



Rural Resource Toolkit

COVID-19 Vaccines



A woman with blonde hair, wearing a white short-sleeved shirt and a white visor, is shown in profile from the chest up. She is holding a young child with blonde hair, wearing a plaid shirt, in her arms. The background is a bright, outdoor setting. The image is overlaid with a semi-transparent blue filter.

Our Shared Goal

No matter who you are or where you live, you and each member of your community deserves access to reliable information to make your own, well-informed decision about getting a COVID-19 vaccine.

That's why we created this toolkit. It's full of resources created specifically for rural communities to meet residents where they are, giving equal access to information so everyone can have the facts and decide for themselves whether getting vaccinated is right for them.

This isn't about convincing people – the decision about whether or not to get vaccinated is up to each of us. It's good to have questions and we are here to provide the latest information to help answer them. We encourage people to use this information and talk with their doctor or medical care team to make the decision.

Table of Contents

- Our Shared Goal.....2
- **Who We Are.....4**
 - Key Partners5
 - Campaign Overview6
 - How You Can Help.....7
- **Key Messages8**
 - Key Messaging Principals.....9
 - Message Elements That Resonate.....10
 - Message Elements to Avoid11
 - Common Questions.....12
- **Creative Assets and PSAs13**
 - How to Access PSAs14
 - New: Online Video Testimonial.....15
 - New: Radio PSAs16
 - New: Radio Interview Segments.....17
 - Live Announcer Copy18-19
 - TV & Online Video20
 - Healthcare Provider Videos21
 - Social Graphics & Copy22
 - Customization23
 - Additional Resources24
 - Contact Information25

Who we are

The COVID-19 Vaccine Education Initiative is led by the Ad Council and COVID Collaborative to provide access to information about COVID-19 vaccines. We are working in coordination with the U.S. Department of Health and Human Services (HHS) and the Centers for Disease Control and Prevention (CDC), along with leading health organizations like the American Medical Association, American Heart Association, and American Academy of Pediatrics.

The Ad Council is a national non-profit organization that brings together the advertising, media, technology and marketing industries to get information out about many of the nation's most important issues.

COVID Collaborative is a national assembly that has brought together leading, bi-partisan experts and institutions across health, education, and the economy representing the diversity of the country to shape the work to turn the tide on the pandemic.



Key Partners in Reaching Rural Audiences



American Farm Bureau Federation



Association of Public & Land-Grant Universities



National Association of Farm Broadcasters



National Association of State Departments of Agriculture



National Farmers Union



National Rural Health Association

It's Up to You Campaign Overview

You have questions about the COVID-19 Vaccines.
That's good.

It's Up to You is a public education campaign with the goal of providing the latest information to help people make informed decisions.

The campaign drives to www.GetVaccineAnswers.org which houses the latest information from the CDC and other leading health experts. Everyone deserves access to the most up to date information so they can make their own decision about the vaccines.



Here's how **you** can help

#1

Connect members of your community with trustworthy sources of information from doctors and health experts, so they can make an informed decision when it comes to COVID-19 vaccines.

#2

Use the creative assets available in this toolkit in your channels and networks. You can use them as they are or customize them for your audience.

