COVID-19 LATINX COMMUNITY TOOLKIT

#UNACOMUNIDAD
COVID-19 Community Toolkit

We recognize that it can be challenging to keep up with the amount of information about COVID-19 or identify simple, reliable messages that will resonate with your communities.

In this toolkit, you will find shareable posts and graphics for social media, public service announcements, flyers, and other materials related to COVID-19.

Sharing reliable and accurate public health messages during the COVID-19 pandemic is essential and we are counting on you to help us spread this messaging. Please help us by sharing this Community Toolkit with your stakeholders through your social media channels.
# Table of Contents

## Social Media Content ........................................................................... 4
- Stigma - My Race is Not a Virus................................................................. 5
- COVID-19 - Learn More About the Vaccine ............................................... 6
- COVID-19 - Vaccine Helpline ..................................................................... 7
- What’s in the COVID-19 Vaccines .............................................................. 8
- What’s in the COVID-19 Vaccines (cont.) .................................................. 9
- COVID-19 Facts of the Day (Facebook & Instagram) ................................. 10
- COVID-19 Facts of the Day (Facebook & Instagram) ................................. 11
- COVID-19 Facts of the Day (Facebook & Instagram) ................................. 12
- COVID-19 Facts of the Day (Facebook & Instagram) ................................. 13
- COVID-19 Facts of the Day (Facebook & Instagram) ................................. 14
- COVID-19 Facts of the Day (Facebook & Instagram) ................................. 15
- COVID-19 Facts of the Day (Facebook & Instagram) ................................. 16
- COVID-19 Facts of the Day (Facebook & Instagram) ................................. 17
- COVID-19 Facts of the Day (Twitter) .......................................................... 18
- COVID-19 Facts of the Day (Twitter) .......................................................... 19
- COVID-19 Facts of the Day (Twitter) .......................................................... 20
- COVID-19 Facts of the Day (Twitter) .......................................................... 21

## Print Materials .................................................................................... 22
- ¡Vacúnate! ........................................................................................................ 23
- ¡Vacúnate! ........................................................................................................ 24
- What’s in The Vaccine Flyer ......................................................................... 25

## Short Videos ...................................................................................... 26
- COVID-19 Vaccine Series by Dr. Cucalon Calderon ..................................... 27
- COVID-19 Vaccine Myths vs. Facts .............................................................. 28
- COVID-19 Vaccine Myths vs. Facts (cont.) .................................................... 29

## Educational Videos ........................................................................... 30
- Webinars - Amplify Equity ............................................................................ 31
- Webinars - Amplify Equity (cont.) ............................................................... 32
Webinars - Amplify Equity (cont.) .......................................................................................... 33
Webinars - Amplify Equity (cont.) .......................................................................................... 34

**Share Your Story Campaign** .......................................................................................... 35
Share Your Story Campaign Email Sample ............................................................................ 36
Share Your Story Campaign—Social Media: Facebook ......................................................... 37
Share Your Story Campaign—Social Media: Twitter ............................................................. 38
Share Your Story Campaign—Social Media: Instagram ......................................................... 39
Share Your Story Campaign—Social Media Videos ............................................................... 40
.................................................................................................................................................. 41
Social Media Content
Stigma - My Race is Not a Virus

Facebook/Instagram captions

As COVID-19 has surged throughout our country, so has social stigma. Many, including racial minorities, especially Asian Americans, those who have recovered from COVID-19, and front-line workers, have experienced COVID-19 related discrimination.

Remember ANYONE can spread COVID-19. We are stronger when we work together. Help stop COVID-19 related stigma.

Learn more at nmhec.org/covid-19/onecommunity-stigma

#OneCommunity #OneResponse

Twitter captions


Learn more at nmhec.org/onecommunity-stigma

#OneCommunity #OneResponse
COVID-19 - Learn More About the Vaccine

Facebook/Instagram captions

When the COVID-19 vaccine comes to your community, will you be ready? There is no better time to learn more in order to make an informed decision.

Visit nmhec.org/onecommunity
#OneCommunity #OneResponse

Twitter captions

When the COVID-19 vaccine comes to your community, will you be ready? There is no better time to learn more in order to make an informed decision.

Visit nmhec.org/onecommunity
#OneCommunity #OneResponse
**COVID-19 - Vaccine Helpline**

The COVID-19 Vaccine Helpline is an available resource that can help you find an appointment and answer appointment-related questions. The helpline is open seven days a week from 7 a.m. to 8 p.m. You can call the Vaccine Helpline at 1-800-401-0946.

