



Trinity Health

COVID-19 Vaccine Marketing & Communication Examples

These are a few examples of the many ways Health Ministries are communicating with our colleagues, providers, patients and consumers about the COVID-19 vaccine.

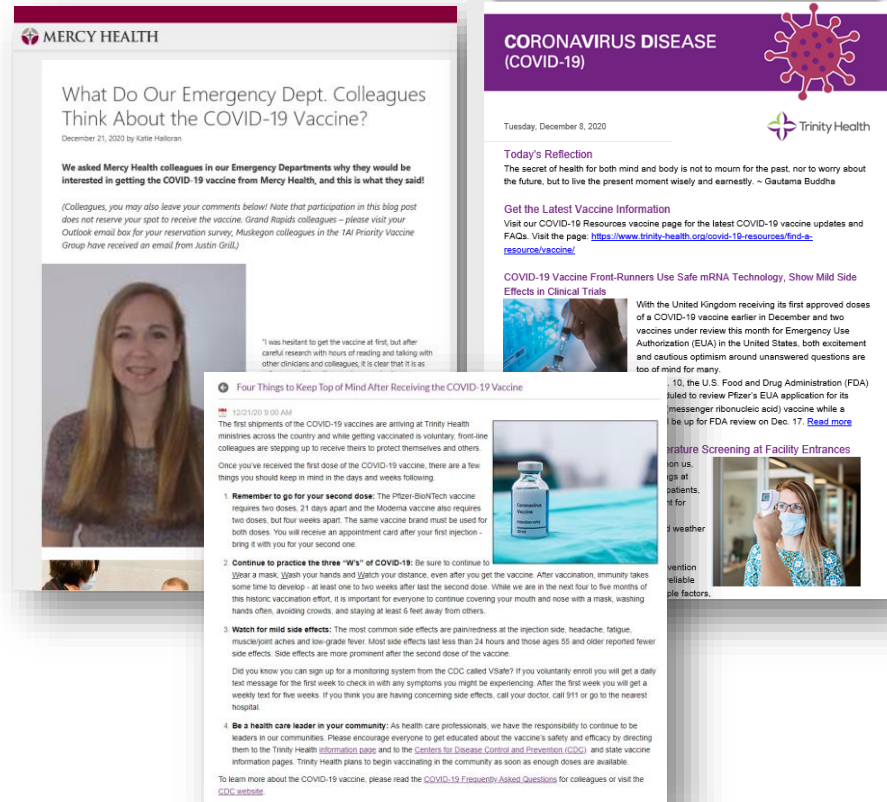
Dec. 22, 2020

All templates and other materials are shared in the MarComm Teams channel accessed by all HM MarComm teams.

Internal: Colleagues & Providers

Communicating with our colleagues and providers

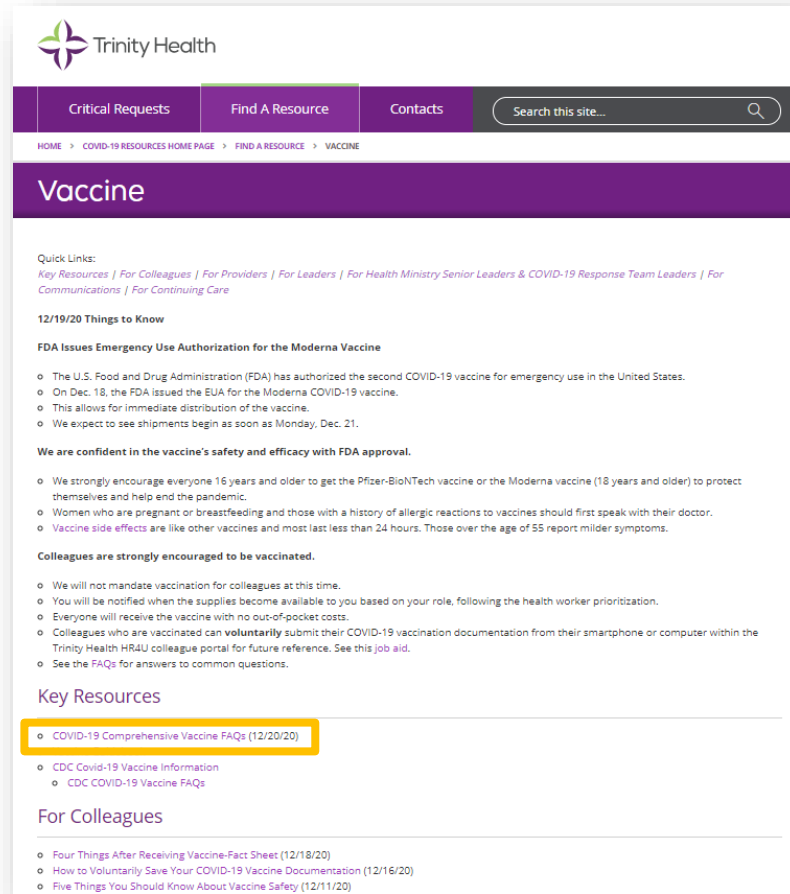
- All-colleague **virtual town halls** hosted by HM clinical leaders
- **Newsletters**
 - Enterprise-wide COVID-19 Read newsletter (published T & TH with additional issues as needed)
 - Enterprise-wide COVID-19 Physician & Clinicians Update (published Wed. with additional issues as needed)
- **Intranet:** Weekly vaccine educational articles for intranet
- **Update videos** from HM executive leaders



