

Introduction

This preliminary toolkit has been developed with talking points, language tips, social media language, and trusted resources to help you better communicate about the safe, effective COVID-19 vaccines that have arrived in Ohio. This initial kit will be expanded with additional resources but is being provided now to support your immediate needs.

Created: Dec. 20, 2020

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Talking Points

- Ohio is prepared to distribute **safe** and **effective** COVID-19 vaccines statewide. We have two clear goals: To save lives and slow the spread of the virus.
- The COVID-19 vaccine development process included several steps comparable with those used to develop earlier vaccines, such as the flu or measles vaccine. The FDA and independent medical experts have ensured that these vaccines are thoroughly and rigorously evaluated.
- Initially, there will be a limited number of vaccines available. Ohio is committed to making the vaccine widely available for those who want to receive it as quickly as possible as shipments arrive. Ohio has identified the critical audiences that will be among the first to receive those very early shipments in Phase 1A, should they choose to be vaccinated:
 - Healthcare providers and personnel who are routinely involved with the care of COVID-19 patients.
 - Residents and staff in nursing facilities.
 - Residents and staff in assisted living facilities.
 - Patients and staff at psychiatric hospitals.
 - People with intellectual disabilities and those with mental illness who in group homes or centers and staff at those locations
 - Residents and staff of Ohio's veterans homes.
 - EMS responders.
- The vaccine has been shown to decrease the severity of illness in people who catch this virus. Having a significant portion of Ohioans vaccinated will help us prevent serious hospitalizations and death.
- Using all the tools available to help prevent the spread of the virus continues to be critical until a substantial number of Ohioans can be vaccinated. Continuing to wear masks and social distance will reduce your chance of being exposed to or spreading the virus. Proper prevention measures, coupled with the vaccine, will provide the best protection from COVID-19.
- COVID-19 vaccines can save lives. COVID-19 is deadly and has killed more than 8,000 Ohioans and more than 316,000 people across the U.S. (*data updated Dec. 20, 2020*)
- Side effects are minimal. The most common side effects include fatigue, headache, soreness or redness at the injection site, and muscle or joint pain, and should not prevent you from getting a vaccine that can prevent you from catching or spreading this deadly virus.
- In the early stages of COVID-19 vaccine distribution, doses will be available in limited supply for specific critical populations first in a phased approach. As supply increases, COVID-19 vaccines will be available to all Ohioans who choose to be vaccinated.
- An Emergency Use Authorization (EUA) authorizes use of an unapproved medical product, or unapproved use of an approved medical product, for use during a public health emergency if the benefits of its use outweigh any known or potential risks. Both Pfizer-BioNTech and Moderna's COVID-19 vaccines have been granted EUA following rigorous review. In the past, EUAs have been issued for products, devices, and drugs related to Ebola, H1N1, Zika, and others. The EUAs are valid until the pandemic is over, the FDA revokes the EUAs, or the products are approved for traditional licensure by the FDA. The FDA closely monitors each vaccine for safety after the EUA is issued. Drug manufacturers are encouraged to obtain traditional FDA licensed vaccine approval as soon as possible.

