

My Community Deserves Immunity / For My...

Summer 2021 Vaccination Communications Toolkit - Bilingual



Campaign Goals

After close to a year and a half fighting COVID-19, the state and region again find themselves confronting a rise in cases. Unlike previous spikes, however, not all groups are equally vulnerable this time. More than half the population is protected by vaccination, but close to 40 percent still falls short – and remains especially vulnerable to B.1.617.2, widely known as the Delta variant.

While Delta may be twice as transmissible, studies show vaccinated individuals possess more than 95 percent protection against severe illness and hospitalization. On another positive note, seniors and medically-vulnerable groups have achieved high vaccination rates, a state of affairs that will likely keep hospitalization and death rates lower this time.

However, the idea that youthful vigor alone will protect individuals from getting sick is not supported by science. During one recent period in Los Angeles County, an alarming 70 percent of new COVID-19 cases appeared in the 18 to 49 age group. Surveys show that young people are more likely to visit bars and restaurants and attend concerts and sporting events – environments known to support virus transmission. At the same time, younger folks are more hesitant to get vaccinated and return for second shots. This combination of behavior

patterns may converge to fuel a continuing surge – with rising hospitalization and mortality rates, and possible evolution of the virus into additional variants.

Widespread vaccine hesitancy also exists in the state's Black, Latinx, and immigrant communities. This reluctance results from many decades of unequal treatment as well as historical instances where research and practice crossed ethical boundaries. Health professionals are now faced with the difficult task of restoring confidence and communicating the benefits of vaccination – to protect individuals, families and communities.

HASC has created communication campaign themes to help motivate resistant individuals get vaccinated and to help reduce the spread of the Delta variant in the community. In addition, HASC has also translated the content to Spanish to expand reach.

Target Audience

- Young adults 18-29 years old
- Black and Latinx communities
- Targeting zip codes with the lowest vaccination rates in Southern California.

How Can You Help?

Following months of vaccine rollout, a core of resistant individuals remains to be convinced. Overcoming their fear and mistrust will require a sustained and coordinated effort in which hospitals, health systems and other organizations can play an important role. We've taken care of the content. All you need to do is share it with your audience via your social media platforms.

Other factors that can contribute to success include:

- A sustained campaign that repeats messages about vaccine safety and effectiveness.
- Messaging and imagery that appeals to susceptible audiences, e.g., depicting communities of color and aesthetics that resonate with younger adults.
- Key messages repeated by organizations and individuals that are trusted and respected in various communities.
- Use of proven messages, e.g., that vaccination protects not only individuals, but an individual's loved ones, neighbors, friends, coworkers.
- Messages repeated by institutions, organizations, and individuals trusted in specific communities. Examples include pastors, teachers, entertainers, medical

professionals, others.

- Use of multiple channels of communication, including social media, print, word of mouth, etc.
- Events and outreach, neighborhood-specific clinics, transportation programs, and other efforts.

Other Ways to Support:

- Follow HASC's [Twitter](#), [Facebook](#), and [LinkedIn](#). You can find HASC under **@SoCalHospitals**.
- Re-share content from our social media accounts onto yours.
- Tag HASC using **@SoCalHospitals**.
- Adapt our graphics to your brand.
- Share campaign images on your social media platforms.
- Apply the designated hashtags to your posts to spread community awareness.



Hashtags

To add momentum to the campaign, please reference any of the following hashtags in your social media posts.

#GetVaccinated

- #NotTooLateToVaccinate
- #MyCommunityDeservesImmunity
- #ItsNotTooLateToVaccinate
- #GetVaccinatedNow

Spanish Hashtags

#Vacúrate

- #NoEsTardeParaVacunarse
- #MiComunidadMereceInmunidad
- #NoEsTardeParaVacunarse
- #VacúrateYa

Access Toolkit Assets

In this document, you'll find toolkit assets separated by social platform. However, all assets are centralized in one Dropbox folder.

You can access all assets using the following link:

[\[Click Here\] to Download All Toolkit Assets.](#)

My Community Deserves Immunity

Theme #1

Theme #1: Messaging

HASC has developed sample social media messages for you to copy and paste, or adjust as appropriate, onto your social media channels. Some hashtags have been incorporated, but feel free to mix and match copy with hashtags shared earlier in the toolkit.

