Jenie Abbotts (NCCHCA)

abbottsj@ncchca.org

About this document

This toolkit is intended to provide resources to facilitate training with your staff and others to prepare them for having conversations related to the COVID vaccine. The information presented here is sourced from NC DHHS and the CDC retrieved the week of 12/7/2020.

COVID 19 Vaccine   
Communications toolkit

Communication Resources

Logo

Description automatically generated

**Table of Contents**

(Click on the title for easy navigation)

Contents

[Priority graphic 4](#_Toc58481202)

[All Phase Priority Overview 5](#_Toc58481203)

[Detailed Phase 1 Priority List 6](#_Toc58481204)

[Detailed Phase 2 Priority List 7](#_Toc58481205)

[Detailed Phase 3 and 4 Priority List 8](#_Toc58481206)

[How Vaccines Work 8](#_Toc58481207)

[Vaccine Development, Manufacturing, and Distribution 11](#_Toc58481208)

[Vaccine Operational Plan Overview 12](#_Toc58481209)

[Vaccine Journey 13](#_Toc58481210)

[High Level Talking Points 14](#_Toc58481211)

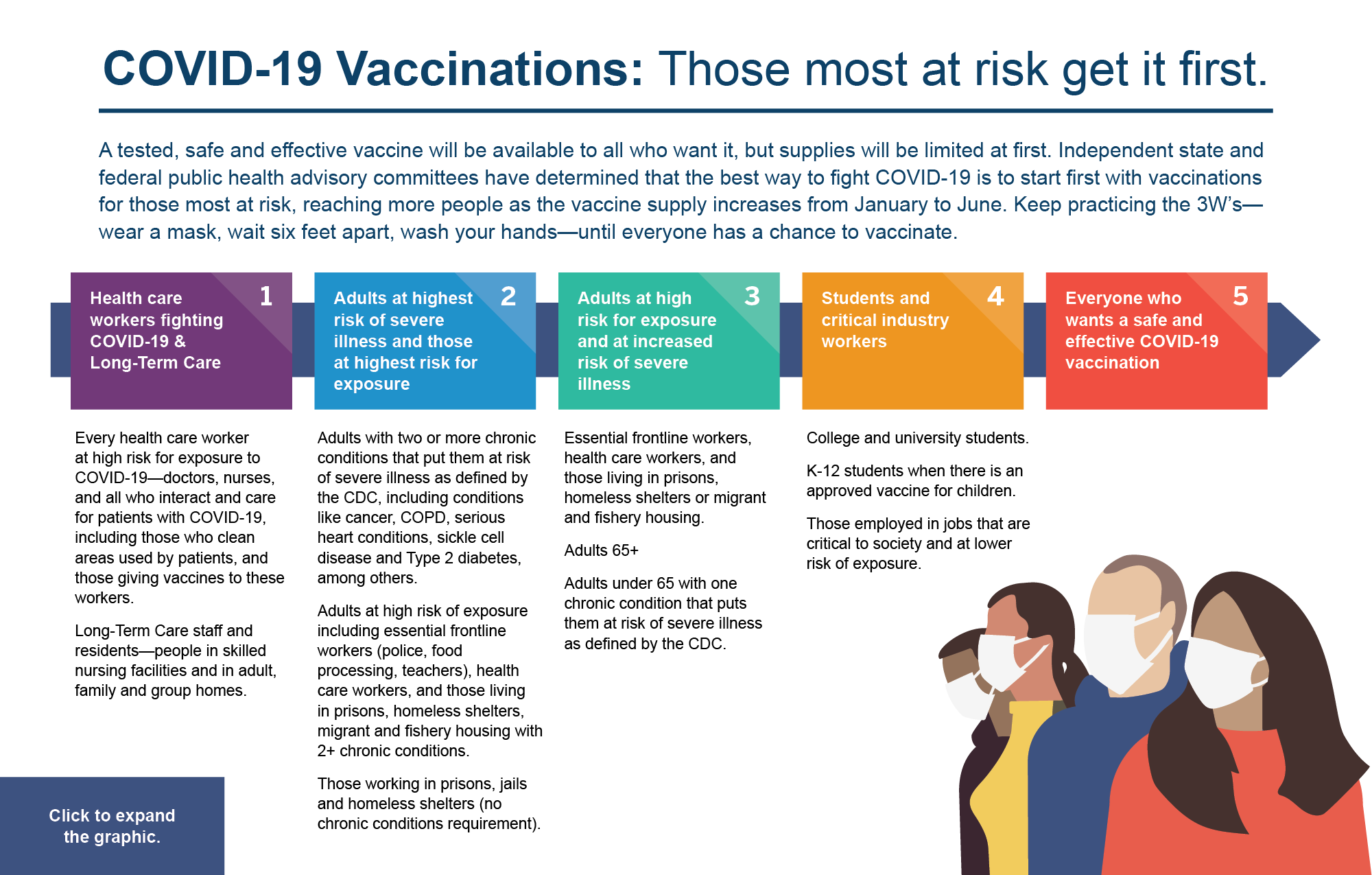
[In-depth Talking Points (from CDC) 15](#_Toc58481212)

[CVMS Training 19](#_Toc58481214)

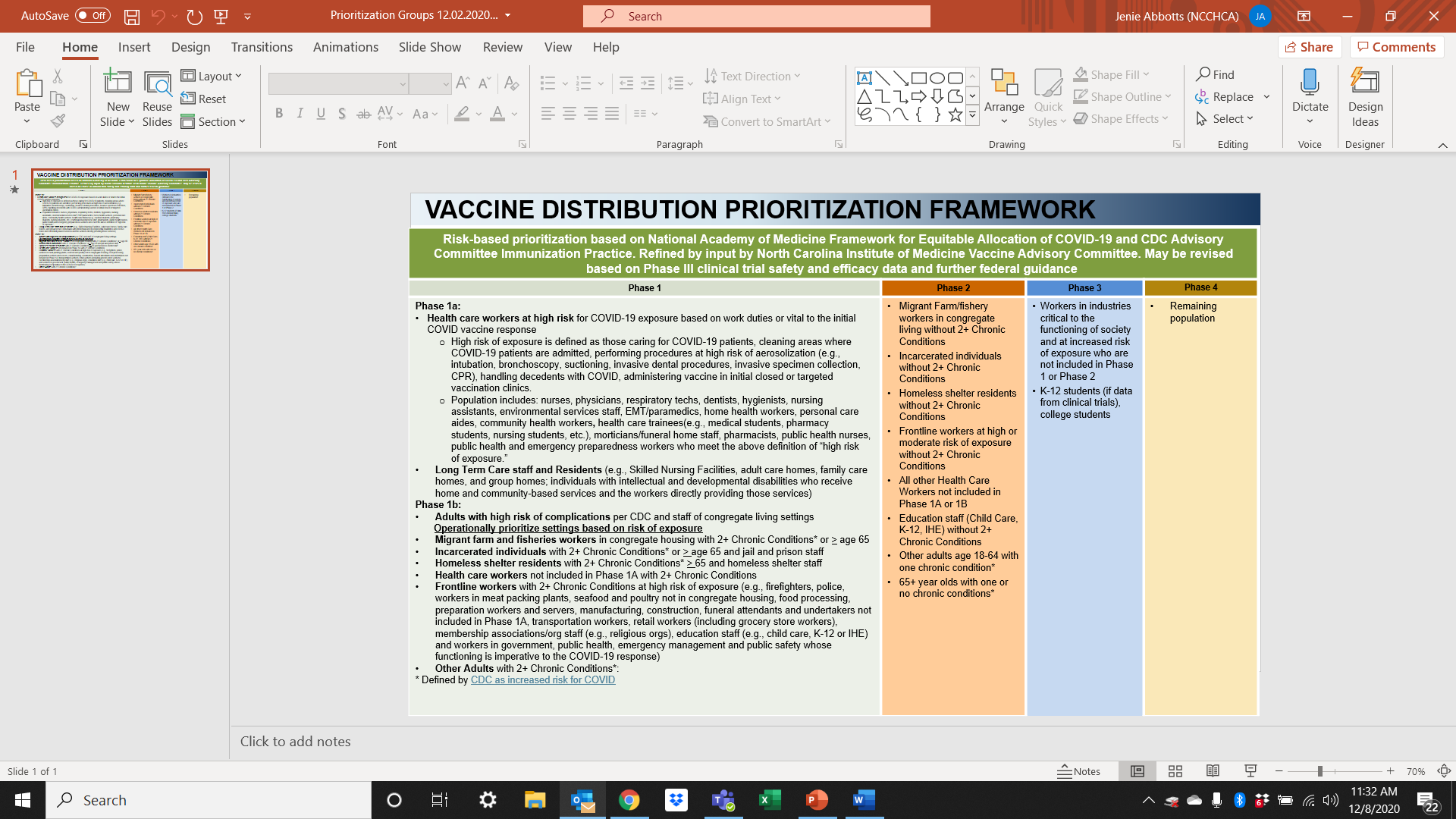
[Reported Side Effects from Moderna Vaccine 21](#_Toc58481215)

