A SHOT TOWARDS
a healthier future

Community
Catalyst

BEAT THE ODDS

Table of Contents

A SHOT TOWARDS
a healthier future

As a Community Catalyst Vaccine Equity and Access Program (VEAP) community-based organization, use the VEAP Communications Toolkit sections individually or as a package to expand communications activities that are appropriate for the specific needs of your community.

THE THREE SECTIONS CAN HELP YOU:

1 Prioritize the messaging that will best resonate with your community.

2 Use ready-made materials to equip your staff and volunteers to build vaccine confidence in your community.

3 Access on-demand trainings to build your organization's communications capacity.

The VEAP Communications Toolkit centers around a unified theme: "**Beat the Odds: *A Shot Towards a Healthier Future*.**" This platform creatively conveys how your organization is helping your community members beat the systemic factors working against them, while playing with the word *"shot"* to have a double meaning of getting vaccinated and living your best lives.

It also allows your organization to personalize the messaging based on your community's needs, as "***a Healthier Future***" is a fill in a blank of what the vaccine can help your community members do, such as "***A Shot Towards Restoring Connections***."

QUESTIONS AND SUPPORT

For questions or further support needed to customize your community's messaging, materials, or communications channels, email **VEAP@communitycatalyst.org**.

Use the Right Messaging to Build Vaccine Confidence

This section provides a guide to help you understand your community's needs regarding vaccine acceptance and uptake, messages that can be used to respond to your community's needs, and fact sheets about vaccines.
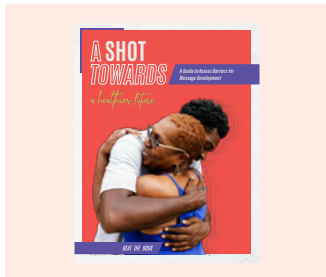
GUIDE TO ASSESS BARRIERS FOR MESSAGE DEVELOPMENT

A guide, which is adapted from the Center for Disease Control's (CDC) Rapid Community Assessment Guide, to help you plan to identify your community's primary vaccine barriers and determine which message framework to deploy as you conduct outreach.

COVID-19 & Flu:

ENGLISH ›   FRENCH ›   KOREAN ›   CHINESE ›   SPANISH ›   SWAHILI ›   VIETNAMESE ›

Adult Immunizations:

ENGLISH ›

MESSAGE FRAMEWORKS & DISCUSSION GUIDES

Message frameworks, based on main barriers to vaccine uptake, to help you easily pull together concise messages for materials that you are developing. Discussion guides included provide additional talking points for more detailed communications with community members.

COVID-19 & Flu for Adults:

ENGLISH ›   FRENCH ›   KOREAN ›   CHINESE ›   SPANISH ›   SWAHILI ›   VIETNAMESE ›

COVID-19 & Flu for Children & Pregnancy:

ENGLISH ›

Adult Immunizations:

ENGLISH ›

COVID-19 VACCINES FACT SHEET

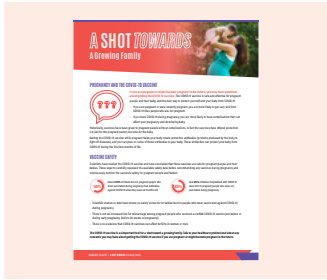Handout to educate community members are the role of vaccines and the types of COVID-19 vaccines.

HANDOUT ›

COVID-19 BOOSTERS FACT SHEET

Handout to educate community members about vaccine boosters and the COVID-19 recommendations.

HANDOUT ›

COVID-19 VACCINE AND PREGNANCY FACT SHEET

Handout to educate your community members about COVID-19 vaccine safety if you are pregnant or might become pregnant in the future.

HANDOUT ›

ADULT IMMUNIZATIONS FACT SHEET

Handout to educate community members about the recommended vaccines for adults.

HANDOUT ›

Access Materials to Customize for Your Community

This section provides templated materials that are easily editable and adaptable to best serve your community and personalize with your organization's logo. Materials available include social media, digital advertisements, media and community engagement materials, flyers, posters, postcards, and print advertisements.