- It's not too late to vaccinate. Protect yourself – and those you love. #NotTooLateToVaccinate
 - Your community deserves immunity. Protect your family and friends by rolling up your sleeve and getting vaccinated. #MyCommunityDeservesImmunity
 - Vaccinations = traveling, exploring, connecting and protecting. Let's get back to the lives we love.
 - Facts: the vaccine will not make you magnetic, but it will draw us closer to connecting with each other once again.
 - Facts: the vaccine will not make you magnetic, but it may bring you closer to that special someone.
 - Facts: the vaccine will not alter your DNA, but it will change the world around you.
- Protect yourself. Protect your loved ones.
 - Facts: the vaccine does not give you COVID-19, but it will protect you and others around you from the virus.
 - Help build a community with less worry.
 - Concerns about the COVID-19 vaccine are understandable. Check out the myths and facts so you can be informed. www.cdc.gov/coronavirus/2019-ncov/vaccines/facts.html

Theme #1: Spanish Messaging

HASC has translated the sample social media messages for you to copy and paste, or adjust as appropriate, onto your social media channels.

- No es demasiado tarde para vacunarse. Protéjase y proteja a sus seres queridos. #NoEsTardeParaVacunarse
- Su comunidad merece inmunidad. Proteja a su familia y amigos tomando la iniciativa y vacunándose. #MiComunidadMereceInmunidad
- Volvamos a salir, viajar y a conectarnos con seres queridos. #Vacúnate
- Hechos: la vacuna no lo volverá magnético, pero nos acercará a conectarnos mutuamente una vez más.
- Hechos: la vacuna no lo hará magnético, pero puede acercarlo a esa persona especial.
- Hechos: la vacuna no alterará su ADN, pero cambiará el mundo que lo rodea.
- Protéjase a sí mismo. Proteja a sus seres queridos.

- Hechos: la vacuna no lo contagia con COVID-19, pero lo protegerá a usted y a otras personas a su alrededor del virus.
- Ayude a construir una comunidad con menos preocupaciones.
- Las preocupaciones sobre la vacuna contra el COVID-19 son comprensibles. Consulte los mitos y los hechos para estar informado.
www.cdc.gov/coronavirus/2019-ncov/vaccines/facts.html

Twitter Images

The following graphics have been sized to fit the Twitter in-stream photo dimensions (1024 x 512 pixels).



[\[Click Here\]](#) to Download English Twitter Images.

Twitter Images - Spanish

The following graphics have been sized to fit the Twitter in-stream photo dimensions (1024 x 512 pixels).



[\[Click Here\]](#) to Download Spanish Twitter Images.

Facebook / LinkedIn Images

The following graphics have been sized to fit the Facebook in-stream photo dimensions (1200 x 630 pixels). These images can also be used for LinkedIn, since the in-stream photo dimensions are 1200 by 627 pixels.



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[\[Click Here\]](#) to Download Spanish Facebook/LinkedIn Images.

Video

The following short video has been developed to share on social media.



[\[Click Here\] to Download Video.](#)

Story

The following video has been created to be shared regularly on Facebook and Instagram Story.



[\[Click Here\] to Download Story Video.](#)

For My...

Theme #2

Theme #2: Messaging

HASC has developed sample social media messages for you to copy and paste, or adjust as appropriate, onto your social media channels. Some hashtags have been incorporated, but feel free to mix and match copy with hashtags shared earlier in the toolkit.

For my grandparents:

- Grandparents are pure gold. They must be protected at all costs. #GetVaccinated
- To many more years of sharing wisdom. Grandparents must be protected at all costs.

For my friends:

- To many more late nights filled with laughter with our friends. They must be protected at all costs.
- To many more social gatherings with peace of mind.

For my partner:

- To have the ability to see our children grow, together.
- To enjoy each other's company.
- To hold you a little tighter when your days are tough.

For my family:

- To enjoy more family get-togethers with less worry. To more safe gatherings with the ones we love.

For the next generation

- To see, hold and protect the next generation.
- For vulnerable populations.

