



COVID-19 Vaccination Toolkit

Join NHSA's Social Media Campaign

In addition to scientific research, many of us use the word of trusted friends, family, and community members to help us make personal decisions about our health and feel comforted in our decisions. NHSA has compiled [resources](#) from medical and public health officials, as well as [videos](#) from familiar Head Start faces to support members of the Head Start community in learning about the COVID-19 vaccine. These short videos feature national Head Start leaders speaking about their own experiences with vaccination and how it protects us individually and as a community. We encourage you to take a look, but we also encourage you to create your own videos with the faces and messages that will resonate best in your community!

NHSA's COVID-19 Vaccination and Mitigation Working Group provided the following ideas to launch your own social media campaign.

How can I take part?

Create a series of videos of trusted, respected, and well-known faces in your community to distribute via social media channels like Facebook, Twitter, or even email newsletters. These community members will speak personally about their own experience to help others feel more at ease and understand the importance of vaccination for our communities.

Who should I ask to create a video?

Anyone that is **well-known, trusted, and respected** in your community! (Even better if they're all three!)

Examples include:

- Your program director or other program leader
- Your program's nurse or health coordinator
- Representatives from your Board, Policy Council, or Health Services Advisory Committee
- Beloved staff, whether its a popular teacher, bus driver, or the program admin who smiles at everyone when they walk in the door
- Other community leaders or local celebrities, from the local kid-turned-NFL-star to the religious leader who knows everyone in town

What should they say?

Most importantly, speakers should speak from the heart and from **their own experience**. Unless they are a medical professional, they shouldn't talk about medical facts. They can share why they got the vaccine (or why they can't wait to get it as soon as they are eligible), what their experience was, and how they feel now.



Our mission is to coalesce, inspire and support the Head Start field as a leader in early childhood development and education.

A few examples of messages to hit on include:

“Head Start is a community, and this is what we can do to **protect** our community.”

“The children in our program can’t get the vaccine yet to keep themselves **safe**, but this is what we can do as adults to protect them.”

“I got COVID-19 and had a terrible experience with it. I want to get the vaccine **as soon as possible** so I don’t have to go through that again.”

“I’ve **consulted** with my doctor to be sure that the vaccine was safe for me. Now that I have it, I feel so much **safer** every day.”

“I did have some side effects from the vaccine for a couple of days, but it was nothing compared to how **sick** I got when I had COVID-19.”

(Remember, these are just suggestions to give you ideas or to help speakers think about what message they’d like to share. Anyone creating a video should speak their truth and use their own words!)

How should we make and share videos?

You can share the infographic on the next page with your speakers. Then, **share the videos** on social media using the hashtag **#SleeveUpForHeadStart** or any way you communicate with staff and families! Email NHSA your stories and photos at sleeveup@nhsa.org.



Find the full **COVID-19 Vaccination Toolkit** series at go.nhsa.org/sleeve-up.
Questions? Ideas? E-mail us at vaccines@nhsa.org