Interpretation services are available! All non-English callers will be placed on a brief hold and connected to an interpreter, who will assist you with your inquiries.

For more information on the COVID-19 vaccines visit [nmhec.org/vaccine-safety](http://nmhec.org/vaccine-safety)

#OneCommunity #OneResponse
What’s in the COVID-19 Vaccines

Salt. Fat. Acid. Sugar. mRNA. These are the ingredients in Pfizer’s and Moderna’s recipes for a pandemic-fighting vaccine to help your body recognize and fight COVID-19. All COVID-19 vaccines are free from metals, manufactured electronics, eggs, gelatin and latex.

For the full list of ingredients found in each vaccine, check out: https://www.cdc.gov/vaccines/covid-19/clinical-considerations/covid-19-vaccines-us.html#Appendix-C

Learn more at nmhec.org

#OneCommunity #OneResponse
What’s in the COVID-19 Vaccines (cont.)

Twitter captions

Salt. Fat. Acid. Sugar. mRNA. These are the ingredients in Pfizer’s and Moderna’s recipes for a pandemic-fighting vaccine to help your body recognize and fight COVID-19.

Twitter captions

All COVID-19 vaccines are free from metals, manufactured electronics, eggs, gelatin and latex. For the full list of ingredients found in each vaccine, check out: https://www.cdc.gov/vaccines/covid-19/clinical-considerations/covid-19-vaccines-us.html#Appendix-C

Learn more at nmhec.org
#OneCommunity #OneResponse

Download images
COVID-19 Facts of the Day (Facebook & Instagram)

**Suggested Text**

Research shows that schools where children and adults are consistently masked are effective in preventing the transmission of COVID-19. COVID remains a serious threat to children’s health. Universal masking can help make in-person learning safe this fall.


We want our children back to school in-person, but many students are not yet eligible to get COVID-19 vaccines. Masks are an important layer of protection to keep students, staff, and tribal members safe.


Face masks are safe and do not reduce oxygen intake. Carbon dioxide molecules are very tiny, even smaller than respiratory droplets. They cannot be trapped by breathable materials like cloth or disposable masks.

https://healthychildren.org/English/health-issues/conditions/COVID-19/Pages/Mask-Mythbusters.aspx

Babies and young children study faces, so you may worry that having masked caregivers would harm children’s language development. There are no studies to support this concern. Young children will use other clues like gestures and tone of voice.


Getting good protection from a mask may take extra attention for children with special health care needs, but it’s possible and effective. Find tips here to help your child get used to wearing a mask and how to get it to fit correctly:


Download images
Masking now will help us end the pandemic sooner. Wearing a mask is a simple step we can all take to save lives and to protect all our relations.

#OneCommunity #OneResponse

COVID-19 can cause serious illness and death - there is no way to know how it will affect you. Vaccination is a safer way to build immunity. It’s possible to get COVID-19 once you're vaccinated, but the vaccine drastically decreases your chances of severe illness, hospitalization, or even death from COVID-19.

For more information visit nmhec.org/vaccine-safety
#OneCommunity #OneResponse

Remember to wear your mask in public indoor spaces, even if you're fully vaccinated. The Delta variant is the dominant strain of COVID-19 in the United States and is twice as contagious as other variants.

#OneCommunity #OneResponse

The clinical trials for the COVID-19 vaccines involved tens of thousands of volunteers of different ages, including members of the LatinX communities. These trials followed the same rigorous standards as any other vaccine to ensure safety and effectiveness.

For more information visit nmhec.org/vaccine-safety
#OneCommunity #OneResponse

Did you know that the COVID-19 vaccines were developed based on years of research? The COVID-19 virus is related to SARS and MERS, which are also coronaviruses that cause respiratory disease in humans. Health experts and doctors have studied these viruses for many years, long before COVID-19 was identified. Their past work and knowledge helped make it possible to develop safe and effective vaccines today.

For more information visit nmhec.org/vaccine-safety
#OneCommunity #OneResponse

Download images
COVID-19 Facts of the Day (Facebook & Instagram)

**Image**

**Suggested Text**

Rigorous testing, real-world data, tens of thousands in clinical trials, and billions of doses administered. That’s how we know the COVID-19 vaccines are safe and effective — and now the first COVID vaccine is fully approved by the FDA. Comirnaty is the official name for the Pfizer-BioNTech COVID-19 vaccine!

Same vaccine, same high degree of safety and effectiveness.

#OneCommunity #OneResponse

As of August 11, 2021, the CDC encourages all those who are pregnant, thinking about becoming pregnant, and those breastfeeding to get vaccinated against COVID-19.