Personal cultural touch

*This campaign is meant to be relatable and engaging, so please feel free to add a personal experience, especially if it pertains to the audience we are trying to reach.

Examples:

- To many more years of making tamales together. Grandmas must be protected at all costs. #GetVaccinated
- To many more quinceañeras. Family must be protected.
- To many more weekends of grilling carne asada surrounded by family and friends.
- To many more future generations. Family must be protected at all costs.

Theme #2: Spanish Messaging

HASC has translated the sample social media messages for you to copy and paste, or adjust as appropriate, onto your social media channels.

Por mis abuelos:

- Los abuelos son irremplazables. Antes que nada, los debemos proteger. #Vacúnate
- Debemos proteger a nuestros abuelos para que sigan compartiendo su sabiduría por muchos años más.

Por mis amigos:

- Debemos proteger a nuestros amigos para seguir gozando de su compañía.
- Para volver a disfrutar de fiestas y reuniones con tranquilidad.

Por mi pareja:

- Para ver a nuestros hijos crecer.
- Para disfrutar de la compañía de los demás.
- Para abrazarnos un poco más fuerte cuando lo necesitemos.

Por mi familia:

- Para disfrutar de más reuniones familiares con menos preocupaciones. Por reuniones más seguras con los que amamos.

Por la próxima generación:

- Para ver, sostener y proteger a la próxima generación.
- Por las poblaciones vulnerables.

Personal cultural touch

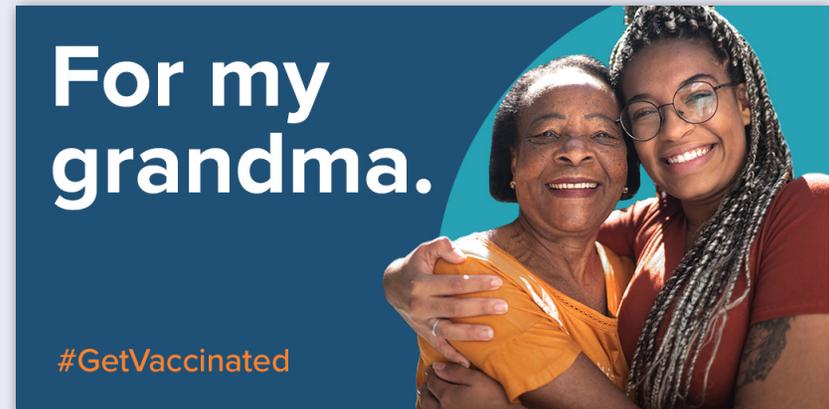
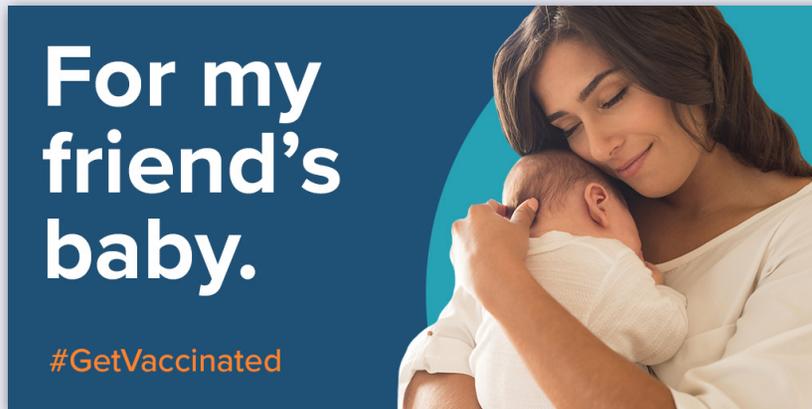
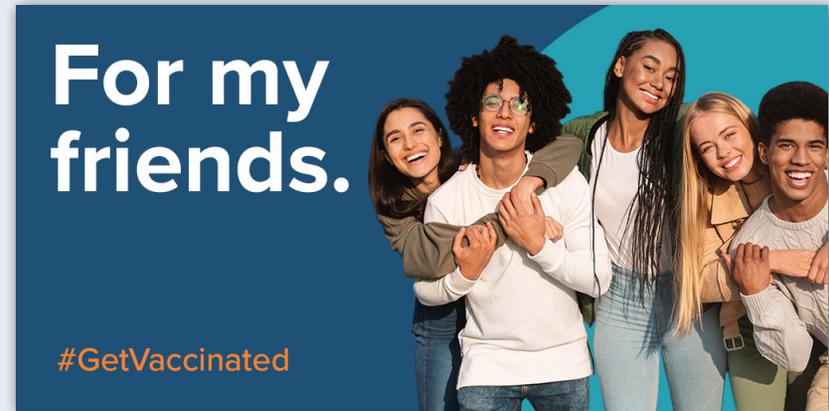
*This campaign is meant to be relatable and engaging, so please feel free to add a personal experience, especially if it pertains to the audience we are trying to reach.

