



## Outreach Resources for the COVID-19 Vaccine

### A Guide for NYC Human Services Providers

#### Summary

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During disasters and emergencies, community members often turn to human services providers as a trusted source of information and resources. As the COVID-19 vaccine gets distributed throughout the City, human services organizations and other nonprofits can play an important role in addressing concerns and building trust amongst staff and in the community to support the rollout.

This guidance document aims to provide organizations with a list of resources and tools available for you to utilize as you conduct outreach efforts related to the COVID-19 vaccine.

#### Resources

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The City has put together a number of resources for providers and community leaders to help you message vaccine safety and importance:

- [COVID-19 Vaccine Eligibility Flyer](#) – contains a visually appealing and succinct breakdown of information about **vaccine eligibility**, **how to make an appointment**, and **what to do before and after your vaccination appointment**. You can print these out and post them around service sites or share the link on your social media pages.
  - The flyer is also available in other languages including: [Español](#), [Русский](#), [繁體中文](#), [简体中文](#), [Kreyòl ayisyen](#), [한국어](#), [বাংলা](#), [Italiano](#), [Polski](#), [العربية](#), [Français](#), [اردو](#), [יידיש](#)
  - You can find the flyer in every language on the bottom of [DOHMH's Vaccine Eligibility webpage](#).
- [What New Yorkers Need to Know About COVID-19 Vaccines](#) – there are a lot of questions from community members about the vaccines, including questions about side effects, safety, and more. NYC DOHMH has put together this **easy-to-read, two-page guidance document** that breaks down frequently asked questions for community members. Make it available to your staff and the folks you serve so they can get their questions answered by experts!
- [CDC Communication Toolkits for Providers](#) – the CDC has created a series of toolkits to help providers talk about the vaccine with staff and community members. The toolkits include a [vaccination toolkit for employers of essential workers](#) to help you educate employees about COVID-19 vaccines, raise awareness about the benefits of vaccination,



and address common questions and concerns. They also have a [vaccine communication toolkit for CBOs](#). This toolkit will help your organization educate community members about the COVID-19 vaccines, raise awareness about the benefits of vaccination, and address common questions and concerns.

- You can watch the NYC Health Commissioner [discuss vaccine rollout](#) for the community by [clicking here](#).

## Resources for Social Media Outreach

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Social media is a powerful tool for communicating with your internal and external communities about the COVID-19 vaccine. The City and CDC have put together tools to help you spread the word about the importance of getting immunized.

- You can find [the CDC's social media tools](#), including Facebook, Instagram, and Twitter sample messages and graphics by [clicking here](#).
- The [NYC DOHMH's COVID-19 vaccine social media toolkits](#) – which have samples in 14 different languages – can be found by [clicking here](#).

**Thank you for your work to support communities during COVID-19!**  
Please email [info@humanservicescouncil.org](mailto:info@humanservicescouncil.org) with any questions.

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