sure to:
 - Create a new landing page. This is critical to ensuring members of your community recognize the information as current, credible, and consistent with this initiative, as well as your hospital’s trusted reputation.
 - Use only the “real facts” website copy (Q&As) provided in this toolkit.
- Develop a URL for the new “fact check” landing page on your hospital’s website, such as **HospitalName.com/FactCheck**.
- Upload the “Believe” multimedia video to social media or to your YouTube channel and link it to your hospital’s new “fact check” landing page URL, such as:
Get the real COVID-19 vaccine facts at: HospitalName.com/FactCheck
- Use the following hashtag on appropriate toolkit templates: **#IBelieveInFacts**
- Determine how your hospital will provide toolkit resources to community partners and media:
 - Identify a contact person who will assist community partners to obtain and/or customize communication tools (e.g., printing posters or creating ad with customized photo and/or message from a local faith leader; placing media buys with local radio station customizing tag for radio spot).
 - Be prepared to share resources with local media.



CONSISTENT, CUSTOMIZED CALL TO ACTION

All tools promote getting the real facts from your hospital.

Unlike national or state campaigns around the COVID-19 vaccine, this grassroots initiative helps individuals base their opinion on real facts provided by a trusted, local resource: your rural hospital.

All communications in the toolkit drive individuals to your hospital's new landing page via a customized URL:
HospitalName.com/FactCheck

ABOUT THE TOOLKIT

The Rural Vaccine Confidence Toolkit was developed to support rural hospitals in promoting this important initiative. It provides easy access to a range of templates that are customizable – saving time, effort, and cost when developing new communication materials.

All resources:

- Reflect rural-relevant, research-backed messaging.
- Focus on “caring for our community” and getting the real facts to promote confidence in the vaccine.
- Are customizable to allow for localized messaging and branding by hospitals and community partners.
- Encourage individuals to get the real facts about the COVID-19 vaccine from someone they trust, such as your hospital.
- Are free to use and can be downloaded and customized by accessing the toolkit at:
www.ruralhealthweb.org/vaccine-confidence

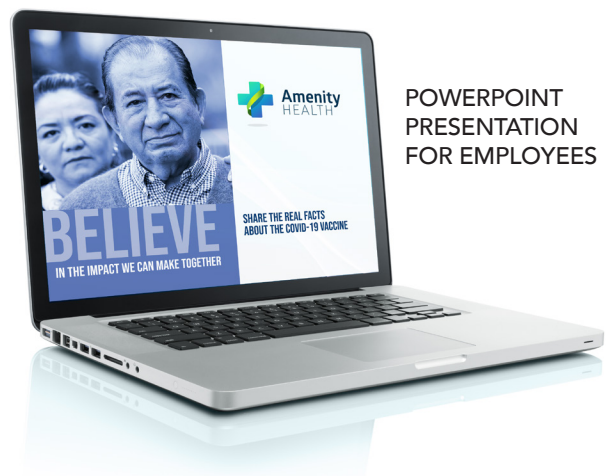
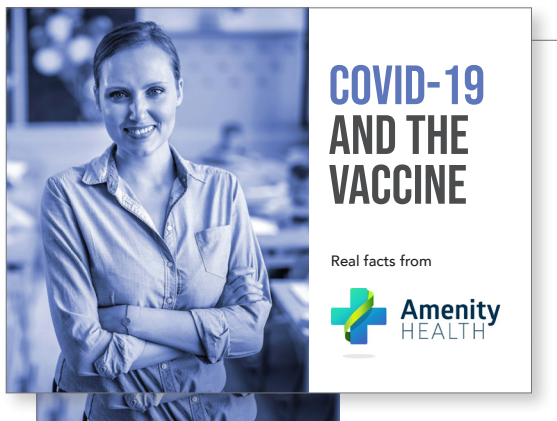
WHAT'S INCLUDED?

