

# COVID-19 Vaccine Comms Pack

Voluntary, Community and Social  
Enterprise organisations



Department for  
Digital, Culture  
Media & Sport

# What's included?

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This comms pack has been produced to support you in sharing and disseminating information about COVID-19 vaccines through your networks. The pack includes;

- Guidance and basic explanations you can use answering 'What is a vaccine?'
- Comms assets and resources on vaccines you can use and share
- Vaccine resources for British Sign Language users
- Key messages on COVID-19 Vaccine Scams
- Misinformation - assets and copy you can use to tackle misinformation on vaccines



# What are Vaccines?



- Vaccines reduce the spread of infectious diseases and even get rid of some altogether. Vaccination is the most important thing you can do to protect your community against serious illnesses
- When enough people get vaccinated, it's harder for a disease to spread to those who can't have vaccines.
- Vaccines are designed to prevent people from getting serious infectious diseases. It is much safer for your immune system to learn how to fight illnesses through vaccination than by catching and treating them.
- Vaccines go through several stages of lab tests and clinical trials before they can be approved for use. Regulators review the results of these trials to check whether a vaccine meets the required levels of safety and effectiveness.
- After any vaccine is licensed for use in the UK, it is monitored by the @MHRAgovuk. This is an important part of making sure vaccines continue to meet safety standards on an ongoing basis.
- You can access the Government's [Vaccine Delivery Plan here](#).

# Vaccine Comms Products and Resources

- This [folder](#) gives you access to a google drive folder which contains a number of social media assets which you can share through your networks. The Department for Health and Social Care will continue to update this folder with assets, including;
  - Short video clips and images
  - Vaccine fact cards
  - Adult Social Care COVID-19 vaccine Q&A
- Public Health England [campaign resource centre](#) includes, social media animations, explainer videos, email signatures.



# Example

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Dr Amir Khan answering 'Do vaccines contain pork products?'



# Example

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Professor Jonathan Van-Tam: How are Covid Vaccines being developed?



They work independently  
and they make the decisions

# Languages: Translated COVID-19 Guidance

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- This [link](#) contains to guidance on Covid-19 translated in to many different languages.
- [COVID-19 resources in your language](#): guidance and advice in various languages on topics such as health and wellbeing, employment and welfare, domestic abuse, housing and homelessness
- [Doctors of the World](#) have provided translated resources into 60 languages aimed at migrants and asylum seekers which are informed by government and NHS advice.

# British Sign Language

- [SignHealth](#) and [BTM Projects](#) have produced coronavirus information videos in British Sign Language.
- [NHS Leicester City](#) have produced a series of videos about coronavirus in British Sign Language
- Example clip: COVID-19 vaccination: guide for older adults in BSL, (NHS, Public Health England)





# Tackling Misinformation

You can help to tackle vaccine misinformation within communities. Encourage people to use the [SHARE checklist](#).

Below is some sample mis and disinformation **newsletter** copy:



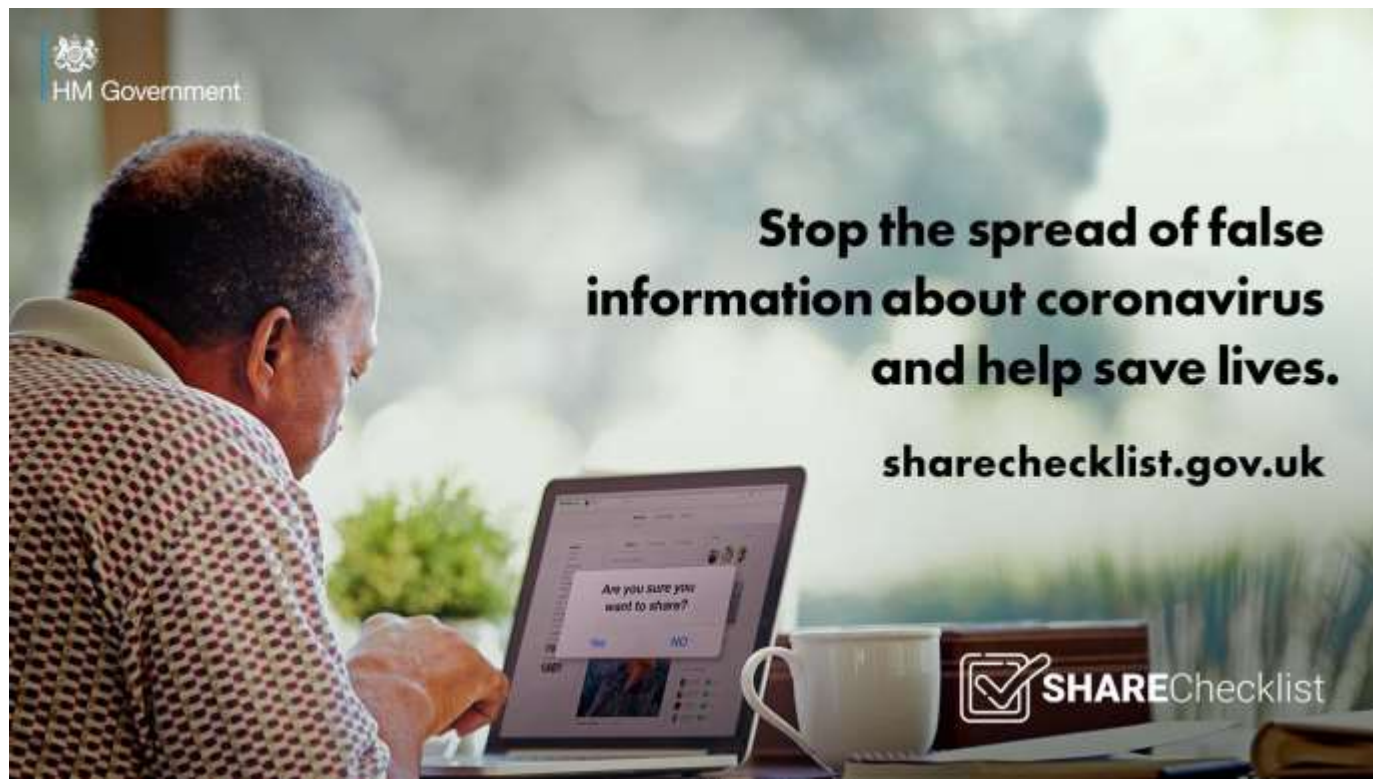
- 'Before you like, comment or share content online, use the [SHARE checklist](#) to make sure you're not contributing to the spread of harmful content.'
- 'False information, when shared, can take on a life of its own and have serious consequences. Recently there has been a lot of false information about coronavirus and the new vaccines designed to tackle it. It's not always easy to spot. The [SHARE checklist](#) is an easy tool to pass on to people in your community to help them know what to look out for before they like, comment or share information they come across online.'