SOCIAL MEDIA MATERIALS

SOCIAL MEDIA CONTENT CALENDARS WITH STATIC IMAGES

Social media posts and graphics for Facebook, Instagram, Twitter, and WhatsApp. Graphics are provided in rectangle (1200x670) and square (1080x1080) sizes for use on appropriate channels.
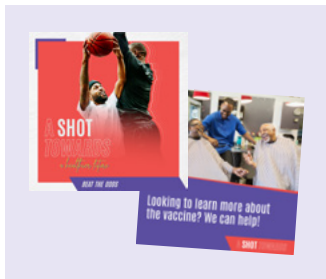
COVID-19 & Flu for Adults:

ENGLISH ›   FRENCH ›   KOREAN ›   CHINESE ›   SPANISH ›   SWAHILI ›   VIETNAMESE ›

COVID-19 & Flu for Children & Pregnancy:

ENGLISH ›

Adult Immunizations:

ENGLISH ›

SOCIAL MEDIA GIFS

Animated graphics for your social media posts.

COVID-19 & Flu for Adults:

ENGLISH ›   FRENCH ›   KOREAN ›   CHINESE ›   SPANISH ›   SWAHILI ›   VIETNAMESE ›

COVID-19 & Flu for Children & Pregnancy:

ENGLISH ›

Adult Immunizations:

ENGLISH ›

DIGITAL MATERIALS

DIGITAL ADVERTISEMENTS WITH INFORMATIVE MESSAGES

Graphics in six industry-standard size options (300x250, 300x600, 728x90, 300x50, 250x250,160x600) for online advertisement placements. These graphics include messages to address physical access barriers such as language, transportation, and immigration status.

COVID-19 & Flu for Adults:

ENGLISH › FRENCH › KOREAN › CHINESE › SPANISH › SWAHILI › VIETNAMESE ›

DIGITAL ADVERTISEMENTS WITH EDUCATIONAL MESSAGES

Graphics in six industry-standard size options (300x250, 300x600, 728x90, 300x50, 250x250,160x600) for online advertisement placements. These graphics include messages to tackle singular concerns such as a general lack of understanding about vaccines.

COVID-19 & Flu for Adults:

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COVID-19 & Flu for Children & Pregnancy:

ENGLISH ›

Adult Immunizations:

ENGLISH ›

DIGITAL ADVERTISEMENTS WITH PERSUASIVE MESSAGES FOR HIGH LEVELS OF MISINFORMATION

Graphics in six industry-standard size options (300x250, 300x600, 728x90, 300x50, 250x250,160x600) for online advertisement placements. These graphics include messages to combat misinformation and disinformation.

COVID-19 & Flu for Adults:

ENGLISH › FRENCH › KOREAN › CHINESE › SPANISH › SWAHILI › VIETNAMESE ›

DIGITAL ADVERTISEMENTS WITH PERSUASIVE MESSAGES FOR FAITH- AND CULTURE-BASED BARRIERS

Graphics in six industry-standard size options (300x250, 300x600, 728x90, 300x50, 250x250,160x600) for online advertisement placements. These graphics include messages to respond to faith and/or cultural hesitancy.

COVID-19 & Flu for Adults:

ENGLISH › FRENCH › KOREAN › CHINESE › SPANISH › SWAHILI › VIETNAMESE ›

MEDIA AND COMMUNITY ENGAGEMENT MATERIALS

PHONE SCRIPTS AND SHORT MESSAGE SERVICE (SMS) TEXT OUTREACH

A phone/text banking resource with phone scripts to help guide your conversations with community members and message samples to guide your text outreach.

COVID-19 & Flu for Adults:

ENGLISH › **FRENCH ›** **KOREAN ›** **CHINESE ›** **SPANISH ›** **SWAHILI ›** **VIETNAMESE ›**

COVID-19 & Flu for Children & Pregnancy:

ENGLISH ›

Adult Immunizations:
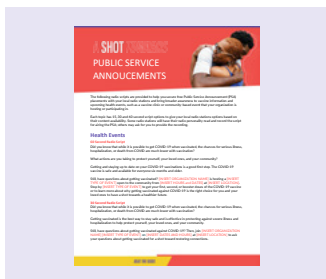
ENGLISH ›

PUBLIC SERVICE ANNOUNCEMENTS (PSAs)

Radio scripts (15, 30, and 60 seconds) to secure free PSA placements with local radio stations.