Examples:

- Por muchos años más haciendo tamales juntos. Las abuelas deben estar protegidas a toda costa. #Vacúnese
- Por muchas más celebraciones de quinceañeras. La familia debe estar protegida.
- Por muchos fines de semana más de asados rodeados de familiares y amigos.
- Por muchas más generaciones futuras. La familia debe estar protegida a toda costa.

Twitter Images

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[\[Click Here\] to Download English Twitter Images.](#)

Twitter Images - Spanish

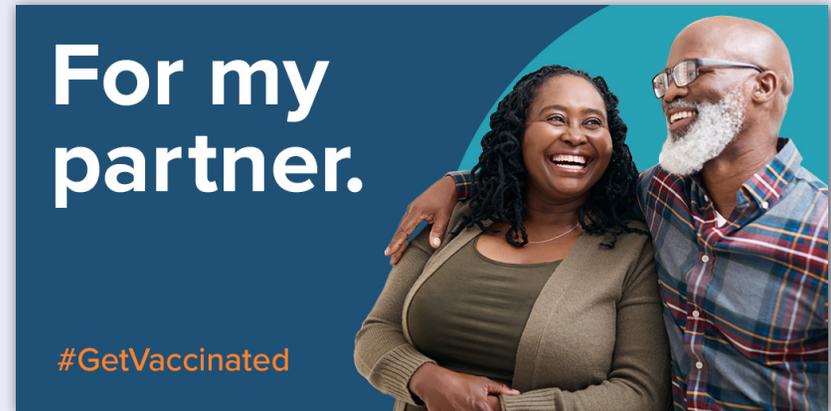
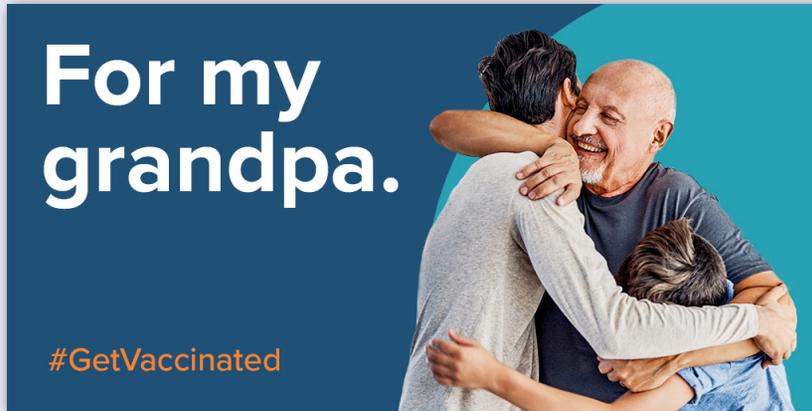
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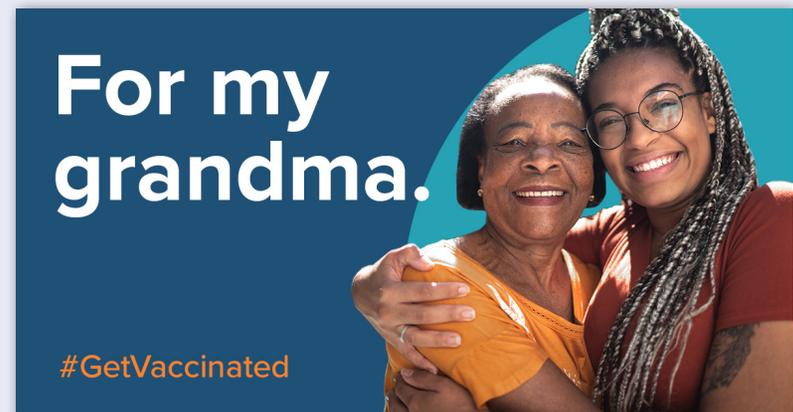
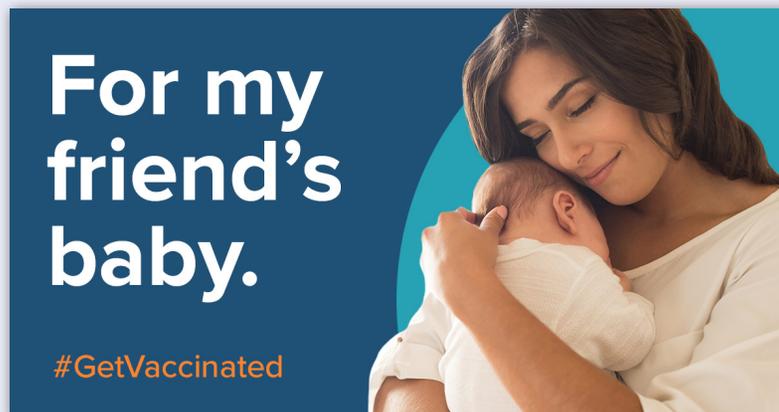
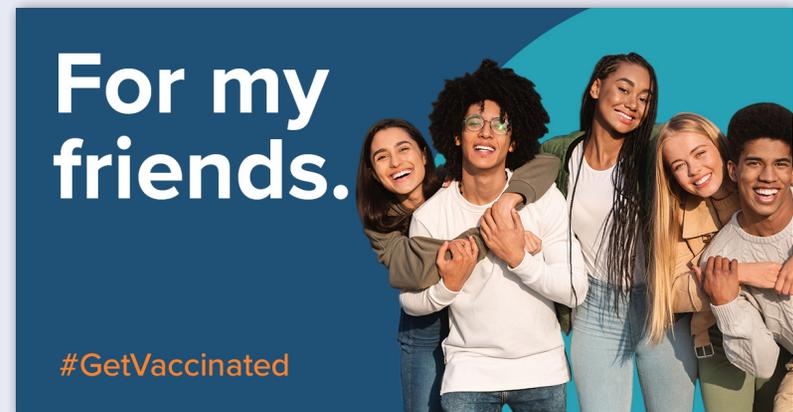
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Facebook / LinkedIn Images

