



Communications tools about the COVID-19 vaccine

Overview: The Oregon Department of Human Services is making available a collection of communications tools to support long-term care facilities' efforts to increase COVID-19 vaccination rates among staff.

This communication toolkit provides materials that facilities may download and print as well as videos that can be shared and played. These tools provide:

- Answers to questions about the vaccines, including the types available;
- Shared experiences of Oregonians, including health-care and long-term care staff, who decided to get vaccinated. Some overcame initial concerns and fears.

There is no one communications tool or message that will speak to everyone. We recommend sharing a combination of materials over time with staff including direct-care staff as well as those involved in operations such as housekeeping, food service and maintenance. When possible, it's ideal to first listen to questions staff may have about the vaccine so that you may provide the most appropriate communications tool.

Some distribution methods could include:

- Printing the materials for distribution at staff meetings, with payroll or in break rooms;
- Using the materials to provide supervisors and facility leaders with talking points when discussing the importance of vaccination to support the worker's health as well as the safety of residents;
- Including the content in written correspondence with staff, including links to videos and brochures;
- Providing materials to applicants and new staff members as part of the onboarding process; and
- Designating supervisors, or trusted individuals on your staff, to share the materials when connecting with staff one-on-one.

Below are links to communications tools available for download and some suggestions for how they may be used.

General information for all employees

- Brochure translated into multiple languages:
<https://sharedsystems.dhsoha.state.or.us/DHSForms/Served/lml3662c.pdf>

Versions including:

○ Spanish

<https://sharedsystems.dhsoha.state.or.us/DHSForms/Served/l33662c.pdf>

○ Korean

<https://sharedsystems.dhsoha.state.or.us/DHSForms/Served/lk3662c.pdf>

○ Somali

<https://sharedsystems.dhsoha.state.or.us/DHSForms/Served/li3662c.pdf>

○ Simplified Chinese

<https://sharedsystems.dhsoha.state.or.us/DHSForms/Served/ln3662c.pdf>

○ Russian

<https://sharedsystems.dhsoha.state.or.us/DHSForms/Served/lr3662c.pdf>

○ Vietnamese

<https://sharedsystems.dhsoha.state.or.us/DHSForms/Served/lv3662c.pdf>

- Brochure on benefits of getting vaccinated:

<https://sharedsystems.dhsoha.state.or.us/DHSForms/Served/le3565.pdf>

- General information:

<https://sharedsystems.dhsoha.state.or.us/DHSForms/Served/le3646.pdf>

- **TIP** – What you can say when sharing this information:

COVID-19 remains a risk to your health as well as the health and safety of our residents and your co-workers. Just one person, who may not even have symptoms of the virus, can cause an outbreak. We understand you may have questions and concerns about the vaccine. We want to be sure you have all the information you need about getting vaccinated.

Information for employees with questions about vaccine safety

- Answers to frequently asked questions:

<https://www.oregon.gov/oha/covid19/Documents/Vaccine-FAQs-Universal-English.pdf>

- Answers to questions about underlying health conditions including pregnancy, breastfeeding and fertility issues:

<https://sharedsystems.dhsoha.state.or.us/DHSForms/Served/le3641.pdf>

<https://sharedsystems.dhsoha.state.or.us/DHSForms/Served/le3773.pdf>

- **TIP** – What you can say when sharing this information:

It's important that everyone has the information they need to make a decision about getting vaccinated, especially those who may have other health conditions. We want you to have access to the information you need to make a decision based on current vaccine facts and not fear.

Videos with personal stories from health-care and long-term care staff

- Video of nurse from La Grande who speaks to her decision to get vaccinated:
https://www.youtube.com/watch?v=u_O-YO4yrug
- Videos provided by long-term care facilities that you may share:
Option 1 - https://www.youtube.com/watch?v=_Ex15ZzSkPo
Option 2 - <https://www.youtube.com/watch?v=i0XX4xb-7A0>

➤ **TIP** – What you can say when sharing this information:

Everyone's decision about the COVID-19 vaccine is personal. It may help you to hear from others who work in long-term care and in health care about getting vaccinated. You are not alone in having questions, doubts or even fears. We want you to have the information you need to make a decision about the vaccine and to protect your health as well as the health of those who are trusting us to provide a safe place to live and receive the care they need.

The communications tools in this document, and other resources, will also be made available on this Oregon Department of Human Services webpage:

<https://www.oregon.gov/DHS/COVID-19/Pages/LTC-Facilities.aspx>. Printed copies of some materials are available upon request. Please submit a request to APD.Communications@dhsoha.state.or.us

If you have any questions about this information, please send an email to:

SOQ.LTCinfo@dhsoha.state.or.us or APD.Communications@dhsoha.state.or.us

This document can be obtained in other languages or an alternate format for individuals with disabilities upon request by contacting APD.Communications@dhsoha.state.or.us. Available formats are: large print, Braille, audio tape recording, electronic format and oral presentation.