Central Indiana COVID Vaccine Acceptance Coalition
Non-Profit Human Services Partner Kit
March 5, 2021

I’m getting my COVID-19 vaccine.
It’s safe.
It’s effective.
It’s free.
March 5, 2021

Dear Community Partner,

Thank you for your partnership as we work to ensure members of our community are vaccinated against COVID-19. We have been working at this for some time together, and your partnership through this coalition has already led to a better understanding of the science behind the need for Hoosiers to wear face masks and to get vaccinated against the flu.

With three vaccines now approved and available in the United States, it is time to begin the third prong of our campaign: Supporting dialogue among our clients, stakeholders and staff with an aim toward creating safe spaces for people to make decisions regarding COVID-19 vaccination.

As we have discussed during our Friday calls, our approach is two-fold. First, we hope that all partners will find creative ways to “Have the Talk” about COVID-19 vaccination with their clients, stakeholders and staff members. We know that informal discussion about the vaccine decision-making process normalizes vaccination, builds trust, respects autonomy and can help accelerate the vaccination decision. We’re including several resources with this packet that will help prepare you and your organizations to “Have the Talk” with those in your community.

Second, we are launching a public-facing campaign promoting vaccination that highlights the breadth of our coalition. This public-facing campaign will include paid advertisements in Central Indiana news outlets, billboards, PSAs and an array of social messages and images that can be adapted and shared on your organizations’ channels. We have included translations of each message into the seven most prominent languages used in Indiana: Spanish, Arabic, French, Burmese, Hakha Chin, Chinese and Polish.

Our work together through the pandemic has been inspiring and has reinforced the power and vitality of our non-profit community. The upcoming months will be critical for our community as we seek to put COVID-19 behind us and get to our new-normal. Encouraging vaccination among all in our community starts with leveraging the trust our organizations have built over many decades. We have a unique opportunity to ensure the most vulnerable in our community have access to factual information, and the space to make their own decisions regarding vaccination. Each of you, your organizations and your communities are essential to this effort and we are grateful for your partnership.

Sincerely,

Chad Priest, JD, MSN, RN, FAAN
Chief Executive Officer
We’re calling on all partner organizations to take two steps to promote vaccine acceptance in our communities...

Step 1: “Have the Talk” - Engage clients, stakeholders and community members in conversations about COVID-19 vaccination.

Promoting the acceptance of the COVID-19 vaccination begins with open and honest dialogue in our communities. Evidence suggests that simply telling community members to get vaccinated has limited efficacy. Instead, partner organizations are encouraged to identify opportunities to engage and to support informal conversations around vaccination. Our objective is to provide space for dialogue, not to pressure people to get vaccinated. Many in our community want to understand more about the vaccine, how it works, possible side-effects, etc., before putting the vaccine in their bodies. We should celebrate this decision-making process and seek to support it in any way we can. Stated simply, we all need to “have the talk” about COVID-19 vaccination with our clients, our stakeholders and in our communities.

When having a vaccine conversation, we recommend starting from a place of compassion and trust. Convey that you are here to support the decision process, not to pressure someone into doing something they aren’t comfortable doing. During these conversations, it is possible that a community member may have a question about the vaccine that you can’t answer. Don’t worry, you don’t have to be an expert to talk about vaccination. A powerful response to questions you can’t answer is to point the community member to a trusted information source. We’re encouraging all partners to direct community members to the following resources which are updated regularly with evidence-based information:

- Indiana State Department of Health: Coronavirus Vaccine Information and Planning: [https://www.coronavirus.in.gov/vaccine/](https://www.coronavirus.in.gov/vaccine/)


Community organizations are already experts in talking and working with members of our community. However, we understand that talking about health topics can be challenging. We’ve compiled a list of simple tips that may help foster a productive vaccine conversation:

- Listen more than you talk
- Don’t feel like you have to convince anyone to get vaccinated
- Acknowledge concerns and affirm feelings
- Make it a real dialogue, not a sales pitch
- End with action and next steps (such as a promise to find answers or an expert to talk with and follow-up on issues)
- Offer support to help folks get a vaccine appointment or access a vaccine site
- Be willing to seek out additional help if needed

Simply initiating or supporting an informal dialogue can be highly impactful. Organizations are encouraged to find opportunities to incorporate discussions of the vaccination into routine service delivery activities whenever possible, normalizing vaccine discussions and leveraging trust.

