



WE ARE
VACCINE
CONFIDENT
YOU CAN BE, TOO!

RESOURCE TOOLKIT



American College of Preventive Medicine
physicians dedicated to prevention

ACPM Vaccine Confident Toolkit

Join us in promoting Vaccine Confidence

Dear Member,

As COVID-19 vaccines continue to roll out in communities across the country, more than a third of Americans remain hesitant to get the vaccine, including the very health care workers that Americans look to for reassurance.

As preventive medicine professionals, you are at the critical intersection of public health and clinical outcomes, and **we need your voice** to help others understand that vaccines are safe, effective, and essential to health – especially now.

You are vital to the vaccine conversation because you are already leading the way through your actions. According to a new ACPM member survey, more than 98% had or were planning to get vaccinated against COVID-19, while nearly all members said they plan to recommend the vaccine to their family and friends.

When it comes to improving health on a global scale, vaccines are one of the most successful advancements in modern history and the key way out of the largest health crisis of the century. That is why we are asking you to join us in a nationwide effort to aid in the chorus of trusted voices proclaiming confidence in vaccines so others can be assured and follow suit.

We are vaccine confident. You can be, too!

ACPM is launching the Vaccine Confident campaign to create a dialogue with preventive medicine experts about why you are confident in the science behind vaccines and their effectiveness, ultimately to instill consumer assurance in making the decision to get vaccinated.

By leveraging its membership of more than 2,000 preventive medicine experts across the country in a variety of health care settings, we are opening a conversation and serving as a beacon for others to learn why they too can be vaccine confident.

As an ACPM member, you have a unique opportunity to join us in this effort. You can help by delivering the message that you are vaccine confident to your patients, colleagues, and broader academic, public health or hospital community.

How You Can Get Involved

We are providing you with tools and materials to spread the word that you are **vaccine confident**:

- **Vaccine Confident Report:** leverage the visual report in conversations with patients and colleagues about the importance of getting vaccinated
- **Be a Vaccine Confident Ambassador Check List:** learn about the different ways you can become an advocate
- **Social Media Content:** share and engage with vaccine confident messaging on your social media channels, and take part in the conversation using the #VaccineConfident hashtag
- **Graphics:** leverage social media graphics to bring posts to life and capture audience attention
- **Vaccine Confident Presentation:** inform your colleagues about the campaign and encourage others to get involved

Visit VaccineConfident.org to learn more or contact Jordan Sehestedt with questions at jsehestedt@acpm.org

Fact Sheet

Bring awareness to the campaign by distributing the fact sheet to patients, colleagues, and broader hospital/health care community.

WE ARE VACCINE CONFIDENT YOU CAN BE, TOO!

FACT SHEET
Vaccines: Prevention's Best Shot
New data from the American College of Preventive Medicine underscores overwhelming confidence in the safety and effectiveness of the COVID-19 vaccine among disease prevention specialists.

As COVID-19 vaccines roll out in communities across the country, hesitancy to get the vaccine remains high among vulnerable populations as well as the very healthcare workers that Americans look to for reassurance.

- One-third of Americans remain unwilling to get vaccinated. (Gallup)
- Three in ten healthcare workers express hesitancy about getting the vaccine. (JFPC)
- 30% of African Americans are hesitant to get the vaccine. While people are being vaccinated at twice the rate, (JFPC)

Why Vaccines Matter: Vaccines are a critical component in maintaining one's overall health and well-being, and prevent disease, disability and even death. The COVID-19 vaccines are part of that equation.

About Vaccines
Developed from sound science and backed by evidence-based research, vaccines are considered one of the most successful advancements for improving health on a global scale and the key way out of the biggest health crisis of the century. In addition to preventing millions of deaths annually across the globe, in the long run, vaccines reduce health care costs and improve economic stability through disease prevention.

The Next Public Health Crisis: An Uninoculated Population
As a result of COVID-19 concerns, routine vaccinations are at record lows, leaving millions of Americans at risk of long-term health impacts from diseases previously contained and/or eradicated. Not taking advantage of proven vaccines turns back the clock on prevention to the 20th century. If the trend of missed vaccinations continues, the U.S. could experience outbreaks of vaccine-preventable diseases after, or even on top of, the COVID-19 pandemic.

