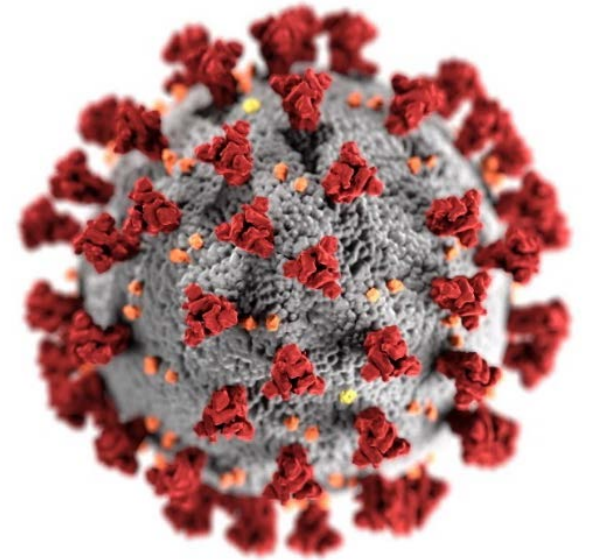




**Community Engagement Funding
Coronavirus Pandemic: Vaccination Administration
May 25, 2021**

Building Vaccine Confidence: COVID-19 Vaccination Saves Lives

Betsy Rodriguez MSN DCES
Senior Public Health Advisor
Division of Diabetes
CDC



Vaccinate with **Confidence**

cdc.gov/coronavirus

Call to Action

- COVID-19 vaccines are an **important prevention tool** to help stop the pandemic.
- **You** are on the front lines of keeping our communities healthy.
- **You** can help the communities disproportionately affected by COVID-19 feel confident and safe in their decision to get vaccinated.
- We have resources to help you do that!



Photo Sources: <https://www.today.com/health/covid-19-vaccine-health-care-workers-share-photos-t204282>, <https://www.dailynews.com/2020/12/14/first-wave-of-coronavirus-vaccines-arriving-across-southern-california/photos>

Key Messages About COVID-19 Vaccination

1. **You** can help **stop** the pandemic by getting a COVID-19 vaccine.
2. COVID-19 vaccines are safe *and* effective.
3. COVID-19 vaccination will be **free** for you.
4. After COVID-19 vaccination, you **might** have some side effects. These are normal signs that your body is building protection.
5. In many cases you will still need to wear a well-fitted mask that covers your nose and mouth and socially distance after you are fully vaccinated *for now*.



Key Facts About COVID-19 Vaccination



<https://www.cdc.gov/coronavirus/2019-ncov/vaccines/about-vaccines/vaccine-myths.html>

Getting vaccinated can help prevent getting sick with COVID-19

People who have already gotten sick with COVID-19 may still benefit from getting vaccinated

COVID-19 vaccines will not cause you to test positive on COVID-19 **viral** tests

COVID-19 vaccines **cannot** give you COVID-19

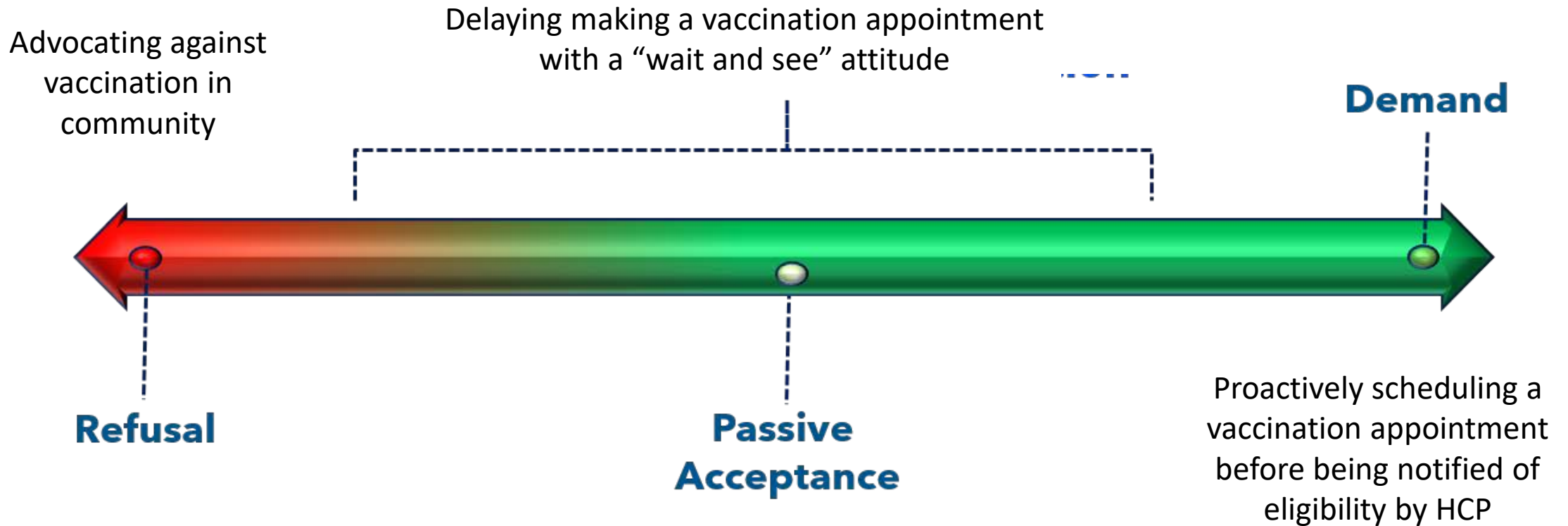
Defining Vaccine Confidence

- Vaccine confidence is the **trust** that patients, parents, or providers have in:
 - Recommended vaccines
 - Providers who administer vaccines
 - Processes and policies that lead to vaccine development, licensure, manufacturing, and recommendations for use