COVID-19 & Flu for Adults:

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Adult Immunizations:
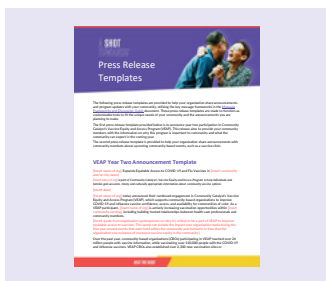
ENGLISH ›

PRESS RELEASES

Templates to share announcements and program updates with your community.

COVID-19 & Flu for Adults:

ENGLISH › **FRENCH ›** **KOREAN ›** **CHINESE ›** **SPANISH ›** **SWAHILI ›** **VIETNAMESE ›**

Adult Immunizations:
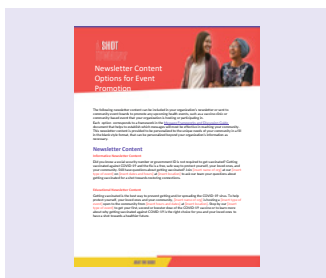
ENGLISH ›

NEWSLETTER CONTENT

Templates to share announcements and updates in organizational or community newsletters.

COVID-19 & Flu for Adults:

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Adult Immunizations:

ENGLISH ›

PRINT MATERIALS
FLYERS

FLYERS WITH INFORMATIVE MESSAGES

Flyers for print or digital distribution including messages to address physical access barriers such as language, transportation, and immigration status.

COVID-19 & Flu for Adults:

ENGLISH › **FRENCH ›** **KOREAN ›** **CHINESE ›** **SPANISH ›** **SWAHILI ›** **VIETNAMESE ›**

FLYERS WITH EDUCATIONAL MESSAGES

Flyers for print or digital distribution including messages to tackle singular concerns such as a general lack of understanding about vaccines.

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COVID-19 & Flu for Children & Pregnancy:

ENGLISH ›

Adult Immunizations:

ENGLISH ›

FLYERS WITH PERSUASIVE MESSAGES FOR HIGH LEVELS OF MISINFORMATION

Flyers for print or digital distribution including messages to combat misinformation and disinformation.

COVID-19 & Flu for Adults:

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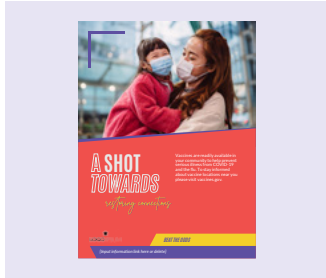### FLYERS WITH PERSUASIVE MESSAGES FOR FAITH- AND CULTURE-BASED BARRIERS

Flyers for print or digital distribution including messages to respond to faith and/or cultural hesitancy.

COVID-19 & Flu for Adults:

ENGLISH › **FRENCH ›** **KOREAN ›** **CHINESE ›** **SPANISH ›** **SWAHILI ›** **VIETNAMESE ›**

PRINT MATERIALS
POSTERS

POSTERS WITH INFORMATIVE MESSAGES

Posters in two industry-standard size options (18x24 and 24x36) for printing to put up at community locations or events. These posters include messages to address physical access barriers such as language, transportation, and immigration status.

COVID-19 & Flu for Adults:

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COVID-19 & Flu for Children & Pregnancy:

ENGLISH ›

Adult Immunizations:

ENGLISH ›

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PRINT MATERIALS
POSTCARDS

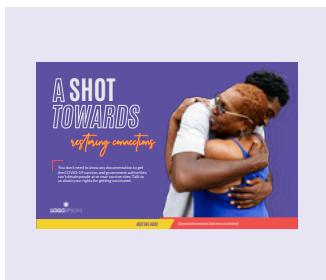### POSTCARDS WITH INFORMATIVE MESSAGES

Postcards in two industry-standard size options (4x6 and 5x7) for printing to handout at community locations or events. These postcards include messages to address physical access barriers such as language, transportation, and immigration status.