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Facebook / LinkedIn Images - Spanish

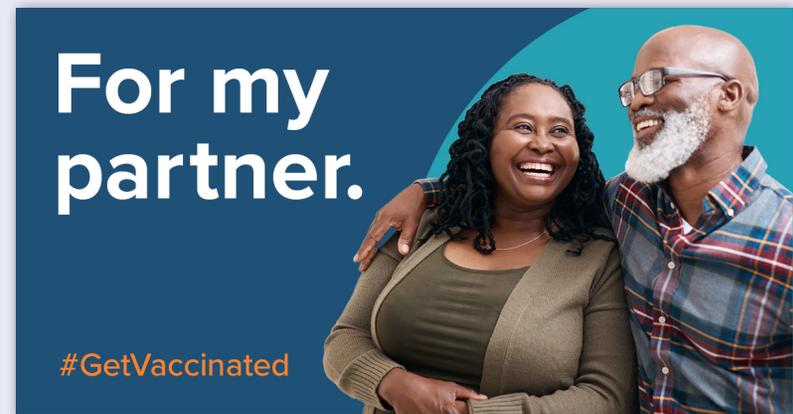
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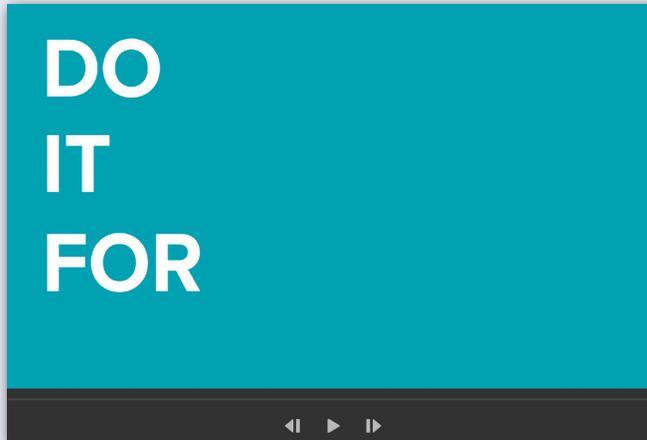