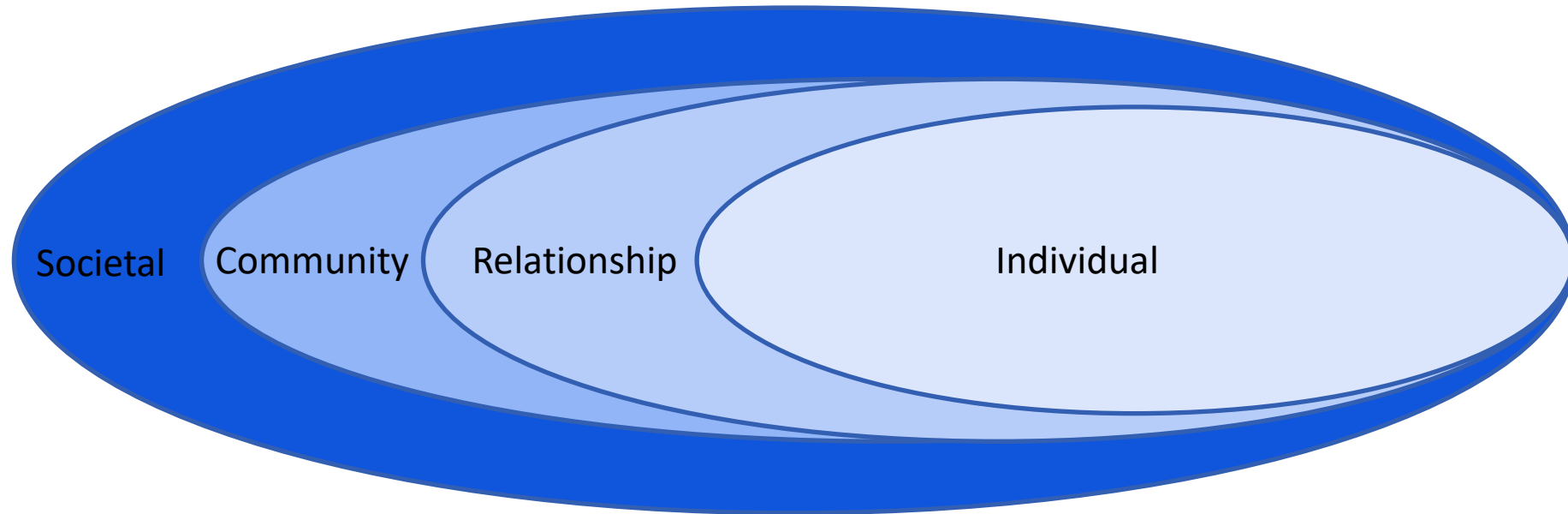
Vaccine Confidence Is Dynamic and Expressed in Behaviors

Example Behaviors:



Hesitancy Is Local and Contextual

Different populations require tailored vaccine confidence promotion strategies



https://www.cdc.gov/violenceprevention/pdf/sem_framework-a.pdf



Vaccinate with **Confidence**

Three Pillars:

- 1. Build trust**
- 2. Empower healthcare personnel (including community health workers!)**
- 3. Engage communities and individuals**

Build Trust

Build Trust

Objective: Share clear, complete, and accurate messages about COVID-19 vaccines and take visible actions to build trust in the vaccine, the vaccinator, and the system in coordination with federal, state, and local agencies and partners.

- ✓ Communicate transparently about the process for authorizing, approving, making recommendations for, monitoring the safety of, distributing, and administering COVID-19 vaccines, including data handling.
- ✓ Provide regular updates on benefits, safety, side effects, and effectiveness; clearly communicate what is **not** known.
- ✓ Proactively address and mitigate the spread and harm of misinformation via social media platforms, partners, and trusted messengers.



Vaccinate with **Confidence**

Empower Healthcare Personnel

Empower
Healthcare
Personnel
(including
CHWs!)

Objective: Promote confidence among healthcare personnel in their decision to get vaccinated and to recommend vaccination to their patients.

- ✓ Engage national professional associations, health systems, and healthcare personnel often and early to ensure a clear understanding of the vaccine development and approval process, new vaccine technologies, and the benefits of vaccination.
- ✓ Ensure healthcare systems and medical practices are equipped to create a culture that builds confidence in COVID-19 vaccination.
- ✓ Strengthen the capacity of healthcare professionals to have empathetic vaccine conversations, address myths and common questions, provide tailored vaccine information to patients, and use motivational interviewing techniques when needed.



Vaccinate with **Confidence**

Engage Communities and Individuals

Engage Communities & Individuals

Objective: Engage communities in a sustainable, equitable, and inclusive way—using two-way communication to listen, build trust, and increase collaboration.

- ✓ Empower vaccine recipients to share their personal stories and reasons for vaccination within their circles of influence.
- ✓ Work with health departments and national partners to engage communities around vaccine confidence and service delivery strategies, including adaptation of vaccination sites to meet community needs.
- ✓ Collaborate with trusted messengers—such as faith-based and community leaders—to tailor and share culturally relevant messages and materials with diverse communities.