# Tackling Misinformation

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Below is some sample mis and disinformation copy which you can use on **social media**:

- Sharing false information about coronavirus vaccines can be dangerous. Make sure you're not contributing to the spread of harmful content — read the SHARE checklist: <https://sharechecklist.gov.uk/>. #Misinformation #COVID19 #COVIDVaccine #SafeOnline
- False information about coronavirus and vaccines are regularly shared online. The SHARE checklist can help you spot this harmful content, and protect yourself and others: <https://sharechecklist.gov.uk/>. #Misinformation #COVID19 #COVIDVaccine #SafeOnline
- The SHARE checklist is there to help you spot false or misleading online information. Read it to minimise the spread of harmful content: <https://sharechecklist.gov.uk/> #Misinformation #SafeOnline #COVID19 #COVIDVaccine
- False information online can be difficult to spot. By using the SHARE checklist, you can help minimise the spread of harmful content: <https://sharechecklist.gov.uk/> #Misinformation #COVID19 #COVIDVaccine #SafeOnline


# Example: Tackling Misinformation



HM Government

**Stop the spread of false information about coronavirus and help save lives.**

**[sharechecklist.gov.uk](https://sharechecklist.gov.uk)**

 **SHARE** Checklist

# Example: Tackling Misinformation



HM Government

**Help stop false information spreading.  
Use the SHARE checklist.**

[sharechecklist.gov.uk](https://sharechecklist.gov.uk)

**S** SOURCE  
**H** HEADLINE  
**A** ANALYSE  
**R** RETOUCHE  
**E** ERROR

 **SHARE**Checklist

The image shows an elderly person with white hair and glasses, seen from the side, holding a tablet. The tablet screen displays the SHARE checklist interface. The background is a blurred indoor setting, possibly a living room or a community center, with a pink sofa and a table with a plate of food. The overall tone is informative and focused on digital literacy for older adults.

# Tackling Misinformation: Next steps

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DCMS is working with the National Resilience Hub at the Cabinet Office and the Ministry for Housing, Communities and Local Government and their Community Champions scheme to develop a **social media toolkit** targeted at groups particularly vulnerable to mis and disinformation about the vaccine (BAME, Jewish Orthodox, Gypsy and Traveller communities).

These assets will be pushed out by trusted community leaders and health professionals representing these groups on channels commonly used to spread false information including WhatsApp, private Facebook groups and forums as well as Twitter, Facebook and Instagram.

**This will be ready to share in the coming weeks.**

# Key messages on COVID-19 Vaccine Scams

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- Remember, the vaccine is only available on the NHS and is free of charge. The NHS will never ask you for details about your bank account or to pay for the vaccine. If you receive an email, text message or phone call purporting to be from the NHS and you are asked to provide financial details, **this is a scam.**
  - The NHS will never ask you for your bank account or card details.
  - The NHS will never ask you for your PIN or banking password.
  - The NHS will never arrive unannounced at your home to administer the vaccine.
  - The NHS will never ask you to prove your identity by sending copies of personal documents such as your passport, driving licence, bills or pay slips.
- If you believe you are the victim of a fraud, please report this to Action Fraud as soon as possible by calling 0300 123 2040 or visiting [www.actionfraud.police.uk](http://www.actionfraud.police.uk)

# How can you help?

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- Disseminate these key messages through social media, newsletters and through your networks
- Consider hosting vaccine Q&A sessions with your networks - contact Tarum Bans [tarum.bans@dcms.gov.uk](mailto:tarum.bans@dcms.gov.uk) to enquire about arranging a speaker
- Feedback any questions, issues or concerns you are hearing to Tarum Bans [tarum.bans@dcms.gov.uk](mailto:tarum.bans@dcms.gov.uk)