

December 29, 2020

## AHA Releases Additional COVID-19 Vaccine Resources for Hospitals and Health Systems

To help advance the public's confidence and trust in the safety of COVID-19 vaccines and their distribution, the AHA continues to develop and collate resources that hospitals and health systems can use as COVID-19 vaccines become available in their communities.

### **New Ad Council PSA Featuring Dr. Melinda Estes**

The Ad Council Dec. 29 launched its AHA-supported [COVID-19 Vaccine Education Effort](#), a multichannel campaign with four videos, several of which feature AHA Board Chair Melinda Estes, M.D. In addition to the Ad Council-developed videos, hospitals and health systems have access to a host of downloadable materials, including:

- simplified COVID-19 vaccination FAQs;
- talking points on the overall effort for health care professionals and spokespeople;
- copy for e-communications/internal communications/websites;
- customizable social media copy; and
- shorter versions of the videos for use on social media.

View the videos [here](#).

### **Resources for Engaging Health Care Workforce and Communities**

The Society for Healthcare Strategy and Market Development members developed a new [communications toolkit](#) to guide hospitals and health systems through the steps involved in planning, designing and executing a vaccine communications plan and campaign. Information highlights the strategies and experiences of health care marketing and communications professionals, such as developing a vision and goals; identifying the audiences, such as internal, external and non-English speaking groups; developing effective messaging; determining the best ways to reach target audiences; and tracking success metrics.

The resource emerged from the December 2020 SHSMD [Vaccine Distribution and Communications: A SHSMD Member Collaborative Workshop](#). The toolkit will be updated as new resources, tools and examples become available.

### **#MyWhy**

To reach communities digitally, AHA launched [#MyWhy](#), a social media campaign that amplifies health care workers' voices on the importance of getting vaccinated against

COVID-19. Using the hashtag #MyWhy and tagging @AHAhospitals, physicians, nurses, respiratory therapists and others are encouraged to share videos, social posts or written testimonials when it's their turn to receive the COVID-19 vaccine. The #MyWhy webpage includes free graphics for your hospital to use to promote the campaign.

### **AHA Vaccine Website**

Among new materials is a [dynamic AHA website](#), developed in coordination with the Centers for Disease Control and Prevention and featuring:

- a vaccine candidate scorecard;
- a vaccine primer;
- CDC's [communications and distribution resources](#), including posters, FAQs and digital content; and
- an allocation framework.

AHA will update the site with new videos and other content as it is developed.

Find out more about CDC's Advisory Committee on Immunization Practices COVID-19 vaccine recommendations [here](#).

### **AHA Vaccine Special Bulletins**

AHA recently released summaries of Food and Drug Administration emergency use authorizations for the two approved vaccines: Pfizer's [BND162b2 mRNA COVID-19 vaccine](#) and Moderna's [mRNA-1273 vaccine](#).

As other vaccines are approved, AHA will release additional summaries to provide hospitals with information on dosing, storage and handling, preparation, and contraindications and adverse reactions.

### **What You Can Do**

- ✓ Share this advisory with your senior management, legal team and community resource team.
- ✓ Identify legal and other resources available locally for patients and families.
- ✓ Identify community stakeholders who would benefit from having some or all of this information.

### **Further Questions**

Please contact AHA at 800-424-4301.