[\[Click Here\]](#) to Download Spanish Facebook/LinkedIn Images.

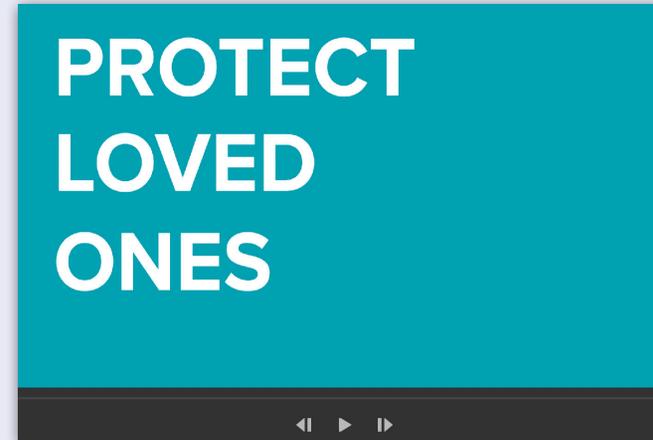
English Videos

The following short videos have been developed to share on social media.

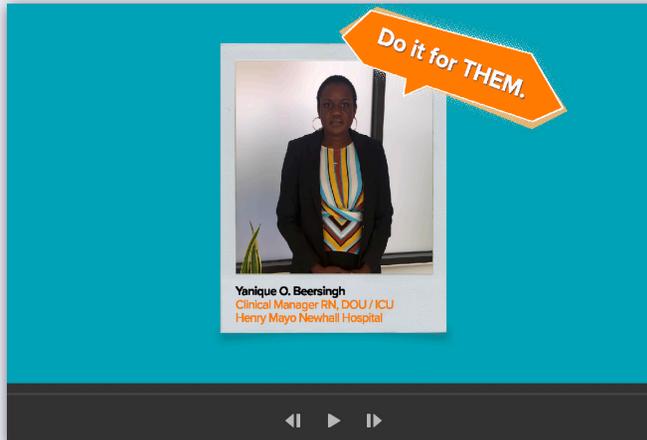
For My - English



For My - Nurse 1



For My - Nurse 2



For My - Physician 1

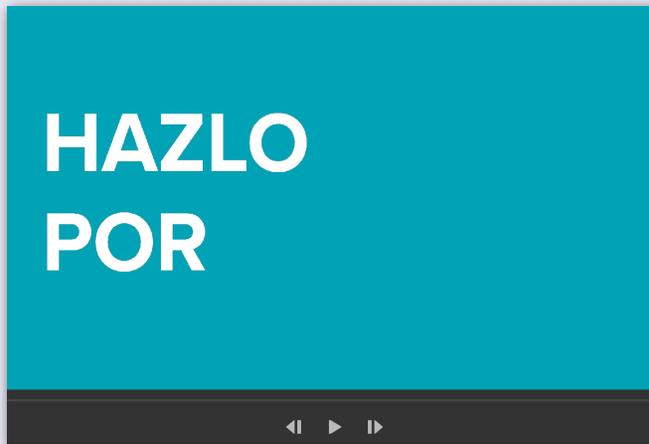


[\[Click Here\] to Download English Videos.](#)