TOOLS FOR HOSPITALS

Resources that can be customized by the hospital/marketing and shared with hospital staff and/or patients include:

- Getting started guide
- PowerPoint presentation for employee forum
- "Believe" multimedia video that can be included within the PPT employee forum presentation
- Poster for provider office/hospital waiting rooms
- Patient portal messaging
- Direct mail to unvaccinated patients
- "Real facts" brochure
- "Real facts" website copy for HospitalName.com/FactCheck landing page
- "Fact check" landing page sample format

DIRECT MAIL

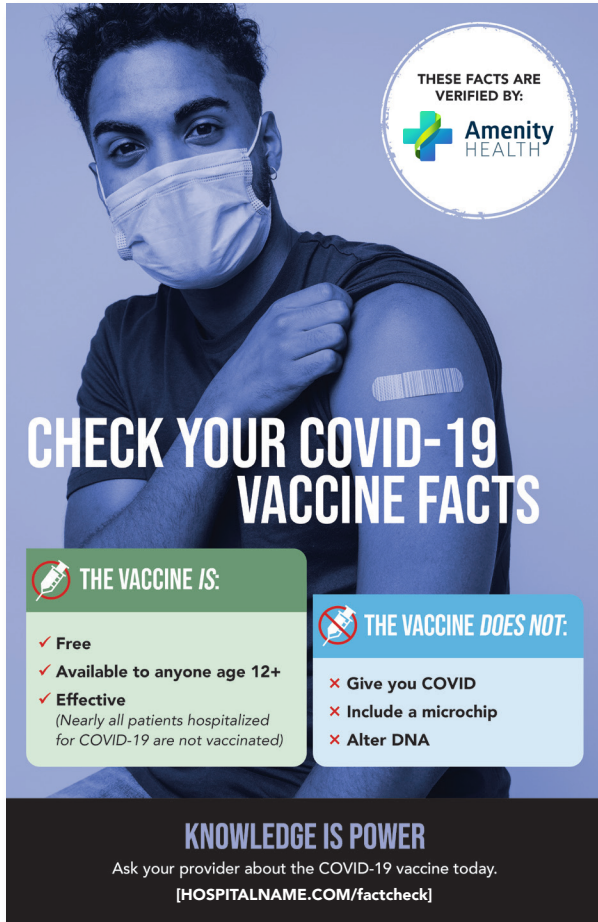


POWERPOINT
PRESENTATION
FOR EMPLOYEES

GETTING STARTED GUIDE



OFFICE/HOSPITAL WAITING ROOMS POSTER



THESE FACTS ARE VERIFIED BY:
Amenity HEALTH

CHECK YOUR COVID-19 VACCINE FACTS

THE VACCINE IS:

- ✓ Free
- ✓ Available to anyone age 12+
- ✓ Effective
(Nearly all patients hospitalized for COVID-19 are not vaccinated)

THE VACCINE DOES NOT:

- ✗ Give you COVID
- ✗ Include a microchip
- ✗ Alter DNA

KNOWLEDGE IS POWER
Ask your provider about the COVID-19 vaccine today.
[\[HOSPITALNAME.COM/factcheck\]](#)

"REAL FACTS" BROCHURE



"FACT CHECK" LANDING PAGE SAMPLE FORMAT



SMALL-TOWN VALUES CAN MAKE A REAL IMPACT

In [COMMUNITY NAME], we follow our own values instead of the crowd. We look out for our neighbors because they do the same for us. Although we may not always agree, we can all agree on one thing:

The lifestyle we've chosen is pretty special and we'll do whatever it takes to protect it.

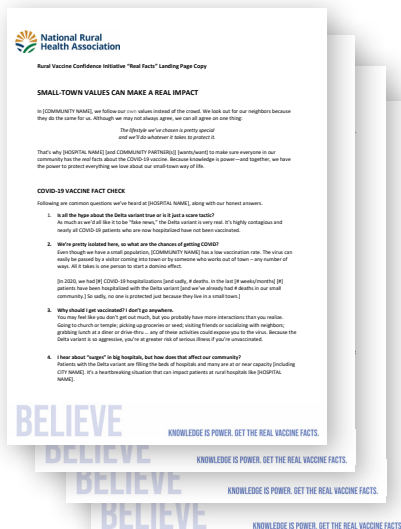
That's why [HOSPITAL NAME] [and COMMUNITY PARTNER] [wants/want] to make sure everyone in our community has the real facts about the COVID-19 vaccine. Because knowledge is power—and together, we have the power to protect everything we love about our small-town way of life.