January - April 2020 compared to similar timeframe in 2019:
 - 2.5M decline in order of regular counting influenza vaccines
 - 250K decline in vaccine doses containing measles (pertussis) (DTP)
 - 95% decrease in two flu vaccines
 - 84% decrease in total shots of the shingles vaccine (Source: ProtonetHealth)

2020 Prescription Declines:
 - 95% decrease in two flu vaccines
 - 84% decrease in total shots of the shingles vaccine (Source: ProtonetHealth)

About the "We Are Vaccine Confident. You Can Be, Too!" Campaign
"We Are Vaccine Confident. You Can Be, Too!" spotlights the critical role vaccines play in overall health and offers a dialogue with trusted health care voices to help consumers build confidence. By leveraging its membership of more than 2,000 preventive medicine experts across the country in a variety of healthcare settings, ACPM is opening a conversation and serving as a beacon for others to learn why they too can be confident in vaccines.

Join the conversation on social using #vaccineconfident

For more information and to learn more about benefits of vaccines, visit vaccineconfident.org

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Talking Points

Leverage talking points for media interviews, speaking engagements and refer to as background for written communications opportunities.

WE ARE VACCINE CONFIDENT YOU CAN BE, TOO!

RECOMMENDED Talking Points

The following provides ACPM members with sample talking points on the We Are Vaccine Confident. You Can Be, Too! campaign, COVID-19 vaccine science and overall benefits of vaccines for public health as a preventive measure.

These talking points are meant to be leveraged for media interviews, speaking engagements and referred to as background for written communications opportunities.

- I stand with my colleagues of more than 2,000 preventive medicine physicians working in health systems across the country dedicated to improving the lives of individuals, families and communities in affirming my confidence in the safety and effectiveness of the FDA-approved COVID-19 vaccines.
- There is a scientific process and the rigorous peer review put in place for the coronavirus vaccines, the same as all vaccines. I trust the process and the science behind it.
- I fully support the overwhelming scientific evidence that demonstrates vaccines are among the most effective and safest interventions to prevent illness and protect the health of the public.
- As a trusted medical voice, I have a responsibility to proudly and loudly proclaim my confidence in the FDA-authorized COVID-19 vaccines, and assure others in the decision to be vaccinated.
- Vaccination is considered one of the most successful public health advancements for improving health and an important tool in the public health toolbox.
- As a result of the COVID-19 pandemic, we have seen a dramatic decline in routine vaccinations, leaving millions of people at risk of long-term health impacts.
- As the nation looks to turn a corner on COVID-19 with vaccination ramping up, we could be facing additional outbreaks of previously contained and/or eradicated diseases if routine vaccination schedules are not kept up to date.
- Not taking advantage of proven vaccines turns back the clock on prevention to the 20th century.
- By taking a holistic approach to health, including preventive measures, such as remaining in care and staying up to date with clinical preventive services and vaccination schedules, we can lower odds of illness, disability and death.

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"We are Vaccine Confident. You Can Be, Too!" Logo

Download the Vaccine Confident logo so you can include it in your social media content, email signature, and when engaging with other materials related to the campaign.

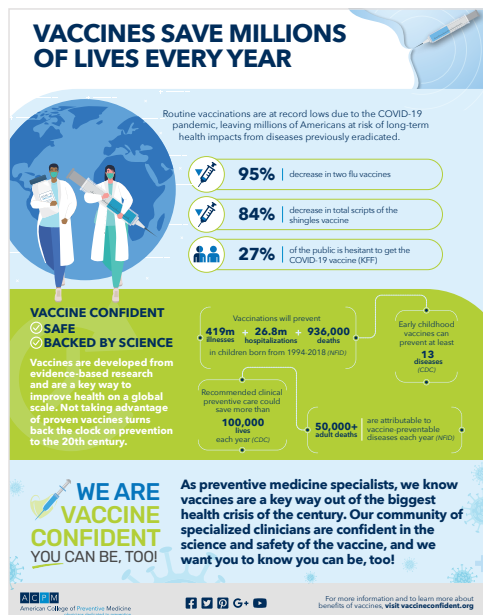


PNG file meant for general use

[DOWNLOAD](#)

Infographic

Download infographic to use as educational visual on social platforms or in conversations with patients and colleagues.