Vaccine page on Trinity Health COVID-19 Resources site

- **Updated daily**
- **For:** colleagues, providers, leaders, vaccine clinic coordinators
- **Purpose:** Vaccine information and resources for all internal audiences
- Noteworthy communication resources:
 - Comprehensive Frequently Asked Questions (all internal audiences)
 - Educational articles for colleagues
 - Leader talking points for huddles

<https://www.trinity-health.org/covid-19-resources/find-a-resource/vaccine/>



The screenshot shows the Trinity Health website's COVID-19 Vaccine page. The header includes the Trinity Health logo and navigation links: Critical Requests, Find A Resource, and Contacts. A search bar is also present. The main heading is "Vaccine". Below this, there are sections for "Quick Link:", "12/19/20 Things to Know", "FDA Issues Emergency Use Authorization for the Moderna Vaccine", "We are confident in the vaccine's safety and efficacy with FDA approval.", "Colleagues are strongly encouraged to be vaccinated.", "Key Resources", and "For Colleagues". The "Key Resources" section is highlighted with a yellow box, showing "COVID-19 Comprehensive Vaccine FAQs (12/20/20)".

Trinity Health

Critical Requests Find A Resource Contacts Search this site...

HOME > COVID-19 RESOURCES HOME PAGE > FIND A RESOURCE > VACCINE

Vaccine

Quick Link:
[Key Resources](#) | [For Colleagues](#) | [For Providers](#) | [For Leaders](#) | [For Health Ministry Senior Leaders & COVID-19 Response Team Leaders](#) | [For Communications](#) | [For Continuing Care](#)

12/19/20 Things to Know

FDA Issues Emergency Use Authorization for the Moderna Vaccine

- o The U.S. Food and Drug Administration (FDA) has authorized the second COVID-19 vaccine for emergency use in the United States.
- o On Dec. 18, the FDA issued the EUA for the Moderna COVID-19 vaccine.
- o This allows for immediate distribution of the vaccine.
- o We expect to see shipments begin as soon as Monday, Dec. 21.

We are confident in the vaccine's safety and efficacy with FDA approval.

- o We strongly encourage everyone 16 years and older to get the Pfizer-BioNTech vaccine or the Moderna vaccine (18 years and older) to protect themselves and help end the pandemic.
- o Women who are pregnant or breastfeeding and those with a history of allergic reactions to vaccines should first speak with their doctor.
- o Vaccine side effects are like other vaccines and most last less than 24 hours. Those over the age of 55 report milder symptoms.

Colleagues are strongly encouraged to be vaccinated.

- o We will not mandate vaccination for colleagues at this time.
- o You will be notified when the supplies become available to you based on your role, following the health worker prioritization.
- o Everyone will receive the vaccine with no out-of-pocket costs.
- o Colleagues who are vaccinated can voluntarily submit their COVID-19 vaccination documentation from their smartphone or computer within the Trinity Health HR&U colleague portal for future reference. See this [job aid](#).
- o See the FAQs for answers to common questions.

