



Vaccine Campaign Media Messaging

Talking Points

- We are grateful that federal and state officials have designated long term care residents and staff as a priority for the first phase of distribution for the COVID-19 vaccine.
- Since day one, we have been working around the clock to protect our residents and staff. We are hopeful that the vaccine will be a lifesaving turning point in our fight against the pandemic.
- We are not requiring our staff and residents to get the vaccine. However, we are encouraging as many residents and staff as possible to give consent to get vaccinated.
- **[If the facility has a vaccine clinic scheduled]** We will begin administering the vaccine to residents and staff **[insert details on vaccine clinic – date, time, location]**.
- **[If the facility does not have a vaccine clinic scheduled]** A COVID-19 vaccine will soon be available to all residents and staff. We are moving forward with our plans and will provide additional details soon.
- Per our state’s distribution plan, we will be administering the **[insert vaccine]** through our pharmacy partner **[insert name of pharmacy]**.
- Residents and staff will not have to pay to receive the vaccine.
- The vaccine requires two doses. We will administer the second dose approximately 21 to 28 days after the first dose.
- Residents and staff may experience potential side effects that are similar to the flu shot, but they occur more frequently. The health and safety of our residents is always our top priority, and this vaccine will save lives.
- Our residents have a much higher risk for getting very sick, being hospitalized, or dying from COVID-19, and our health care heroes on the frontlines deserve protection as well. The vaccine has been shown to provide a great deal of protection against serious illness due to COVID-19.
- With the number of COVID cases rising in surrounding communities, as well as inside long term care facilities, making sure our residents and staff are vaccinated is even more important.

- We are ready and able to help track and report the health outcomes of our residents after receiving the vaccine, in order to monitor the vaccine's efficacy among our population.
- We will continue to take all necessary precautions after the vaccine is administered, including wearing personal protective equipment and conducting regular testing, to ensure the safety of our residents and staff.
- We will work with public health officials to determine how/when to adjust our policies for visitations and social activities.
- We are proud to join the American Health Care Association and National Center for Assisted Living (AHCA/NCAL) in its #GetVaccinated campaign.
- We have displayed signs throughout our facility, and our residents and staff are wearing stickers/buttons that say #GetVaccinated. We will also share stories and updates on our social media channels.

FAQs

Q: Why should residents and staff get vaccinated?

A: The vaccine will save lives. Our residents have a much higher risk for getting very sick, being hospitalized, or dying from COVID-19, and our staff frequently come in and out of our buildings. The vaccine has been shown to provide a great deal of protection against serious illness due to COVID-19.

Q: When will you begin administering the vaccine?

A: We will be administering the vaccine to residents and staff [Provide details on vaccine clinic – date, time, location, what they can expect at the clinic, safety precautions in place such as social distancing, etc.]

A: [If the facility does not have a vaccine clinic scheduled] A COVID-19 vaccine will be available to our residents and staff soon. We are moving forward with our plans and hope to provide additional details soon.

Q: Which vaccine will your facility be administering? Who is your pharmacy partner?

A: Per our state's distribution plan, we will be administering the [insert vaccine] through our pharmacy partner [insert name of pharmacy].

Q: Do residents and staff have to pay for it?

A: No. Residents and staff will not have to pay to receive the vaccine.

Q: Will you re-open after the vaccine has been administered?

A: We will work with public health officials to determine how/when to adjust our policies for visitations and social activities.

Q: How are you handling those who don't want to get vaccinated?

A: Each resident, or their health care decision maker, and staff member will have the power to decide whether they wish to receive the vaccine. We will continue to underscore the safety of

the vaccine and promote the life-saving benefits of receiving it. We also hope that peer-to-peer encouragement will build confidence in those who may be hesitant.

Q: How are you communicating your message to the public?

A: We want our community to know that our facility is committed to being one of the safest places for their loved ones who need long term care. We are proud to join the American Health Care Association and National Center for Assisted Living (AHCA/NCAL) in its *#GetVaccinated* campaign. We have displayed signs throughout our facility, and our residents and staff are wearing stickers/buttons that say *#GetVaccinated*. We will also share stories and updates on our social media channels.

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