COVID-19 & Flu for Adults:

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COVID-19 & Flu for Children & Pregnancy:

ENGLISH ›

Adult Immunizations:

ENGLISH ›

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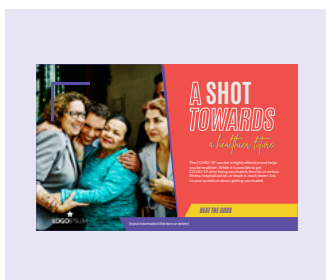
PRINT MATERIALS
PRINT ADVERTISEMENTS

PRINT ADVERTISEMENTS WITH INFORMATIVE MESSAGES

Print advertisements in four industry-standard size options (8.25x5.25, 8.25x10.5, 12x10.5, and 10x6) for placing in newspapers and magazines. These advertisements include messages to address physical access barriers such as language, transportation, and immigration status.

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COVID-19 & Flu for Children & Pregnancy:

ENGLISH ›

Adult Immunizations:

ENGLISH ›

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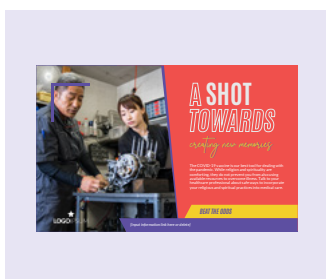
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COVID-19 & Flu for Adults:

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PHOTO LIBRARY

PHOTOGRAPHY

Images available for your use across communications materials and channels/methods.

COVID-19 & FLU FOR ADULTS ›


COVID-19 & FLU FOR CHILDREN & PREGNANCY ›

ADULT IMMUNIZATIONS ›

Explore On-Demand Trainings

This section provides on-demand video trainings and take-away handouts to help build your organization's communications capacity. Trainings are available on messaging and materials development, media and community communications engagement, social media strategy, Facebook, Instagram, TikTok, Twitter, and WhatsApp.

MESSAGING & MATERIALS TRAININGS
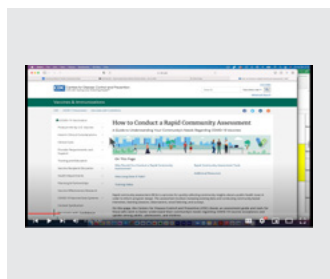
HOW TO ASSESS BARRIERS FOR MESSAGE DEVELOPMENT

Discover the process of collecting information about any barriers that might lead to messaging nuances in your community.

VIDEO ›   **HANDOUT ›**

HOW TO UTILIZE AND PERSONALIZE THE MESSAGE FRAMEWORKS FOR YOUR COMMUNITY

Discover tips for how to pick the right messages from the frameworks and use them to develop materials.

VIDEO ›
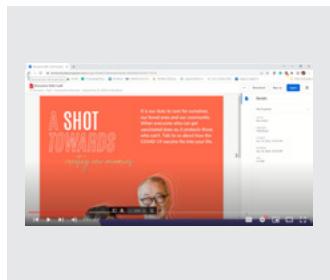
HOW TO CUSTOMIZE TOOLKIT MATERIALS FOR YOUR COMMUNITY

Learn how to update Community Catalyst's A Shot Towards toolkit materials, as well as materials from leading organizations like the CDC.

VIDEO ›

MEDIA & COMMUNITY ENGAGEMENT TRAININGS
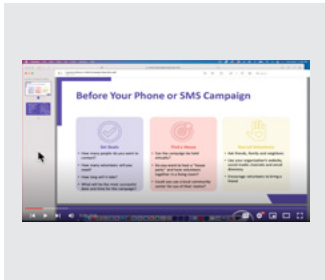
HOW TO LAUNCH AN SMS OR PHONE CAMPAIGN

Understand the process of setting up SMS/text or phone banking campaigns and using the provided scrips effectively.

VIDEO ›   **HANDOUT ›**
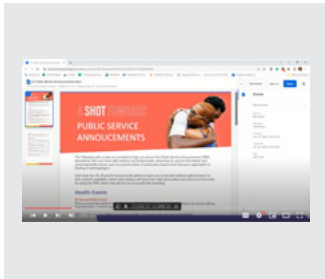
HOW TO PLACE PUBLIC SERVICE ANNOUNCEMENTS (PSAs) ON THE RADIO

Learn tips on how to effectively engage local media to run public service announcements (PSAs) for free in your community.
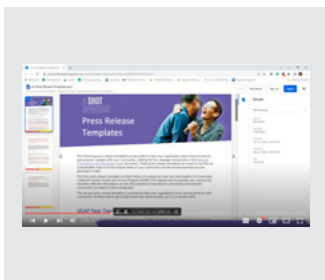
VIDEO ›   **HANDOUT ›**

HOW TO INCORPORATE STORYTELLING IN YOUR COMMUNITY OUTREACH

Learn tips for how to incorporate strong storytelling in your community materials.