Key Resources

- o COVID-19 Comprehensive Vaccine FAQs (12/20/20)
- o CDC Covid-19 Vaccine Information
- o CDC COVID-19 Vaccine FAQs

For Colleagues

- o Four Things After Receiving Vaccine-Fact Sheet (12/18/20)
- o How to Voluntarily Save Your COVID-19 Vaccine Documentation (12/16/20)
- o Five Things You Should Know About Vaccine Safety (12/11/20)

Vaccine Guidebook on COVID-19 Resource site

- **Updated daily**
- **For:** HM Response Team members and vaccine clinical coordinators
- **Purpose:** Vaccine operations administration resources
- Noteworthy communication resources:
 - [Vaccine clinic screener and greeter script](#)
 - [Patient-facing colleague talking points](#)

<https://www.trinity-health.org/covid-19-vaccine-guidebook>



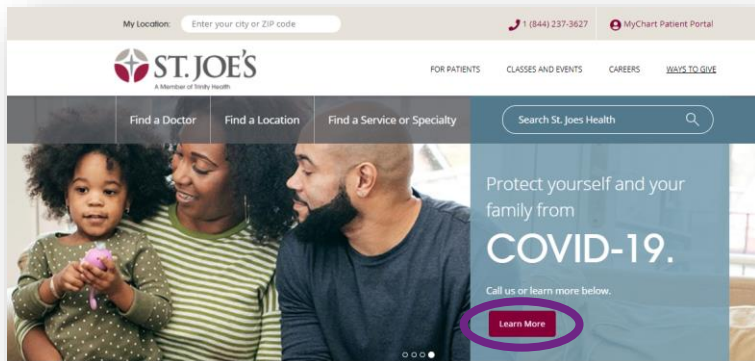
The screenshot shows the Trinity Health website's Vaccine Guidebook page. The header includes the Trinity Health logo, navigation links for Critical Requests, Find A Resource, and Contacts, and a search bar. The main content area is titled 'Vaccine Guidebook' and includes an 'INTRODUCTION' section with a list of topics: Purpose of Guidebook, Need to Know Info & Actions, Status & Background Info, Pfizer & Moderna — Phase III Trial Results, Projected Vaccine Availability, COVID-19 Vaccination Phases, CHA's Six Principles, and National Academy of Medicine Framework for Equitable Vaccination. Below this is a 'PEOPLE' section with 'Part 1' (Health Ministry Vaccination Task Force, Reporting Relationships & Roles, Daily Huddle (12/18/20) NEW, Vaccinator Training — Note: Refer to your local/state requirements) and 'Part 2' (Colleague Vaccinations UPDATED, Key Points, Voluntary Reporting, Trinity Health Guidelines for Prioritization of Vaccination in Healthcare Personnel, Screening Guidance for Colleagues Who Received COVID-19 Vaccination (12/14/20), Guidance on Colleague Information for COVID-19 Vaccination Prioritization (12/14/20), and Voluntarily Save COVID-19 Vaccine Documentation in HR4U Handout (12/16/20) NEW). The 'PROCESS' section includes 'Part 1' with links for Registration, Consent & Acknowledgment Form V5 (12/20/20) UPDATED, Script for Vaccine Clinic Screeners and Greeters V3 (12/18/20) UPDATED, Guidance for Vaccination Site Hours of Operation (12/14/20), Talking Points for Patient-Facing Colleagues (12/13/20), and Scheduling Patients — Refer to state requirements as scheduling will vary from state-to-state.

External: Patients & Communities

COVID-19 Vaccine Information web page

Launched Dec. 7

On Trinity-Health.org and all Health Ministry consumer websites: FAQs, videos and other educational content

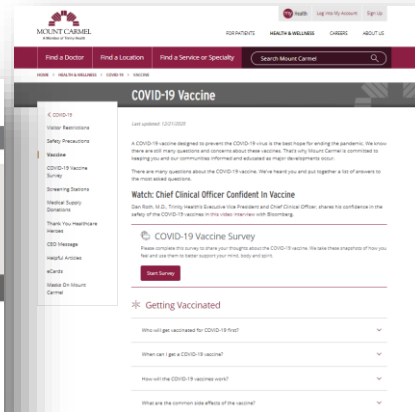
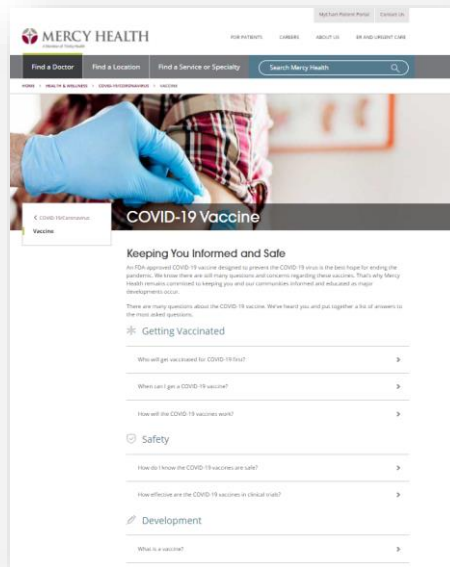