Trusted Messengers

- Effectively deliver messages and strategies
- Validate the credibility of information
- Address misinformation and disinformation
- Bridge the gap between healthcare providers and patients



Resources to Support You

- Web
- Toolkits
- Messages

WHAT TO EXPECT AFTER GETTING A COVID-19 VACCINE

After you're vaccinated,

- remember to get a second shot if one is required,
- continue to wear a mask in public,
- avoid crowds and stay 6 feet away from others,
- and wash your hands often.

cdc.gov/coronavirus

1:05 / 1:27

www.cdc.gov/coronavirus/2019-ncov/vaccines/index.html

COVID-19 Vaccine Communication Toolkits

- Key messages
- Frequently asked questions
- Slide deck
- Plain language fact sheet in several languages
- “I got my COVID-19 vaccine!” stickers
- Customizable newsletter content and letters
- Infographics
- Posters
- Social media images and sample messages
- Fotonovela



Vaccination Communication Toolkit

For Medical Centers, Clinics, Pharmacies, and Clinicians

Build confidence about COVID-19 vaccination among your healthcare teams and other staff.



Recipient Education Toolkit

For Healthcare Professionals and Pharmacists

Educate vaccine recipients about the importance of COVID-19 vaccination.



Long-Term Care Facility (LTCF) Vaccination Toolkit

For LTCF Administrators and Leadership

Prepare staff, residents, and their families for COVID-19 vaccination in LTCFs.



Essential Worker Vaccination Toolkit

For Employers of Essential Workers

Help plan for and encourage COVID-19 vaccination in the workplace.



Community-Based Organization (CBO) Vaccination Toolkit

For Staff of Organizations Serving Communities

Educate communities about the benefits of COVID-19 vaccination, and address common questions and concerns.



School Settings and Childcare Programs Toolkit

For school districts, administrators, teachers, school staff, and other education and childcare professionals

Share messages about COVID-19 vaccines, promote confidence in the decision to get vaccinated, and engage school and childcare staff.



<https://www.cdc.gov/coronavirus/2019-ncov/vaccines/toolkits.html>

COVID-19 Vaccine Communication Toolkit for Essential Workers



COVID-19 Vaccine Information

for Essential Workers and Employers



JANUARY 2021

COVID-19 and Vaccine Basics

Vaccination is one measure to help stop the pandemic

- While COVID-19 mRNA vaccines appear to be highly effective, additional preventive tools remain important to limit the spread of COVID-19.
- The combination of getting vaccinated and following CDC recommendations to protect yourself and others offers the best protection from COVID-19.
 - Cover your nose and mouth with a mask.
 - Stay at least 6 feet from people who don't live with you.
 - Avoid crowds and poorly ventilated indoor spaces.
 - Wash your hands.



Slides

Key Messages

You can help stop the pandemic by getting a COVID-19 vaccine. To stop this pandemic, we need to use all our prevention tools. Vaccines are one of the most effective tools to protect your health and prevent disease. Vaccines work with your body's natural defenses so your body will be ready to fight the virus if you are exposed (also called "immunity").

In the coming months, doctors' offices, retail pharmacies, hospitals, and clinics will offer COVID-19 vaccine. Your doctor's office or local pharmacy may have contacted you with information about their vaccine plans. If not, you can [contact your state or local health department](#) to find out when and where vaccines will be available in your community.

COVID-19 vaccines are safe and effective. The U.S. vaccine safety system makes sure that all vaccines are as safe as possible. Learn how the federal government is working to ensure the [safety of COVID-19 vaccines](#).

CDC has developed COVID-19 vaccine information for people who are not vaccinated!

Studies show COVID-19 vaccine is safe and effective. Experts are getting serious about the disease.

COVID-19 vaccine is safe and effective. The federal government is working to ensure the safety of COVID-19 vaccines.

After COVID-19 vaccine, you may have side effects. The side effects are usually mild and go away on their own.

You will still need to wear a mask and practice social distancing. As experts learn more about the disease, CDC will provide more information to help protect you.

FAQs about COVID-19 Vaccination in the Workplace: For Workers

1. Will my employer require proof that I am vaccinated?

Whether an employer may require or mandate COVID-19 vaccination is a matter of state or other applicable law. If an employer requires employees to provide proof that they have received a COVID-19 vaccination from a pharmacy or their own healthcare provider, you do not need to provide any medical information as part of the proof. Learn more from the [U.S. Equal Employment Opportunity Commission](#).

2. How will I remember to get the second shot?

Each person getting the COVID-19 vaccine will receive a vaccination record card to make sure they receive the correct vaccine for the second dose. You can also enroll in [v-safe](#), a smartphone-based tool that uses text messaging and web surveys to provide personalized health check-ins after you receive a COVID-19 vaccination. V-safe will remind you to get your second COVID-19 vaccine dose if you need one.

3. What if I miss my second shot?

People who receive the first dose of COVID-19 vaccine but are not able to receive the second dose when their employer offers it may bring their vaccination record card to another location that is administering vaccine in their area to complete the vaccine series. You should not need to restart your series of shots. It is important that you get the same vaccine for both your first and second dose. You should not mix and match the different brands like Pfizer-BioNTech or Moderna.