Pregnant persons are more likely to get severely ill with COVID-19 compared to those that are not. The vaccine can protect you.


mRNA vaccines give our body a set of instructions that teach our immune system how to fight the COVID-19 virus. The COVID vaccines are new since COVID-19 is a new virus, however mRNA vaccines are not unknown. Researchers have been studying mRNA vaccines for decades on similar infections (MERS and SARS) and cancer treatment.

Visit [nmhec.org/vaccine-safety](https://nmhec.org/vaccine-safety) for more information.

#OneCommunity #OneResponse

Many vaccines use a weakened or inactivated form of the virus to trigger an immune response. Like the flu shot, the Jannsen (aka Johnson&Johnson) vaccine uses the same approach. The inactive virus used poses no threat - it can’t give you COVID-19.

Visit [nmhec.org/vaccine-safety](https://nmhec.org/vaccine-safety) for more information.

#OneCommunity #OneResponse

Regardless if you are healthy, you are still at risk of experiencing serious complications from COVID-19. Getting vaccinated helps protect you from getting seriously sick or hospitalized from COVID-19.

Visit [nmhec.org/vaccine-safety](https://nmhec.org/vaccine-safety) for more information.

#OneCommunity #OneResponse

[Download images](#)
**COVID-19 Facts of the Day (Facebook & Instagram)**

<table>
<thead>
<tr>
<th>Image</th>
<th>Suggested Text</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="FACT OF THE DAY" /></td>
<td>Having COVID-19 gives you natural immunity from the disease, but it’s only temporary. Medical experts and doctors are still learning how long natural immunity lasts. So even if you’ve recovered from COVID-19, it is possible for you to be infected again. Getting vaccinated is a safer way to build protection. Visit <a href="http://nmhec.org/vaccine-safety">nmhec.org/vaccine-safety</a> for more information. #OneCommunity #OneResponse</td>
</tr>
<tr>
<td><img src="image2.png" alt="FACT OF THE DAY" /></td>
<td>Some people have side effects for a few days after being vaccinated. These are signs your body is building immunity against the virus. Common side effects can include: Pain at the injection site. Body aches. Headaches. Fever. Nausea. Visit <a href="http://nmhec.org/vaccine-safety">nmhec.org/vaccine-safety</a> for more information. #OneCommunity #OneResponse</td>
</tr>
<tr>
<td><img src="image3.png" alt="FACT OF THE DAY" /></td>
<td>The Moderna and Pfizer vaccines can’t change your genes or DNA! These mRNA vaccines are like a post on Snapchat - they give your body instructions to fight the virus and then disappear within a couple of days. Visit <a href="http://nmhec.org/vaccine-safety">nmhec.org/vaccine-safety</a> for more information. #OneCommunity #OneResponse</td>
</tr>
<tr>
<td><img src="image4.png" alt="FACT OF THE DAY" /></td>
<td>The vaccines do not contain anything that can physically track you. You can see the ingredient list for each vaccine at <a href="http://nmhec.org/vaccine-safety">nmhec.org/vaccine-safety</a> #OneCommunity #OneResponse</td>
</tr>
<tr>
<td><img src="image5.png" alt="FACT OF THE DAY" /></td>
<td>The vaccines are able to protect you against severe sickness, but we are still learning if they can prevent the spread. It is important to still wear a mask to protect others that are not vaccinated. For more information visit <a href="http://nmhec.org/vaccine-safety">nmhec.org/vaccine-safety</a> #OneCommunity #OneResponse</td>
</tr>
</tbody>
</table>

