



# Addressing Vaccine Hesitancy Toolkit

A toolkit for sharing messages with rural and other minority populations

*A resource made possible by:*

**RURAL  
HEALTH**  
ASSOCIATION OF TENNESSEE

# Introduction

Founded in 1995, The Rural Health Association of Tennessee (RHA of TN) is a not-for-profit 501c3 organization of individuals and organizations committed to improving the health of rural Tennesseans. Our members of rural health care providers, school health professionals, and others who care about rural health, have worked to affect positive change in the health and well-being of all rural people in Tennessee. By proactively involving our members, partner organizations, and policymakers, we identify rural health concerns and work to resolve those issues through service, education, and advocacy.

Addressing Vaccine Hesitancy has been a top priority since the start of the COVID-19 pandemic. This toolkit has been developed with the hope that members and partners will take the information used and share in their local newsletters, social media profiles, websites, etc. The toolkit includes:

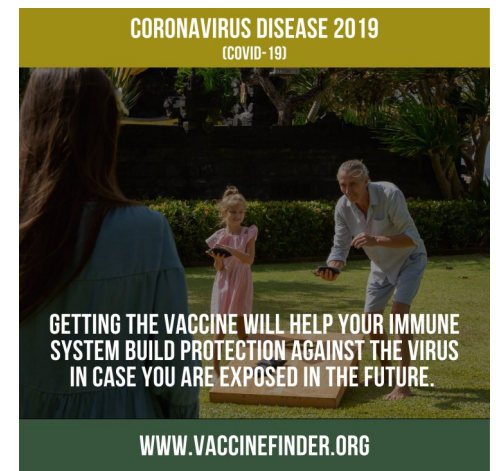
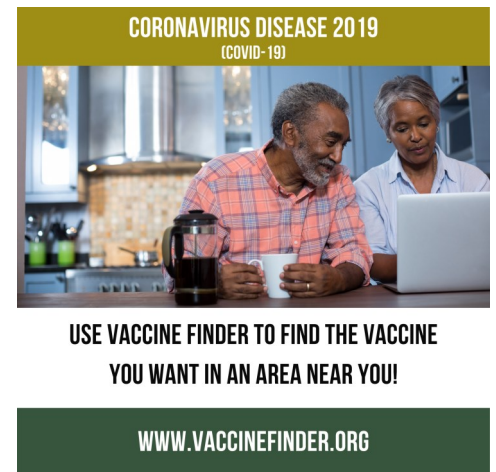
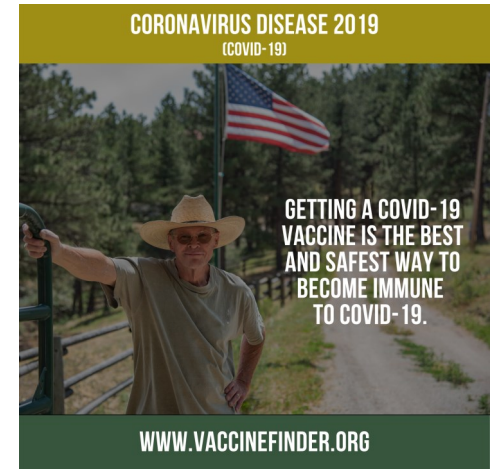
- Communication tips for building vaccine confidence
- State and federal resources to explore
- Sample social media messages
- Unbranded graphics for sharing ([Click to download images](#))

## RHA of TN Learning Events

- [Talking Vaccines in a World of Vaccine Misinformation](#) (recorded November 2020)
- [Addressing Vaccine Hesitancy in Rural Communities](#)
  - Hesitancy in Rural Communities of Color; April 27, May 4, 2021
  - Hesitancy in Rural Appalachia; April 29, May 6, 2021

## Our Pledge

We pledge to help share positive, accurate, and culturally appropriate messages to help build vaccine confidence. If you haven't already, please talk our pledge at <http://www.rhat.org/action-center>.



# Addressing Vaccine Hesitancy

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## Building Vaccine Confidence

There are many valid reasons individuals are hesitant to get vaccinated.