[Pfizer Clinical Trial Overview 22](#_Toc58481216)

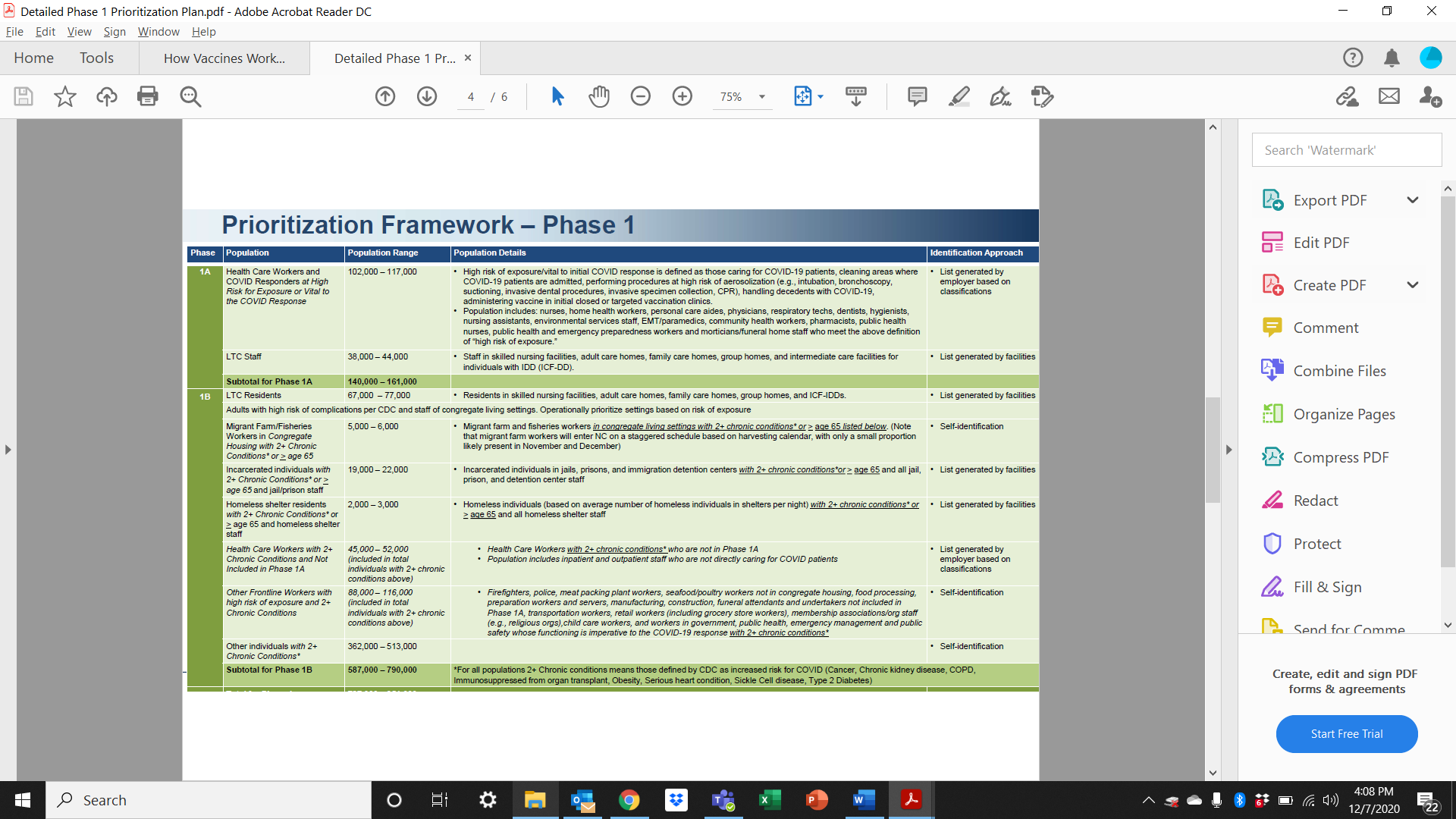
[Moderna Clinical Trial Overview 24](#_Toc58481217)