VIDEO ›   **HANDOUT ›**

HOW TO ENGAGE LOCAL MEDIA ABOUT YOUR COMMUNITY IMPACT

Explore how to effectively share updates with local media to get media coverage of your events.

VIDEO ›   **HANDOUT ›**
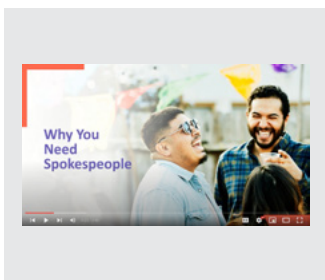
PART 1: HOW TO IDENTIFY AND TRAIN SPOKESPEOPLE FOR THE MEDIA

Learn tips for how to identify and train individuals in your organization as spokespeople for the media.

VIDEO ›   **HANDOUT ›**

PART 2: HOW TO IDENTIFY AND TRAIN SPOKESPEOPLE FOR THE MEDIA

Learn additional insights on how to train to tell your organization's story and impact on the community.

VIDEO ›   **HANDOUT ›**
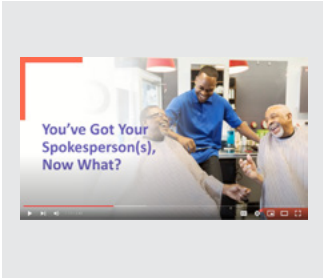
SOCIAL MEDIA TRAININGS

PART 1: HOW TO CREATE UNIQUE CONTENT ON SOCIAL & DIGITAL MEDIA

Explore tips for creating content that resonates on Facebook, Instagram, LinkedIn, and Twitter.

VIDEO ›   **HANDOUT ›**

PART 2: HOW TO CREATE UNIQUE CONTENT ON SOCIAL & DIGITAL MEDIA

Discover tools that can support your content management, strategy, and social graphic development.

VIDEO ›   **HANDOUT ›**

HOW TO ACTIVATE AMBASSADORS IN YOUR COMMUNITY ON SOCIAL MEDIA

Explore ways to activate your volunteers, community members, or influencers as ambassadors to further your message online.

VIDEO ›   **HANDOUT ›**
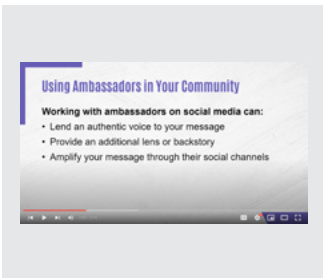
HOW TO CONDUCT SOCIAL LISTENING FOR YOUR ORGANIZATION

Learn how to conduct social media listening for your organization.

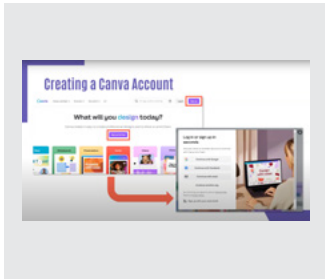**VIDEO ›**   **HANDOUT ›**

DESIGN SUPPORT
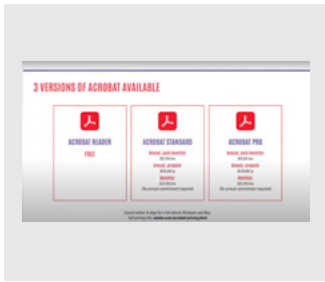
HOW TO USE ADOBE ACROBAT TO EDIT DESIGNS

Learn how to use Adobe Acrobat to edit your templated designs.

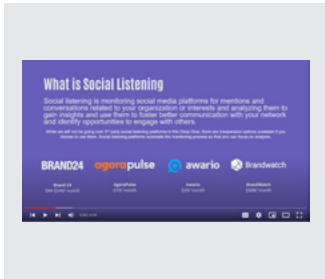**VIDEO ›**　　**HANDOUT ›**

HOW TO USE CANVA TO CREATE UNIQUE DESIGNS

Learn how to set up a Canva account to begin creating your unique designs.

