

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

MERCY HEALTH

What Do Our Emergency Dept. Colleagues Think About the COVID-19 Vaccine? December 21, 2020 by Katie Mallore

We asked Mercy Health colleagues in our Emergency Departments why they would be interested in getting the COVID-19 vaccine from Mercy Health, and this is what they said!

(Colleagues, you may also leave your comments below! Note that participation in this blog post does not reserve your spot to receive the vaccine. Grand Rapids colleagues - please visit your Outlook email box for your reservation survey, Muskegon colleagues in the 1AI Priority Vaccine Group have received an email from Justin Grill.)



"I was hesitant to get the vaccine at first, but after careful research with hours of reading and talking with other dinicians and colleagues, it is clear that it is as G Four Things to Keep Top of Mind After Receiving the COVID-19 Vaccine

The first shipments of the COVID-19 vaccines are arriving at Trinity Health ministries across the country and while getting vaccinated is voluntary, front-line colleagues are stepping up to receive theirs to protect themselves and others.

Once you've received the first dose of the COVID-19 vaccine, there are a few things you should keep in mind in the days and weeks following.

Remember to go for your second dose: The Pfizer-BioNTech vaccine requires two doses. 21 days apart and the Moderna vaccine also requires two doses, but four weeks apart. The same vaccine brand must be used for both doses. You will receive an appointment card after your first injection bring it with you for your second one.

Continue to practice the three "W's" of COVID-19: Be sure to conti Wear a mask Wash your hands and Watch your distance even after you get the vaccine After vaccination immunity takes some time to develop - at least one to two weeks after last the second dose. While we are in the next four to five months of this historic vaccination effort, it is important for everyone to continue covering your mouth and nose with a mask, washing hands often, avoiding crowds, and staving at least 6 feet away from others.

Watch for mild side effects: The most common side effects are nainteetness at the injection side headache fatique muscle/joint aches and low-grade fever. Most side effects last less than 24 hours and those ages 55 and older reported fewe side effects. Side effects are more prominent after the second dose of the vaccine.

Did you know you can sign up for a monitoring system from the CDC called VSafe? If you voluntarily enroll you will get a daily text message for the first week to check in with any symptoms you might be experiencing. After the first week you will get a weekly text for five weeks. If you think you are having concerning side effects, call your doctor, call \$11 or no to the nearest

4. Be a health care leader in your community: As health care professionals, we have the responsibility to continue to be leaders in our communities. Please encourage everyone to get educated about the vaccine's safety and efficacy by directing them to the Trinity Health information page and to the Centers for Disease Control and Prevention (CDC) and state vaccine information pages. Trinity Health plans to begin vaccinating in the community as soon as enough doses are available.

To learn more about the COVID-19 vaccine, please read the COVID-19 Frequently Asked Questions for colleagues or visit the CDC website





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The secret of health for both mind and body is not to mourn for the past, nor to worry about

Visit our COVID-19 Resources vaccine page for the latest COVID-19 vaccine updates and

the future, but to live the present moment wisely and earnestly, ~ Gautama Buddha

FAQs. Visit the page: https://www.trinity-health.org/covid-19-resources/find-a-

CORONAVIRUS DISEASE

(COVID-19)

Tuesday, December 8, 2020

Today's Reflection

resource/vaccine/

Effects in Clinical Trials

Get the Latest Vaccine Information

10, the U.S. Food and Drug Administration (FDA) suled to review Pfizer's EUA application for its nessenger ribonucleic acid) vaccine while a be up for FDA review on Dec. 17. Read more

