

How to Use This Toolkit



Thank you for helping to get the word out about Vermont's COVID-19 vaccines!

Along with testing, social distancing, masks, and hand washing, vaccines are one of the most important ingredients in slowing the spread of the virus. The more people who get vaccinated, the faster the pandemic will end and we can get back to normal.

The first installment of this digital toolkit supports the following goals of Vermont Health Department's COVID-19 vaccine campaign:

1. Ensure the information on who is eligible to be vaccinated (and when) is clearly and broadly communicated to all relevant audiences and stakeholders.
2. Simplify and streamline how people learn about vaccines, get questions answered, and make the decision to be vaccinated—driving people to the Health Department's website:

HealthVermont.gov/OurShotVT

We've divided the digital toolkit into two sections with materials that align with these goals.

- **Eligibility-Specific Promotional Materials** folder includes sample messages on who can be vaccinated now.
- **Evergreen Promotional Materials** folder includes sample messages that help promote the COVID-19 vaccine in general at any point in the campaign.

Here's what you'll find in each folder:

	Eligibility-Specific Materials	Evergreen Promotional Items
Newsletter & Sample Blog Posts	X	X
Social Media Sample Posts	X	X
Social Media Cover Photos		X
Letter Template	X	
Email Template	X	
Posters (to print on your own or request files for commercial printing from VDH.		X

The Eligibility-Specific Materials will be updated as new, eligible age groupings and other criteria are announced. For the latest information on who can get vaccinated, visit HealthVermont.gov/OurShotVT

Want to receive future campaign updates or have questions? Email Christie.Vallencourt@vermont.gov