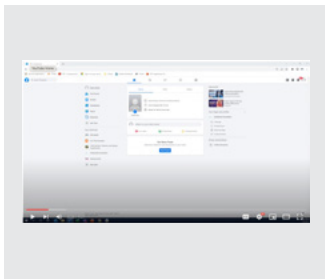**VIDEO ›**　　**HANDOUT ›**

FACEBOOK TRAININGS

HOW TO SET UP A FACEBOOK BUSINESS PAGE

Learn how to set up a Facebook profile for your organization, including best practices for profile images, descriptions, and tips on how to grow your network.

VIDEO ›　　**HANDOUT ›**

HOW TO USE THE 'A SHOT TOWARDS' SOCIAL MEDIA CONTENT CALENDAR FOR FACEBOOK

Explore the pre-drafted social media posts from the VEAP Communications Toolkit and learn how to post them on Facebook.
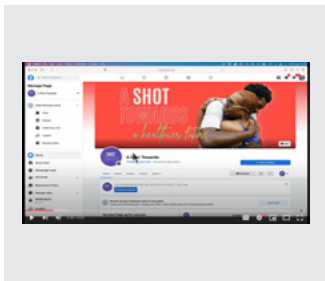
VIDEO ›

HOW TO EFFECTIVELY ENGAGE YOUR COMMUNITY ON FACEBOOK

Learn how to set up an engagement strategy for your Facebook channel, including tips on monitoring your mentions and identifying relevant topics to track.

VIDEO ›   **HANDOUT ›**

HOW TO BOOST ORGANIC SOCIAL POSTS WITH PAID SPEND ON FACEBOOK

Explore tips and how to put paid funds behind an organic social post to increase its reach on Facebook.
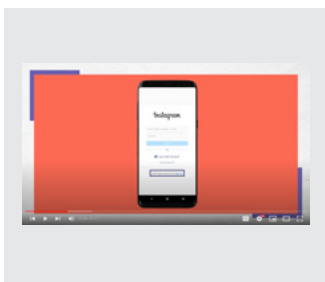
VIDEO ›   **HANDOUT ›**

HOW TO EVALUATE PERFORMANCE ON FACEBOOK

Learn how to define the most common social metrics to measure on Facebook, what they mean, and how to track them.

VIDEO ›   **HANDOUT ›**
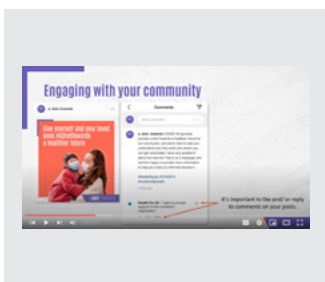
INSTAGRAM TRAININGS

HOW TO SET UP AN INSTAGRAM BUSINESS PROFILE

Dive into how to set up an Instagram business profile, including best practices for profile images, descriptions, and tips on how to grow your network.

VIDEO ›   **HANDOUT ›**

HOW TO EFFECTIVELY ENGAGE YOUR COMMUNITY ON INSTAGRAM

Learn how to set up and engagement strategy for your Instagram channel.
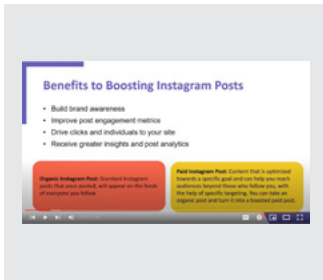
VIDEO ›   **HANDOUT ›**

HOW TO BOOST ORGANIC SOCIAL POSTS WITH PAID SPEND ON INSTAGRAM

Explore tips and how to put paid funds behind an organic social post to increase its reach on Instagram.

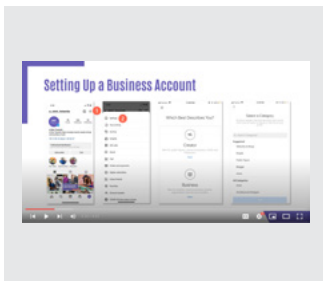**VIDEO ›**   **HANDOUT ›**

HOW TO EVALUATE INSTAGRAM PERFORMANCE

Learn how to measure your Instagram content's performance and apply learnings to your future content strategy.