Download images
**COVID-19 Facts of the Day (Facebook & Instagram)**

<table>
<thead>
<tr>
<th>Image</th>
<th>Suggested Text</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="FACT_OF_THE_DAY_COVID-19_VACCINE.jpg" alt="Image" /></td>
<td>Vaccines build immunity without the damaging effects of COVID-19 infection. Studies show the vaccine protects against severe COVID outcomes. Getting a COVID-19 vaccine is a safer choice. Visit <a href="http://nmhec.org/vaccine-safety">nmhec.org/vaccine-safety</a> for more information. #OneCommunity #OneResponse</td>
</tr>
<tr>
<td><img src="Hecho_del_d%C3%ADa_COVID_VACUNA.jpg" alt="Image" /></td>
<td>The COVID-19 vaccines were developed through a worldwide effort, massive funding, and existing research. The vaccines were carefully evaluated through clinical trials and met safety standards before being authorized by the Federal Drug Administration (FDA). COVID-19 vaccines are safe and effective. Visit <a href="http://nmhec.org/vaccine-safety">nmhec.org/vaccine-safety</a> for more information. #OneCommunity #OneResponse</td>
</tr>
<tr>
<td><img src="Hecho_del_d%C3%ADa_COVID_VACUNA.jpg" alt="Image" /></td>
<td>As of April 5th, Nevadans 16+ are eligible to get the COVID-19 vaccine! Pfizer is approved for 16+, while Moderna and Janssen are approved for 18+. To schedule your appointment, call the Vaccine Helpline at 1-800-401-0946 or visit <a href="http://nvcovidfighter.org">nvcovidfighter.org</a> #OneCommunity #OneResponse</td>
</tr>
<tr>
<td><img src="FACT_OF_THE_DAY_COVID-19_VACCINE.jpg" alt="Image" /></td>
<td>Herd immunity is when enough members of a population are immune to a disease. Vaccines allow us to gain immunity while also preventing unnecessary illness, hospitalization, or death. The vaccines can also protect against other COVID-19 variants. Visit <a href="http://nmhec.org/vaccine-safety">nmhec.org/vaccine-safety</a> for more information. #OneCommunity #OneResponse</td>
</tr>
<tr>
<td><img src="FACT_OF_THE_DAY_COVID-19_VACCINE.jpg" alt="Image" /></td>
<td>The COVID-19 vaccines were developed through a worldwide effort, massive funding, and existing research. The vaccines were carefully evaluated through clinical trials and met safety standards before being authorized by the Federal Drug Administration (FDA). COVID-19 vaccines are safe and effective. Visit <a href="http://nmhec.org/vaccine-safety">nmhec.org/vaccine-safety</a> for more information. #OneCommunity #OneResponse</td>
</tr>
</tbody>
</table>

Download images
COVID-19 Facts of the Day (Facebook & Instagram)

Image

Suggested Text

The pandemic won’t be over until enough people are vaccinated. It is important to continue to do the following to keep yourself and others safe:

- Wearing a mask with 2 to 3 layers
- Washing your hands
- Avoiding crowds
- Getting tested if you feel sick

Visit nmhec.org/vaccine-safety for more information.
#OneCommunity #OneResponse

The Centers for Disease Control and Prevention (CDC) collects safety data with the v-safe health checker. V-safe is a unique tool because it allows individuals to easily report any side effects they experience in real-time. You can register for v-safe at vsafe.cdc.gov
#OneCommunity #OneResponse

The delta variant has quickly become the dominant COVID-19 variant around the world, the U.S., and Nevada. Data shows that the delta variant is roughly twice as contagious as the initial strain of COVID-19, and people infected with it are more likely to need hospitalization.

The good news is that the COVID vaccines are extremely effective in protecting fully vaccinated people from catching and spreading the virus, including the delta variant. The best thing you can do to keep you and your loved ones healthy is to get a safe, effective, and free vaccine today.

Learn more at nmhec.org
#OneCommunity #OneResponse

Download images
## COVID-19 Facts of the Day (Facebook & Instagram)

<table>
<thead>
<tr>
<th>Image</th>
<th>Suggested Text</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="Who should get a COVID-19 booster dose?" /></td>
<td>COVID-19 booster updates: all J&amp;J recipients should get a booster, some Pfizer and Moderna recipients should — including people ages 65+ and adults who are at high risk. Not sure if you’re eligible for a booster dose? Learn more about eligibility at <a href="http://nvcovidfighter.org">nvcovidfighter.org</a> #OneCommunity #OneResponse</td>
</tr>
<tr>
<td><img src="image2" alt="What is “mixing and matching”?" /></td>
<td>If you’re eligible for a booster dose, you may have questions about “mixing and matching.” CDC advises people to get the same booster as their initial vaccine, but allows people to mix and match if they have a different preference. Learn more at <a href="http://nvcovidfighter.org">nvcovidfighter.org</a> #OneCommunity #OneResponse</td>
</tr>
<tr>
<td><img src="image3" alt="Can I get my COVID-19 booster and flu shot at the same time?" /></td>
<td>It’s flu season, which means it’s time to get your flu shot. If you’re eligible for a #COVID19 booster dose, you might be wondering if you can also get your flu shot the same day. You can! Learn more about getting your booster and flu shots at <a href="http://nvcovidfighter.org">nvcovidfighter.org</a> #OneCommunity #OneResponse</td>
</tr>
<tr>
<td><img src="image4" alt="What’s a booster shot?" /></td>
<td>The COVID-19 vaccines are safe and effective, and continue to be highly effective against hospitalization and severe outcomes of COVID-19. If you have questions about why or when you might need a booster dose — or about booster dose eligibility — learn more at <a href="http://nvcovidfighter.org">nvcovidfighter.org</a> #OneCommunity #OneResponse</td>
</tr>
<tr>
<td><img src="image5" alt="Children 5-11 &amp; COVID-19 Vaccines" /></td>
<td>Over 11 million children and teens age 12-17 have already gotten vaccinated against COVID-19, and now children age 5-11 are eligible! To find a vaccine location hear you: Visit <a href="http://nvcovidfighter.org">nvcovidfighter.org</a> Call 1-800-401-0946 Text your ZIP Code to 438829 #OneCommunity #OneResponse</td>
</tr>
</tbody>
</table>