Phase 1	
Broad messages	<ul style="list-style-type: none"> COVID-19 vaccines are safe and effective and are being thoughtfully distributed to those Ohioans most at risk. We continue to protect our most vulnerable by vaccinating the most critical audiences first.
Essential workers included in the current phase	<ul style="list-style-type: none"> You have been essential to taking care of Ohio over the last several months. Now, it is our turn to take care of you. If you choose, you'll be among the first to have access to the safe, effective COVID-19 vaccines. Get vaccinated to protect yourself, your family, and the people you care about.
People with high-risk conditions included in the current phase	<ul style="list-style-type: none"> Throughout the pandemic, Ohio has focused on protecting its most vulnerable. While vaccine supplies are still limited, we are committed to providing the vaccine first to those most at risk who choose to be vaccinated.
Second dose reminder	<ul style="list-style-type: none"> To have maximum protection from COVID-19, second doses are required for both the Pfizer-BioNTech and Moderna* vaccines. Make arrangements to get your second dose of the COVID-19 vaccine to protect yourself, your family, and the people you care about. The second dose of the Pfizer vaccine should be given 21 days after the initial vaccine. The second dose of the Moderna* vaccine should be given 28 days after the initial vaccine. <p><i>*Pending FDA granting emergency use authorization.</i></p>
Those not yet eligible for vaccination	<ul style="list-style-type: none"> In this early vaccination phase, the vaccine supply is limited. As supply increases, safe and effective COVID-19 vaccines will be available to all Ohioans who choose to be vaccinated.
Those who will be addressed in the next phase, if known	<ul style="list-style-type: none"> COVID-19 vaccines are safe and effective. As a member of [insert vulnerable community], you are next in line, should you choose to receive the vaccine.
Vaccine providers	<ul style="list-style-type: none"> The most trusted voices when it comes to information about COVID-19 are an individual's personal physician, medical experts, and emergency room doctors, followed by public health officials. As a vaccine provider, you can be one of those trusted sources of information for your patients and constituents. Ohio is prepared to distribute safe and effective COVID-19 vaccines statewide to save lives and slow the spread of the virus.
Vaccine skeptics	<ul style="list-style-type: none"> COVID-19 vaccines are safe and effective. It can be difficult to know which sources of information you can trust. The internet, unfortunately, can be filled with dangerous misinformation about COVID-19 vaccines. The best thing you can do is educate yourself about the vaccines with trustworthy information. Learn more about finding credible, fact-based vaccine information, or see a list of debunked COVID-19 myths here. There have been no shortcuts in the vaccine development process. The development process for COVID-19 vaccines involved several steps comparable with those used to develop other vaccines such as the flu or measles vaccine, which have successfully protected millions of Ohioans for decades. Although the COVID-19 vaccines themselves have been developed recently, the technology used in mRNA vaccines, like those developed by Pfizer BioNTech and Moderna, has been studied for decades. Don't believe the conspiracy theories. COVID-19 vaccines were developed with tireless research, innovative science, and rigorous evaluation. The science is good, and the regulators have done a thorough job of vetting these vaccines.

Language Tips

[Recent research from the de Beaumont Foundation](#) finds that certain vocabulary is more persuasive when it comes to the pandemic.

More persuasive	Less persuasive
Pandemic	Coronavirus, COVID-19
Face masks	Facial coverings
Essential workers	Frontline workers
Protocols	Mandates, directives, controls, orders
Stay-at-home orders	Lockdowns, aggressive restrictions
Personal responsibility	National duty
Public health agencies	Government health agencies
Fact-based	Based on science, data, or medicine
Social distancing	Physical distancing
An effective and safe vaccine	A vaccine developed quickly
Getting rid of the virus	Defeating, crushing, knocking out the virus

Graphics and Artwork

Phase 1A

Ohio's Vaccination Program

A Phased Approach

During Phase 1 vaccine supply will be limited.

Vaccine administration will be focused on reaching critical groups.

PHASE 1A

- Health care workers and personnel, who are routinely involved with the care of COVID-19 patients
- Residents and staff at nursing homes
- Residents and staff at assisted living facilities
- Patients and staff at state psychiatric hospitals
- People with developmental disabilities and those with mental health disorders, including substance use disorders, who live in group homes, residential facilities, or centers and staff at those locations
- Residents and staff at our Ohio veterans homes
- EMS responders

*All available vaccines will be administered to those who **choose** to receive it.*

coronavirus.ohio.gov

Overall Phased Approach



Ohio's Vaccination Program

- A Phased Approach

GOALS

Save lives and slow the spread of the virus.

In the early vaccination phase, supply will be limited. The speed at which Ohio will move through the phases is largely dependent upon the number of vaccine doses available.

PHASE 1



Supply Limited

Vaccine is available in limited supply for specific critical populations. Ohio will focus on vaccinating those most at risk, as well essential healthcare workers and personnel caring for COVID-19 patients. Vaccines will not yet be available for all Ohioans.

PHASE 2



Supply Increasing

Vaccine is increasing and available for other specific critical populations who choose to be vaccinated. Vaccines will not yet be available for all Ohioans.

PHASE 3 - 4



Widely Available

Once the vaccine is widely available, Ohio will continue to strategically vaccinate Ohioans if they choose. During these phases, vaccines will begin to be available to all Ohioans.

As supply increases, COVID-19 vaccines will be available to all Ohioans who **choose** to be vaccinated.



MIKE DEWINE
GOVERNOR OF OHIO



Department of Health

coronavirus.ohio.gov



Department of Health

<p>FAQ</p> 	<p>FAQ</p> 
<p>FAQ</p> 	<p>Myths vs. Facts</p> 
<p>Myths vs. Facts</p> 	<p>Myths vs. Facts</p> 