VIDEO ›   **HANDOUT ›**

TIKTOK TRAININGS

HOW TO BEGIN USING TIKTOK

Learn the basics of TikTok for community engagement.

VIDEO ›   **HANDOUT ›**

HOW TO USE TIKTOK FOR YOUR ORGANIZATION
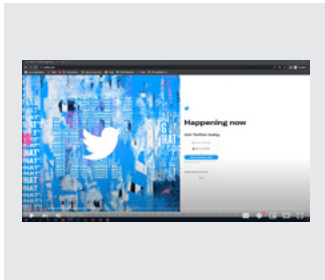
Learn how to best incorporate TikTok into your organization's social media strategy.

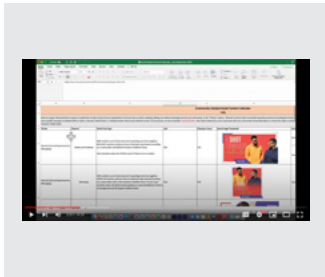**VIDEO ›**   **HANDOUT ›**

TWITTER TRAININGS

HOW TO SET UP A TWITTER PROFILE FOR YOUR ORGANIZATION

Learn how to set up a Twitter account for your organization, including best practices for profile images, descriptions, and tips on how to grow your network.

VIDEO ›   **HANDOUT ›**

HOW TO USE THE 'A SHOT TOWARDS' SOCIAL MEDIA CONTENT CALENDAR FOR TWITTER

Explore the pre-drafted social media posts from the VEAP Communications Toolkit and learn how to post them on Twitter.
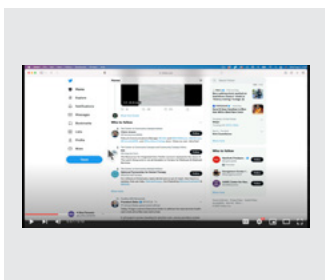
VIDEO ›

HOW TO EFFECTIVELY ENGAGE YOUR COMMUNITY ON TWITTER

Learn how to set up an engagement strategy for your Twitter channel, including tips on monitoring your mentions, identifying relevant hashtags, and knowing what topics to track.
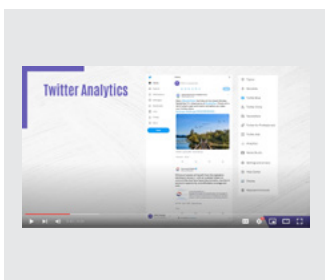
VIDEO ›   **HANDOUT ›**

HOW TO BOOST ORGANIC SOCIAL POSTS WITH PAID SPEND ON TWITTER

Explore tips and how to put paid funds behind an organic social post to increase its reach on Twitter.

VIDEO ›   **HANDOUT ›**

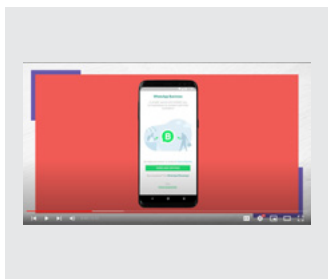### HOW TO EVALUATE PERFORMANCE ON TWITTER

Learn what the most common Twitter social metrics are, what they mean, and how to track them.

VIDEO ›   **HANDOUT ›**
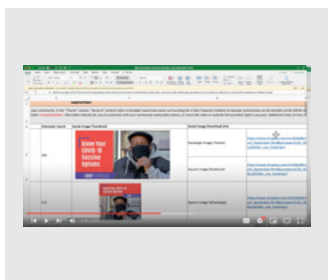
WHATSAPP TRAININGS

HOW TO SET UP A WHATSAPP GROUP FOR YOUR ORGANIZATION

Explore how to create a new group on WhatsApp, invite individuals to join, and feature best practices for running your Group chat.

VIDEO ›   **HANDOUT ›**

HOW TO USE THE 'A SHOT TOWARDS' SOCIAL MEDIA CONTENT CALENDAR FOR WHATSAPP

Discover how to post the pre-drafted copy and provided graphics from the VEAP Communications Toolkit on your WhatsApp group chat.

VIDEO ›

Contact VEAP@communitycatalyst.org with any questions or further support needed to customize your community's messaging, materials, or communications channels.

Community Catalyst