Download images
COVID-19 Facts of the Day (Facebook & Instagram)

Facebook/Instagram captions

The #COVID19 vaccines offer the safest path toward saving lives, learning in-school safely, and getting back to doing the activities we love. Protect yourself against COVID-19, including the delta variant, by getting a safe, effective, and free vaccine today!

To find your nearest vaccine site:

- Visit nvcovidfighter.org
- Text your ZIP CODE to 438829 (or 822862 for Spanish)
- Call 1-800-401-0946

Learn more at nmhec.org
#OneCommunity #OneResponse
Research shows that schools where children and adults are consistently masked are effective in preventing the transmission of COVID-19. COVID remains a serious threat to children’s health. Universal masking can help make in-person learning safe this fall.

https://bit.ly/3m2qCll

We want our children back to school in-person, but many students are not yet eligible to get COVID-19 vaccines. Masks are an important layer of protection to keep students, staff, and tribal members safe.

https://bit.ly/2ZbKcD8
#OneCommunity #OneResponse

Face masks are safe and do not reduce oxygen intake. Carbon dioxide molecules are very tiny, even smaller than respiratory droplets. They cannot be trapped by breathable materials like cloth or disposable masks.


Babies and young children study faces, so you may worry that having masked caregivers would harm children’s language development. There are no studies to support this concern. Young children will use other clues like gestures and tone of voice.

https://bit.ly/3G73cmF

Getting good protection from a mask may take extra attention for children with special health care needs, but it’s possible and effective. Find tips here to help your child get used to wearing a mask and how to get it to fit correctly:

https://bit.ly/3C4a6Xz

Download images
COVID-19 Facts of the Day (Twitter)

**Image**

**Suggested Text**

Masking now will help us end the pandemic sooner. Wearing a mask is a simple step we can all take to save lives and to protect all our relations.

#OneCommunity #OneResponse

CDC encourages all pregnant, breastfeeding, or those thinking about pregnancy to get vaccinated against COVID-19.

Pregnant and recently pregnant people are more likely to get severely ill with COVID-19 than non-pregnant people.

Learn more at: https://bit.ly/37ZeAkG

COVID-19 can cause serious illness and death - there is no way to know how it will affect you. It’s possible to get COVID once you’re vaccinated, but the vaccine decreases your chances of severe illness or death.

#OneCommunity #OneResponse

For more information visit nmhec.org/vaccine-safety

Remember to wear your mask in public indoor spaces, even if you’re fully vaccinated. The Delta variant is the dominant strain of COVID-19 in the United States and is twice as contagious as other variants.

#OneCommunity #OneResponse

The clinical trials for the vaccines involved thousands of volunteers, including members of the Navajo Nation and White Mountain Apache Tribe. The trials followed the same standards as other vaccines to ensure safety.

#OneCommunity #OneResponse

Download images
COVID-19 Facts of the Day (Twitter)

**Image**

**Suggested Text**

The vaccines can help protect against other strains of COVID-19, without the risks of infection.

#OneCommunity #OneResponse

Los efectos secundarios después de la vacunación son señales normales del desarrollo de la inmunidad del cuerpo. Los efectos secundarios más comunes pueden ser: dolor en el lugar de la inyección, dolores en el cuerpo, dolores de cabeza, fiebre y náuseas.

Para más información, visite [nycovidfighter.org](http://nycovidfighter.org) #UnaComunidad #UnaRespuesta

Las vacunas de Moderna y Pfizer no pueden cambiar tus genes ni tu ADN. Estas vacunas de ARNm son como un post en Snapchat: dan a tu cuerpo instrucciones para combatir el virus y luego desaparecen en un par de días.