Before getting vaccinated, people have the right to have all their questions answered so they can feel confident they are making the best choice for themselves and/or their family.

Take the time to have meaningful conversations about vaccines, address concerns, and discuss the importance of all vaccines to our country.



## Communication Tips



**Acknowledge Concerns** - People no matter their background, want to know they are understood. A simple “I understand your concerns” goes a long way to build trust and communication.



**Personalize Approach** - Statistics, scientific studies, and data are not as persuasive as personal stories. Sharing your expertise, experience, and empathy is a great way to build confidence in vaccines.



**Make a Recommendation** - Nobody should feel pressured or shamed into getting a vaccine. Simply share with patients/clients the recommendation to be vaccinated and support making a plan to do so.



**Educate about Vaccines** - The COVID-19 vaccine is not the only vaccine that keeps our country and state healthy. Take opportunities to discuss the importance of vaccines as a whole, not just COVID-19.



**Consistency** - Mixed messages create greater fear and hesitancy. To the extent possible, make certain everyone in your practice, school, or organization is sharing the same information from agreed upon and trusted resources.



**Share Resources** - Some people need to hear, read, and/or process information multiple times and in different ways. Provide resources for people to reference at a later date and share with their loved ones.



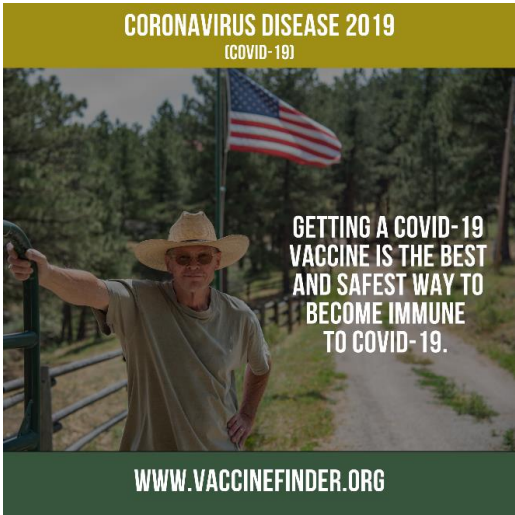
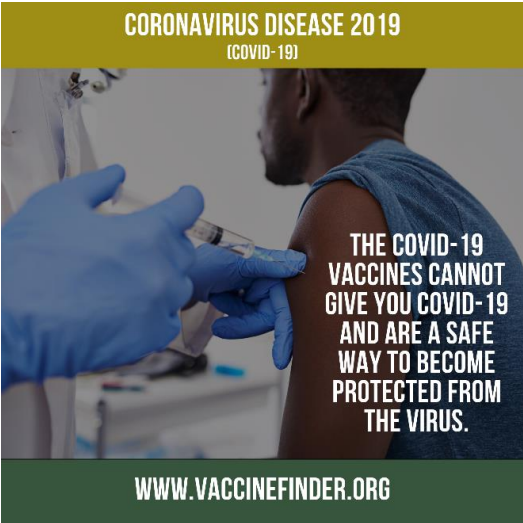

## Pro Tip

Healthcare and community professionals, no matter their specialty or training, are seen as leaders in rural and other minority communities. When discussing vaccines, being personal, positive, and consistent makes conversations more memorable and persuasive.



## Resources to Explore

- Tennessee Department of Health - <https://covid19.tn.gov/covid-19-vaccines>
- Tennessee Department of Health’s COVID-19 Line **877-857-2945**
- Vaccine Finder - [www.vaccinefinder.org](http://www.vaccinefinder.org)
- Tennessee Department of Health - [Communications Toolkit](#)
- Kaiser Family Foundation - [Vaccine Hesitancy in Rural America](#)
- Centers for Disease Control and Prevention - [COVID-19 Vaccination Communications Toolkit](#). Includes graphics, sticker templates, and sharable one-pagers.
- Tennessee Hospital Association - [Communications Toolkit](#)