4. What if I can't be vaccinated for medical or religious reasons?

The [Equal Employment Opportunity Commission \(EEOC\)](#) has no existing position on COVID-19 vaccination. Some individuals may be at risk for an adverse reaction because of an allergy to one of the vaccine components or a medical condition. This is referred to as a medical exemption. [CDC provides recommendations](#) for people who have had allergic reactions to other vaccines and for those with other types of allergies. Some individuals may decline vaccination because of a religious belief. This is referred to as a religious exemption.

5. What are my options to receive the COVID-19 vaccine if I am employed by a contract firm or temporary help agency?

For workers employed by contract firms or temporary help agencies, the staffing agency and the host employer are joint employers. Both are responsible for providing and maintaining a safe work environment. The responsibilities the staffing agency and the host employer have can be different, depending on the workplace conditions, and should be described in their contract. [Protecting Temporary Workers](#)

It is important to find out where you can get vaccinated to get the vaccine as soon as it is available to you. Possibilities include a workplace vaccination program, your personal healthcare provider's office, a pharmacy, your local health department, or vaccination sites set up by your state or local government or local health systems. To learn what is available through your workplace, ask your employer if they are

Key messages & FAQs



On the job, and at home. Getting a COVID-19 vaccine adds one more layer of protection. [cdc.gov/coronavirus/vaccines](#)



A safe and effective vaccine to protect against COVID-19 is now available. [cdc.gov/coronavirus/vaccines](#)



Posters

Plain-Language Fact Sheet

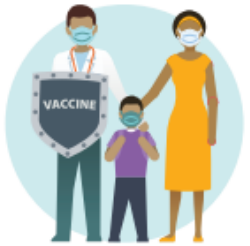
COVID-19 Vaccines

Vaccines (shots) are one of the tools we have to fight the COVID-19 pandemic.



To stop this pandemic, we need to use all of our prevention tools. Vaccines are one of the most effective tools to protect your health and prevent disease. Vaccines work with your body's natural defenses so **your body will be ready to fight the virus**, if you are exposed (also called immunity). Other steps, like wearing a mask that covers your nose and mouth and staying at least 6 feet away from other people you don't live with, also help stop the spread of COVID-19.

Studies show that COVID-19 **vaccines are very effective** at keeping you from getting COVID-19. Experts also think that getting a COVID-19 vaccine may help keep you from getting seriously ill even if you do get COVID-19. These vaccines cannot give you the disease itself.



The vaccines are safe. The U.S. vaccine safety system makes sure that all vaccines are as safe as possible. All the COVID-19 vaccines that are being used have gone through the same safety tests and meet the same standards as any other vaccines produced through the years. A system in place across the entire country that allows CDC to watch for safety issues and make sure the vaccines stay safe.



Different types of COVID-19 vaccines will be available. Most of these vaccines are given in two shots, one at a time and spaced apart. The first shot gets your body ready. The second shot is given at least three weeks later to make sure you have full protection. If you are told you need two shots, make sure that you get both of them. The vaccines may work in slightly different ways, but all types of the vaccines will help protect you.

Vacunas contra el COVID-19

Las vacunas son una de las herramientas que tenemos para luchar contra la pandemia del COVID-19.

COVID-19 疫苗

疫苗（注射）是我们抗击 COVID-19 疫情的手段之一。



为了遏制疫情蔓延，我们需要使用所有可用的预防手段。疫苗是保护健康和预防疾病的最有效手段之一。疫苗将与您的身体自然防御系统一起工作，因此，如果您暴露在病毒下，您的身体将准备好对抗病毒（也称为免疫）。其他措施，如戴口罩遮住口鼻，与其他不住在一起的人保持至少 6 英尺的距离，也有助于阻断 COVID-19 的传播。

研究表明，COVID-19 疫苗在防止您感染 COVID-19 方面非常有效。专家还认为，即使您感染了 COVID-19，接种 COVID-19 疫苗也可以帮助您避免染上严重疾病。这些疫苗本身不能给您带来疾病。

Alternative Languages: [Arabic](#) | [Spanish](#) | [Korean](#) | [Russian](#) | [Simplified Chinese](#) | [Tagalog](#) | [Traditional Chinese](#) | [Vietnamese](#)

National Resource Center for Refugees, Immigrants, and Migrants (NRC-RIM)

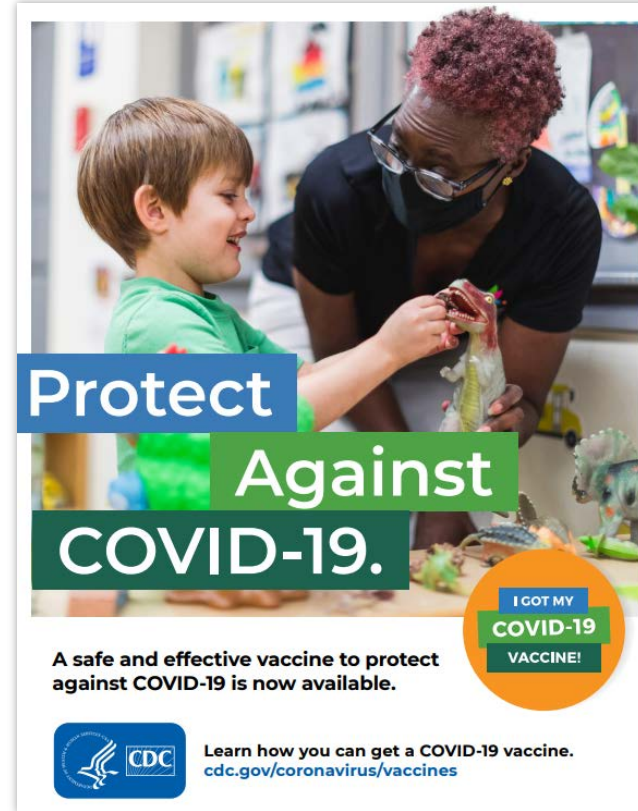
Translations: [Amharic](#) | [Burmese](#)