#UnaComunidad #UnaRespuesta

Las vacunas no contienen nada que pueda rastrearlo físicamente.

Puede ver la lista de ingredientes de cada vacuna en [nmhec.org/vaccine-safety](http://nmhec.org/vaccine-safety) #UnaComunidad #UnaRespuesta

Las vacunas son capaces de proteger contra la enfermedad grave, pero todavía estamos aprendiendo si pueden prevenir el contagio del virus. Es importante seguir usando una mascarilla para proteger a otras personas que no estén vacunadas.

#UnaComunidad #UnaRespuesta

Download images
<table>
<thead>
<tr>
<th>Image</th>
<th>Suggested Text</th>
</tr>
</thead>
</table>
| ![Image](image1.png) | COVID-19 vaccines were tested in large clinical trials to ensure they meet safety standards. Clinical trial participants represented different races, ethnicities, and ages.  
#OneCommunity #OneResponse |
| ![Image](image2.png) | Pfizer’s COVID vaccine is fully approved by the FDA and can receive its official name: Comirnaty.  
Same vaccine, same degree of safety.  
#OneCommunity #OneResponse |
| ![Image](image3.png) | The delta variant is 2x as contagious as the initial strain of COVID-19, but the good news is that the COVID vaccines are effective against this variant.  
Learn more about keeping yourself and your family safe and healthy at nmhec.org  
#OneCommunity #OneResponse |

Download images
Print Materials
¡Vacúnate!

Text your ZIP code to 438829 or call 1-800-401-0946 to find vaccines near you!

Envíe un mensaje de texto con su código postal al 438829 o llame al 1-800-401-0946 ¡para encontrar vacunas cerca de usted!

Download
13x19 Download
5x7 Download
3x5 Download
What’s in The Vaccine Flyer

WHAT’S IN THE COVID-19 VACCINES

PFIZER-BIONTECH & MODERNAL

mRNA

instructi

ions

1. STOP infected cell
2. MAKE RNA
3. MAKE PROTEIN

TRAINS YOUR CELLS TO FIGHT THE VIRUS

FATS AND OILS

like in avocados

PROTECTS THE MRNA

ACIDS

like in lemons

SALTS

like in table salt

SUGARS

like in fruits

HELPS PRESERVE THE VACCINE

VACCINATE. FOR YOU. FOR YOUR COMMUNITY.

WHAT’S NOT INSIDE?

• MICROCHIPS
• MAGNETS
• METALS
• DNA

• EGGS
• GELATIN
• LATEX

#UNACOMUNIDAD

#UNARESPUESTA

FOR MORE INFO: NMHEC.ORG/ONECOMMUNITY
SCHEDULE AN APPOINTMENT: 1-800-401-0946
Short Videos
COVID-19 Vaccine Series by Dr. Cucalon Calderon

What are Vaccines?
Watch video on YouTube (0:33)

How do Vaccines Work?
Watch video on YouTube (0:22)

How is a Vaccine Approved?
Watch video on YouTube (0:58)

What does it Mean to “Fast Track” a Vaccine?
Watch video on YouTube (0:26)
COVID-19 Vaccine Myths vs. Facts

COVID-19 Vaccine Development

Been wondering how the COVID-19 vaccines were developed so quickly? Watch this video to learn more with Dr. Christina Madison, Associate Professor with @RosemanUniversity.

For more information visit nmhec.org/vaccine-safety

#OneCommunity #OneResponse

Watch video on YouTube (3:45)

How mRNA Vaccines Work

Been wondering how the Pfizer-BioNTech and Moderna mRNA vaccines work? Watch this video to learn more with Dr. Domenic Martinello, Chief Medical Officer @southernhillshospital.

Watch the full webinar on our YouTube channel or visit nmhec.org/vaccine-safety for more information.

#OneCommunity #OneResponse

Watch video on YouTube (3:56)

Community Skepticism and Hesitance

Communities of color remain skeptical about getting the COVID-19 vaccine. Jose Melendrez NMHEC co-chair checks in with Dr. Crystal Lee, CEO of United Natives Roxann Mccoy, President of @naacplv and Peter Guzman, President of @lccnv

Watch the full webinar on our YouTube channel or visit nmhec.org/vaccine-safety for more information.

#OneCommunity #OneResponse

Watch video on YouTube (4:59)
COVID-19 Vaccine Myths vs. Facts (cont.)

Safe and Effective for Minorities?

Are COVID-19 vaccines safe and effective for minority communities? Watch this video to learn more about what the clinical trial data shows with Dr. Christina Madison, Associate Professor @RosemanUniversity.