Priority graphic  


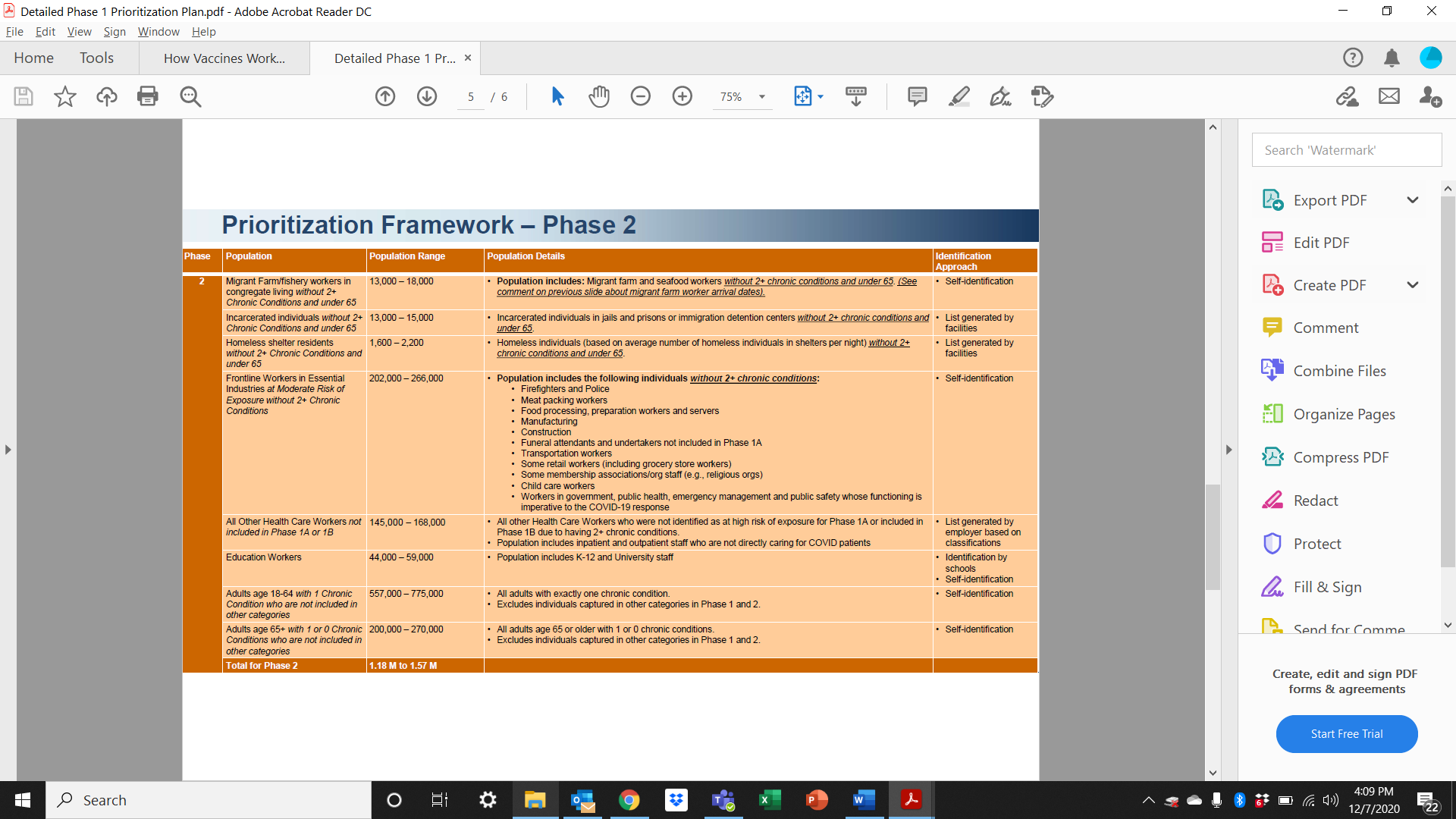
# All Phase Priority Overview



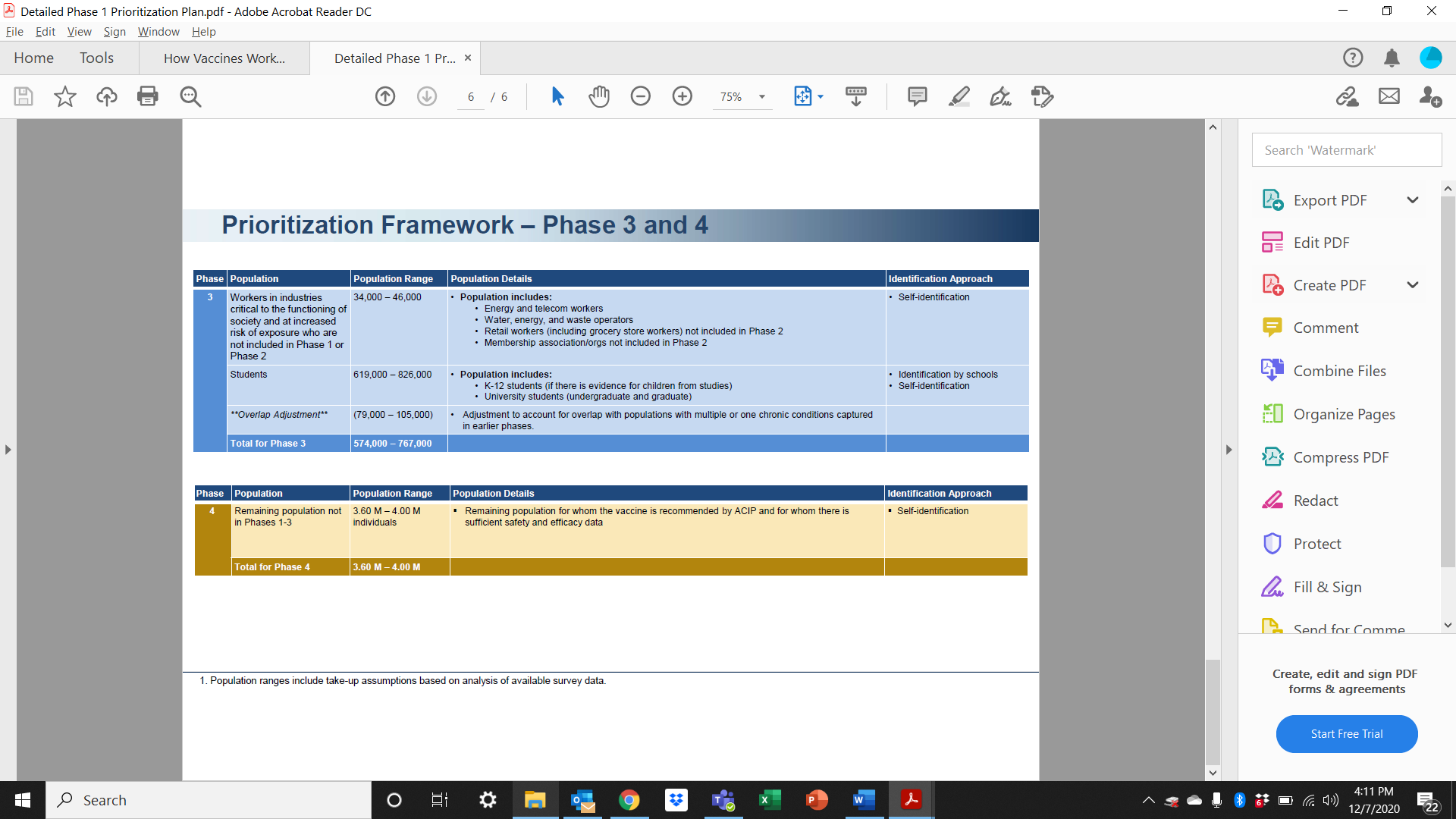
# Detailed Phase 1 Priority