

Step 1: Listen

- Our promising practice, [Vaccine Listening Sessions with Communities](#), describes how the Afghan Health Initiative in Seattle facilitated a listening session about COVID-19 vaccines with a local public health department and community representatives.
- We also have a [facilitation guide](#) and [note taking guide](#) to conduct COVID-19 vaccine focus groups.

Step 2: Create

- If you do not have a graphic designer on staff or the budget to contract with one, there are many free tools available. Check out [Piktochart](#) and [Canva](#) for printed materials, and [Animoto](#) for video.
- Royalty-free stock images that include diverse subjects can be found on [Pexels](#), [Nappy](#) and [Pixabay](#).

Step 3: Translate

- Our [translation process](#) is very rigorous and incorporates both professional translators as well as community review to check for accuracy and cultural competency.
- Our [toolkit for written translation](#) provides resources and best practices for to consider when having materials translated into other languages.
- We have a [guide for creating effective translations](#) describes steps to take to maintain and communicate a document's intent in a culturally appropriate manner.
- The [content validation and guidance checklist](#) describes how bilingual, bicultural community members can review materials and provide critical feedback to ensure the material is appropriately designed and/or translated for the community it is trying to reach.

Vaccine Campaigns

- Our [Get Vaccinated](#) campaign is based on feedback that we have gotten that indicates people from many different backgrounds connect with the theme of protecting their communities. This includes posters and social media assets that you can either download and repost, or customize with your own logo, URL, and photo. These are translated in 40+ languages, and we're adding more all the time.
- The Get Vaccinated campaign now includes messaging about vaccine decisions being private and confidential. We believe that this approach will be successful in communities where people are interested in the vaccine, but are hesitant because of social or political pressure.
- The [Get the Facts](#) campaign is based on CDC guidance, offering facts about COVID-19 vaccines in a simple and memorable way that counters common misconceptions. The campaign includes a social media series, fact sheets, and even audio and video PSAs for people who don't read in the language that they speak or who rely on more oral tradition. Like Get Vaccinated, these are fully customizable and translated.
- The [Vaccination Is](#) campaign was created using a community-led, hyperlocal communications strategy that was developed by and for members of narrowly defined local communities. We created this campaign with the understanding that unique communities need unique approaches to COVID-19 vaccine confidence that honor their priorities, values, and the expertise of community leaders.
- [Makespace](#) is a tool for public health professionals and community organizations to make their own customized vaccine campaign in partnership with local communities. With this easy-to-use guide, anyone can learn how to plan, create, and validate their campaign, using the same process that we used for the Vaccination Is.

Other Resources

- In [Vaccine Central](#) we have resources to support vaccine planning, roll-out, knowledge, and confidence among refugee, immigrant and migrant communities. This includes checklists and guides as well as promising practices from around the country that you can replicate in your communities.
- Our [Translated Materials Library](#) contains more than 7000 items in more than 175 languages, curated from health departments and community organizations around the country.
- [Our multilingual videos](#) cover a variety of topics, and are designed to raise awareness, increase knowledge, and support vaccine confidence.
- With our [Video Booth](#) service, we can walk you through the video planning process, help you write a distribution plan, and even assist with recording your video using virtual tools.
- We have [Conversation Guides](#) that equip readers with the skills to answer questions about COVID-19 vaccines and participate in conversations with others while reinforcing their safety, dignity and agency.
- We publish resources on special topics, such as [vaccines for children](#), staying safe [during the holidays](#), and [Afghan new arrivals](#) as issues emerge.