Watch the full webinar on our YouTube channel or visit nmhec.org/vaccine-safety for more information.

#OneCommunity #OneResponse

Watch video on YouTube (5:02)

Distribution

Vaccines are currently scarce nationwide. Aaliyah Goodie from @ImmunizeNV breaks down how we are ensuring those who need it most are getting the vaccine.

Visit nv.covidfighter.com for more information on the who, when, and where to get vaccinated. Get more information at nmhec.org/onecommunity

#OneCommunity #OneResponse

Watch video on YouTube (3:56)

Masks after Vaccination

I'm vaccinated. Do I still need to wear a mask? Here's Dr. Christina Madison, Assistant Professor @RosemanUniversity, on why masks are still needed after vaccination.

Watch the full webinar on our YouTube channel or visit nmhec.org/vaccine-safety for more information.

#OneCommunity #OneResponse

Watch video on YouTube (2:47)
Educational Videos
Webinars - Amplify Equity

**Children, COVID-19, and Resiliency**
Watch video on Facebook (1:28:09)

**Conversations that Matter: The Pandemic Stops with Me**
Watch video on Facebook (1:04:17)

**COVID-19 Vaccine and the LGBTQI+ Community**
Watch video on Facebook (1:26:59)

**COVID-19’s Impact on Nevada’s Diversity & Equity Population**
Watch video on YouTube (2:13:44)
**Webinars - Amplify Equity (cont.)**

**COVID-19 Impact on the Native American Community**
Watch video on YouTube (1:16:53)

**DACA Student Experiences During COVID-19**
Watch video on Facebook (1:14:29)

**Demystifying the COVID-19**
Watch video on Facebook (1:25:38)

**Domestic Violence Through the Lens of the Law During the Pandemic**
Watch video on YouTube (1:29:40)
Webinars - Amplify Equity (cont.)

Fact vs. Fiction: Fighting COVID-19 (Part 1)
Watch video on YouTube (1:19:50)

Fact vs. Fiction: Fighting COVID-19 (Part 2)
Watch video on Facebook (1:08:49)

Fact vs. Fiction: Fighting COVID-19 (Part 3)
Watch video on Facebook (1:05:49)

Men’s Lives Matter - COVID-19
Watch video on Facebook (1:36:39)
Webinars - Amplify Equity (cont.)

Myths vs. Facts about the COVID-19 Vaccine
Watch video on Facebook (2:08:13)

Como Enfrentar la Moratoria de Desalojo
Watch video on Facebook (1:12:17)

Todo Sobre Los Impuestos
Watch video on Facebook (1:43:45)
Share Your Story Campaign
Share Your Story Campaign Email Sample

Join us in supporting the Nevada Minority Health and Equity Coalition (NMHEC), part of UNLV’s School of Public Health. UNLV’s School of Public Health received CARES funding to conduct COVID-19 education and outreach into some of our hardest-hit areas.

At a time in which COVID-19 cases continue to increase, we need to stay vigilant. At listening sessions conducted across the state, our community members shared their experiences with COVID-19 fatigue, how they have been impacted, the complications of not knowing who and what to trust, and how they are building resilience.

In collaboration with NMHEC, we are committed to sharing your stories. We want to hear from all of you - our colleagues, parents, students, caretakers, business owners, work-from-homers, and essential workers. We believe that your stories will help connect us while we are apart. When you tell your story, you’re giving others the strength to stay with it. We shape what happens next.

Here’s how to get involved.

1 Visit [How to get involved](nmhec.org/onecommunity) for more information on the campaign.
2 Review the social media toolkit [https://drive.google.com/drive/folders/1TXETwR6sm2VdvLL5G1TupDHli9GLO1U?usp=sharing](https://drive.google.com/drive/folders/1TXETwR6sm2VdvLL5G1TupDHli9GLO1U?usp=sharing)
3 Share the campaign via email, newsletters, and social media platforms
   - Use the hashtags #OneCommunity #OneResponse and #NMHEC
   - Tag the Nevada Minority Health and Equity Coalition in your post @NMHEC
4. Share your story at [bit.ly/WeAreOneCommunity](bit.ly/WeAreOneCommunity)
   - Share a quote with a picture or a short video.
   - Don’t know what to share? Here are some prompts to help get you started:
     i. How have you been impacted and what are you doing to build resilience?
     ii. What would you like people to know about COVID-19, and how are you doing your part to protect others?
     iii. How do you stay safe when staying safe is hard?
     iv. What message would you like to share with people who are struggling during this time?
     v. What do you miss most about life before the pandemic?