Trusted Resources and Links

- Ohio Department of Health COVID-19 Vaccine website - <https://coronavirus.ohio.gov/vaccine>
 - [Myths vs. Facts COVID-19 Vaccine](#)
 - [Frequently Asked Questions \(FAQ\) about COVID-19 vaccines](#)
 - [Frequently Asked Questions \(FAQ\) for Health Providers](#)
 - [COVID-19 Vaccine Provider Information](#)
 - [Ohio's Phased Approach Graphic PDF | JPEG](#)
 - [Phase 1A Vaccine Distribution Graphic PDF | JPEG](#)
 - [Phase 1A Vaccine Distribution Fact Sheet](#)
- Centers for Disease Control and Prevention Resources
 - [CDC Communications Toolkit](#)
 - [Benefits of Getting a COVID-19 Vaccine](#)
 - [Who Gets Vaccinated First?](#)
 - [What to Expect at Your Vaccine Appointment](#)
 - [Ensuring Safety of Vaccines](#)
 - [Different Vaccines](#)

Social Media

Suggested social media content

Topic	Facebook Message	Twitter/Instagram Message
Phase 1A/ Phased approach	Ohio's goals are clear: To save lives and slow the spread of the virus. In this early vaccination phase, the focus is on those most at risk, essential healthcare workers, and personnel caring for #COVID19 patients. Learn more → https://coronavirus.ohio.gov/vaccine #InThisTogetherOhio [Phase 1A graphic]	Ohio's goals are to save lives and #SlowTheSpread of the virus. In the early #vaccination phase, the focus is on those most at risk & essential healthcare workers caring for #COVID19 patients. Learn more → https://coronavirus.ohio.gov/vaccine #InThisTogetherOhio [Phase 1A graphic]
Phased approach	In the early vaccination phase, supply will be limited. As the number of available doses increases, #COVID19 vaccines will be available to all Ohioans who choose to be vaccinated. See more about Ohio's phased approach ↓ Learn more → https://coronavirus.ohio.gov/vaccine [Phased approach graphic]	In the early vaccination phase, supply will be limited. As the number of available doses increases, #COVID19 vaccines will be available to all Ohioans who choose to be vaccinated. See more about Ohio's phased approach ↓ Learn more → https://coronavirus.ohio.gov/vaccine [Phased approach graphic]
Phased approach	During the first phase of distributing #COVID19 vaccines, the focus is on vaccinating those most at risk and essential healthcare workers caring for COVID-19 patients. Vaccines are not yet available for all Ohioans, but will be available to all who choose to be vaccinated as supply increases. Learn more → https://coronavirus.ohio.gov/vaccine	During the first phase of distributing #COVID19 vaccines, the focus is on vaccinating those most at risk & essential healthcare workers caring for #COVID19 patients. Vaccines are not yet be available for all Ohioans. Learn more → https://coronavirus.ohio.gov/vaccine
FAQ	In the early stages of #COVID19 vaccine distribution, doses will be available in limited supply for specific critical populations. Vaccines are not yet available for all Ohioans. See more about Ohio's phased approach ↓ Learn more → https://coronavirus.ohio.gov/vaccine	In the early stages of #COVID19 vaccine distribution, doses will be available in limited supply for specific critical populations. Vaccines will not yet be available for all Ohioans. See more about Ohio's phased approach ↓ Learn more → https://coronavirus.ohio.gov/vaccine

PRELIMINARY COVID-19 VACCINE COMMUNICATIONS TOOLKIT

UPDATED DEC. 20, 2020

Topic	Facebook Message	Twitter/Instagram Message
FAQ	We know you have questions about the #COVID19 vaccine, like “will Ohio make the COVID-19 vaccine mandatory?” The answer is no. Learn this and more in the #COVID19 vaccine FAQ →	We know you have questions about the #COVID19 vaccine, like “will Ohio make the COVID-19 vaccine mandatory?” The answer is no. Learn this and more in the #COVID19 vaccine FAQ →
FAQ	We know you’ve got questions about the #COVID19 vaccine, like who will be among the first to get the vaccine in Ohio. Learn this and more in the #COVID19 vaccine FAQ →	We know you’ve got questions about the #COVID19 vaccine, like who will be among the first to get the vaccine in Ohio. Learn this and more in the #COVID19 vaccine FAQ →
FAQ	<p> ? Will there be enough vaccine for everyone in Ohio? ? Who can get the vaccine first? ? How will I know when I can get a vaccine? </p> <p>Find answers to these and other questions related to Ohio's COVID-19 vaccine distribution plan. #InThisTogetherOhio</p>	<p> ? Will there be enough vaccine for everyone in Ohio? ? Who can get the vaccine first? ? How will I know when I can get a vaccine? </p> <p>Find answers to these and other questions related to Ohio's #COVID19 vaccine distribution plan here: #InThisTogetherOhio</p>
Use all the tools	Right now, vaccine supply is still limited. Until a substantial number of Ohioans can be vaccinated, proper prevention, like wearing masks & social distancing, will reduce your chance of being exposed to or spreading the virus during the pandemic. Don’t let up. https://coronavirus.ohio.gov/vaccine	Until a substantial number of Ohioans can be vaccinated, proper prevention, like wearing masks & social distancing, will reduce your chance of being exposed to or spreading the virus during the pandemic. https://coronavirus.ohio.gov/vaccine
Use all the tools	We need all available tools to stop the #COVID19 pandemic. Getting a COVID-19 #vaccine, wearing a mask, staying at least 6 feet away from others, and washing your hands often will work together to get us through the pandemic. #InThisTogetherOhio	We need all available tools to stop the #COVID19 pandemic. Getting a COVID-19 #vaccine, wearing a mask, staying at least 6 feet away from others, and washing your hands often will work together to get us through the pandemic. #InThisTogetherOhio
Myths vs. Facts	Fact: Although #COVID19 vaccines are new, the mRNA technology they use has been studied for decades. It allows our bodies to safely and effectively create antibodies to prevent #COVID19. Learn more at https://bit.ly/OHVaccineMyths .	Fact: Although #COVID19 vaccines are new, the mRNA technology they use has been studied for decades. It allows our bodies to safely and effectively create antibodies to prevent #COVID19. Learn more at https://bit.ly/OHVaccineMyths .