#3

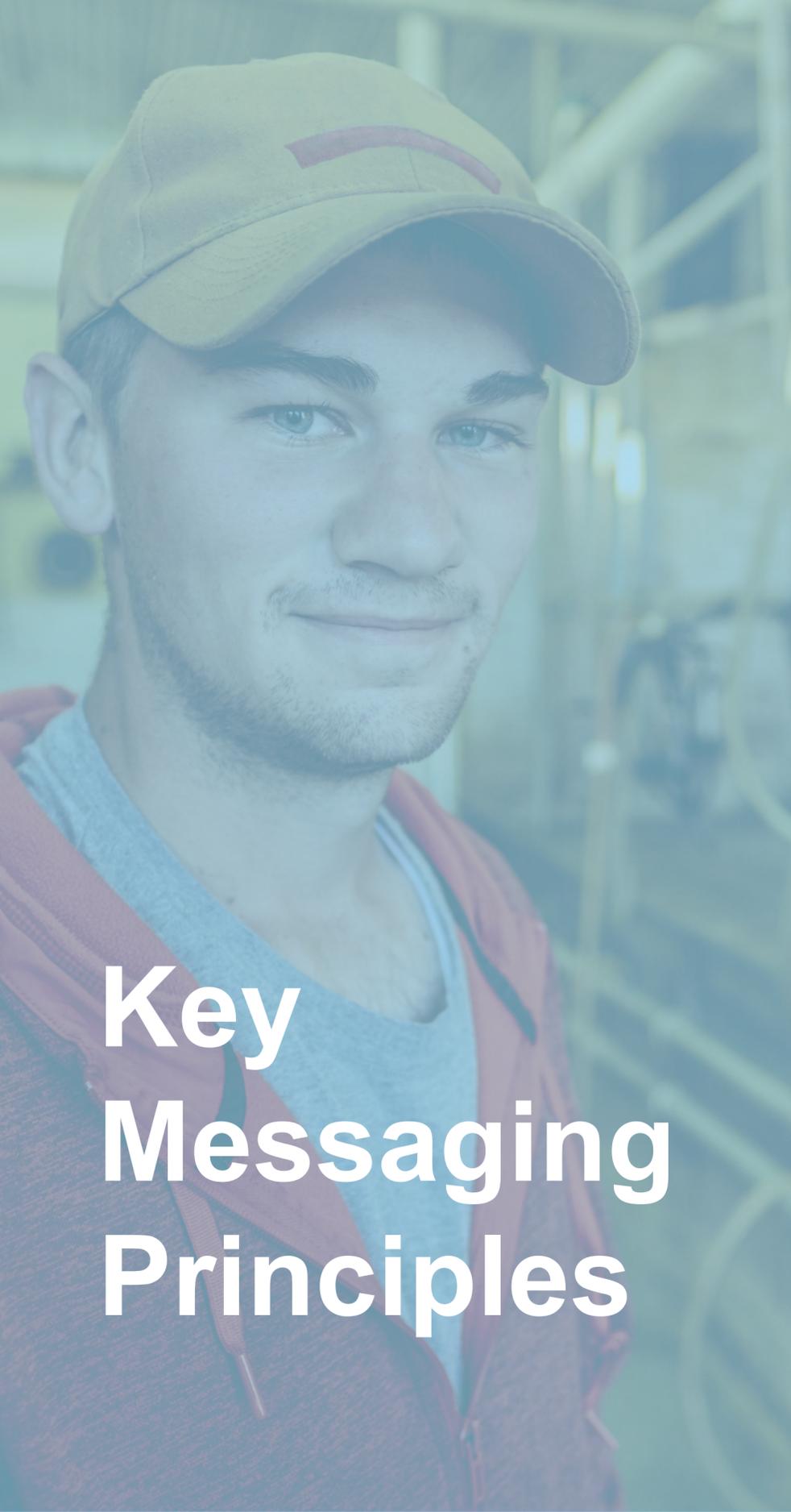
Use the Ad Council as a resource. We can share research, talent and experience, and we can adapt our messaging and content to help you reach your audiences. Let us know how we can help reach your community!

Key Messages

When talking with your audience, it's important to respect everyone's right to make their own decision about receiving a vaccine.

Keep the following key messaging principals in mind.





Key Messaging Principles

**LEAD WITH
EMPATHY**



Treat questions with respect. We're not trying to convince people – we're helping people make informed decisions.

**EMPOWER WITH
INFORMATION**



Create a surround sound of facts to help people understand key areas around safety and protection.

**EQUITABLE
ACCESS**



All communities should have access to quality information.

**TRUSTED
MESSENGERS**



Put medical experts and trusted sources at the forefront.

Other voices can help connect people to information.

Message elements that resonate

ACKNOWLEDGE CONCERNS

Acknowledge people's hesitancy rather than challenging it. It's normal to have questions

APPEAL WITH FACTS

Give people transparent, substantiated answers that address safety concerns and elevate benefits of vaccination

PROTECTION

Emphasis on protecting myself, loved ones and those most vulnerable

PERSONAL DECISION

Acknowledge that the decision is theirs to make

For many people, talking to their doctor or healthcare team can help in the decision-making process

Message elements to avoid

NEGATIVITY & FEAR

Avoid reminders of how difficult the year has been, as it can invoke a sense of hopelessness – most people don't need to be reminded

THE RIGHT THING TO DO

References to “step up” or “do your part” can come off as pushy or accusatory – we are focused on getting information out

OVER- PROMISING

Most understand that fully defeating COVID-19 is a long-term process

Avoid messages that imply vaccine availability will “flip the switch”