We look forward to sharing your stories on our platforms in the coming days and weeks. Thank you for all you do!
Share Your Story Campaign—Social Media: Facebook

Download images

Facebook captions

COVID-19 has impacted us all and this pandemic isn't quite over. Chances are, you and the people you love have been through a lot together. When you tell your story, you're giving others the strength to stay with it. We shape what happens next. For more information about the campaign, visit nmhec.org/onecommunity
To submit your story, visit bit.ly/WeAreOneCommunity #OneCommunity #OneResponse

Now is a great time to remember that we are #OneCommunity. Chances are, you and the people you love have been through a lot together. When you tell your story, you're giving others the strength to stay with it. We shape what happens next. For more information about the campaign, visit nmhec.org/onecommunity
To submit your story, visit bit.ly/WeAreOneCommunity #OneCommunity #OneResponse

How has COVID impacted you? How are you building resilience? How are you protecting others? For more information about the campaign, visit nmhec.org/onecommunity To submit your story, visit bit.ly/WeAreOneCommunity
Share Your Story Campaign—Social Media: Twitter

Twitter captions

COVID-19 has impacted us all and this pandemic isn’t quite over. Chances are, you and the people you love have been through a lot together. When you tell your story, you’re giving others the strength to stay with it. Visit nmhec.org/onecommunity to share your story. #OneCommunity #OneResponse

COVID-19 has impacted us all. When you tell your story, you’re giving others the strength to stay with it. We shape what happens next. Visit nmhec.org/onecommunity to share your story. #OneCommunity #OneResponse

How has COVID impacted you? How are you building resilience? How are you protecting others? When you tell your story, you’re giving others the strength to stay with it. Visit nmhec.org/onecommunity to share your story. #OneCommunity #OneResponse

Now is a great time to remember that we are #OneCommunity. Chances are, you and the people you love have been through a lot together. When you tell your story, you’re giving others the strength to stay with it. We shape what happens next. For more information about the campaign, visit nmhec.org/onecommunity

To submit your story, visit bit.ly/WeAreOneCommunity #OneCommunity #OneResponse
Share Your Story Campaign—Social Media: Instagram

Instagram captions

COVID-19 has impacted us all and this pandemic isn’t quite over. Chances are you and the people you love have been through a lot together. When you tell your story, you’re giving others the strength to stay with it. We shape what happens next.

For more information about the campaign, visit nmhec.org/onecommunity
To submit your story, visit bit.ly/WeAreOneCommunity
#OneCommunity #OneResponse

Now is a great time to remember that we are #OneCommunity. Chances are you and the people you love have been through a lot together. When you tell your story, you’re giving others the strength to stay with it. We shape what happens next.

For more information about the campaign, visit nmhec.org/onecommunity
To submit your story, visit bit.ly/WeAreOneCommunity
#OneCommunity #OneResponse

How has COVID impacted you? How are you building resilience? How are you protecting others?

For more information about the campaign, visit nmhec.org/onecommunity
To submit your story, visit bit.ly/WeAreOneCommunity
#OneCommunity #OneResponse
Share Your Story Campaign—Social Media Videos

Share Your Story—Ukulele

Download video (0:39)

Share Your Story—Acoustic

Download video (0:45)

Suggested posts

COVID-19 has impacted us all and this pandemic isn’t quite over. Chances are, you and the people you love have been through a lot together. When you tell your story, you’re giving others the strength to stay with it. We shape what happens next. For more information about the campaign, visit nmhec.org/onecommunity/

To submit your story, visit bit.ly/WeAreOneCommunity
#OneCommunity #OneResponse

Now is a great time to remember that we are #OneCommunity Chances are, you and the people you love have been through a lot together. When you tell your story, you’re giving others the strength to stay with it. We shape what happens next. For more information about the campaign, visit nmhec.org/onecommunity

To submit your story, visit bit.ly/WeAreOneCommunity
#OneCommunity #OneResponse

How has COVID-19 impacted you? How are you building resilience? How are you protecting others? For more information about the campaign, visit nmhec.org/onecommunity/ To submit your story, visit bit.ly/WeAreOneCommunity
#OneCommunity #OneResponse
We thank all our partners for contributing to the development of this toolkit and working tirelessly to protect the health and well-being of our communities.

The OneCommunity campaign acknowledges that we cannot do this work alone. To reduce the spread of COVID-19 to those at greatest risk in Nevada and protect all our relations, we must act as #OneCommunity in our response.