



Houston Health Department COVID-19 Vaccine Trusted Voices Toolkit

Overview: This toolkit serves as a guide for COVID-19 vaccine outreach and general information about the Houston Health Department’s **Take Your Best Shot** campaign. This kit includes key messages, fast facts, sample social media content, relevant URLs, and hashtags for your use.

Vaccines are safe and effective, but we understand the historical and cultural factors that may cause hesitancy, especially among minority communities.

Your Role: Our at-risk communities look up to you and trust in your word, making you the perfect messenger to share relevant, truthful, life-saving vaccine information. Our community’s trusted voices are the best resource to fight disinformation, myths, and conspiracy theories.

Communicate via word-of-mouth, social media, email, telephone, or any other means. Take every opportunity to share the science and your support for vaccines.

It is our hope that as a trusted voice in your community, you will aid in the dissemination of factual COVID-19 vaccine information and encourage everyone **Take Your Best Shot** to end the pandemic.

Timing: Immediately until you receive an updated toolkit

Tagline: **Take Your Best Shot** against COVID-19.

Digital Artwork: Visit HoustonEmergency.org/covid19 to download free graphics in several languages.

Key Messages

- COVID-19 vaccines are key to helping our lives get back to normal.
- The vaccines protect you and those around you by significantly reducing the chances of getting COVID-19, spreading it, and becoming seriously ill with the disease.
- Fully vaccinated people can return to activities they stopped doing during the pandemic.
- People who are not fully vaccinated should continue wearing masks and practicing social distancing in public.
- People with diverse races and ethnicities tested the vaccine in large clinical trials to prove they are safe and highly effective.
- People cannot get COVID-19 from the vaccine although temporary symptoms like fever, fatigue, and headache are normal and a sign the vaccine is working.
- People should be vaccinated regardless of whether they already had COVID-19.
- The Pfizer and Moderna vaccines require two doses for maximum protection, so people will need to get a second dose of the same vaccine three to six (Pfizer) or four to six (Moderna) weeks later. The Johnson & Johnson vaccine requires just one dose.
- Getting vaccinated is free and does not require ID, proof of residency, citizenship, or insurance.
- Houston Health Department-affiliated vaccination sites are available with or without appointments and located across the city.
- Visit HoustonEmergency.org/covid19 or call 832-393-4220 or 832-393-4301 to find a nearby HHD-affiliated vaccination site.
- People with disabilities can call 832-393-5500 for assistance, including transportation.
- Free transportation is available through Uber and Lyft.

Helpful Websites

- houstonemergency.org/covid-19-vaccines
- houstonemergency.org/covid19
- houstontx.gov/health
- cdc.gov/coronavirus/2019-ncov/index.html
- dshs.state.tx.us/coronavirus/

Hashtags

- #TakeYourBestShot, #BetterTogether, #StopTheSpread

Sample Social Media Messages & Visuals

GENERAL POSTS:

Facebook, Instagram

1. Easier than ever! Our #COVID19 vaccination sites now accept walk-ins. We also extended hours at some sites. Visit HoustonEmergency.org/covid19 or call 832-393-4301 or 832-393-4220 to find a nearby vaccination site. #TakeYourBestShot at returning to normal by getting vaccinated as soon as possible. <http://bit.ly/HHDcovidVAXX>
2. With sites across #Houston accepting walk-ins (or appts), getting vaccinated against #COVID19 has never been easier! Visit HoustonEmergency.org or call 832-393-4301 or 832-393-4220 to find a nearby site. #TakeYourBestShot at returning to normal by getting vaccinated. <http://bit.ly/HHDcovidVAXX>

Twitter (These posts meet the shorter character limit for Twitter but can also be used on Facebook and Instagram.)

1. Easier than ever! Our #COVID19 vaccination sites now accept walk-ins. We also extended hours at some sites. Visit HoustonEmergency.org/covid19 or call 832-393-4301 or 832-393-4220 to find a nearby site. #TakeYourBestShot at returning to normal by getting vaccinated ASAP. <http://bit.ly/HHDcovidVAXX>
2. Getting vaccinated against COVID19 is free and key to getting our lives back to normal. #TakeYourBestShot by getting vaccinated at one of our sites as soon as possible. Walk ins are welcome. Visit HoustonEmergency.org/COVID19 or call 832-393-4220 to find a nearby site. <http://bit.ly/HHDcovidVAXX>



VACCINE SAFETY:

Facebook, Instagram

1. #COVID19 vaccines are cleared for Emergency Use Authorization after rigorous review by FDA based on scientific evidence about safety and effectiveness gathered through large clinical trials. Protect yourself, those you love, and your community and #TakeYourBestShot as soon as possible. #BetterTogether <http://bit.ly/HHDcovidVAXX>
2. You can't get COVID-19 from the vaccines. Having symptoms like fever after getting a vaccine is normal and a sign a person's immune system is learning to fight the virus. #TakeYourBestShot by getting vaccinated as soon as possible. #BetterTogether to you. <http://bit.ly/HHDcovidVAXX>
3. #COVID19 vaccines do not affect or interact with our DNA in any way. mRNA never enters the nucleus of the cell, which is where our DNA (genetic material) is kept. The cell breaks down and gets rid of the mRNA soon after it is finished using the instructions. #TakeYourBestShot by getting vaccinated as soon as possible. <http://bit.ly/HHDcovidVAXX>

Twitter (These posts meet the shorter character limit for Twitter but can also be used on Facebook and Instagram.)

1. #COVID19 vaccines are approved after rigorous review based on scientific evidence about safety and effectiveness gathered through large clinical trials. #TakeYourBestShot as soon as possible. #BetterTogether <http://bit.ly/HHDcovidVAXX>
2. You can't get COVID-19 from the vaccine. Symptoms like fever are normal and a sign your immune system is learning to fight the virus. #TakeYourBestShot by getting vaccinated as soon as possible. <http://bit.ly/HHDcovidVAXX>
3. #COVID19 vaccines do not affect our DNA. mRNA never enters the nucleus and our cells get rid of it soon after it is finished using the instructions. #TakeYourBestShot by getting vaccinated ASAP. <http://bit.ly/HHDcovidVAXX>



MINORITY COMMUNITIES:

Facebook, Instagram

1. This pandemic continues to change millions of lives, affecting some communities more than others. That makes us more committed to protecting ourselves and those we love. #TakeYourBestShot by getting vaccinated against #COVID19 as soon as possible. #BetterTogether <http://bit.ly/HHDcovidVAXX>
2. Some Houstonians may be hesitant to get the COVID-19 vaccine, and that's OK. Be aware of different historical and cultural factors behind those concerns. Protect your community and explain why the benefits of being vaccinated outweigh your fears. #TakeYourBestShot by getting vaccinated against #COVID19 AND encourage your network get vaccinated as soon as possible. <http://bit.ly/HHDcovidVAXX>

Twitter (These posts meet the shorter character limit for Twitter but can also be used on Facebook and Instagram.)

1. This pandemic is affecting some communities more than others. That makes us more committed to protecting ourselves and those we love. #TakeYourBestShot by getting vaccinated against #COVID19 #BetterTogether <http://bit.ly/HHDcovidVAXX>
2. Some may be hesitant to get the #COVID19 vaccine, and that's OK. Speak to concerns and explain why benefits of the vaccine outweigh fears. Encourage your network to #TakeYourBestShot by getting vaccinated against #COVID19 <http://bit.ly/HHDcovidVAXX>