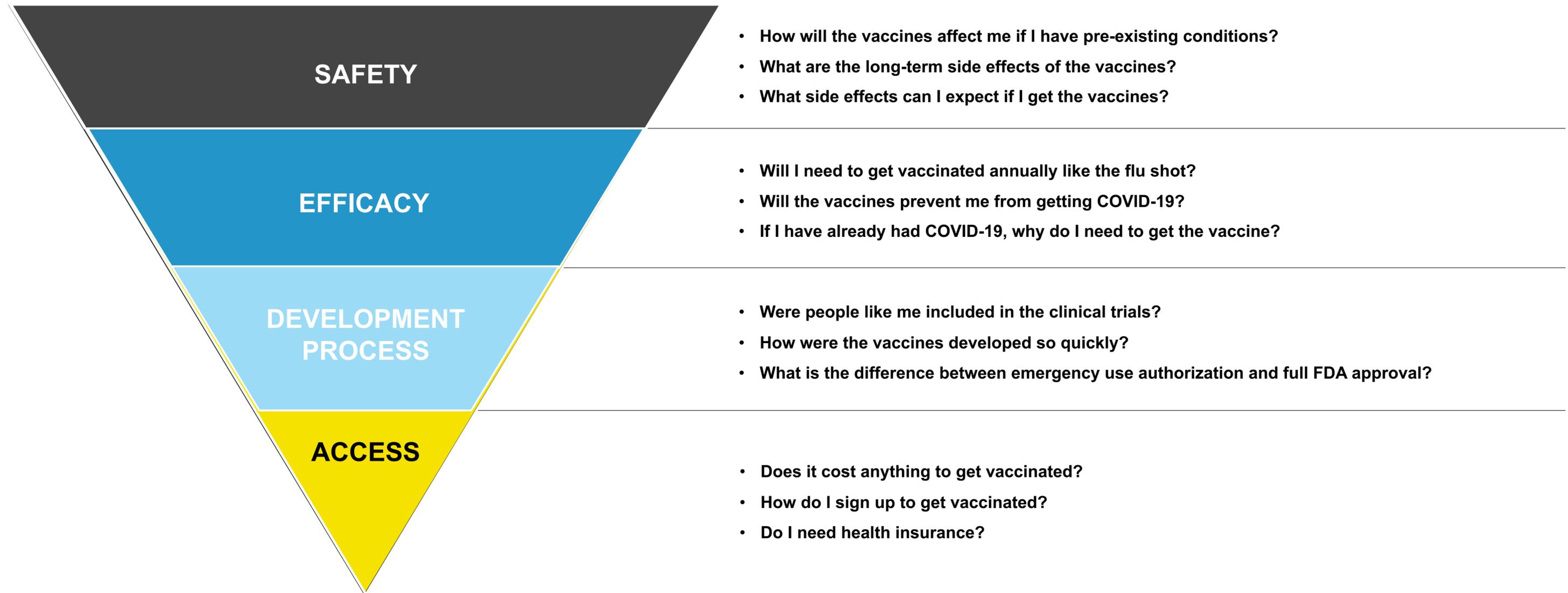
“BACK TO NORMAL”

For many people, post-pandemic life will never be “the way it was”

For others, life is very much back to normal so for most, this message doesn't feel relevant

Common questions about COVID-19 vaccines

As those undecided navigate the decision-making process, safety is the foundational consideration



Creative Assets & PSAs

We encourage you to use and share these creative assets.

The toolkit will be updated with new creative assets on an ongoing basis





How to access PSAs

To access Ad Council PSAs, visit [AdCouncil.org](https://www.adcouncil.org)

You will be brought to the Ad Council's website where you can create a free account and download high resolution, broadcast quality and print-ready files free of charge.

To download our PSAs, you will be asked to create a new username and password. To do this:

- Select “Sign Up for Assets” under the “Our Work” section.
- You can browse and preview PSAs by using the search functionality. You can search by "Campaign", "Asset" and/or "Media Type."
- Once you find the PSAs you are interested in, and you are ready to download you will be asked to sign in using your username and password.
- You can use TV and radio PSAs directly following download. For online videos you will be asked to request a tag that will be sent to you.

Online Testimonial Video

How to use: Video can be posted to social media or owned channels (websites, newsletters etc.). For partners interested in co-branding, see page 23.

How to access:

Preview 2:53 video [HERE](#).

Download 2:53 video [HERE](#)

Thank you to the Pennsylvania Farm Bureau for providing this video.



