

COVID-19 Vaccine Communication Resources

April 16, 2021

- CDC Vaccine Toolkits - a wealth of COVID-19 vaccine communication resources. Please feel free to share these resources with partners in your community.
 - CDC Communication Tools
<https://www.cdc.gov/coronavirus/2019-ncov/vaccines/resource-center.html>
 - CDC Public Health Department toolkit
<https://www.cdc.gov/coronavirus/2019-ncov/vaccines/toolkits/health-departments.html#Communicate>
 - CDC Social Media Toolkit
<https://www.cdc.gov/coronavirus/2019-ncov/communication/vaccination-toolkit.html>
- Ad Council Toolkits - these toolkits have great resources for developing your own COVID-19 vaccine messaging tailored to specific audiences, and include PSAs and guidance documents. Please feel free to share these links with partners in your community.
 - [Public Health Toolkit](#)
 - [Black Community Toolkit](#)
 - [Hispanic Community Toolkit](#)
 - [Black Faith Toolkit](#)
 - [Hispanic Faith Community Toolkit](#)
 - [Corporation/Employer Toolkit](#)
- Association of Immunization Managers Faith Leader Planning Document
Please share this document with churches and religious organizations in your community.
 - [How can faith leaders help end the COVID-19 pandemic?](#)