Social Copy	Link	Graphics
<p>COVID-19 has caused very serious illness and death for many people. If you get COVID-19, you also risk giving it to loved ones who may get sick. Getting a COVID-19 vaccine is a safer choice. #VaccineFinder</p>	<p><a href="https://vaccinefinder.org">https://vaccinefinder.org</a></p>	
<p>Protect yourself while protecting others. #VaccineFinder</p>	<p><a href="https://vaccinefinder.org">https://vaccinefinder.org</a></p>	
<p>Get vaccinated to protect yourself and your family. #VaccineFinder</p>	<p><a href="https://vaccinefinder.org">https://vaccinefinder.org</a></p>	



Getting vaccinated is a personal choice. It is your right to protect yourself and those you love. Talk to a doctor if you have questions or concerns about the vaccine.  
#VaccineFinder

<https://g/vaccinefinder.or>

**CORONAVIRUS DISEASE 2019**  
(COVID-19)



IF YOU ARE PREGNANT, MAKE SURE YOU AND THE PEOPLE YOU LIVE WITH TAKE STEPS TO PREVENT GETTING AND SPREADING COVID-19. WEAR A MASK. WASH HANDS FREQUENTLY. STAY 6 FEET AWAY FROM OTHERS AND AVOID CROWDS.

[WWW.VACCINEFINDER.ORG](http://WWW.VACCINEFINDER.ORG)

After getting vaccinated, you can gather indoors with fully vaccinated people without wearing a mask or staying 6 feet apart.  
#VaccineFinder

<https://vaccinefinder.org>

**CORONAVIRUS DISEASE 2019**  
(COVID-19)




VACCINATION IS AN IMPORTANT TOOL TO SLOW THE SPREAD OF #COVID19 AND TO HELP US GET BACK TO "NORMAL" SOONER.

[WWW.VACCINEFINDER.ORG](http://WWW.VACCINEFINDER.ORG)

Get vaccinated to be able to travel without quarantining after travel.  
#VaccineFinder

<https://vaccinefinder.org>

**CORONAVIRUS DISEASE 2019**  
(COVID-19)



GETTING THE VACCINE WILL HELP YOUR IMMUNE SYSTEM BUILD PROTECTION AGAINST THE VIRUS IN CASE YOU ARE EXPOSED IN THE FUTURE.

[WWW.VACCINEFINDER.ORG](http://WWW.VACCINEFINDER.ORG)

If you are expecting and have questions about getting vaccinated, have a conversation with your healthcare provider. #VaccineFinder

<https://vaccinefinder.org>

**CORONAVIRUS DISEASE 2019**  
(COVID-19)

**IS IT SAFE TO GET THE COVID-19 VACCINE IF I AM PREGANANT?**

[WWW.VACCINEFINDER.ORG](http://WWW.VACCINEFINDER.ORG)

A vaccine cannot cause COVID-19. COVID-19 vaccines are effective at preventing COVID-19 disease, especially severe illness and death. #VaccineFinder

<https://vaccinefinder.org>

**CORONAVIRUS DISEASE 2019**  
(COVID-19)

**WILL THE VACCINE KEEP ME FROM BEING HOSPITALIZED FROM COVID-19?**

[WWW.VACCINEFINDER.ORG](http://WWW.VACCINEFINDER.ORG)

We don't know how long protection lasts for those who are vaccinated. What we do know is that COVID-19 has caused very serious illness and death for a lot of people. If you get COVID-19, you also risk giving it to loved ones who may get very sick. Getting a vaccine is a safer choice. #VaccineFinder

<https://vaccinefinder.org>

**CORONAVIRUS DISEASE 2019**  
(COVID-19)

**HOW LONG WILL I BE IMMUNE FROM COVID-19?**

[WWW.VACCINEFINDER.ORG](http://WWW.VACCINEFINDER.ORG)

The COVID vaccine is safe and cannot cause you to get COVID. Getting the vaccine helps protect you, your family and everyone you come in contact with.  
#Vaccinefinder

<https://vaccinefinder.org>

CORONAVIRUS DISEASE 2019  
(COVID-19)

IS THE VACCINE SAFE?

