



COVID-19 Vaccine Programme Communications Toolkit to Support Vaccine Uptake in Adult Social Care

Please use these resources to encourage and reassure staff about having the COVID-19 vaccine. Additional information and resources can be also found via the [DHSC Google Drive](#) and Public Health England [campaign resources centre](#).

<p>Full Q&A and Guidance for Creating Content</p>	<ul style="list-style-type: none"> You can use this Q&A to create your own content about the COVID-19 vaccine: [link] Here is some guidance on how to create your own video content. [link]
<p>Call for vaccination for social care workers</p>	<ul style="list-style-type: none"> Video from Deborah Sturdy, Chief Nurse for Adult Social Care [link] Q&A video from David Pearson Chair of the Social Care Sector COVID-19 Support Taskforce, Dr Nikki Kanani Medical Director of Primary Care for NHS England, and Prof Jonathan Van-Tam Deputy Chief Medical Officer for England [link] Social media graphic asking care workers to get the vaccine [link]
<p>Information about accessing the vaccine</p>	<ul style="list-style-type: none"> Video about the vaccine delivery plan [link] Infographic about how to access the vaccine and what to expect at your appointment [link] Vaccine consent forms and information leaflets available in different languages [link] Two posters listing the top things both care providers and employees need to do before having the vaccine [link]
<p>How to reassure people about the vaccine</p>	<ul style="list-style-type: none"> GP Dr Sarah Jarvis video – How to reassure people and have positive conversations about having the vaccine [link] Series of videos from GP Dr Amir Khan about the importance of vaccines and addressing key concerns.
<p>Addressing misinformation</p>	<ul style="list-style-type: none"> Q&A fact cards addressing misinformation about the vaccine including fertility, ingredients, safety etc. [link] BAME celebrities speaking about the importance of getting the vaccine and addressing misinformation [link]
<p>Case study examples</p>	<ul style="list-style-type: none"> Blog: Home care manager about how she empowered staff with information to overcome vaccine hesitancy to get 98% staff vaccinated [link]



	<ul style="list-style-type: none">• Blog: Clenton Farquharson MBE on addressing hesitancy among BAME communities [link]• Blog: Care home workers Louis Laleye on why he's had the vaccine after having COVID-19. [link]• Video: The rollout of the vaccine to staff and residents at a Manchester care home [link]• Blog: Foxholes Care Home on how important the vaccine has been for their residents and staff [link]
Concerns about: Fertility	<ul style="list-style-type: none">• Government guidance on COVID-19 vaccine for all women of childbearing age, those currently pregnant or breastfeeding [link]• Q&A fact card on fertility [link]• Statements from the Royal College of Obstetricians and Gynaecologists (RCOG) and Royal College of Midwives about fertility [link]
Concerns about: Ingredients	<ul style="list-style-type: none">• GP Dr Amir Khan on vaccine ingredients and suitability for all faiths [link]
Concerns about: Safety and speed of delivery	<ul style="list-style-type: none">• Series of videos from Deputy Chief Medical Officer Professor Jonathan Van-Tam on vaccine safety [link]• Series of videos from GP Dr Ellie Cannon on safety and importance of the vaccines [link]• Series of explainer videos from Dr Mary Ramsey at Public Health England about the vaccine [link] and the speed of delivery [link]
Concerns about: Allergies	<ul style="list-style-type: none">• Q&A fact card on allergies [link]
Following guidance after vaccination	<ul style="list-style-type: none">• GP Dr Amir Khan video on following the rules after vaccination [link]• Q&A fact card on continuing to follow guidance [link]• Video on following Hands Face Space advice after vaccination [link]