PDF

[DOWNLOAD](#)

Ambassador Checklist

Use this checklist to promote COVID-19 vaccine confidence and raise awareness of the overall importance of vaccines as part of a holistic health strategy among your peers, family/friends and community at large.

WE ARE VACCINE CONFIDENT YOU CAN BE, TOO!

Vaccine Ambassador Checklist ✓

As a preventive medicine specialist, you have the power through your actions and words to influence those around you. Join us in an effort to promote why you are vaccine confident and add your voice to help others understand that vaccines are safe, effective and critical to health – especially now.

Use this checklist to promote COVID-19 vaccine confidence and raise awareness of the overall importance of vaccines as part of holistic health strategy among your peers, family/friends and community at large.

How to be a Vaccine Confident Ambassador
 Become a Vaccine Confident Ambassador by incorporating campaign key messages in the following areas of your work and life.

AT WORK

- Give a Vaccine Confident presentation to your colleagues/staff.
 ACPM Resource: [Vaccine Confident Presentation](#)
- Have a discussion with staff members to identify ways to integrate Vaccine Confident messages and materials into external communications to reach broader audience.
 ACPM Resources: [Vaccine Confident LinkedIn Article](#), [Vaccine Confident Social Media Content](#), [Vaccine Confident Graphics](#)
- Post Vaccine Confident materials in staff break rooms.
 ACPM Resources: [EasiShare](#), [Infographic](#)

ON SOCIAL MEDIA

- Post the Vaccine Confident template social media copy to your personal Facebook and/or Twitter accounts using #vaccineconfident.
 ACPM Resources: [Vaccine Confident Social Content](#), [Vaccine Confident Graphics](#), [Vaccine Confident Social Frame](#)
- Show your confidence in the vaccines by changing your social media profile picture to include the campaign frame and encourage your peers to do the same.
 ACPM Resource: [Vaccine Confident Social Frame](#)
- Share your experience getting vaccinated with a photo on social media using #vaccineconfident to encourage others.
- Continue the conversation about #vaccineconfident on social and interact with peers and others to create a dialogue.
- Share testimonials from friends, colleagues and patients on vaccine experiences using #vaccineconfident.

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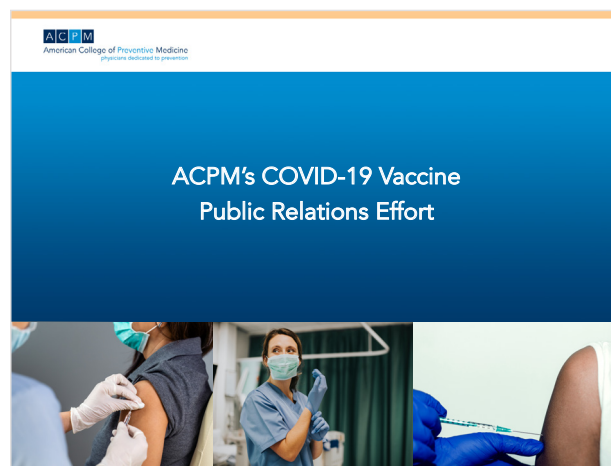
PDF

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Presentation Slides

Include in your speaking engagements to discuss importance of being vaccine confident.

Powerpoint Presentation

[DOWNLOAD](#)


LinkedIn Article

Tailor the template article to lend your voice and create a dialogue about your confidence in vaccines and foster that same assurance with your professional and social communities.

To create and publish an article:

Click **Write an article** near the top of your homepage. This takes you to the publishing tool.

- Alternatively, you can scroll down the page as you read an article on LinkedIn. You'll see the **Write an article** button appear next to **Like, Comment, and Share** in the top bar, below the LinkedIn navigation bar.

Click the **Headline** field to type the headline of your article.

- If you're unable to click into the Headline field, you may have a browser extension that is blocking this functionality. The two extensions that we know cause this issue, are Lazarus and Grammarly. This can be resolved by [disabling these extensions](#) and refreshing the editor.

Click the **Write here** field to type the content of your article.