[Farsi](#) | [French](#) | [Haitian Creole](#) | [Karen](#) | [Kinyarwanda](#) | [Nepali](#) | [Pashto](#) | [Somali](#) | [Swahili \(Congolese\)](#) | [Tigrinya](#) | [Urdu](#)

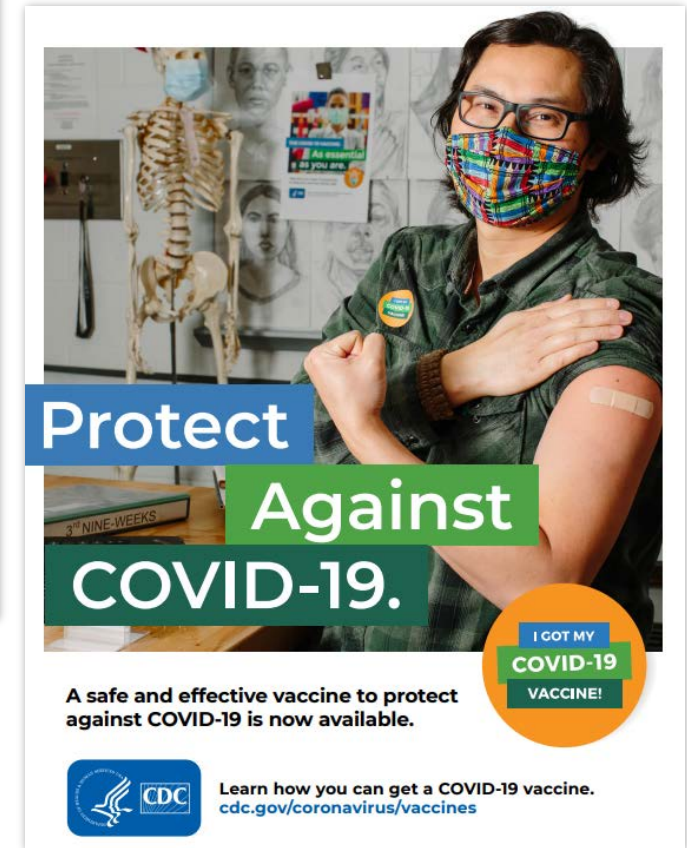
Printable Resources



Stickers



Posters



Infographics

How mRNA COVID-19 Vaccines Work

Understanding the virus that causes COVID-19.

Coronaviruses, like the one that causes COVID-19, are named for the crown-like spikes on their surface, called **spike proteins**. These **spike proteins** are ideal targets for vaccines.

What is mRNA?

Messenger RNA, or mRNA, is genetic material that tells your body how to make proteins.

What is in the vaccine?

The vaccine is made of mRNA wrapped in a coating that makes delivery easy and keeps the body from damaging it.

How does the vaccine work?

The mRNA in the vaccine teaches your cells how to make copies of the **spike protein**. If you are exposed to the real virus later, your body will recognize it and know how to fight it off.

GETTING VACCINATED?

For information about COVID-19 vaccine, visit: [cdc.gov/coronavirus/vaccines](https://www.cdc.gov/coronavirus/vaccines)



How Viral Vector COVID-19 Vaccines Work

Understanding the virus that causes COVID-19.

Coronaviruses, like the one that causes COVID-19, are named for the crown-like spikes on their surface, called **spike proteins**. These **spike proteins** are ideal targets for vaccines.

What is a viral vector vaccine?

