CORONAVIRUS DISEASE 2019
(COVID-19)

Vaccine On-Hold Messaging

Trinity Health

Audience: Marketing Communication Colleagues	
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COVID-19 Response Team Owner: Clinical and Operations	
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Sample vaccine on hold messaging

Message 1 – Not a vaccine location

The vaccine for COVID-19 is being distributed in [NAME OF CITY] to [CURRENT PRIORITY GROUP]. Currently [HEALTH MINISTRY], is not distributing the COVID-19 vaccine. Visit [URL] for a list of vaccine locations in our area.

Message 2 – Administering vaccine limited quantities

The COVID-19 vaccine is currently available in limited quantities for [CURRENT PRIORITY GROUP]. Find out how to get the vaccine at [HEALTH MINISTRY] at [URL or PHONE NUMBER].

Message 3 – Administering vaccine limited quantities; with manufacture

The COVID-19 vaccine is currently available in limited quantities for [CURRENT PRIORITY GROUP]. Find out how to get the vaccine at [HEALTH MINISTRY] at [URL or PHONE NUMBER].

Message 4 – Administering vaccine open to public

The COVID-19 vaccine is now available for everyone ages 16 and older. Schedule your vaccine today by [calling/visiting URL or PHONE NUMBER].