The Indiana Region of the American Red Cross has produced several resources that can aid organizations in promoting vaccine discussions:

- Facilitator video that can be shared with staff and volunteers at your organization to help them frame discussions around COVID vaccination: https://vimeo.com/inredcross/havethetalk

- Vaccine information video intended for your clients, stakeholders and community members that discusses COVID vaccination (with a focus on safety, efficacy and dispelling myths about the vaccine): https://vimeo.com/inredcross/covidvaccination

- Discusión sobre la vacuna COVID-19 en español: Spanish-language video discussion about the COVID vaccine, with a focus on safety, efficacy and dispelling myths about the vaccine: https://vimeo.com/inredcross/spanishlanguage

- Recorded sermon by Pastor Moore at New Era Church regarding vaccination https://vimeo.com/inredcross/newerasermon
- Question and answer video regarding COVID vaccination with Dr. Roxanna Lefort, facilitated by Ashlee Weaver of the United Way of Central Indiana. This video is a follow-up from the all-staff forum hosted by UWCI and the Red Cross several weeks ago: https://vimeo.com/inredcross/nonprofitsectorcovid

The videos can be shared with other organizations interested in discussing vaccination in their community by sharing the Vimeo links in this document. Additionally, all videos, as well as a copy of this partner packet, can be accessed for download at: https://www.dropbox.com/sh/8l4v6jxtsaqhfcc/AAB_LBR3NiGpUXMnndHq7MNxa?dl=0

Step 2: Promote COVID Vaccination Through your Organizations’ Social Media Channels

Organizations and individuals are encouraged to promote COVID vaccination using social media channels such as Twitter, Facebook, Tik Tok and Instagram. We’ve provided a number of ready-made social media messages and short videos in this packet. We have also translated these messages into seven languages commonly spoken in our communities: Spanish, French, Chinese, Arabic, Burmese, Hakha Chin and Polish.

We invite and encourage you to use these social media messages on all of your platforms and help spread the word. We encourage you to adapt these messages to best resonate among your clients, stakeholders and community partners. Please feel free to craft your own messages, and include graphics and images of your choosing, based on these sample messages. Additionally, please like and share news media coverage with your audiences. We will do our best to alert you to those messages as they occur.

Please share links to your social posts with us so that we may include them in our final report regarding this effort. You may send this information directly to Louise Clendenen at Louise.Clendenen@redcross.org.
Let's make COVID-19 a distant memory. In your community, talk about the COVID-19 vaccine and how to support each other in getting vaccinated.

COVID-19 vaccine is safe, effective, and free – ourshot.in.gov.

COVID-19 vaccination is under way in our state, with high vaccination rates achieved in some areas. Many are eager to move past this pandemic, but we can get back to normal when we’re all vaccinated. For more info, consult ourshot.in.gov.

We're partnering with @INRedCross to help educate our communities about the COVID-19 vaccine. Learn how the vaccine is safe, effective, and free – ourshot.in.gov.

3. Life has not been the same due to COVID-19, but we can get back to normal through vaccination. Have the talk with your family and friends about their plans to get vaccinated.

4. I'm rolling up my sleeve. Who are you rolling up for? (use with photo of person getting vaccinated)

5. Everyone plays a part in stopping the COVID-19 pandemic, even you! To learn more about the vaccine and how to protect yourself and your family, visit ourshot.in.gov.

6. Let’s make COVID-19 a distant memory. Have the talk in your community about the vaccine and how to support each other in getting vaccinated.

7. Want to know how to have the conversation about the COVID-19 vaccine? Ask questions, listen, and offer support.
1. Listening, asking questions, and offering support are three ways to have an effective and transparent conversation about the COVID-19 vaccine. Find out more at ourshot.in.gov.

2. We are partnering with the American Red Cross – Indiana Region to educate and support our communities about the COVID-19 vaccine and empowering them to have the conversation about it. Share the talk with your family and friends about their plans to get vaccinated.

3. Everyone plays a part in stopping the COVID-19 pandemic, even you! To learn more about the vaccine and how to protect yourself and your family, visit ourshot.in.gov.

4. I’m rolling up for ______. Who are you rolling up for? (see photo of person getting vaccinated)

5. People may have different concerns about the vaccine, but you can become an ambassador, who education and support your communities about the COVID-19 vaccine and empowers them to have the conversation about it. Share the talk with your family and friends about their plans to get vaccinated.

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