VACCINE
Q & A
FEEDING AMERICA STARTER KIT
MARCH 2021
Introduction

As the COVID-19 vaccine becomes available to more and more people every day, we understand the importance of reaching people with factual information to educate them on the safety and effectiveness of the vaccine so they can make informed decisions about their health, and the health of their families.

To ensure you have access to helpful resources, Feeding America® is collaborating with Blue Cross Blue Shield Association (BCBSA) to provide educational and factual information about the COVID-19 vaccine that draws on trusted information from the CDC and BCBSA’s own clinical experts. All materials are available in English and Spanish.

BCBSA’s goal is to remove the uncertainties that are standing in the way of Americans being vaccinated. Drawing inspiration from real posts by real people and leveraging a familiar question and answer format, the materials address the real hesitancies and uncertainties that exist around the vaccine and do so in simple, easy-to-understand language and visuals. By cutting through the clutter with straightforward messaging, we can instill a sense of trust and clarity when it comes to the safety, effectiveness, and necessity of getting the vaccine.

The materials can be downloaded and customized with your logo, and further instructions for using the materials can be found on the following pages. If you have questions or requests for additional materials that we can help create through our partnership with BCBSA, please contact mkoplin@feedingamerica.org.
**One-Pagers:** You will find a variety of one-page, consumer-friendly documents for easy use. Varieties include black and white or color, English or Spanish, full imagery or simple word documents. There is a placeholder where you can use your own logo if you choose.

**Social Media Assets:** Social Media assets are available in both animated and still files, with English and Spanish versions for each.
Tagging: If you choose to post the COVID-19 vaccine content, please tag Blue Cross and Blue Shield Association on Facebook and LinkedIn using the corresponding social handles:

- Facebook: @Blue Cross and Blue Shield Association
- LinkedIn: @Blue Cross Blue Shield Association

Call-To-Action (CTA): Each CTA should be customized to fit your food bank’s needs. Please note that any modifications or additions you make to the clinical content of the messaging have not been reviewed or approved by BCBSA and should be reviewed by your legal experts to ensure alignment with BCBSA or CDC messaging and other legal concerns. If a food bank-specific landing page with corresponding COVID-19 vaccine information is not available, a LEARN MORE link to CDC information can be used.

Social Hashtag Guidance: Hashtags can be an effective way to connect your organization’s COVID-19 vaccine communications to specific trending social conversations.

Should your organization decide to use one or more hashtags in your communications, here are some helpful tips and considerations to keep in mind:

- Be purposeful in the hashtag(s) chosen and when used.
- Use no more than 1-3 hashtags that are unique from one another per post on Facebook and LinkedIn.

COVID-19 Vaccine hashtags include:

#COVID19
#COVID19Vaccine
#COVID19Vaccines
#COVIDVaccine
#WearAMask
#healthequity
#CDC
#mRNA
SOCIAL
ENGLISH LANGUAGE
SAFETY
MINIMAL SIDE EFFECTS

Asset Name: BCBSA_Vaccine_Social_English_SafetySideEffects.mp4

Short-form copy (i.e., social post copy)
Some people may experience mild side effects, but that’s a sign the COVID-19 vaccine is working.

Copy for larger spaces (i.e., website)
Like with anything introduced into your body, there could be mild side effects. However, the vaccine has been designed to have as minimal side effects as possible. In fact, if you have any symptoms at all, they usually last for a day or two at most.
COVID-19 carries severe health risks, and we don’t yet know how long natural immunity lasts. So, it’s recommended to get the vaccine even if you’ve already had the virus.

Copy for larger spaces (i.e., website)
COVID-19 has severe health risks, and we don’t know yet how long natural immunity lasts. So, it’s important to still get vaccinated even if you’ve had COVID-19 to reduce the risk of reinfection -- to protect yourself and others around you.
EFFECTIVENESS
KEEP MASKING EVEN AFTER VACCINATION

Asset Name: BCBSA_Vaccine_Social_English_EffectivenessKeepMasking.mp4

Short-form copy (i.e., social post copy)
You’ve been wearing masks for this long, let’s not stop now. Even when you get your vaccine, keep on masking to prevent the spread of disease to others.