List



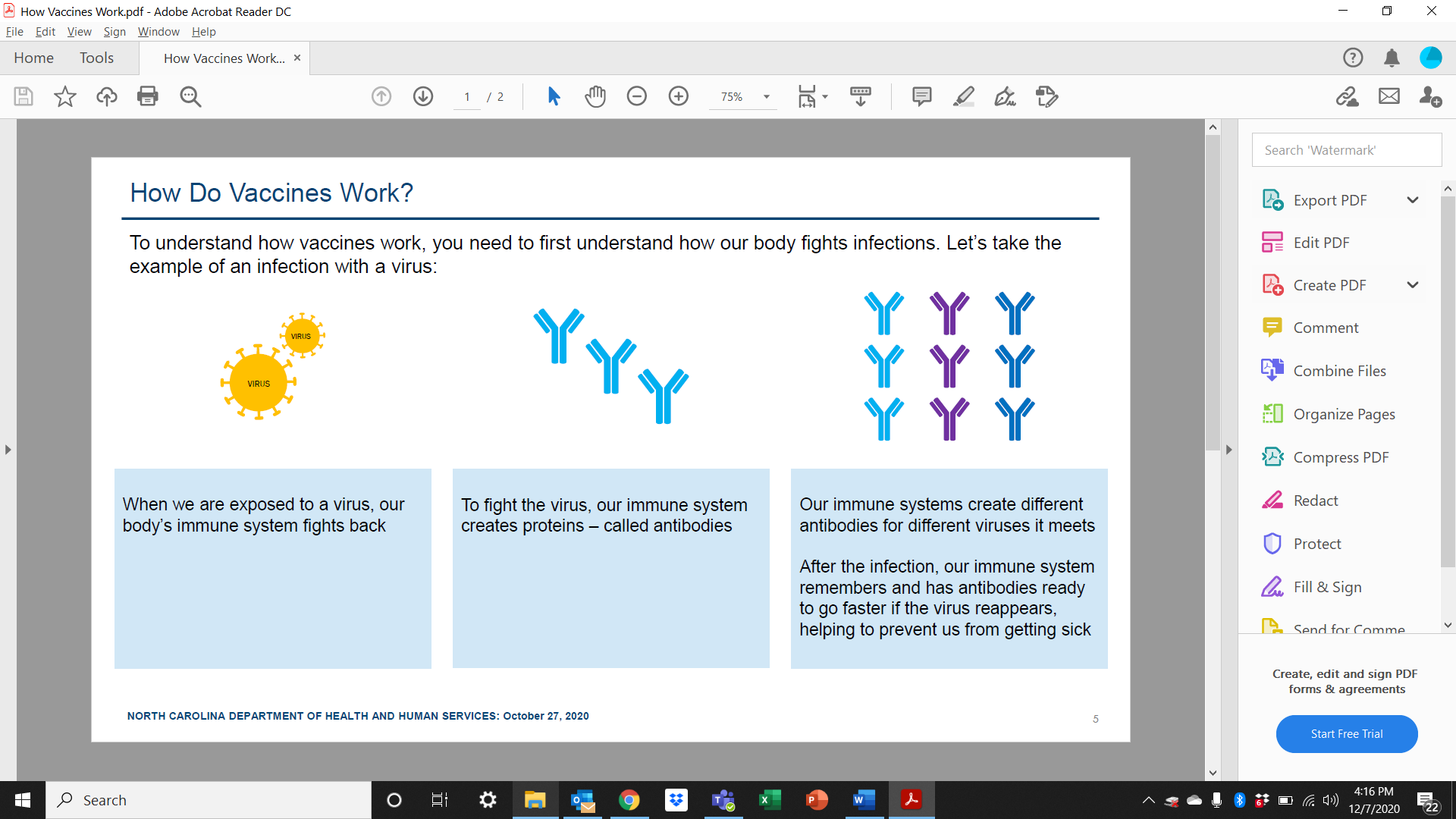
# Detailed Phase 2 Priority List

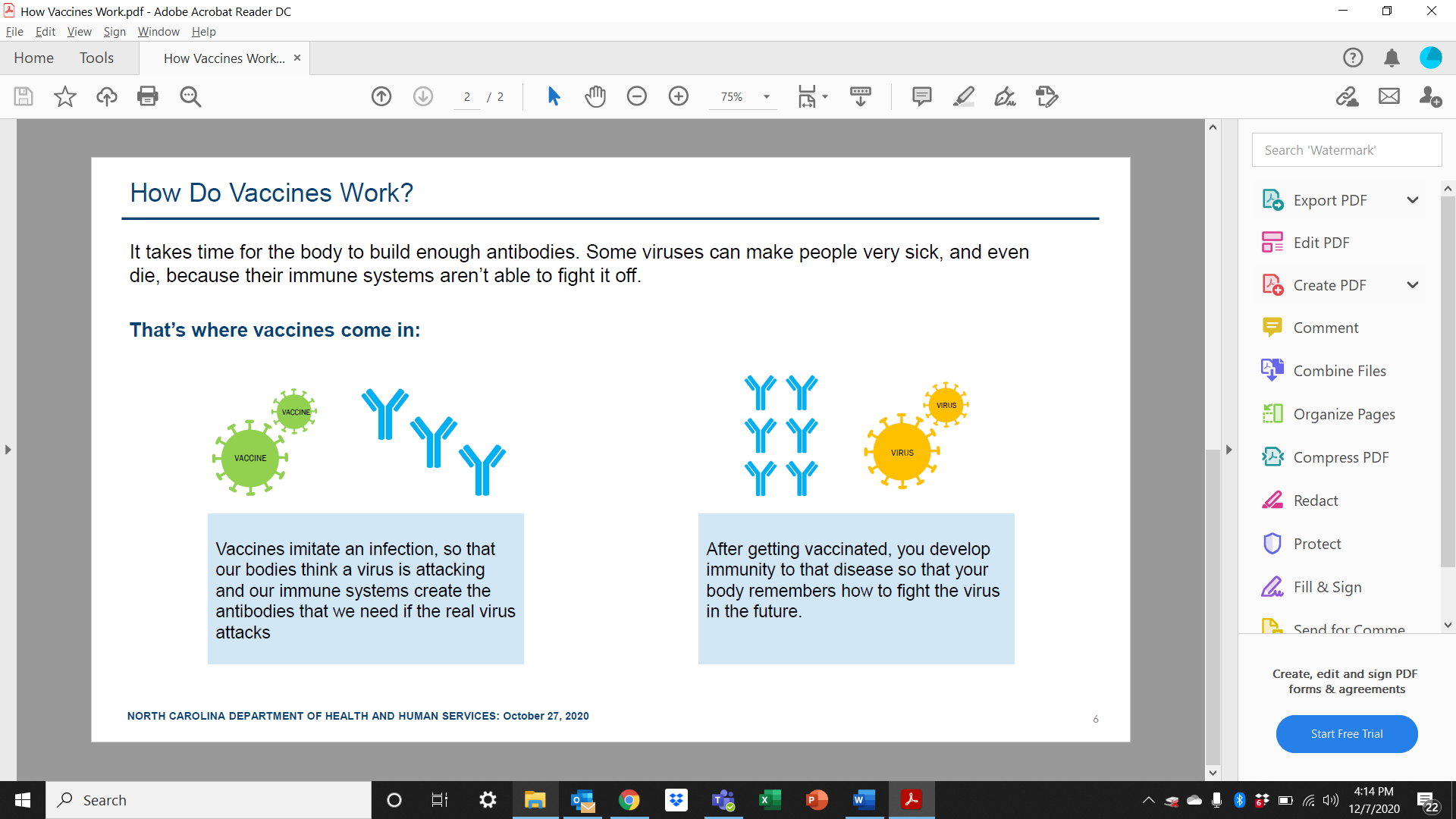


# Detailed Phase 3 and 4 Priority List



