PREPARE FOR THE COVID-19 VACCINE

Overview

The Office of Minority Health (OMH) at the U.S. Department of Health and Human Services (HHS) is promoting the latest recommendations provided by the Centers for Disease Control and Prevention (CDC) to prepare healthcare workers for the distribution of the COVID-19 vaccine. As COVID-19 continues to disproportionately impact racial and ethnic minorities in the U.S., OMH is focusing its efforts on raising awareness about the importance of getting the COVID-19 vaccine, establishing vaccine confidence, and combatting vaccine hesitancy, especially among racial and ethnic minority groups. Below are social media messages and hashtags, we encourage our partners to share with their social media audiences to promote the latest CDC recommendations, information about vaccine planning, guidance on how healthcare providers can address their patients, and the benefits of COVID-19 vaccination.

Social Media Promotions and Hashtags

Use the following social media messages and hashtags to help promote resources and join online conversations regarding vaccine safety, confidence, recommendations, and questions.

Hashtag(s):
#COVID19
#PublicHealth
#CDC

Twitter

- Uncertain about the benefits of #COVID19 vaccination? @CDCgov explains how a vaccine can help protect you when a vaccine is recommended: https://bit.ly/vaccinebenefits #PublicHealth #CDC
- .@CDCgov is focused on #vaccine planning and is working closely with health departments and partners to get ready for when #COVID19 vaccines are available. Learn how they are working with federal, state, local, tribal & territorial partners: cdc.gov/coronavirus #PublicHealth
- #Providers: You are your patients' most trusted source for information when it comes to vaccines. Learn more about the topics they may ask about, including safety and side effects: https://bit.ly/2InDVLO #PublicHealth #CDC
- #Providers: @CDCgov has resources available to help you answer patient's questions and engage in effective conversations on #COVID19 vaccine recommendations: https://bit.ly/37viXn3 #PublicHealth #CDC
- #DYK a @CDCgov advisory committee recommended healthcare personnel and long-term care facility residents should receive #COVID19 vaccination first? Learn how the CDC is making COVID-19 vaccine recommendations: https://bit.ly/2IWccCd. #PublicHealth #CDC

Twitter (in Spanish)

- ¿No estás seguro de los beneficios de la vacuna contra el #COVID19? @CDCespanol explica cómo una vacuna puede ayudar a protegerte cuando es recomendada: https://bit.ly/3qH1m4b #PublicHealth #CDC
- .@CDCespanol está trabajando estrechamente con los departamentos de salud y otros socios para elaborar planes de vacunación para cuando la vacuna del #COVID19 esté disponible. Conozca cómo los #CDC están trabajando con estos aliados: https://bit.ly/39T61KA #PublicHealth
- Los #proveedores de salud son la fuente de información más confiable para los pacientes cuando se trata de las vacunas. Obtén más información sobre los temas que los pacientes pueden preguntar, como la seguridad y los efectos secundarios de las vacunas. https://bit.ly/3guDCLZ #CDC
- #Proveedores de salud: @CDCespanol tiene recursos disponibles para ayudarlos a responder las preguntas de sus pacientes y tener conversaciones positivas sobre las recomendaciones de la vacuna #COVID19: https://bit.ly/3guDCLZ #PublicHealth #CDC
- ¿#SabíasQue un comité asesor de @CDCespanol recomendó que el personal de atención médica y los residentes de los centros de cuidado a largo plazo deberían recibir la vacuna del #COVID19 primero? Lee más sobre las recomendaciones para la vacuna del #COVID19: https://bit.ly/3mYngOe

Facebook

- Are you uncertain about the benefits of COVID-19 vaccination? The Centers for Disease Control and Prevention explains how a vaccine can help protect you when a vaccine is recommended: https://bit.ly/vaccinebenefits #PublicHealth #CDC
- The Centers for Disease Control and Prevention is focused on vaccine planning and is working closely with health departments and partners to get ready for when COVID-19 vaccines are available. Learn how the agency is working with federal, state, local, tribal, and territorial partners: cdc.gov/coronavirus
- Providers: You are your patients' most trusted source for information when it comes to vaccines. Learn more about the topics they may ask about, including safety and side effects: https://bit.ly/2InDVLO.
- Providers: The Centers for Disease Control and Prevention has resources available to help you answer patient's questions and engage in effective conversations on COVID-19 vaccine recommendations: https://bit.ly/37viXn3
- Did you know that a CDC advisory committee recommended healthcare personnel and long-term care facility residents should receive COVID-19 vaccinations first? Learn how the CDC is making COVID-19 vaccine recommendations: https://bit.ly/2IWccCd.

Instagram

- Uncertain about the benefits of #COVID19 vaccination? @CDCgov explains how a vaccine can help protect you when a vaccine is recommended: https://bit.ly/vaccinebenefits #PublicHealth #CDC
- @CDCgov is focused on #vaccine planning and is working closely with federal, state, local, tribal, and territorial partners to get ready for when #COVID19 vaccines are available: cdc.gov/coronavirus #PublicHealth #CDC
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