

VACCINATION COMMUNICATION TOOLKITS

The following vaccination toolkits are available for download and free usage

- 1) **Missouri Immunization Coalition: Media Toolkit:**
<https://moimmunize.org/mic-media-toolkit/>
Short Videos and English/Spanish Radio PSA, Facebook, Instagram, Snap Chat and LinkedIn
- 2) **State of Missouri: COVIDVaccine Toolkit:**
<https://covidvaccine.mo.gov/toolkit/>
Printable, Messaging, Digital Display Graphics, English/Spanish Video and Radio Advertisement. English/Spanish Social Media including Q & A on pregnancy, vaccine safety & efficacy and many others
- 3) **Planning Guides and Toolkits for Partners and Community Clinics**
<https://www.cdc.gov/vaccines/covid-19/toolkits/index.html>
Get audience-specific toolkits that will allow you, your health care team, and other staff to:
 - Build confidence in COVID-19 vaccination.
 - Educate patients and answer COVID-19 vaccine-related questions.
 - Learn proper COVID-19 vaccine storage and handling guidance.
 - a) [Ways Health Departments Can Help Increase COVID-19 Vaccinations](#)
 - b) [COVID-19 Vaccine Toolkit for Institutions of Higher Education \(IHE\), Community Colleges and Technical Schools](#)
 - c) [Workplaces and Businesses](#)
 - d) [Pregnant People and New Parent Toolkit](#)
 - e) [Community, Schools and Childcare](#)
- 4) **CDC Social Media Toolkit: COVID-19 Vaccinations**
<https://www.cdc.gov/coronavirus/2019-ncov/communication/vaccination-toolkit.html>
- 5) **Communication Resources (English/Spanish)**
<https://www.cdc.gov/coronavirus/2019-ncov/communication/index.html>
Digital Press Kit, Widgets, Social Media Toolkit
- 6) **CDC Social and Digital Media Toolkits**
<https://www.cdc.gov/socialmedia/index.html>
- 7) **Catch Up to Get Ahead Toolkit:**
<https://www.hhs.gov/immunization/catch-up/index.html>
Social Media graphics and banners: Facebook, Twitter and Instagram