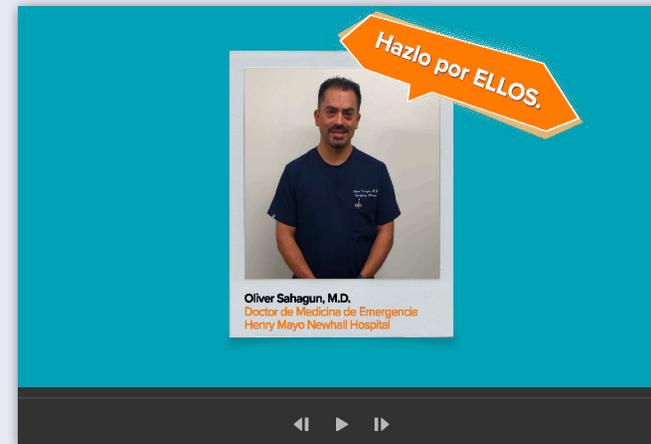
Spanish Videos

The following Spanish short videos have been developed to share on social media.

For My - Spanish



For My - Physician 2



[\[Click Here\] to Download Spanish Videos.](#)

Back to School

Theme #3

Theme #3: Back to School

HASC has developed sample social media messages for you to copy and paste, or adjust as appropriate, onto your social media channels. Some hashtags have been incorporated, but feel free to mix and match copy with hashtags shared earlier in the toolkit.

Back to School:

- With school back in session, it's more important than ever to #GetVaccinated.
 - For the children who can't get vaccinated, you can. Help ensure your child's classroom stays healthy. #GetVaccinated
 - To limit disruption in your child's school, #GetVaccinated. Your shot will slow COVID-19 in the classroom.
 - Ensure your child's classroom stays in session, #GetVaccinated.
 - For me, for you and OUR children and THEIR classmates. #GetVaccinated.
 - Children 12+ can safely get the COVID-19 vaccine. It protects them AND their peers. #GetVaccinated
 - Your own COVID-19 vaccine can reduce your child's chance of getting and transmitting the virus. #GetVaccinated
- It's been a while since children have stepped foot on campus, and this time it's a bit different. Now, masks and vaccines are critical tools to help everyone stay healthy.
 - Perks of the COVID-19 vaccine and going back to school: 1) I boost my immune system, 2) I protect my classmates, 3) I reduce my chances of passing the virus to someone else.
 - Don't let Delta be your child's classmate this Fall, #GetVaccinated.
 - Don't bring Delta home. If your child is 12 or up, get them vaccinated against COVID-19.

Twitter Images - Back to School

The following graphics have been sized to fit the Twitter in-stream photo dimensions (1024 x 512 pixels).



[\[Click Here\]](#) to Download the Back to School Twitter Images.

Facebook / LinkedIn Images - Back to School

The following graphics have been sized to fit the Facebook in-stream photo dimensions (1200 x 630 pixels). These images can also be used for LinkedIn, since the in-stream photo dimensions are 1200 by 627 pixels.



[\[Click Here\]](#) to Download the Back to School Facebook/LinkedIn Images.

Back to School Video

The following short video has been developed to share on social media as schools begin to reopen.

Back to School



[\[Click Here\] to Download the Back to School Video.](#)

Delta Variant

Theme #4

Theme #4: Delta Variant

HASC has developed sample social media messages for you to copy and paste, or adjust as appropriate, onto your social media channels. Some hashtags have been incorporated, but feel free to mix and match copy with hashtags shared earlier in the toolkit.

The Delta Variant:

- The Delta COVID-19 variant is twice as transmissible as previous strains. Although this creates elevated risk, data shows that vaccinated individuals experience less severe health impacts.
- The Delta variant is highly contagious, especially among the unvaccinated. The data is clear—vaccinated folks have better health outcomes combating the virus.
- Although Delta affects vaccinated and unvaccinated populations, vaccinated individuals are infectious for a shorter period of time.
- The COVID-19 vaccine is safe and effective in preventing and/or reducing severe health outcomes.
- Yes, vaccinated people can have a breakthrough COVID-19 infection. However, vaccines give them an added layer of protection, which reduces their symptoms and infection time.

Delta Variant Videos

The following short videos have been developed to share on social media as new COVID-19 strains develop.

What is Delta?



Virus Evolution



[\[Click Here\] to Download the Delta Variant Videos.](#)

Contact

If you have questions or comments about this toolkit, contact:

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