PRELIMINARY COVID-19 VACCINE COMMUNICATIONS TOOLKIT

UPDATED DEC. 20, 2020

Topic	Facebook Message	Twitter/Instagram Message
Myths vs. Facts	Fact: #COVID19 vaccines weren't rushed and have been thoroughly vetted through a rigorous safety assessment involving independent medical professionals. See more myths vs. facts at https://bit.ly/OHVaccineMyths .	Fact: #COVID19 vaccines weren't rushed and have been thoroughly vetted through a rigorous safety assessment involving independent medical professionals. See more myths vs. facts at https://bit.ly/OHVaccineMyths .
Myths vs. Facts	Fact: You can't get COVID-19 from receiving a #COVID19 vaccine. Having symptoms like fever or soreness after you get a vaccine is a normal sign that your immune system is learning to fight the virus. See more myths vs. facts at https://bit.ly/OHVaccineMyths .	Fact: You can't get #COVID19 from a #COVID19 vaccine. Having symptoms, like fever or soreness, after you get a #vaccine is a normal sign that your immune system is learning to fight the virus. See more myths vs. facts at https://bit.ly/OHVaccineMyths .
Myths vs. Facts	Fact: mRNA #COVID19 vaccines won't change your DNA or alter your genetic makeup. Read about more debunked myths at https://bit.ly/OHVaccineMyths .	Fact: mRNA #COVID19 vaccines won't change your DNA or alter your genetic makeup. Read about more debunked myths at https://bit.ly/OHVaccineMyths .
Myths vs. Facts	Fact: #COVID19 vaccine injections do NOT contain microchips or tracking devices. Find reliable, trustworthy information from the @Ohio Department of Health or @CDC, and read more myths vs. facts at https://bit.ly/OHVaccineMyths .	Fact: #COVID19 vaccine injections do NOT contain microchips or tracking devices. Find reliable, trustworthy information from the @OHDeptofHealth or @CDCgov, and read more myths vs. facts at https://bit.ly/OHVaccineMyths .
Myths vs. Facts	FACT: No serious safety concerns have been observed for the #COVID19 vaccines being administered in the U.S. Learn more at https://bit.ly/OHVaccineMyths .	FACT: No serious safety concerns have been observed for the #COVID19 vaccines being administered in the U.S. Learn more at https://bit.ly/OHVaccineMyths .
Myths vs. Facts	FACT: Only vaccines designed specifically to prevent COVID-19 will protect you from COVID-19. While getting other immunizations, like a flu shot, is critical, other vaccines can't protect you from COVID-19. Learn more at https://bit.ly/OHVaccineMyths .	FACT: Only vaccines designed specifically to prevent #COVID19 will protect you from #COVID19. While getting other immunizations, like a flu shot, is critical, other vaccines can't protect you from COVID-19. Learn more at https://bit.ly/OHVaccineMyths .
Myths vs. Facts	FACT: COVID-19 vaccine development and clinical trials were thorough, and thanks to a strategic scientific effort to streamline processes, could be developed more efficiently. Learn more at https://bit.ly/OHVaccineMyths .	FACT: COVID-19 vaccine development and clinical trials were thorough, and thanks to a strategic scientific effort to streamline processes, could be developed more efficiently. Learn more at https://bit.ly/OHVaccineMyths .