COVID-19 VACCINE FACT CHECK

Following are common questions we've heard at [HOSPITAL NAME], along with our honest answers.

- 1. Is all the hype about the Delta variant true or is it just a scare tactic?**
As much as we'd all like it to be "fake news," the Delta variant is very real. It's highly contagious and nearly all COVID-19 patients who are now hospitalized have not been vaccinated.
- 2. We're pretty isolated here, so what are the chances of getting COVID?**
Even though we have a small population, [COMMUNITY NAME] has a low vaccination rate. The virus can easily be passed by a visitor coming into town or by someone who works out of town – any number of ways. All it takes is one person to start a domino effect.

"REAL FACTS" WEBSITE COPY



National Rural Health Association
Rural Vaccine Confidence Initiative "Real Facts" Landing Page Copy

SMALL-TOWN VALUES CAN MAKE A REAL IMPACT

In [COMMUNITY NAME], we follow our own values instead of the crowd. We look out for our neighbors because they do the same for us. Although we may not always agree, we can all agree on one thing:

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That's why [HOSPITAL NAME] [and COMMUNITY PARTNER] [wants/want] to make sure everyone in our community has the real facts about the COVID-19 vaccine. Because knowledge is power—and together, we have the power to protect everything we love about our small-town way of life.

COVID-19 VACCINE FACT CHECK

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As much as we'd all like it to be "fake news," the Delta variant is very real. It's highly contagious and nearly all COVID-19 patients who are now hospitalized have not been vaccinated.
- 2. We're pretty isolated here, so what are the chances of getting COVID?**
Even though we have a small population, [COMMUNITY NAME] has a low vaccination rate. The virus can easily be passed by a visitor coming into town or by someone who works out of town – any number of ways. All it takes is one person to start a domino effect.
- 3. Why should I get vaccinated? I don't go anywhere.**
Remember that you don't get out much, but you probably have more interactions than you realize. Going to church or temple, picking up groceries or mail, visiting friends or vacationing with neighbors, getting back to school or work, etc. – any of these activities could expose you to the virus. Because the Delta variant is so aggressive, you're at greater risk of serious illness if you're unvaccinated.
- 4. I hear about "rings" in big hospitals, but how does that affect our community?**
Hospitals and long-term care facilities are "ring" hotspots for COVID-19 and many of our residents (including CTR NAME), it's a heartbreaking situation that can impact patients at our hospital (see [HOSPITAL NAME]).

BELIEVE
KNOWLEDGE IS POWER. GET THE REAL VACCINE FACTS.

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TOOLS FOR BUSINESS/COMMUNITY PARTNERS

TOOLS FOR BUSINESS/COMMUNITY PARTNERS

Resources that can be customized by the hospital/marketing and made available to business, nonprofit, and faith leaders who partner in the initiative include:

- PowerPoint presentation to educate employees
- “Believe” multimedia video that can be included within the PPT employee presentation
- Role of community partners FAQ
- Idea-starter handout
- “Real facts” brochure and handout
- Posters

POWERPOINT PRESENTATION FOR EMPLOYEES



FAQ FLYER




MULTIMEDIA VIDEO



TOOLS FOR BUSINESS/COMMUNITY PARTNERS


POSTERS



I BELIEVE
IN DOING MY HOMEWORK

SO I GOT THE REAL FACTS ABOUT THE COVID-19 VACCINE

"Knowledge is power." It's what I tell my students—and what I told myself when I couldn't decide about the vaccine. I thought I heard it all, but even teachers don't know everything. Once I got the real facts, I made my choice. I got the vaccine. Because I believe in keeping an open mind to help keep our schools open.