Trinity Health

erature Screening at Facility Entrances



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/

	Find A Resource	Contacts	Search this site	<u> </u>
HOME > COVID-19 RESOURCES HOME P	AGE > FIND A RESOURCE > VACCINE			
Vaccine				
Quick Links: Key Resources For Colleagues	For Providers For Leaders Fo	r Health Ministry Senic	r Leaders & COVID-19 Response Team Leade	rs For
Communications For Continuin				
12/19/20 Things to Know				
FDA Issues Emergency Use Auth	norization for the Moderna Vac	cine		
 The U.S. Food and Drug Admin 	istration (FDA) has authorized th	e second COVID-19 va	ccine for emergency use in the United States.	
o On Dec. 18, the FDA issued the	EUA for the Moderna COVID-19		0,	
o This allows for immediate distr				
 We expect to see shipments be 	egin as soon as Monday, Dec. 21.			
We are confident in the vaccine	's safety and efficacy with FDA	approval.		
		Pfizer-BioNTech vaccin	e or the Moderna vaccine (18 years and older) to protect
themselves and help end the p				
			ins to vaccines should first speak with their de er the age of 55 report milder symptoms.	octor.
Colleagues are strongly encour				
	-			
 We will not mandate vaccination You will be notified when the s 		based on your role fol	lowing the health worker prioritization.	
 Everyone will receive the vacci 			e contraction provide Building	
			cumentation from their smartphone or comp	uter within the
	portal for future reference. See th	nis job aid.		
 See the FAQs for answers to co 	ommon questions.			
Key Resources				
COVID-19 Comprehensive Vac	tine FAOs (12/20/20)			

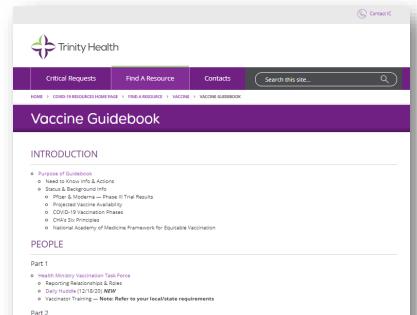
- Four Things After Receiving Vaccine-Fact Sheet (12/18/20)
- How to Voluntarily Save Your COVID-19 Vaccine Documentation (12/16/20)
- o Five Things You Should Know About Vaccine Safety (12/11/20

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:
 - <u>Vaccine clinic screener and greeter</u> <u>script</u>
 - Patient-facing colleague talking points

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

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Trinity Health
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• 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)
- Voluntarily Save COVID-19 Vaccine Documentation in HR4U Handout (12/16/20) NEW

PROCESS

Part 1

- 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)
- o Scheduling Patients Refer to state requirements as scheduling will vary from state-to-state

External: Patients & Communities

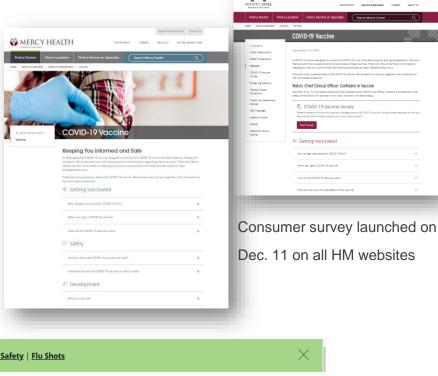


COVID-19 Vaccine Information web page

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



nity Health



Launched Dec. 7

Education-based Social Media Content

Holy Cross Germantown Hospital December 15 at 5:34 PM ·

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.

Mount Carmel Health December 17 at 10:42 PM - @

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





Trinity Health December 14 at 10:30 AM · @

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

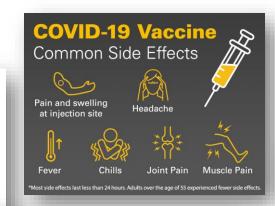


ts The

Trinity Health Mid-Atlantic December 10 at 3.02 PM - @

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?



Holy Cross Germantown Hospital

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.







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Communicating with Our Patients & Communities

Videos



Example



v Health

😚 ST. JOE'S

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.

Media Outreach

Stickers

lgot



Survey

Trinity Health Of New England

Tell us your thoughts on the COVID-19 pandemic and vaccine. At Trinity Health Of New England, we strive to fulfill our vision to be your trusted health partner. Please complete this survey to share your thoughts. All opinions and feelings are important, and we want to hear them. Take the survey at http://bl.b/shaB2boX



COVID-19 Vaccine Survey Hartford, Connecticut (CT), Trinity Health of New England

More Information

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

Vaccinated #StopCOVID Trinity Health

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