# How Vaccines Work

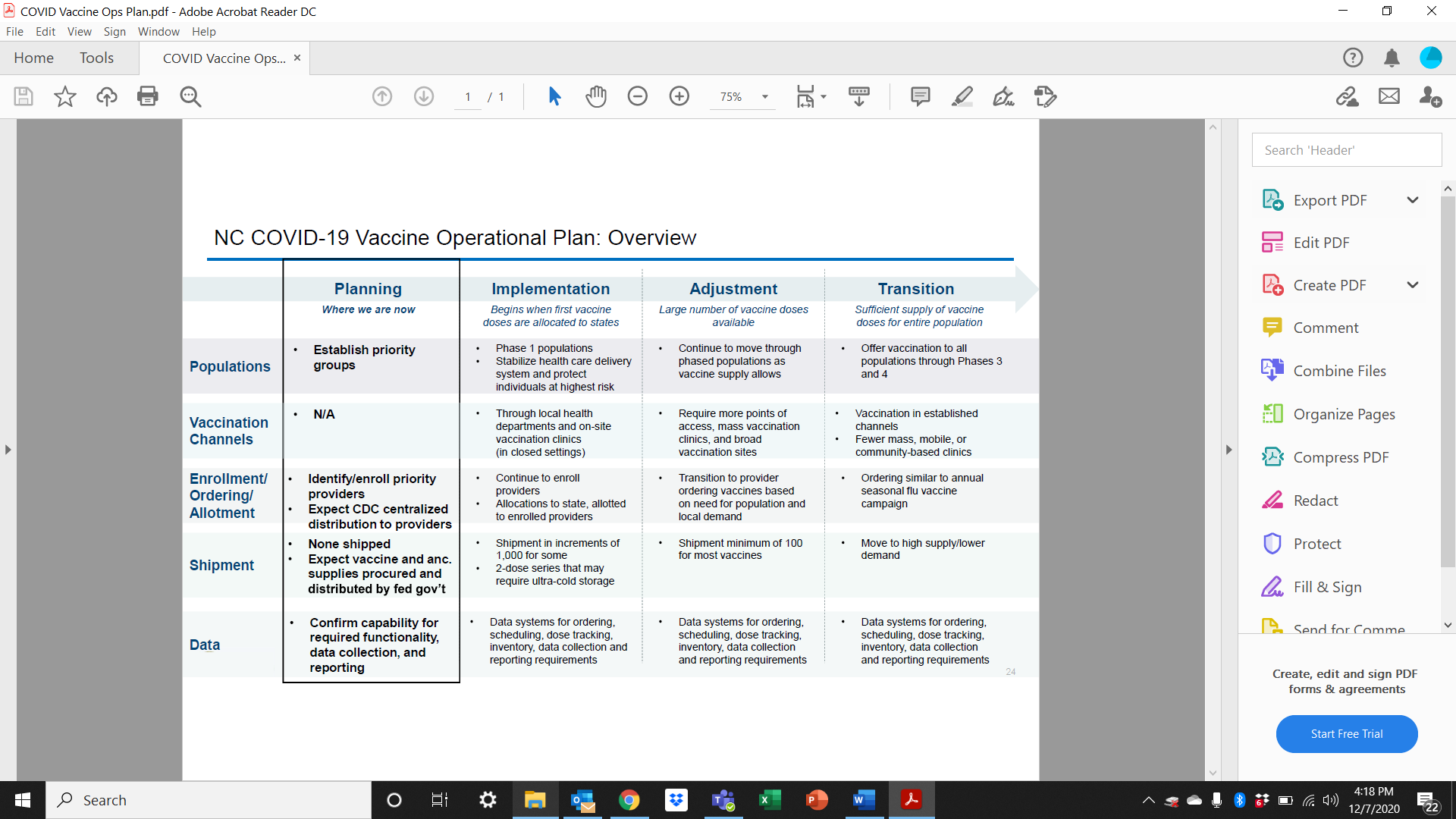




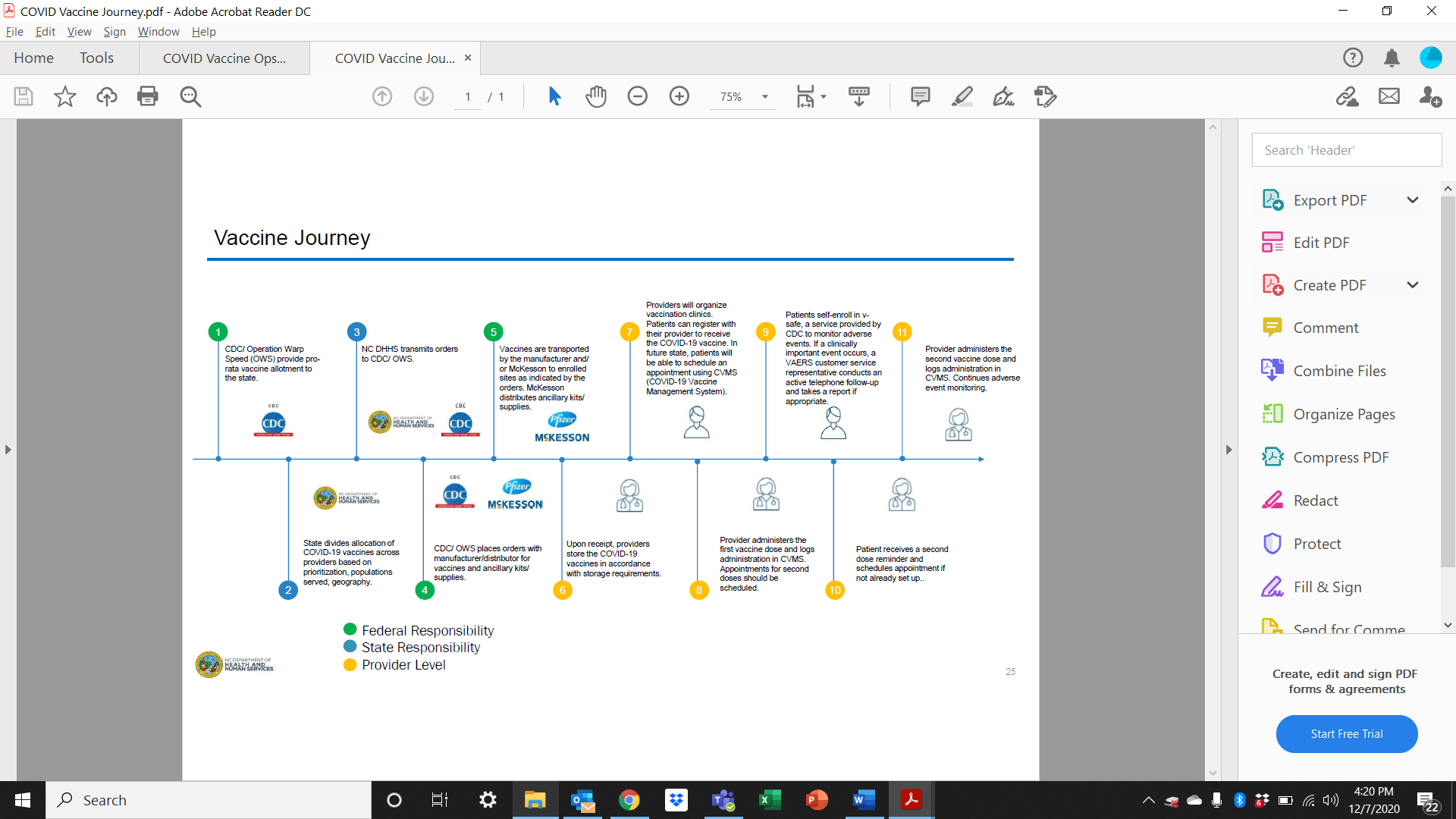
# Vaccine Development, Manufacturing, and Distribution