Personal testimonial from a Pennsylvania Farmer

“Of all the vaccine creative we have seen, and we have seen a lot, this piece tested the very best.” ---- FGH, National Research Partner

Radio PSAs

How to use: Place radio PSAs in donated media. For partners interested in co-branding, see page 23.

How to access:

Download or preview the 3 radio PSAs available in :30 and :15. Hyperlinks and descriptions are to the right.

“Confusion” [:15 spot](#) and [:30 spot](#) 

“There’s a lot of talk about COVID-19 vaccines. Talk to your doctor or health care provider to make the decision that’s right for you.”

“Farmer Testimonial” [:15 spot](#) and [:30 spot](#) 

“Some of my friends got vaccinated and some were against it. But I knew this was an important decision, so I went to somebody I already trusted – my doctor. It’s your call.”

“Neighbors” [:15 spot](#) and [:30 spot](#) 

“My neighbors have different opinions about COVID-19 vaccines. Getting vaccinated is your choice, no one can make your mind up for you. Talk to your health care provider about your questions.”

Radio Interview Segments

How to use: Include radio interview segments in relevant radio broadcasts. The interview segments can also be embedded to social media or owned channels (websites, newsletters etc.). For partners interested in co-branding, see page 23.

How to access:

Download the (4) 3-6 minute radio interview segments [HERE](#)



Radio interview segments, featuring **Gale Cunningham**, NAFB President and **Dr. Francis Collins**, Director of the National Institutes of Health

Live Announcer Copy

How to use: Live Announcer Copy can be used by on-air radio and TV talent. We encourage you to keep the messaging aligned with the script, but where it makes sense, you can bring in your own voice to customize these for your audience.

Live Announcer Copy :30 Reads

ANNOUNCER :30

Here in **[INSERT REGION]**, many of us have been vaccinated but some folks still have questions about the COVID-19 vaccines, and that's okay. **[add "I know I did/do" if relevant for announcer]**

Getting the vaccine is your personal decision and nothing's going to change that.

You might be asking, are they safe?

How do they protect people from COVID-19?

Why should I get vaccinated?

Talk to your doctor to make an informed decision that's right for you. And visit [Get Vaccine Answers dot org](https://www.getvaccineanswers.org) for the latest information.

**Note: where it says [INSERT REGION], please feel free to include what makes the most sense for your audience, whether that is your county, region, state etc.*

Live Announcer Copy

How to use: Live Announcer Copy can be used by on-air radio and TV talent. We encourage you to keep the messaging aligned with the script, but where it makes sense, you can bring in your own voice to customize these for your audience.

Live Announcer Copy :15 Reads

ANNOUNCER :15 A

Here in **[INSERT REGION]**, many of us have been vaccinated but some folks still have questions about COVID-19 vaccines, and that's okay.

Getting a vaccine is your personal decision and nothing's going to change that.

Talk to your doctor to make an informed decision that's right for you.

ANNOUNCER :15 B

Here in **[INSERT REGION]**, some folks still have questions about COVID-19 vaccines and that's okay.

You might be asking are they safe? How do they protect against COVID-19?

Talk to your doctor to make an informed decision that's right for you. And visit [Get Vaccine Answers dot org](https://www.getvaccineanswers.org) for the latest information.

ANNOUNCER :15 C

Here in **[INSERT REGION]**, many of us have been vaccinated but some folks still have questions about COVID-19 vaccines and that's okay.

You might be asking are they safe? How do they protect against COVID-19?

Talk to your doctor to make an informed decision that's right for you.

