



MASSACHUSETTS COVID-19 VACCINE PROGRAM

Dear Colleague,

We are writing to you in hopes that you will assist our efforts to increase trust and confidence in COVID-19 vaccine in the Commonwealth. Your participation is critical to helping provide people with clear, accurate, consistent information about the vaccine, build trust and vaccine confidence, and dispel vaccine misinformation.

Below is a toolkit of educational and outreach materials, an invitation to a webinar to describe how to access and use these materials, and scripts for a “selfie” video project. We hope you will accept this invitation to help increase vaccination in our communities. Thank you in advance for your assistance!

Toolkit of materials

Please visit [Stop COVID-19 – Vaccine education and outreach materials | Mass.gov](#) for a toolkit of materials in multiple languages that community-based organizations can use to conduct outreach/education with the people and communities that they serve. Examples of materials include:

- A guide to hosting a forum on COVID-19 vaccine
- Vaccine need-to-know fliers and posters
- Fliers about the distribution timeline
- Post-vaccine information for Pfizer and Moderna
- Social media graphics

Check back often – materials will continue to be added and updated.

Webinar invitation

Please join us on Thursday, February 11 or Tuesday, February 16 for a webinar that will:

- Encourage and support community-based organizations to conduct their own community education sessions on the COVID-19 vaccine using DPH-approved educational material.
- Describe how to use and access educational materials such as:
 - Guide to hosting community forums
 - Answers to frequently asked questions
 - Other materials available on mass.gov including data dashboards
- Describe how to request a DPH “Vaccine Ambassador” to support community meetings.

Please [register here](#) for one of the following days/times (both webinars will cover the same information):

- Thursday, February 11 from 9:00-10:00am
- Tuesday, February 16 from 12:00-1:00pm

“Selfie” videos

Please use the sample script and suggested talking points (below this message) to record a short (30 second – 1 minute) video for sharing.

- Use your phone camera with a plain background.
- Encourage others to get the vaccine when it is their turn
- Once recorded, share on your social media or with your networks.
- Feel free to send it to COVID-19-Vaccine-Plan-MA@mass.gov for sharing as well

Thank you again for your assistance. If you have questions, please contact us at COVID-19-Vaccine-Plan-MA@mass.gov.

Vaccine Messaging for Videos – as of February 4, 2021

- The COVID vaccine is a critical tool to protect yourself and to end the pandemic.
- But you might have questions about its safety.
- The same safety measures used for all vaccines were followed for the COVID vaccine.
- Tens of thousands participated in vaccine trials to prove it's safe.
- Since then, millions of people of different races and ethnicities have gotten vaccinated and only experienced mild side effects.
- I got the shot/will get the shot. When it's your turn, I hope you get the COVID shot also to protect yourself and your loved ones.
- You can learn more at www.mass.gov/covidvaccine

Additional messages from our website:

- The available COVID-19 vaccines are approved and recommended by the FDA and the CDC following standard testing and approval processes.
- By prioritizing resources and efforts, the vaccines were developed quickly but never at the expense of safety.
- The COVID-19 vaccine is being administered free of charge by the federal government. You will not be charged. If you do not have insurance, you are still eligible to receive the vaccine free of charge.

- To learn when it is your turn to get the vaccine, you may be contacted by your employer, place of residence, or primary care practice. You can also check www.mass.gov/covidvaccine for updates or any action you might need to take.
- Getting a COVID-19 vaccine is our best chance to stop the pandemic.
- In the meantime, the combination of getting vaccinated, wearing a mask, social distancing, and avoiding groups will offer you the best protection.

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Above, please see important information regarding how you, and others within your network(s), can assist the Commonwealth's vaccination efforts and ensure that community members are provided with reliable information regarding COVID-19 vaccines.

Please feel free to direct any questions to COVID-19-Vaccine-Plan-MA@mass.gov

Many thanks,

The MassHealth PCA Team