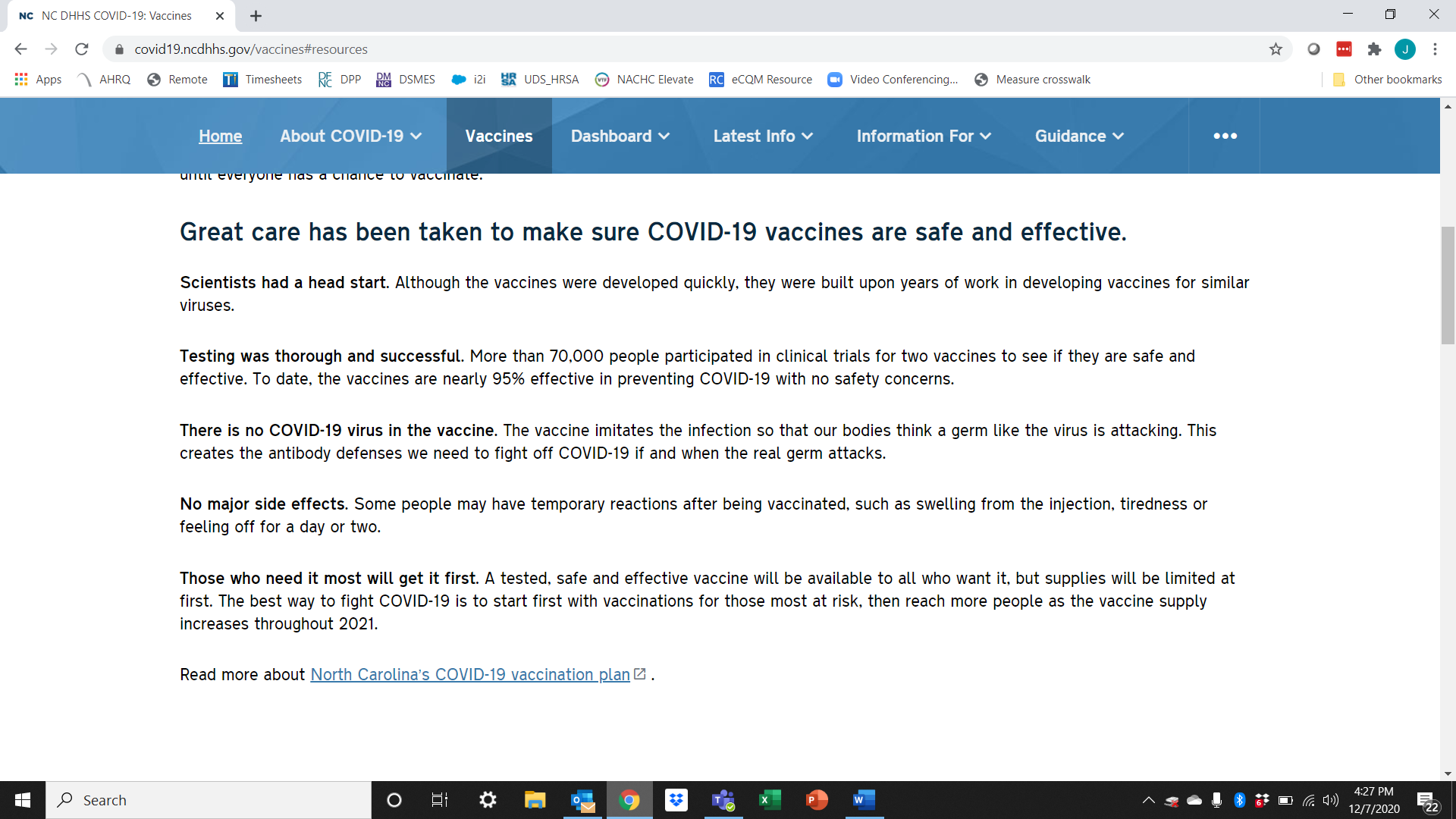
# Vaccine Operational Plan Overview



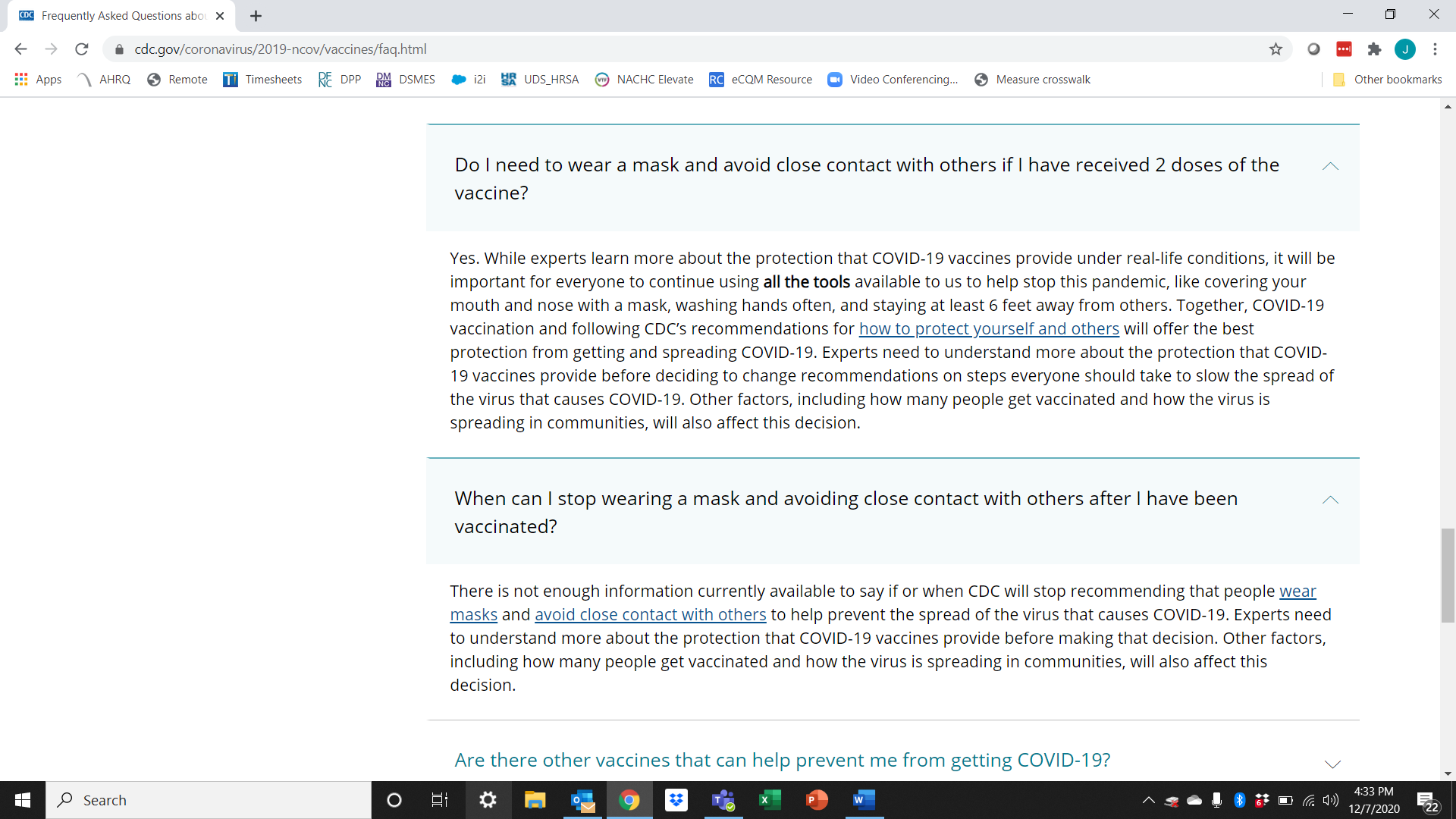
# Vaccine Journey

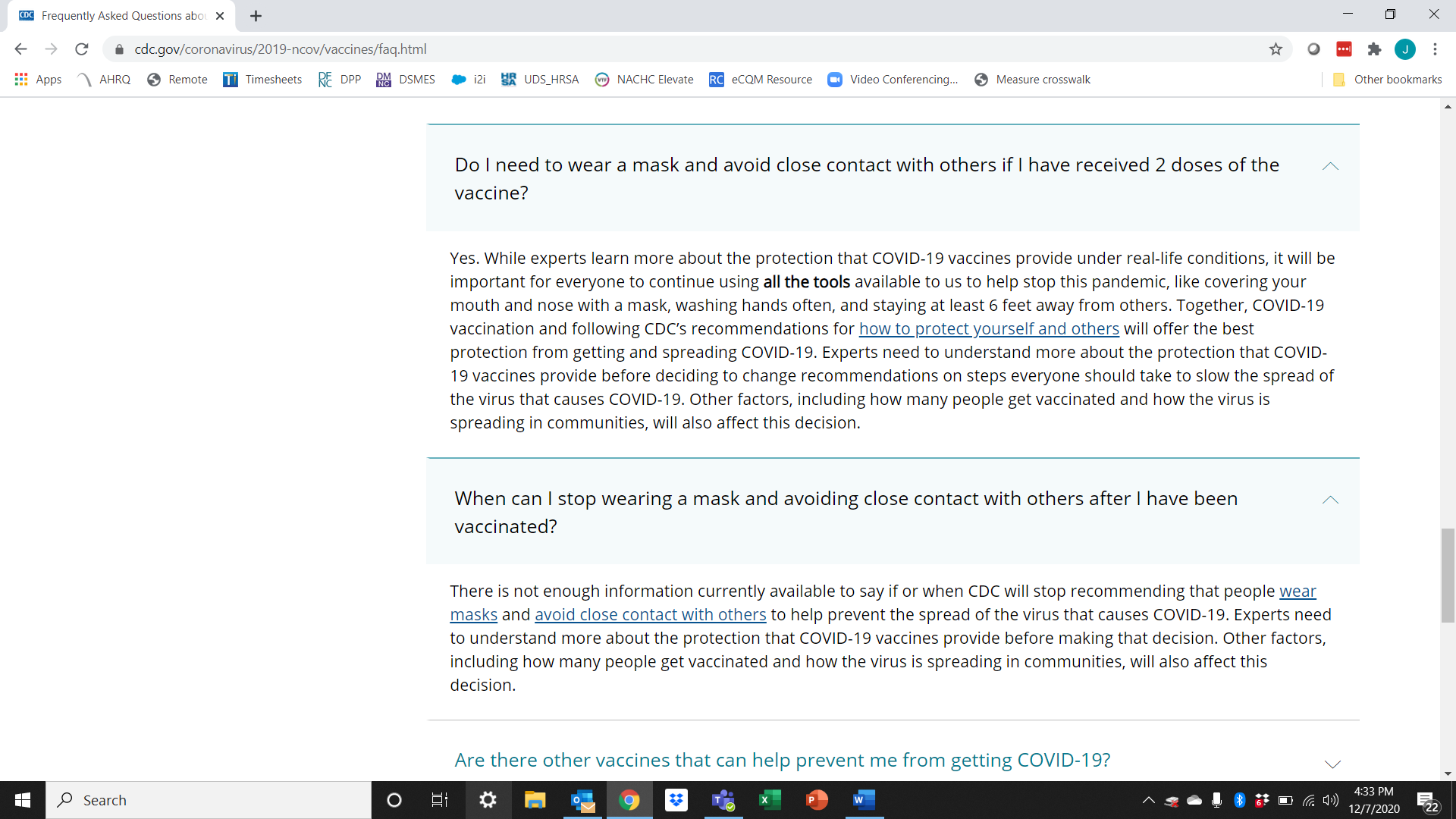