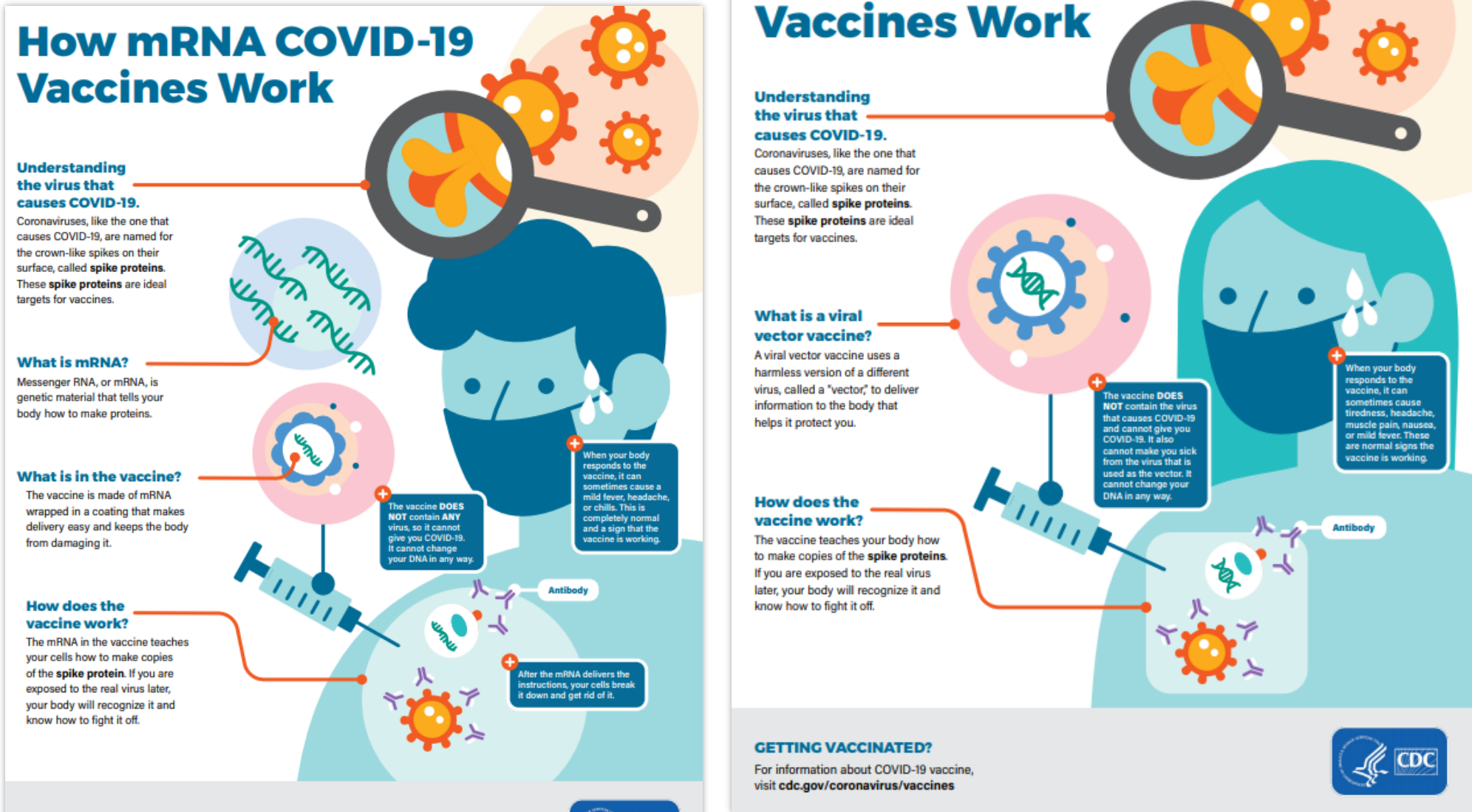
A viral vector vaccine uses a harmless version of a different virus, called a "vector," to deliver information to the body that helps it protect you.

How does the vaccine work?

The vaccine teaches your body how to make copies of the **spike proteins**. If you are exposed to the real virus later, your body will recognize it and know how to fight it off.

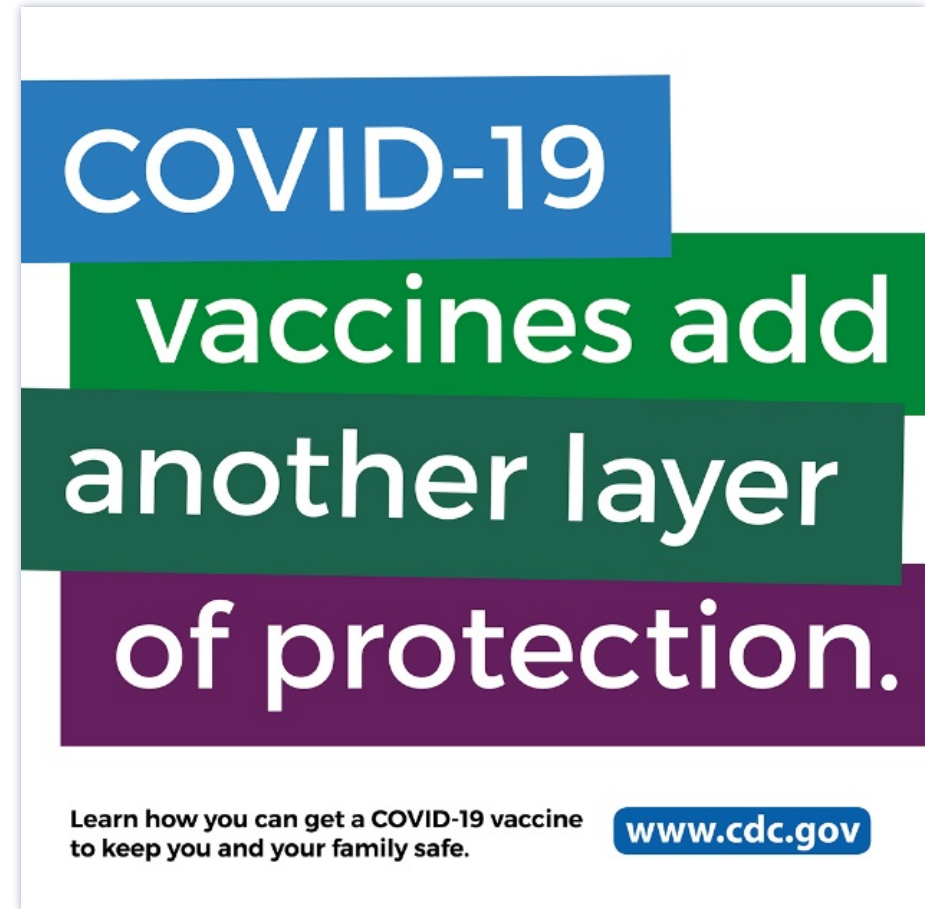
GETTING VACCINATED?

