



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 get vaccinated.
- Currently, XX% of residents and XX% of staff are vaccinated. We are continuing to promote vaccine confidence and uptake among existing staff and residents, as well as new admissions and new hires. We have set an internal goal of achieving XX% vaccination among staff and residents.
- We have secured ongoing access to the COVID-19 vaccine through [insert source, such as our pharmacy partner].
- Residents and staff will not have to pay to receive the vaccine.
- 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: How will you ensure ongoing access to vaccine after the Pharmacy Partnership Program is complete?

A: We have secured ongoing access to the COVID-19 vaccine through [insert source, such as our pharmacy partner]. We have a distribution plan in place [insert any details of distribution plan, such as which vaccine will be administered and frequency of administration].

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 education from trusted health care professionals and 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. [Include any other ways you are promoting this effort.]

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