 **Amenity HEALTH**

KNOWLEDGE IS POWER • GET REAL VACCINE FACTS AT [\[HOSPITALNAME.COM/FACTCHECK\]](#)



WE BELIEVE
IN PROTECTING [TOWN NAME]

SO WE GOT THE REAL FACTS ABOUT THE COVID-19 VACCINE

We have a lot of regulars at our restaurant. They're more than customers; they're friends. COVID reminded us of that in a big way. But we had a lot of questions about the vaccine. So we got the real facts from [Hospital name]. Then we chose to get the shot. Because we believe that getting back to "business as usual" means protecting the people we care about.

 **Amenity HEALTH**



KNOWLEDGE IS POWER • GET REAL VACCINE FACTS AT [\[HOSPITALNAME.COM/FACTCHECK\]](#)

TIP:

Co-brand with community partners

This initiative is a collaborative effort. Be sure to include the logo of the community partner when customizing ads, posters, and other resources for that organization.



"REAL FACTS" BROCHURE AND HANDOUT




COVID-19 VACCINE FACT CHECK

Following are common questions we've heard at [HOSPITAL NAME], along with our honest answers.

- 1. Is all the hype about the Delta variant true or is it just a scare tactic?**
As much as we'd all like it to be "fake news," the Delta variant is very real. It's highly contagious and nearly all COVID-19 patients who are now hospitalized have not been vaccinated.
- 2. We're pretty isolated here, so what are the chances of getting COVID?**
Even though we have a small population, [COMMUNITY NAME] has a low vaccination rate. It can easily be passed by a visitor coming into town, by someone who works out of town, or through any number of ways. All it takes is one person to start a domino effect.
- 3. Why should I get vaccinated? I don't go anywhere.**
You may feel like you don't get out much, but you probably have more interactions than you realize. Going to church or temple; picking up groceries or seeing friends; walking to the store; or visiting with neighbors—all these activities could expose you to the virus. Because the Delta variant is so aggressive, you're at greater risk of serious illness if you're unvaccinated.
- 4. I don't have insurance, how will the vaccine cost?**
Nothing. It's 100% free and available to anyone 12+, regardless of immigration status.
- 5. I'm afraid of getting sick after I get the shot. What are the chances of that?**
You won't have any type of minor reaction. But if you do, it most likely will be related to a sore arm, tiredness, a headache, chills, a fever, or feeling a little nauseous or achy. These symptoms are usually gone within a day or two. It might help to weigh the fear of minor side effects with the possibility of contracting a life-threatening virus.
- 6. Shouldn't everyone be entitled to their own opinion about the vaccine?**
Absolutely. That's why [HOSPITAL NAME] is doing all we can to make sure everyone in [COMMUNITY NAME] has the real facts about the COVID-19 vaccine. That way, they can form an opinion based on information they know is true.


 **Amenity HEALTH**

ABOUT THE COVID-19 VACCINE



REAL FACTS
ABOUT THE COVID-19 VACCINE

- 1. Is all the hype about the Delta variant true or is it just a scare tactic?**
As much as we'd all like it to be "fake news," the Delta variant is very real. It's highly contagious and nearly all COVID-19 patients who are now hospitalized have not been vaccinated.
- 2. We're pretty isolated here, so what are the chances of getting COVID?**
Even though we have a small population, [COMMUNITY NAME] has a low vaccination rate. It can easily be passed by a visitor coming into town, by someone who works out of town, or through any number of ways. All it takes is one person to start a domino effect.
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Nothing. It's 100% free and available to anyone 12+, regardless of immigration status.
- 4. Why should I get vaccinated? I don't go anywhere.**
You may feel like you don't get out much, but you probably have more interactions than you realize. Going to church or temple; picking up groceries or seeing friends; walking to the store; or visiting with neighbors—all these activities could expose you to the virus. Because the Delta variant is so aggressive, you're at greater risk of serious illness if you're unvaccinated.
- 5. How can I be sure the vaccine won't alter my DNA?**
No. COVID-19 vaccines do not change or interact with your DNA in any way.
- 6. Can I get COVID-19 from the vaccine?**
It's a valid question, but no need to worry. You cannot get COVID-19 from the vaccine because it does not contain the live virus.
- 7. I'm afraid of getting sick after I get the shot. So what am I supposed to do?**
To be honest, we can't promise that you won't have some type of minor reaction. But if you do, it most likely will be related to a sore arm, tiredness, a headache, chills, a fever, or feeling a little nauseous or achy. These symptoms are usually gone within a day or two. It might help to weigh the fear of minor side effects with the possibility of contracting a life-threatening virus.
- 8. Shouldn't everyone be entitled to their own opinion about the vaccine?**
Absolutely. That's why [HOSPITAL NAME] is doing all we can to make sure everyone in [COMMUNITY NAME] has the real facts about the COVID-19 vaccine. That way, they can form an opinion based on information they know is true.