WWW.VACCINEFINDER.ORG

This advertisement features a young Black man in a grey hoodie, looking thoughtful with his hand on his chin. The background is a plain, light-colored wall. The text is overlaid on the image.

Once fully vaccinated, you can visit inside a home or private setting without a mask with one household of unvaccinated people who are not at risk for severe illness.  
#VaccineFinder

<https://vaccinefinder.org>

CORONAVIRUS DISEASE 2019  
(COVID-19)

AFTER I RECEIVE THE COVID-19 VACCINE, DO I NEED TO CONTINUE WEARING A FACE MASK AND FOLLOW SOCIAL DISTANCING GUIDELINES?

WWW.VACCINEFINDER.ORG

This advertisement shows two people sitting on a park bench, both wearing face masks. The woman on the left is wearing a light blue top and a yellow skirt, while the man on the right is wearing a blue shirt and grey pants. The background shows trees and a building. The text is overlaid on the image.

Everyone 16 years of age and older is now eligible to get a COVID-19 vaccination.  
#VaccineFinder

<https://vaccinefinder.org>

CORONAVIRUS DISEASE 2019  
(COVID-19)

HOW DO I GET THE VACCINE IF THE STATE HAS ALREADY MOVED PAST MY PHASE?

WWW.VACCINEFINDER.ORG

This advertisement features two elderly people, a man and a woman, both smiling. The man is wearing glasses and a brown sweater, and the woman is wearing a patterned sweater. The background is a blurred indoor setting. The text is overlaid on the image.




Should I take the vaccine if I may be pregnant? The CDC recommends women talk with their doctor to discuss all factors about the vaccine and their pregnancy.  
#VaccineFinder

<https://vaccinefinder.org>

**CORONAVIRUS DISEASE 2019**  
(COVID-19)

**THERE IS NO RECOMMENDATION FOR PREGNANCY TESTING BEFORE GETTING A COVID-19 VACCINE. THOSE WHO ARE TRYING TO BECOME PREGNANT DO NOT NEED TO AVOID PREGNANCY AFTER A COVID-19 VACCINATION.**




**WWW.VACCINEFINDER.ORG**

Getting the vaccine can help Tennesseans get back to a normal way of life, keep kids in school and help put the economy on the right track.  
#VaccineFinder

<https://vaccinefinder.org>

**CORONAVIRUS DISEASE 2019**  
(COVID-19)

**FULLY VACCINATED PEOPLE WITH NO COVID-LIKE SYMPTOMS DO NOT NEED TO QUARANTINE OR BE TESTED FOLLOWING AN EXPOSURE TO SOMEONE WITH SUSPECTED OR CONFIRMED COVID-19, AS THEIR RISK OF INFECTION IS LOW.**



**WWW.VACCINEFINDER.ORG**

After being fully vaccinated, you can enjoy a visit with friends inside a home or private setting without a mask with other fully vaccinated people of any age.  
#VaccineFinder

<https://vaccinefinder.org/>

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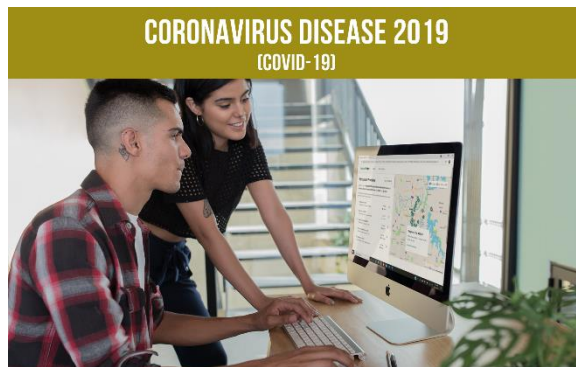
**IF YOU ARE FULLY VACCINATED YOU CAN VISIT OTHER FULLY VACCINATED PEOPLE INDOORS WITHOUT WEARING MASKS OR SOCIAL DISTANCING.**

**WWW.VACCINEFINDER.ORG**



Getting vaccinated you can travel domestically without a pre- or post-travel test.  
#VaccineFinder