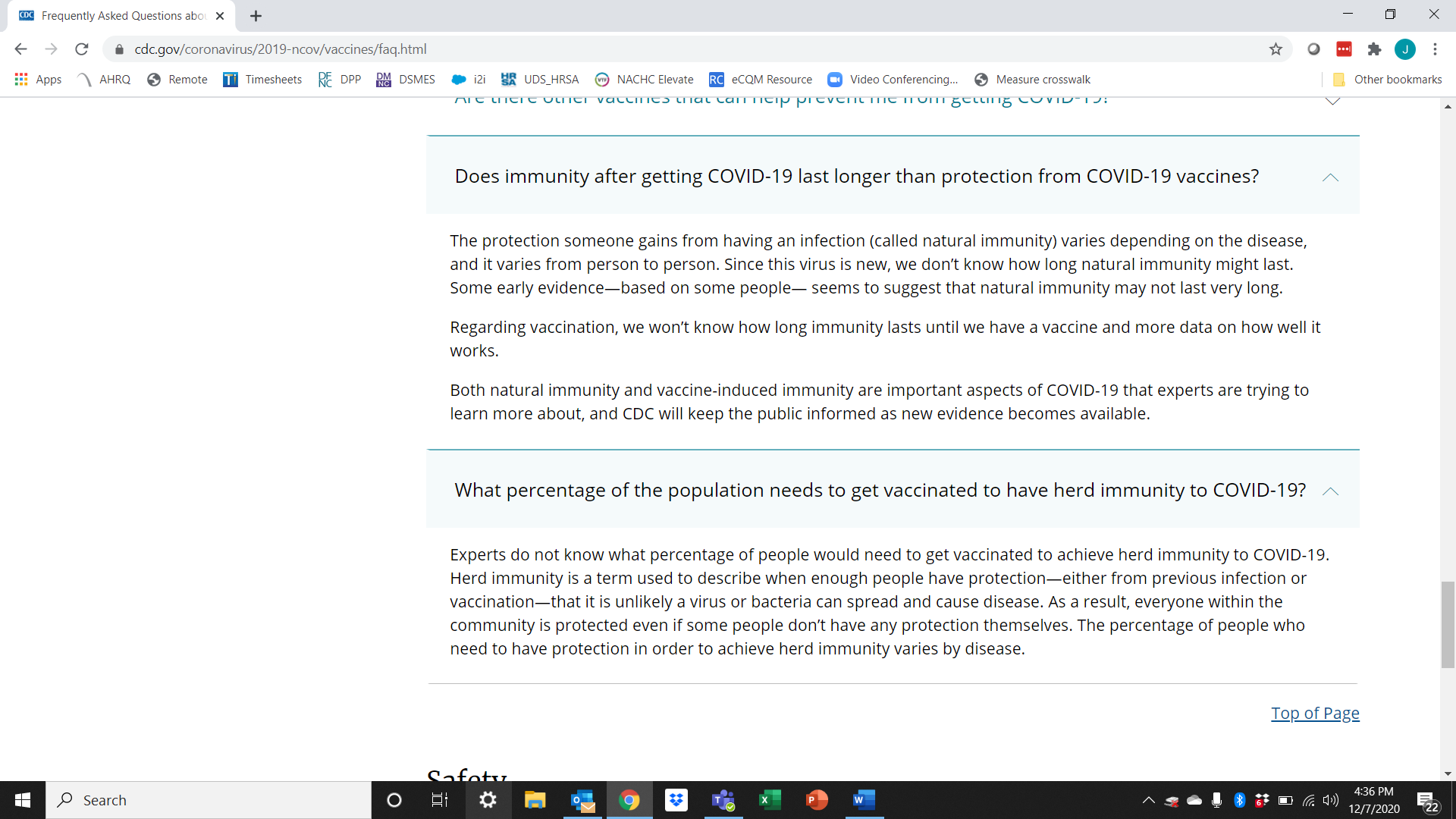
# High Level Talking Points

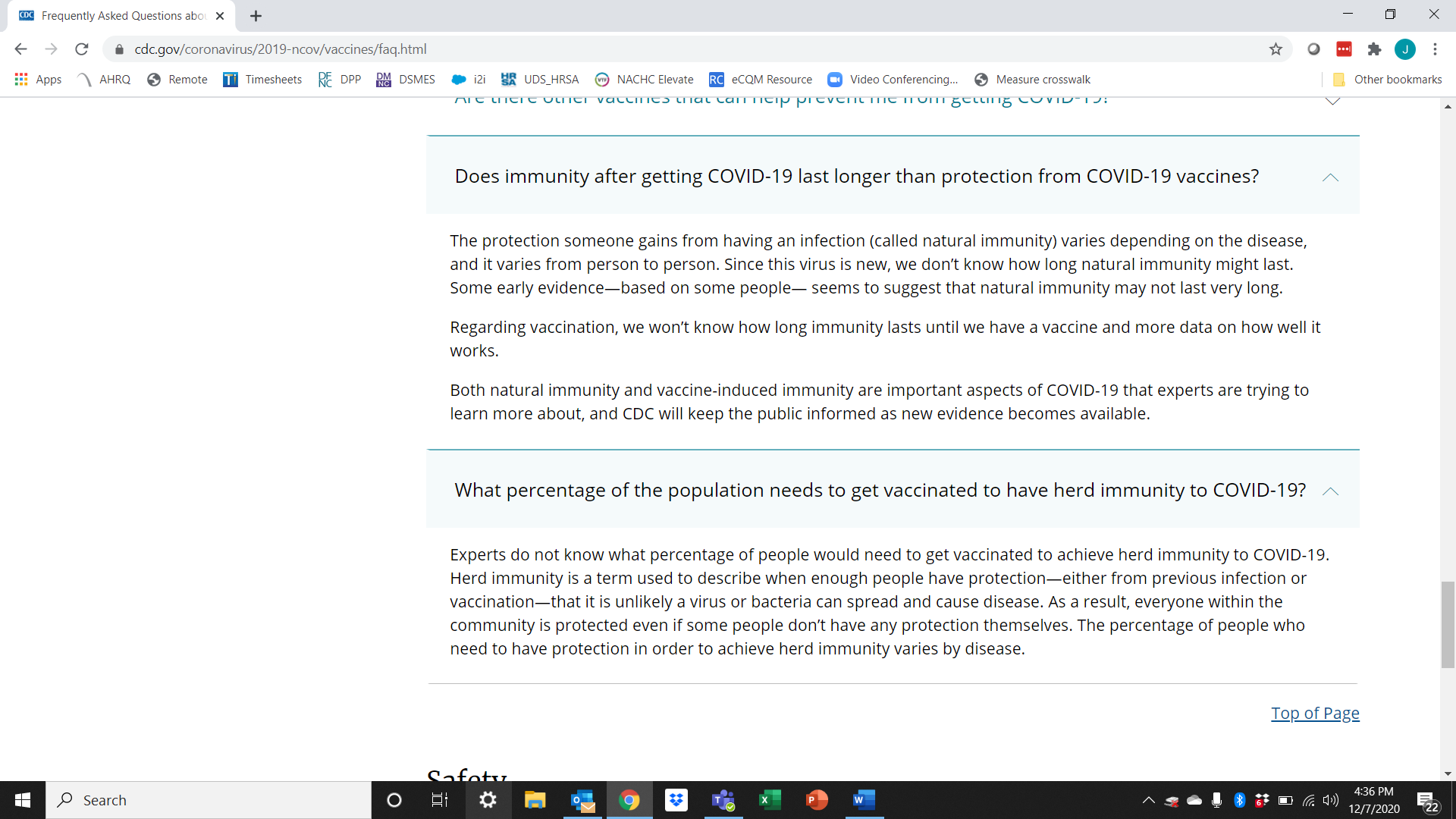
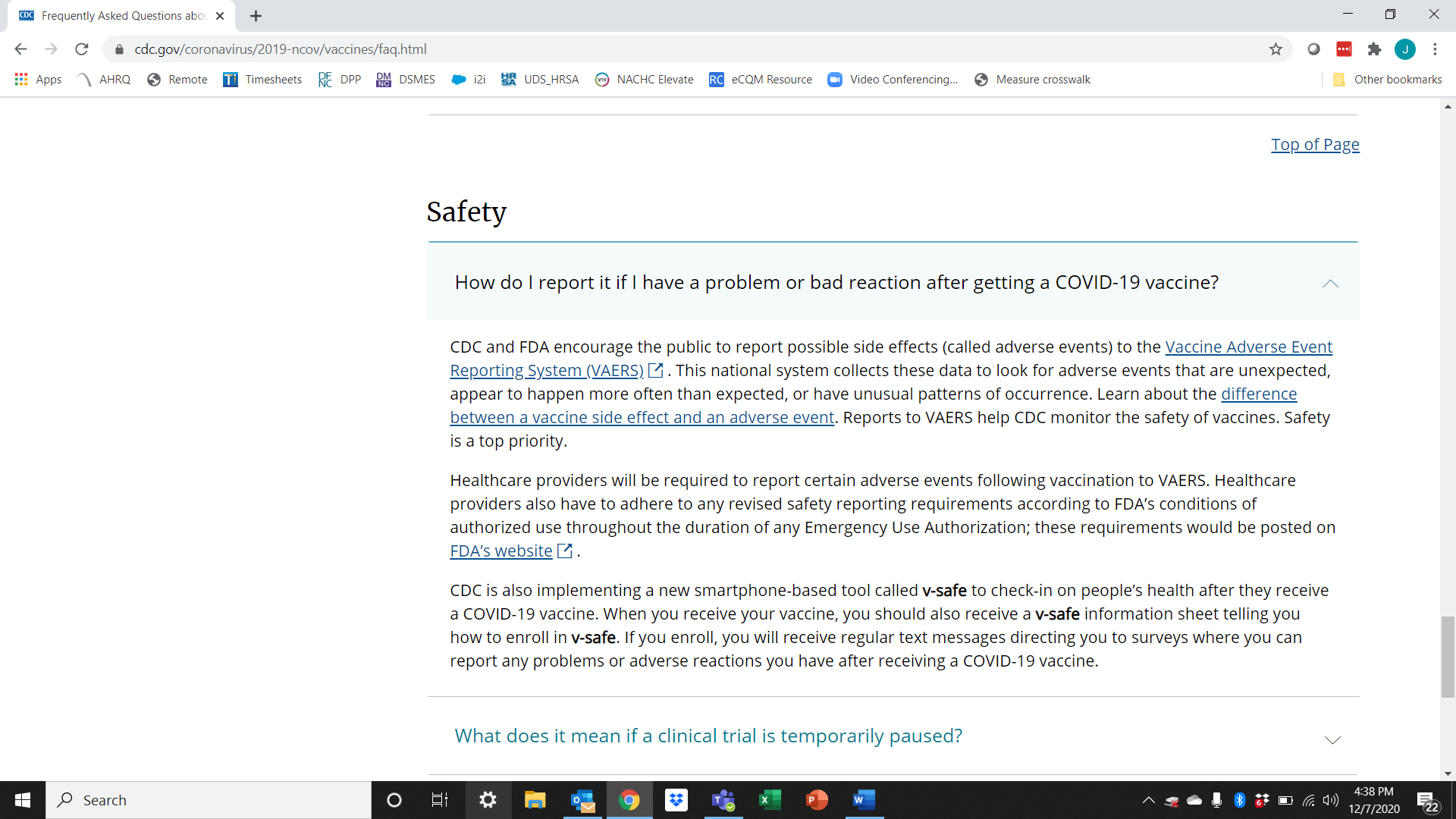