For information about COVID-19 vaccine, visit [cdc.gov/coronavirus/vaccines](https://www.cdc.gov/coronavirus/vaccines)



Upcoming Materials

- Additional photos and posters
- Success story videos
- Additional languages



Thank you



The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

For more information, contact CDC
1-800-CDC-INFO (232-4636)
TTY: 1-888-232-6348 www.cdc.gov



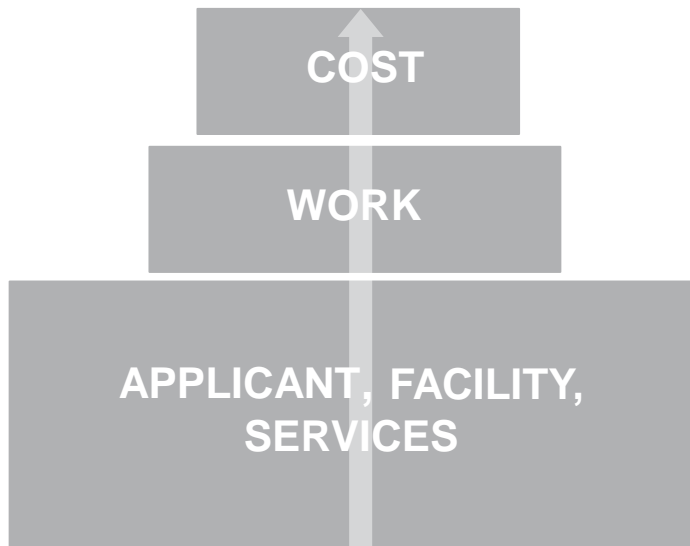
**Community Engagement Funding
Coronavirus Pandemic: Vaccination Administration
May 25, 2021**

PNP and Government Eligibility Pyramids

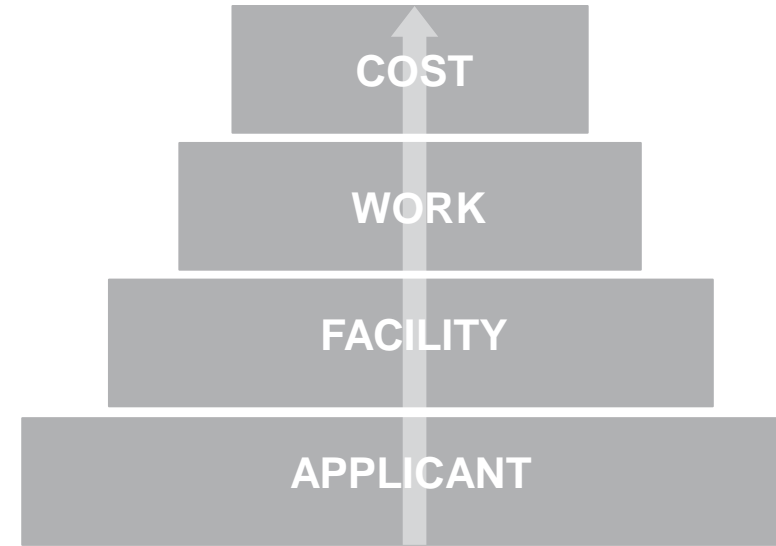


Eligibility of PNPs and Government Applicants is determined differently, though the same criteria are considered for all damages. The ownership of the facility, type of services the PNP provides, and the population served are all part of the eligibility determination.

Private, Non-Profit Entities (PNPs)



Government Applicants (State, Local, Territorial and Tribal (SLTT))



FEMA

General Eligibility Considerations for COVID-19

- Work must be the legal responsibility of an eligible applicant.
- Legally-responsible SLTT governments may enter into formal agreements or contracts with private organizations, including PNP organizations.
- For COVID-19 declarations only, FEMA is waiving the primary use and primary ownership requirements for PNPs.
- For all COVID-19 declarations, FEMA has extended the deadline for emergency work indefinitely and will notify applicants no less than 30 days prior to establishment of the deadline.
- To be eligible, claimed costs must be necessary and be reasonable pursuant to federal regulations and federal cost principles.



Public Assistance vs. Other Programs of Federal Assistance

- If an eligible applicant applies for PA funding and then determines it will instead seek funding from another federal agency, the applicant should notify FEMA as soon as possible.
 - PA should not be considered funding of last resort
 - PA should be considered concurrently with other federal programs and sources
- For certain types of work eligible for funding under another agency's authorities, FEMA has determined it will not provide reimbursement for such work through the PA program.
- Entities interested in applying for a PA Grant should contact their local or state emergency manager.



Community Engagement for COVID-19 Vaccinations

- FEMA PA funding is available for community engagement and information dissemination.
- Supports completion of vaccination mission and increases public confidence in and uptake of COVID-19 vaccines.
- Activities promote vaccination availability, scheduling, and accessibility.
- Funding is eligible under current FEMA policies and is available to SLTT governments and eligible PNP medical facilities.



