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**Tips for using Community Protect**

**digital resources**

**Digital Resources**

We have provided a folder containing an e-flyer, a range of social media messages in jpeg format, and a PowerPoint Presentation.

**1: E-Flyer**

Send this to all your networks via email and encourage others to share it.

This is also available as a web link: <http://bit.ly/Vaccine_Info_E-Leaflet>

**2: Powerpoint Presentation**

You can use this to present the information via Zoom and Teams by sharing your screen. Emphasise the messages by running the slide show and reading through all the text.

**3: Social Media**

There are images for you to use on Twitter, Facebook, Instagram and WhatsApp. You can use these to help dispel vaccination myths and to provide information on how the vaccines have been developed and tested.

Always remember to add some text to your posts to make them as accessible as possible. All the messages are included at the end of this document. You can copy and paste these as you need them.

**Please Note:** Some of the resources are numbered. This means that they should run in sequence across a number of posts. Post these one after the other.

**Be useful and informative**

Share interesting, informative and useful content. Engage people and inform them with the facts.

**Be visual**

It is important to have a visual focus when it comes to content. Posting text alone won’t achieve much reach. Photos, graphics, videos and the like will improve engagement and reach.

**Keep posts regular and spaced out**

Post messages and information at least twice each week. Avoid posting large amounts of Community Protect content on any one day.

**Ask people to share your posts**

Use ‘RT’ on Twitter and ‘please share’ on Facebook. This will help you to reach a wider audience.

**Ensure quality**

Use good quality photos, graphics and videos. Don’t post blurred, fuzzy, dark photos or videos.

**Use plain language**

Write in a simple and straightforward manner that lets you reach the widest possible audience. When you write in plain language, you avoid technical jargon and any type of specialised vocabulary that is likely to exclude many readers. Try not to use abbreviations and try to steer clear of acronyms where possible.

**Keep it short**

Keep your text to a minimum. The fewer words you can use in a post the better. Get to the point and keep it simple.

**Drive traffic**

Ensure you include web links to provide further information, and, even better, include the full information on your website, providing a like to drive traffic that way.

Here are some helpful links from Healthwatch Haringey:

* <https://bit.ly/HWH_COVID-19_Vaccines_Information>
* <https://bit.ly/HWH_Vaccine_Myth_Busting>

Feel free to use this information on your website.

**Messages:**

Below you will find a variety of messages that can be used across your social media channels. Each one of these can be paired with a jpeg from the digital resources folder. All of the jpegs are clearly labelled. Feel free to adapt the messages to suit your audience and your choice of social media platform.

**Are the vaccines safe?**

Millions of people have been given the COVID-19 vaccine. Side effects are rare, and no long-term complications have been reported.

Short-term side effects might include:

* a sore arm where the needle went in
* feeling tired
* a headache
* feeling achy
* feeling sick

**Will the vaccine give me COVID-19?**

The vaccine cannot give you COVID-19.

**It normally takes years to develop a vaccine**

* Lots of government and private funding was invested very quickly.
* Researchers met more regularly and used the internet instead of travelling. They answered questions very quickly, and non-COVID-19 research was reduced.
* When testing was first announced, 250,000 people in the UK signed up straight away, along with hundreds of thousands more from around the world.

All these things made the process much quicker.

**Are results from vaccine trials accurate and reliable?**

* The Health Research Authority (HRA), who protect the public in health research, made sure that the research was, and still is, done properly.
* There were 650 COVID-19 studies, for which around 400,000 people in the UK were recruited. All the procedures necessary to ensure the vaccines are safe were followed.
* The vaccines met the strict safety standards of the Medicines and Healthcare products Regulatory Agency (MHRA), who make sure medicines are safe for use in the UK.

**I’m pregnant, can I still get the vaccine?**

Currently, there’s no evidence that COVID-19 vaccines are unsafe if you’re pregnant. But more evidence is needed. Check with your GP first.

**COVID-19 vaccine ingredients**

* Approved COVID-19 vaccines do not contain any animal products (beef, pork, gelatine or egg).
* They do contain a medicine called mRNA which helps our bodies to make the antibodies needed to protect us from COVID-19. mRNA cannot change or alter your DNA.

**COVID-19 vaccines and microchips**

It would be impossible to inject a microchip using the needle required to provide a COVID-19 vaccine. The microchip would be too large (at least 12mm x 2mm including casing) to be injected through a needle.

**Should I get vaccinated?**

Vaccination will help to protect you and your loved ones. The more people are vaccinated the better things will be. The NHS has a clear vaccine plan and will contact you when it’s your turn to get the vaccine. Those most at risk are being

vaccinated first.

**Keep Haringey safe**

While the vaccines are being rolled out, keep doing the right things to keep yourself and your loved ones safe.

**Hands**

Wash your hands as often as possible. If you can’t wash your hands use sanitiser.

**Face**

Wear a face mask or face covering. Making sure it covers your nose and mouth.

**Space**

Keep your distance from others.

It’s important to protect yourself, your community and your loved ones during the pandemic.

**Got symptoms? Get tested!**

If you have symptoms of coronavirus call 119.

If you or anyone else in your home tests positive for coronavirus, make sure you follow the self-isolation guidelines.