<https://vaccinefinder.org>

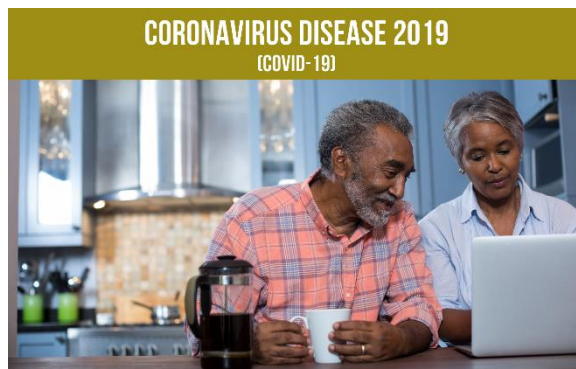


**USE VACCINE FINDER TO FIND THE VACCINE  
YOU WANT IN AN AREA NEAR YOU!**

[WWW.VACCINEFINDER.ORG](http://WWW.VACCINEFINDER.ORG)

Do you love to travel? When fully vaccinated you can travel internationally without a pre-travel test depending on destination.  
#VaccineFinder

<https://vaccinefinder.org>



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Getting vaccinated will keep your family and those who are most vulnerable safe.  
#VaccineFinder

<https://vaccinefinder.org>




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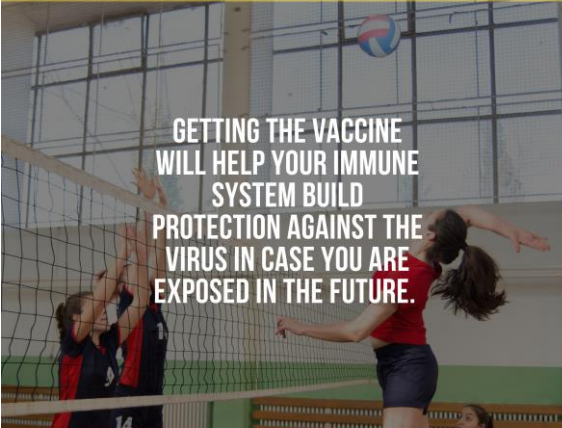
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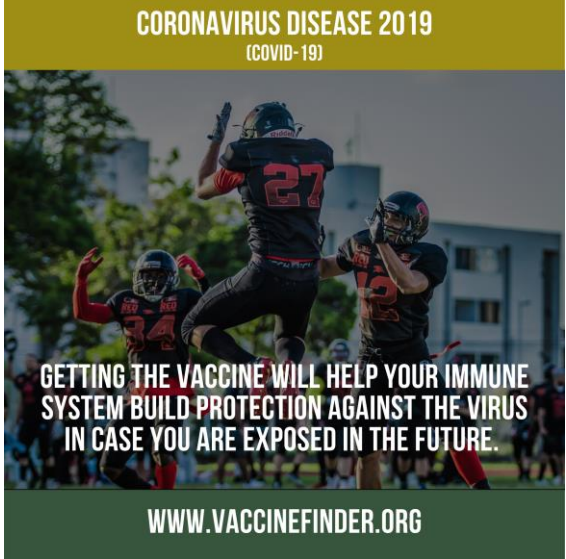
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### Communication Tips

- When possible, make messages personal. Include experience and/or local information when relevant.
- Keep messages positive. There are many reasons people may be vaccine hesitant. It is important to have these conversations in positive and respectful ways.
- If people have special medical concerns, suggest they at minimum have a conversation with their doctor or other healthcare provider to address those concerns in more detail.
- If there are local vaccination efforts, include the Day, Time, Location of the events along with the [www.vaccinefinder.org](http://www.vaccinefinder.org) website in case they don't see the post until after an event.
- Follow Tennessee Department of Health on your social media pages so that you can re-share/tweet new information and messages to your followers.

### How often should you post?

- We recommend picking three messages to share each month between now and the rest of the year. If you have the opportunity to post more frequently, share personal and or local stories, and/or re-share department of health messages.

[Click to download all graphics](#)