 **Amenity HEALTH**

Get honest answers to more of your COVID-19 vaccine questions at [\[HOSPITALNAME.COM/FACTCHECK\]](#)

WHAT'S INCLUDED?

COMMUNITY-FACING TOOLS

Resources that can be customized by the hospital/marketing and disseminated throughout the community include:

- Print ads (Diversity options & English/Spanish)
- Posters (Diversity options & English/Spanish)
- "Real facts" brochure and handout (English/Spanish)
- Door hanger (English/Spanish)
- Radio scripts (English/Spanish)
- Social posts
- "Believe" multimedia video for social media/hospital website
- PowerPoint presentation for the community
- Articles (for newspapers, newsletter, bulletins, etc.)
- Email template
- Digital ads
- Social media ads

DOOR HANGER



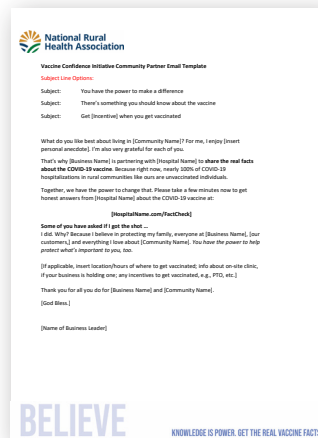
MULTIMEDIA VIDEO



POWERPOINT PRESENTATION



EMAIL



ARTICLES



COMMUNITY-FACING TOOLS

POSTERS



PRINT ADS



"REAL FACTS" BROCHURE AND HANDOUT



SOCIAL POSTS



SOFTWARE REQUIREMENTS



Adobe Acrobat Pro should be used to add your organization's logo and customized text to the file. The toolkit tactics have been built using the Forms functionality in Adobe Acrobat Pro to offer customization of the PDF templates.



