

# COVID-19 Vaccine Deliberation Toolkit

*Many people have not yet decided whether they will get the COVID-19 vaccine. It's not only that they're hesitant - it's a phenomenon we've been calling vaccination deliberation. In a world of misinformation and disinformation, they have honest questions, and they want to do research first.*

*As trusted resources about vaccine information for patients and their families, primary care providers are in a unique position to help families in the deliberation stage make decisions about getting vaccinated.*

## Background

- *Parents/patients have not yet determined if they will receive the COVID-19 vaccine.*
- *Because of misinformation & disinformation, parents/patients have questions that may be preventing them from getting vaccinated.*
- *Primary Care providers remain a trusted resource to help their patients & families in understanding information around getting vaccinated for COVID-19.*

## Assessment

*Experts at Children's Hospital Colorado developed this COVID-19 vaccine toolkit to support primary care providers during these important conversations. These toolkit resources were developed with input from our diverse family advisory councils. They address questions that real families from our community had about the COVID-19 vaccines. The materials are drafted to fit the most popular communication channels to connect with your patients and families.*

- *Graphic for digital monitors 1920 x 1080*
- *Newsletter: 8.5" x (adjustable length)*
- *Graphics for social media channels*
- *Zoom backgrounds: 16:9 (designed in PowerPoint)*

## Recommendations

- *Distribute COVID-19 Vaccine Deliberation marketing materials as soon as possible to help parents/families deliberating COVID-19 vaccination to make an informed decision.*
- *Parents prefer different ways of connecting. Push these materials in all your communication channels.*
- *Share these additional resources to support this campaign internally and externally as you see fit.*

**If you have questions, please reach out to your Physician Relations Representative, Johnie Bernstein, Tyree Terry, Shane Walker, or Benjamin Thompson, at [physicianrelations@childrenscolorado.org](mailto:physicianrelations@childrenscolorado.org)**