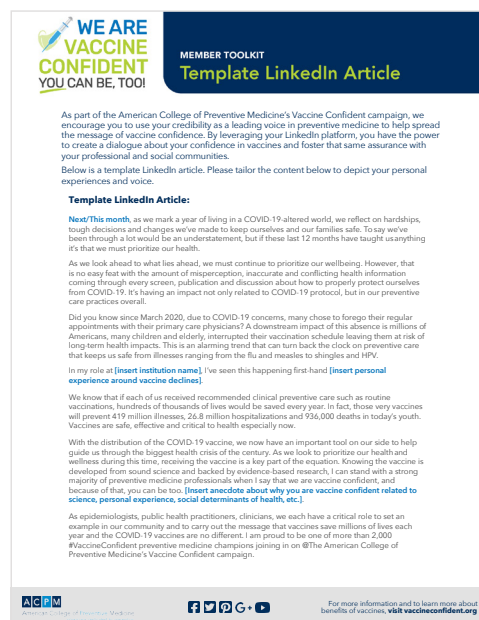
- You can [add images and other rich media](#) to your article for visual impact.
- You can also [add a cover image](#).

Click the **Publish** button in the top right of the page.

- You won't have the option to preview your content prior to publishing. Your article draft shows you how the published version will look. You can [share your article draft](#) with others prior to publishing.

In the pop-up window that appears, click **Publish** or click the **Cancel** icon to continue editing your article.

- Once your article is published, you can [edit](#) or [delete](#) it at any time.



Word Document

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Social Media

Use the suggested content to join the conversation and share why you are vaccine confident with your community and followers.

As part of the American College of Preventive Medicine's Vaccine Confident campaign, we encourage members to join the conversation and share why you are vaccine confident with your community and followers. By leveraging your Facebook, Instagram and Twitter channels, you have the power to spark a dialogue on the safety of the COVID-19 vaccines and the larger role vaccination plays in preventing illness, disability and death for individuals and communities.

The following are recommended postings. Please feel free to tailor the content below to suit your personal voice and audience and leverage campaign graphics to amplify your posts.

Facebook & Instagram:

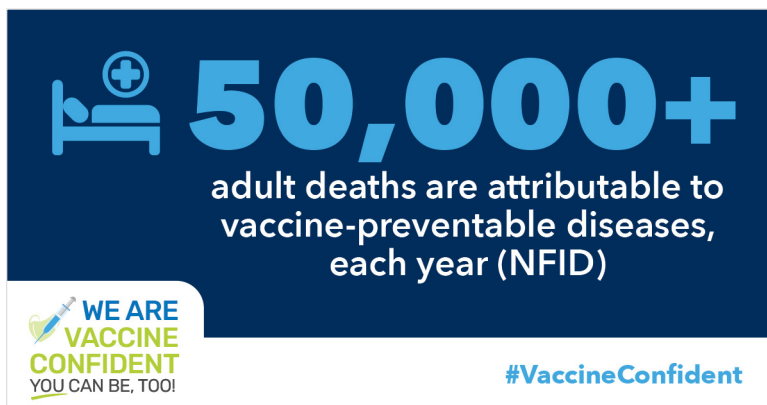
- #DYK vaccines save millions of lives every year? That's why I joined ACPM's #VaccineConfident campaign, because I want my patients, loved ones, and community to understand that #vaccines are safe and critical to health – especially during the COVID-19 pandemic. Visit VaccineConfident.org to find out why you can be vaccine confident, too!
- I am one of more than 2,000 #VaccineConfident preventive medicine experts. I [am planning on receiving/received] the #COVID19 #vaccine because they are critical for individual health and the health of the communities where we live in, work, play and pray.
- #Vaccines are developed on sound science and help save millions of lives each year – the COVID-19 vaccines are no different. I received my #COVID19 vaccine because it is critical to my overall health and helps protect my family, friends and patients. Learn more at VaccineConfident.org
- COVID-19 concerns have put routine vaccinations at record lows – leaving millions of Americans at risk. I am #VaccineConfident because I don't want to turn back the clock on our overall health. Learn how you can be vaccine confident too: VaccineConfident.org #Vaccine
- Every year, more than 50,000 adult deaths are attributed to vaccine-preventable diseases. I'm proud to be #VaccineConfident and want to help individuals, families, communities be confident in their vaccinations too. VaccineConfident.org is opening the door to conversations with more than 2,000 preventive medicine specialists. Ask us why we are confident today! #Vaccine

Twitter:

- Vaccines save millions of lives every year. That's why I joined @ACPM_HQ #VaccineConfident campaign, because I want the community to know that #vaccines are more important than ever during the COVID-19 pandemic. Learn more at VaccineConfident.org
- I am one of more than 2,000 preventive medicine experts [planning on receiving/that have received] the #COVID19 #vaccine. I am #VaccineConfident, you can be, too! VaccineConfident.org
- Not taking advantage of proven #vaccines turn back the clock on prevention to the 20th century. I am #VaccineConfident in the science that can improve public health and end this pandemic. Learn how you can be too: VaccineConfident.org
- Why am I #VaccineConfident? Because more than 50,000 adult deaths are attributable to vaccine-preventable diseases every year. Learn why vaccines are critical to health – especially now: VaccineConfident.org #Vaccine
- Vaccines are key to wellness and preventive care, saving millions of lives every year. The COVID-19 #vaccines are no different. I am #VaccineConfident, you can be too: VaccineConfident.org

Social Media

Download and add appropriate images to use on different platforms with corresponding social copy.



50,000+
adult deaths are attributable to
vaccine-preventable diseases,
each year (NFID)

**WE ARE
VACCINE
CONFIDENT**
YOU CAN BE, TOO!

#VaccineConfident

FACEBOOK

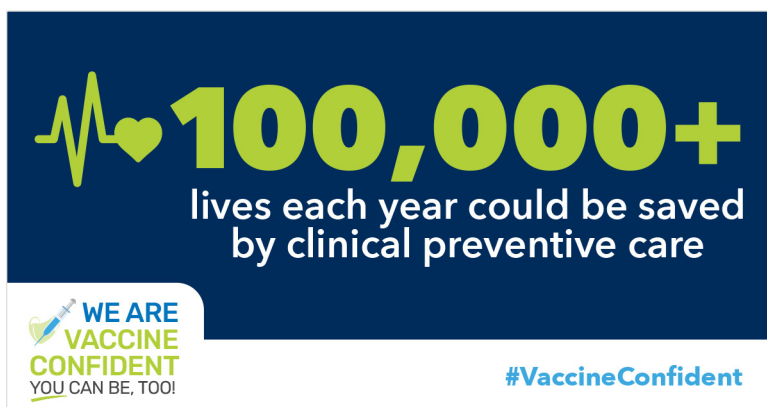
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100,000+
lives each year could be saved
by clinical preventive care

**WE ARE
VACCINE
CONFIDENT**
YOU CAN BE, TOO!

#VaccineConfident

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Don't turn back
the clock on
preventive care:
**Be Vaccine
Confident**

**WE ARE
VACCINE
CONFIDENT**
YOU CAN BE, TOO!

#VaccineConfident

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BACKGROUND

LOGO

RESOURCES

SOCIAL CONTENT

Social Media

Download and add appropriate images to use on different platforms with corresponding social copy.



FACEBOOK

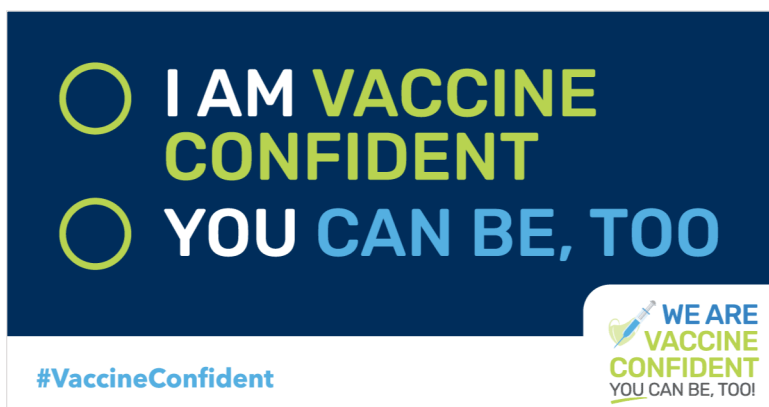
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Facebook Frame

Update your Facebook profile photo with the Vaccine Confident frame.

- Go to facebook.com/profilepicframes
- Search for "Vaccine Confident"
- Select frame
- You can zoom in or out to fit your photo in the frame.
- Click "Use as profile picture".



FRAMES

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