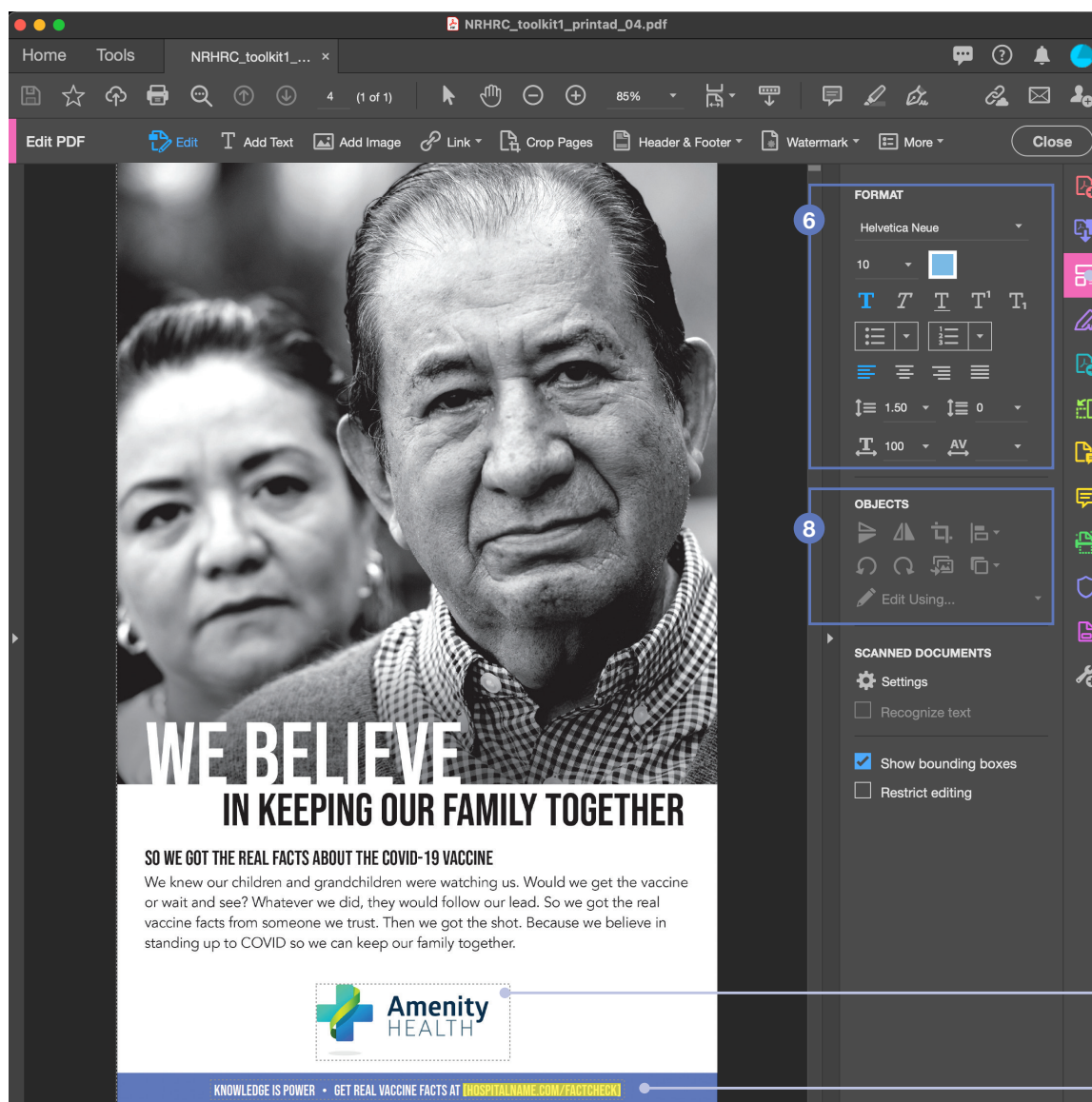
Microsoft Word is required for customization of radio scripts, social media posts, website landing pages, and internal education materials.



Adobe Creative Suite/InDesign files are also available for customization of templates.

HOW TO EDIT A PDF

1. Open Adobe Acrobat Pro.
2. In the top navigation, select File > Open ...
3. Select your PDF toolkit template file from the document window.
4. When your file opens, select "Edit PDF" in the right-hand toolbar.
5. To edit text, first place your cursor on the text you'd like to edit.
6. Edit your text using the "Format" options at the top of the right-hand toolbar.
7. To edit images or organization's identity, first place your cursor on the image you'd like to edit.
8. Modify your image using the "Objects" options below the text options from Step 6.
9. Once complete, resave your file as a PDF.



Select "Edit PDF"

7 Delete existing logo & replace with your logo.
Tip: Right click on logo and select "Replace Image" from pop-up menu.

5 Select text you wish to edit and type in your information.

QUESTIONS?

Legato Healthcare Marketing is pleased to have been selected by NRHA as a strategic partner when developing this rural vaccine initiative. Through this turnkey program, your organization has easy access to a catalog of customizable communication pieces to build trust and confidence in the community.

If you have questions about customization support or the Rural Vaccine Confidence Initiative Toolkit, contact **danielef@golegato.com** and **kaylaz@golegato.com**.





**National Rural
Health Association**



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