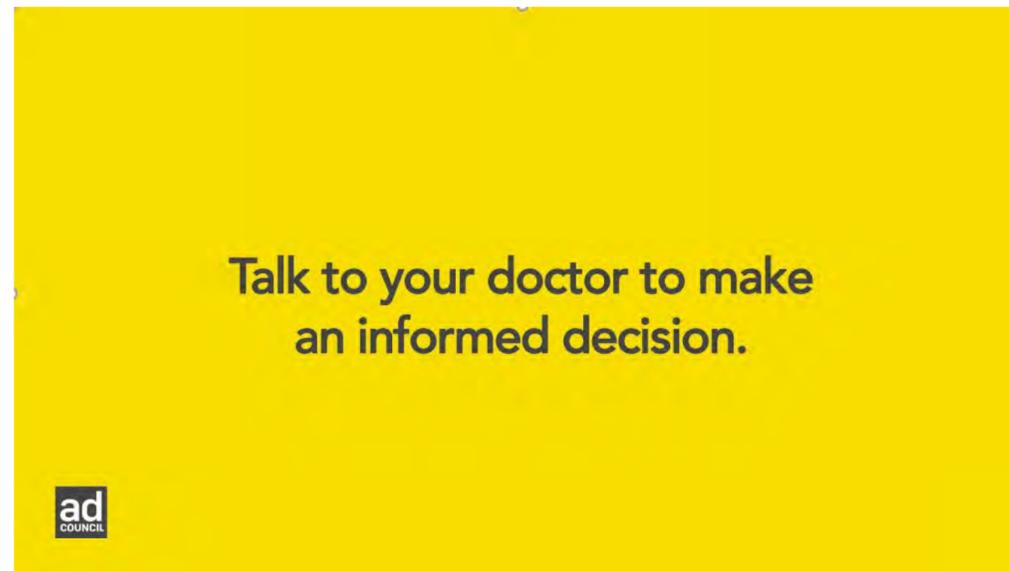
TV & Online Fact Video

How to use: Place TV and online video PSAs in donated media. Videos can also be posted to social media or owned channels (websites, newsletters etc.). For partners interested in co-branding, see page 23.

How to access:

Download :15 TV PSA [HERE](#)

For access to the video file for use on social media please email mmiller@adcouncil.org



Health Care Provider Videos

How to use: Videos can be posted to social media or to owned channels (websites, newsletters etc.)

How to access: Online videos can be downloaded directly from the Fact Library linked [HERE](#)

Dr. Susan Bailey, MD



[Download](#)

Dr. Susan Bailey, MD



[Download](#)

Dr. Francis Collins, MD, PH.D.



[Download](#)

Dr. Francis Collins, MD, PH.D.



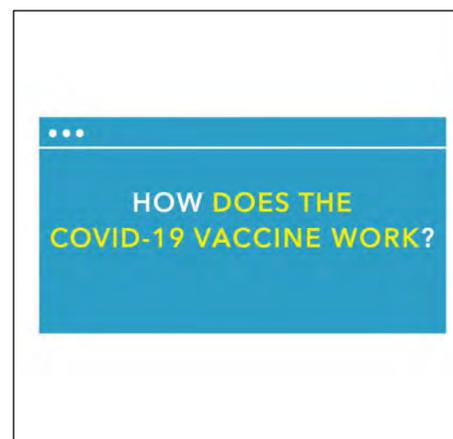
[Download](#)

Dr. Walter Oronsaye, MD



[Download](#)

Rena Sackett



[Download](#)

Dr. Mitch Elkind, MD



[Download](#)

Dr. Tyese Gaines, DO



[Download](#)

Social Graphics & Copy

How to use: Post the graphics alongside copy to your social channels. Assets are available in 9x16 and 1x1 formats.

How to access: Social graphics can be downloaded directly from the link [HERE](#)



Should I get vaccinated?
Talk to your doctor to make an informed decision that's right for you.

[GetVaccineAnswers.org](#)



[Download](#)



Have questions about COVID-19 vaccines?
Talk to your doctor to make a decision that's right for you.

[GetVaccineAnswers.org](#)



[Download](#)



Should I get vaccinated?
Talk to your doctor to make an informed decision that's right for you.

[GetVaccineAnswers.org](#)



[Download](#)



COVID-19 vaccine questions?
Everyone deserves access to quality information to make a decision that's right for them.

[GetVaccineAnswers.org](#)



[Download](#)



COVID-19 vaccine questions?
Everyone deserves access to quality information to make a decision that's right for them.

[GetVaccineAnswers.org](#)



[Download](#)



Why should I get vaccinated?
Getting immunized against COVID-19 will protect most people from getting sick or becoming seriously ill.

[GetVaccineAnswers.org](#)



[Download](#)