Copy for larger spaces (i.e., website)
After getting vaccinated, continuing to social distance and wear face masks will prevent the spread of illness to others. Why? Because experts are still learning about the protection that COVID-19 vaccines provide in real-world conditions. So keep on masking and social distancing, you’re doing the right thing.
SPANISH LANGUAGE
SAFETY
RIGOROUS TESTING PROCESS

Short-form copy (i.e., social post copy)
La vacuna contra el COVID-19 pasó por rigurosas pruebas antes de ser utilizada en nuestras comunidades. Por ese motivo, cada estudio incluyó pruebas con personas de diferentes razas y grupos étnicos.

The COVID-19 vaccine went through rigorous testing before being introduced to our communities. For that reason, every study included tests with people from different races and ethnic groups.

Copy for larger spaces (i.e., website)
Tu seguridad fue una de las principales prioridades en el desarrollo de la vacuna. Al igual que muchas otras vacunas, la vacuna contra el COVID-19 pasó por rigurosas pruebas y ensayos con personas de diferentes razas y grupos étnicos antes de ser autorizada para su uso.

Your safety was one of the main priorities when developing the vaccine. Like many other vaccines, the COVID-19 vaccine went through rigorous testing and trials with people from different races and ethnic groups before being authorized for use.

Link Headline
Infórmate sobre vacunas
Inform yourself about the vaccines
NECESSITY
HERD IMMUNITY

Short-form copy (i.e., social post copy)
La vacuna contra el COVID-19 no solo te protege a ti, sino también a tu familia y seres queridos.

The COVID-19 vaccine not only protects you, but also your family and loved ones.

Copy for larger spaces (i.e., website)
Considera ponerte la vacuna contra el COVID-19. No solo por ti, sino también para proteger a tu familia y seres queridos. Necesitamos que aproximadamente el 85% de los adultos se vacunen para retomar nuestra vida.

Consider getting the COVID-19 vaccine. Not only for yourself, but to protect your family and your loved ones. We need approximately 85% of adults to get vaccinated to get back to our life.

Link Headline
Infórmate sobre vacunas
Inform yourself about the vaccines

¿Es cierto que hay personas que no se pueden poner la vacuna contra el COVID-19?

Si, porque tienen ciertos problemas de salud que no se lo permiten. Eso significa que al ponerte la vacuna, ayudas a proteger a ti y a los que no pueden vacunarse.

Is it true that some people can’t get the COVID-19 vaccine?

Yes, because they might have certain health issues that prevent them from doing so. That means getting vaccinated helps protect you and those unable to get vaccinated.
Todos tenemos la opción de vacunarnos contra el COVID-19 sin costo. Infórmate más en [URL].

We all have the option to get the COVID-19 vaccine at no cost.

Las vacunas contra el COVID-19 estarán disponibles para todos los estadounidenses sin costo. Por favor, consulta con tu aseguradora ya que podrían haber costos por administrar la vacuna.

COVID-19 vaccines will be available to all Americans at no cost. However check with your provider as there may be vaccine administration costs.

Inform yourself about the vaccines

¿Cuánto me va a costar la vacuna contra el COVID-19?

La vacuna contra el COVID-19 está disponible sin costo alguno.

How much will it cost me the COVID-19 vaccine?

The COVID-19 vaccine is available at no cost.
COLLATERAL
SAFETY
MINIMAL SIDE EFFECTS

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Should I expect any side effects from my COVID-19 vaccine?

You may feel mild side effects like headache, vaccine injection site pain or fatigue. They typically go away in 1-2 days.

Side effects from the vaccine are completely normal and a sign that it's working. It shows that your body is developing a response to fight COVID-19. It is NOT a sign that you have been infected. Get the answers you need to make your vaccine decision with confidence. Learn more at www.cdc.gov
SAFETY
COMPREHENSIVE

8" X 10" INSERT

Asset Name:
BCBSA_Vaccine_Print_English_Safety_FA.pdf

Are the COVID-19 vaccines safe for my mom and me?

The currently authorized vaccines are proven to be safe.