Medical Care Costs Eligible for Public Assistance Policy – Vaccinations

- Work and associated costs to support the distribution and administration of COVID-19 vaccines may be eligible for PA.
 - The cost of the vaccine itself is covered by the federal government
 - Additional costs to support the distribution and administration of the vaccine may be eligible under PA when consistent with established vaccine protocols, CDC and/or other applicable public health guidance, and PA program requirements



Coronavirus (COVID-19) Pandemic: Medical Care Eligible for Public Assistance (Interim) (Version 2)

FEMA Policy #104-21-0004

BACKGROUND

Under the President's March 13, 2020 COVID-19 nationwide emergency declaration¹ and subsequent major disaster declarations for COVID-19, state, local, tribal, and territorial (SLTT) government entities and certain private non-profit (PNP) organizations are eligible to apply for assistance under the FEMA Public Assistance (PA) Program. This interim policy is applicable to eligible PA Applicants only and is exclusive to emergency and major disaster declarations for COVID-19. This revision supersedes the version of this policy issued on May 9, 2020.

PURPOSE

This interim policy defines the framework, policy details, and requirements for determining the eligibility of medical care work and costs under the PA Program to ensure consistent and appropriate implementation across all COVID-19 emergency and major disaster declarations. Except where specifically stated otherwise in this policy, assistance is subject to PA Program requirements as defined in Version 3.1 of the Public Assistance Program and Policy Guide (PAPPG) published on April 1, 2018.²

PRINCIPLES

- A. FEMA will provide assistance for medical care provided under COVID-19 declarations to improve the abilities of communities to effectively respond to the COVID-19 Public Health Emergency.
- B. FEMA will implement this policy and any assistance provided in a consistent manner through informed decision making and review of an Applicant's supporting documentation.

¹ www.fema.gov/news-release/2020/03/13/covid-19-emergency-declaration

² Version 3.1 of the PAPPG is applicable to all COVID-19 declarations and is available on the FEMA website at www.fema.gov/sites/default/files/2020-03/public-assistance-program-and-policy-guide_v3.1_4-26-2018.pdf.
FEMA Policy #104-21-0004



FEMA

Community Engagement for COVID-19 Vaccinations

Eligibility Expenses:

- Communications and Outreach
- Vaccination Information Sharing
 - Call Centers
 - Websites
- Accessible Communications
- Transportation

FEMA Advisory

FEMA Funds Community Engagement for COVID-19 Vaccinations

As more Americans receive coronavirus (COVID-19) vaccinations, the end of the pandemic and a return to normal life is in sight. FEMA continues to support state, local, tribal, and territorial governments in the fight against COVID-19 by reimbursing eligible expenses related to the administration of COVID-19 vaccinations.

Funding under FEMA Public Assistance program¹ includes community engagement and information dissemination to promote vaccination availability, scheduling, and accessibility, as well as reimbursement for activities to increase public confidence in and uptake of COVID-19 vaccines. This funding is eligible under current FEMA policies and is available to state, local, tribal, and territorial governments and eligible private and non-profit medical facilities carrying out vaccination administration activities.

Expense Eligibility

1. Communications and Outreach

Communications and outreach on availability, safety, and efficacy of COVID-19 vaccinations include:

- Advertising campaigns to include Public Service Announcements, advertising costs, flyers, signs or other items needed to communicate;
- In-person community engagement activities, including personnel costs (consistent with FEMA Public Assistance eligibility criteria for labor costs); and
- Outreach to private sector companies and community organizations to support efforts to vaccinate employees and members (consistent with FEMA Public Assistance eligibility criteria).

2. Vaccination Information Sharing

Call centers or websites for the purpose of sharing vaccination information with the public on how, where, and why to get vaccinated:

¹ Chapter 2.VI.B, Emergency Protective Measures of Version 3.1 of the *Public Assistance Program and Policy Guide (PAPPG)* www.fema.gov/assistance/public/policy-guidance-fact-sheets, and Section C.3.h of Version 2 of the *Public Assistance COVID-19 Medical Care Policy* www.fema.gov/media-collection/public-assistance-disaster-specific-guidance-covid-19-declarations.



May 11, 2021 1



Examples of PA Funded Community Engagement

- **Equity Strategy**
 - COVID Communication Campaign, which includes print, digital, and television advertising for communications campaign with emphasis on vulnerable and disproportionately impacted populations and communities.
- **Public Vaccine Website**
 - Serving as the main communication tool for public information related to the COVID-19 vaccine.
- **Communications Outreach Program.**
 - Television advertising, dissemination of printed materials via street teams, event sponsorships and translation services through a local university.



FEMA

FEMA Assistance for Employer Vaccinations

- [FACT SHEET: President Biden to Announce Additional Efforts to Get America Vaccinated, Including Free Rides to Vaccination Sites from Lyft and Uber, Vaccination Clinics at Community Colleges, and Additional Resources for States' Community Outreach Efforts](#) (May 11, 2021)
- “Working with employers to facilitate vaccination of their employees, either by arranging for employees to get vaccinated off-site or to help set up a pop-up vaccination clinic at a work site
- Covered under Section C.3.a of the PA COVID-19 Medical Care Policy (V2)



FEMA

FEMA Assistance for Employer Vaccinations

- Standard PA eligibility still applies
- Pop-up vaccination sites at a work site would be considered a temporary facility to augment vaccination efforts like any other CVC
- SLTTs and eligible PNP facilities would be eligible for such sites at their own facilities in accordance with the medical care policy
- For private entities, only SLTTs would be eligible to set up pop-up vaccination sites at a work site when doing so as the legally responsible entity
 - SLTTs would also be eligible for sites at any SLTT/PNP facilities when doing so as the legally responsible entity



FEMA

Questions?

FEMA-Recovery-PA-Policy@fema.dhs.gov



FEMA