Sample Social Copy

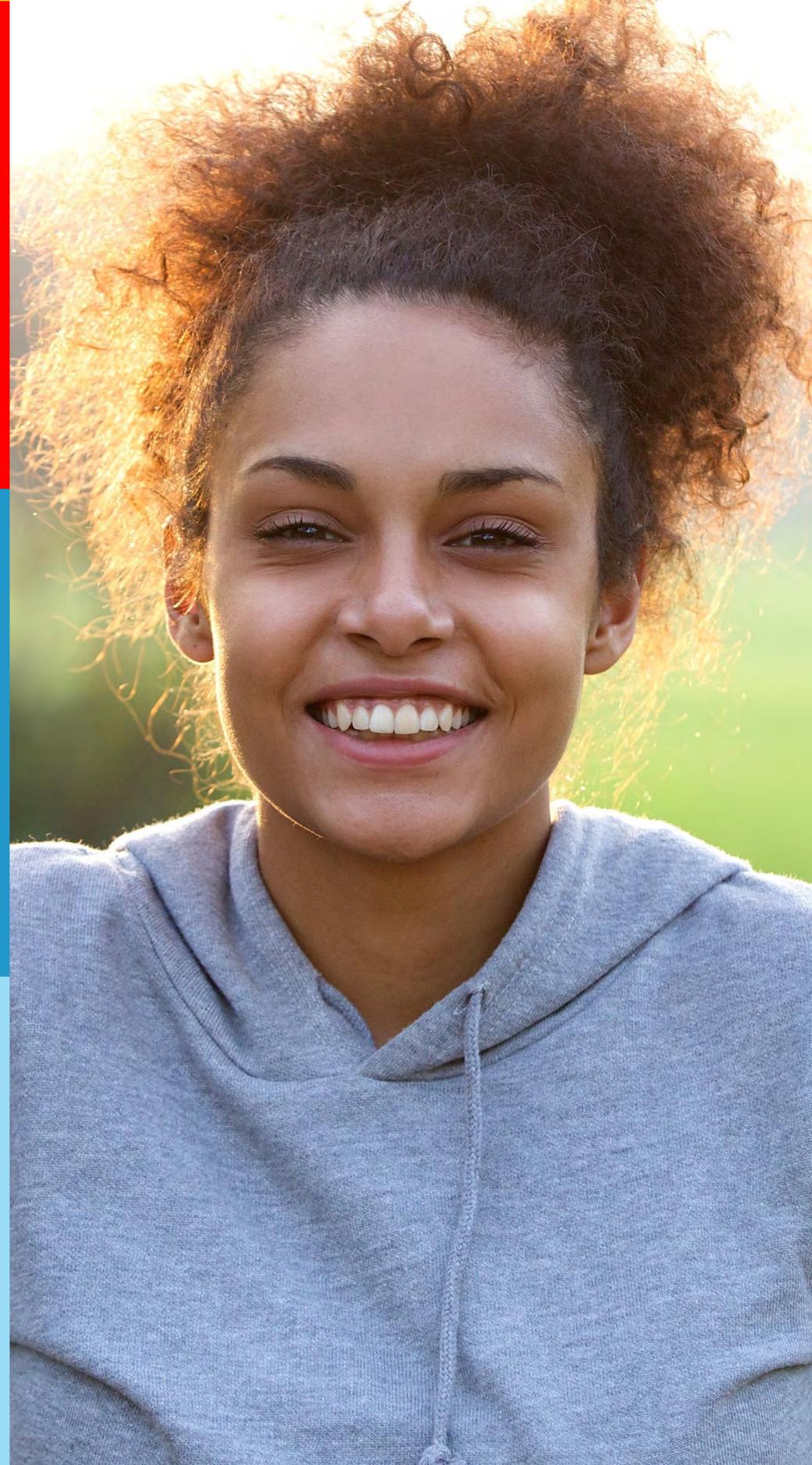
- You have questions about the COVID-19 vaccines, and that's okay! Talk to your doctor to make an informed decision that's right for you. You can get the latest information at www.GetVaccineAnswers.org
- I know many of us here in [insert location] have been vaccinated but some folks still have questions about the COVID-19 vaccines, and that's okay. You might be asking if they're safe? Talk to your doctor so you can make an informed decision that's right for you. For the latest information visit www.GetVaccineAnswers.org
- When it comes to the COVID-19 vaccines, you might be asking yourself—should I get it? Is it safe? Wanting to know more is a good thing. Talk to your personal doctor or health team if you have questions, to help you make an informed decision about the COVID-19 vaccines.

Customization

If you're interested in adding your logo or customizing these assets to speak to your audiences, please reach out to us. We're happy to help!

Examples include:

- Adding your logo to the social graphics or social videos
- Updating copy for your region or state
- Adding a custom end tag to a radio PSA



Additional Resources



Tools for Business Leaders

by Health Action Alliance

[Small Business Resources](#)

[Tips for Rural Business Owners](#)

[Employee Communications Templates](#)

[Vaccines101 – An Educational Video Series for Employees](#)

[Tips for Safer Workplace Returns](#)



National Rural Health Association Toolkit

[COVID-19 Vaccine Resources](#)

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