Here are a few reasons why:

- The vaccines underwent rigorous tests and trials that included people from diverse racial and ethnic groups.
- Side effects like headache, vaccine injection site pain or fatigue are mild and only last 1-2 days.
- They’re made with safe ingredients that simply teach your immune system to recognize and fight the virus.

Get the answers you need to make your vaccine decision with confidence. Learn more at www.cdc.gov
FAQs
COMPREHENSIVE

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COLOR

Asset Name:
BCBSA_Vaccine_Print_English_Comprehensive
4C_FA.pdf

Answers You Need to Feel Confident

We understand that you may have questions or concerns about the COVID-19 vaccines. To help you make your vaccine decision with confidence, here are some answers to frequently asked questions.

You can also find the latest information on COVID-19 and all available vaccines at www.cdc.gov

Are there any side effects from the vaccines?
You may experience some mild side effects from the vaccines like headache, vaccine injection site pain or fatigue. It’s both normal and a sign that the vaccines are working. Symptoms should only last 1-2 days.

How will getting vaccinated help my community?
Getting the COVID-19 vaccine will help limit the risks of serious illness and death from the virus. As more people get vaccinated, the whole community becomes more protected.

How effective are the vaccines?
The currently authorized vaccines have been shown to be highly effective in preventing serious illness from the virus. Put simply, you should feel safe once you’re vaccinated.

The vaccines were released quickly. How do I know they’re safe?
Like any other vaccine, the COVID-19 vaccines went through rigorous testing before being authorized for use. That included trials with people from diverse racial and ethnic groups.

Are the vaccines free?
The COVID-19 vaccines will be available to all Americans at no cost.
Answers You Need to Feel Confident

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BlueCross BlueShield Association

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Are the vaccines free?
The COVID-19 vaccines will be available to all Americans at no cost.
SPANISH LANGUAGE
Q: Is the COVID-19 vaccine safe for my family and I?

A: Very safe. Here we tell you why:

• The currently authorized vaccines underwent rigorous and extensive trials that included people from diverse racial and ethnic groups.
• Side effects like headache, vaccine injection site pain or fatigue are mild and usually last for 1 to 2 days.
• They are made with components that simply teach your immune system to recognize and fight the virus.
• The vaccines will not infect you or your family with COVID-19.

Get the information you need at www.cdc.gov/spanish/
Q: Will I get any side effects from the COVID-19 vaccine?

A: You may experience mild side effects like headache, vaccine injection site pain or fatigue. These usually disappear in 2 days.

These side effects are normal and nothing you should be worried about. They’re not a sign that you have been infected, but one that the vaccine is working and your body is developing a response to fight COVID-19. Get the information you need at www.cdc.gov/spanish/
The COVID-19 vaccines came out quickly! How do I know they’re safe?
The COVID-19 vaccines went through rigorous testing and trials with people from diverse racial and ethnic groups before being authorized for use.

Would I get any side effects if I get any of the COVID-19 vaccines?
You may have some mild side effects from the vaccine like headaches, vaccine injection site pain or fatigue, which are not reasons to worry. It’s a sign the vaccine you got is working. Symptoms will usually go away in 2 days at most.

How effective are the COVID-19 vaccines?
All COVID-19 vaccines currently available in the U.S. have been shown to be very effective at preventing serious illness from COVID-19. In short, you should feel pretty protected once you got vaccinated.

How will getting vaccinated help my community?
Getting any of the COVID-19 vaccines will help stop the transmission of the virus and therefore limit the risks of serious illness and death. The more people get vaccinated, the more your community will be more protected.

How much will the COVID-19 vaccines cost?
Vaccines against COVID-19 will be available to all Americans at no cost.
The COVID-19 vaccines came out quickly! How do I know they’re safe? The COVID-19 vaccines went through rigorous testing and trials with people from diverse racial and ethnic groups before being authorized for use.

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How much will the COVID-19 vaccines cost? Vaccines against COVID-19 will be available to all Americans at no cost.
CUSTOMIZING COLLABERAL
CUSTOMIZING CREATIVE

PDF versions of the collateral with placeholders for unique logos and legal disclaimers are available in the Drop Box folder for organizations to customize.

Examples and instructions on customizing can be found here.