# In-depth Talking Points (from CDC)



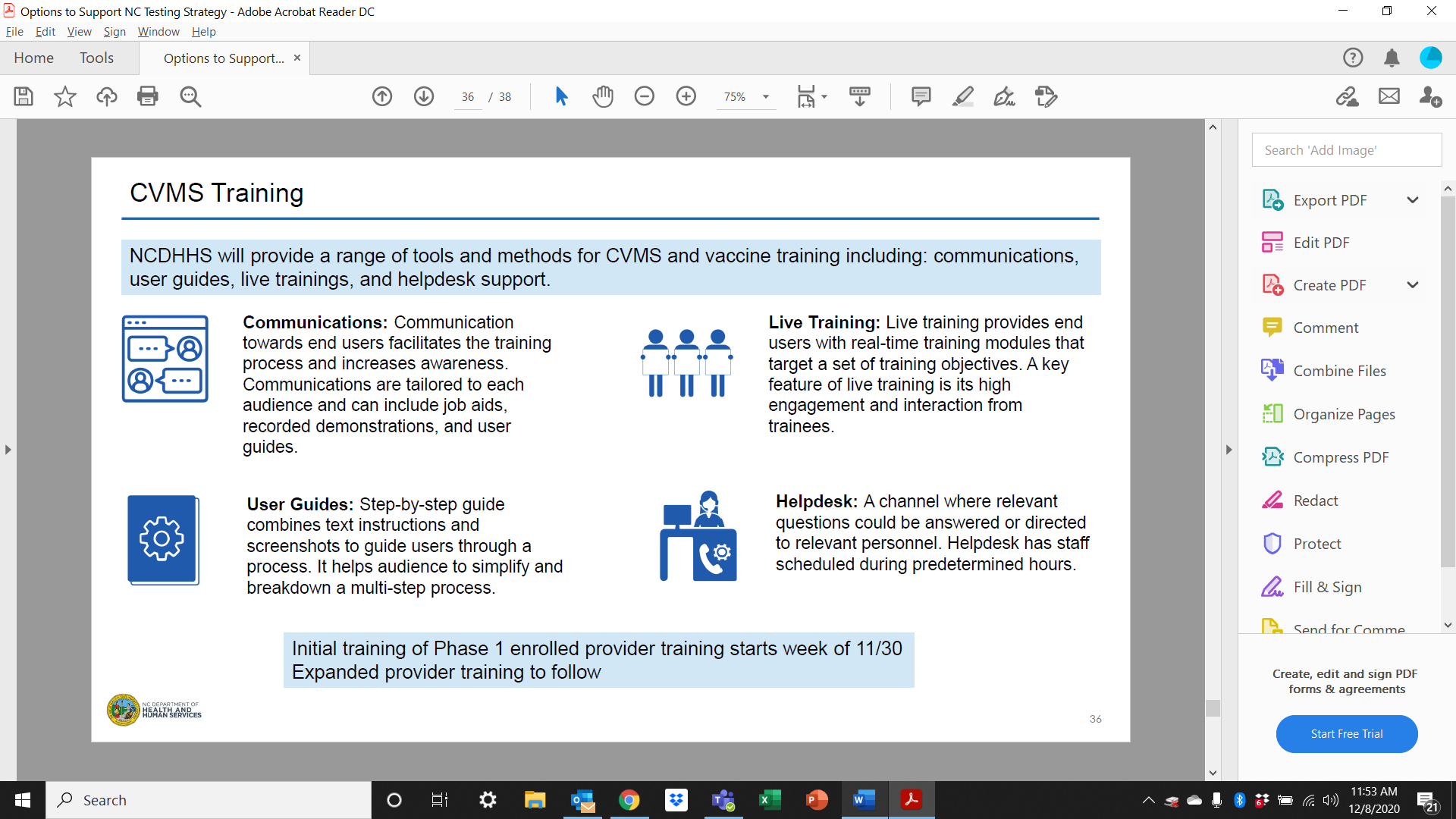






# What is CVMS

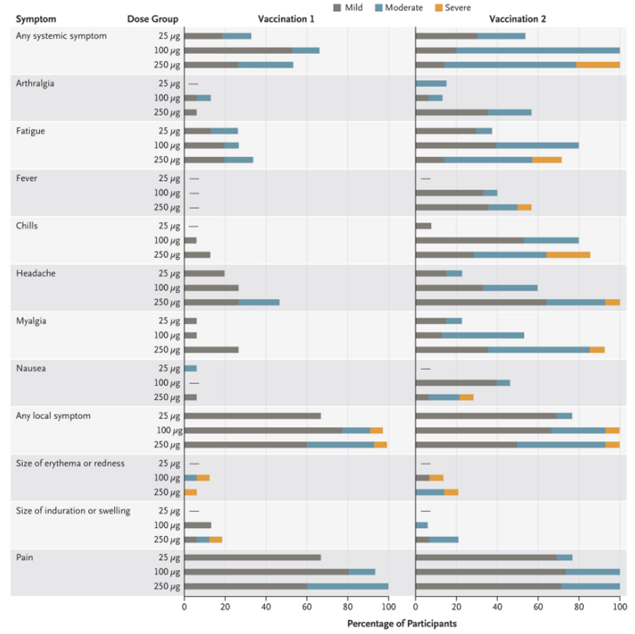
# CVMS Training



This page intentionally left blank

# Reported Side Effects from Moderna Vaccine

**Reported Side Effects from Moderna Vaccine**



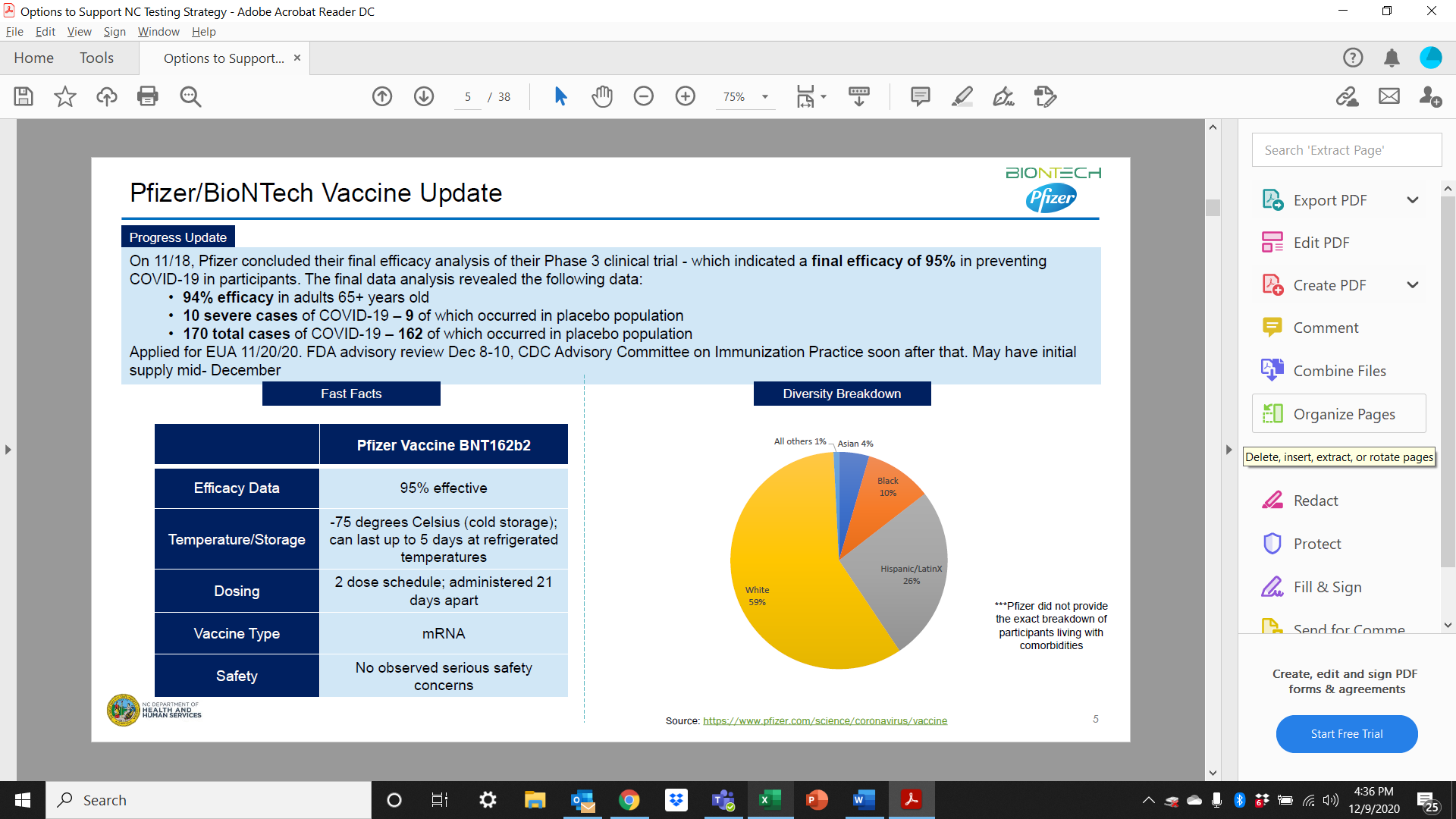
Retrieved from: New England Journal of Medicine <https://www.nejm.org/doi/full/10.1056/nejmoa2022483>

# Pfizer Clinical Trial Overview

**Pfizer Clinical Trial Overview**



Retrieved from: <https://www.pfizer.com/science/coronavirus/vaccine> on 12/9/2020



# **Moderna Clinical Trial Overview**

