

## ▶▶ Vaccinating Indian Country

As COVID-19 vaccines become available, it is vital to communicate efficiently and directly to Native families so that we may protect the health of our neighbors and loved ones. To facilitate communication, a COVID-19 Native Vaccination Toolkit is available to all tribes. This digital resource will provide templates that can be used immediately, with or without customization.

### COVID-19 VACCINATION TOOLKIT

#### ▶ THE VACCINATION TOOLKIT INCLUDES:

##### Poster Templates (two versions)

- General awareness
- Vaccination date/time details (to be customized by Tribe)

##### Flyer Templates (two versions)

- General awareness
- Vaccination date/time details (to be customized by Tribe)

##### Frequently Asked Questions

- Blog content
- Formatted as printable flyer

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### **Strategic Communications**

- Press release
- Tribal citizen letter
- Employee letter

### **Social Content (Vaccination Series)**

Series of four posts that are sized for Facebook, LinkedIn and Twitter

1. Vaccination is coming soon, call-to-action of FAQ on website
2. First-tier vaccinations available
3. Second-tier vaccinations available
4. Third-tier/all vaccinations available

### **Social Content (Precautions Series)**

Series of four posts that are sized for Facebook, LinkedIn and Twitter

1. Proper mask wearing
2. Stay home
3. Don't gather
4. Wash hands

### **Social Cover Images and Website Images**

- Cover images for use on Facebook, LinkedIn, Twitter and Instagram
- Two or three other header image sizes for website use
- Messaging: Vaccinations available—learn more

### **Complications Handout**

- Rack card format to be given to patient receiving vaccine

### **Promotional Items**

Optional promotional items to build awareness or thank those who get vaccinated

- T-shirt (approximately \$7 per shirt)
- Sticker
- Pen
- Tribe-specific customization available at additional charge

### **Package Cost: \$6,000 - \$8,500**

- *Lower end of price range includes one social media post series, 5,000 stickers and JPGs/PDFs with areas available for customization.*
- *Higher end of price range includes both social media post series, 5,000 stickers, 500 pens, JPGs/PDFs as well as Adobe files for customization.*