HM Consumer Website Homepage

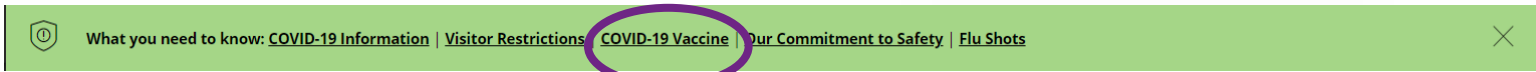
Examples

<https://www.trinity-health.org/covid-19-vaccine>

<https://www.stjoeshealth.org/health-and-wellness/covid-19/vaccine>

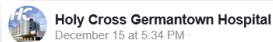


Consumer survey launched on
Dec. 11 on all HM websites



Appears at the top of every page.

Education-based Social Media Content



The FDA-approved #COVID19 #vaccine brings hope for the end of the pandemic, but you probably have questions. Holy Cross Health has compiled a list of frequently asked questions to help you better understand how... [More](#)



HOLYCROSSHEALTH.ORG
COVID-19 Vaccine FAQs
Answers to the most asked questions.



FACT: People Who Have Gotten Sick with COVID-19 May Still Benefit From Getting Vaccinated
Due to the severe health risks associated with COVID-19 and the fact that re-infection is possible, some people who got... [More](#)

FACT:
People who have gotten sick with COVID-19 may still benefit from getting vaccinated.

COVID-19 CDC Vaccine Facts

COVID-19 Vaccine

Common Side Effects

Pain and swelling at injection site Headache

Fever Chills Joint Pain Muscle Pain

*Most side effects last less than 24 hours. Adults over the age of 55 experienced fewer side effects.



You won't test positive on viral tests used to see if you have a current infection after getting the vaccine. However, some antibody tests might show you had a previous COVID-19 infection. This is because your... [More](#)



FACT

COVID-19 vaccines will not cause you to test positive on COVID-19 viral tests.



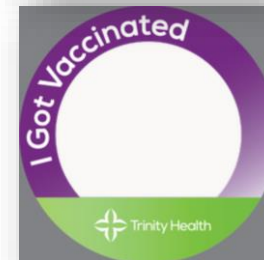
We know with the news that a #COVID19 vaccine is on the horizon, you have a lot of questions. We would like to help you find those answers.
How do I know which sources of COVID-19 vaccine information are... [More](#)

How do I know which sources of COVID-19 vaccine information are accurate?

COVID-19 CDC Vaccine Facts



Theodore Igwebe, MD, pulmonary critical care physician at Holy Cross Hospital, was vaccinated against #COVID19. Watch as he expresses excitement for getting the COVID-19 vaccine and about the impact the vaccine will have on the community, especially people with underlying health conditions.



Vaccine content launched Dec. 4



Communicating with Our Patients & Communities

Videos

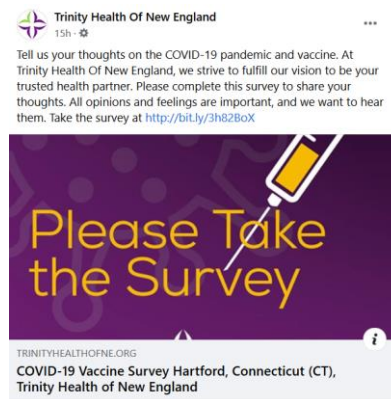


Example

Media Outreach



Survey



Email



Dear Patients and Community,

On behalf of the entire St. Joe's family, we wish you a blessed, healthy and happy holiday season. While it may be celebrated in new ways and sometimes apart from our family and friends, we hope that you will still feel the love and warmth that comes from the true spirit this season brings.

As 2020 draws to a close, we have all been touched and challenged by the events of the past several months. But we also have reason to feel encouraged. The FDA announced on Dec. 11, 2020 that they have authorized the emergency use of a vaccine that prevents COVID-19. Scientists around the world agree that the COVID vaccine is our best hope for ending the pandemic.



Stickers



More Information

Please contact your local HM MarComm team about communication planning; this file reflects a few examples of communication underway.