

Centers for Medicare & Medicaid Services
We Can Do This Campaign Toolkit Webinar Series:
Faith-Based Community
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OPERATOR: This is Conference #: 8355117

Lisa Carr: Good afternoon and welcome to the We Can Do This campaign toolkit webinar series. I am Lisa Carr, Senior Advisor in the Partner Relations Group in the CMS Office of Communication. Thank you all for joining us this afternoon for today's We Can Do This webinar on the faith-based community's toolkit.

The HHS, We Can Do This campaign, is a national initiative working hand-in-hand with trusted leaders and community organization to continue to build confidence in the COVID-19 vaccine and get more people vaccinated. This campaign offers tailored resources and toolkits for stakeholders to use to provide COVID-19 vaccine information to at-risk population.

CMS is partnering with the campaign to offer these tailored resources and these webinars to walk through each toolkit and its resources and train community organizations, local voices, and trusted leaders to use the campaign tools for vaccine outreach efforts to diverse communities.

Today, we will be walking through the toolkit for the faith-based community. You will learn about messaging and strategies to help Americans know how to protect themselves from COVID-19. You will be strengthened or strengthen public confidence in the vaccine so that those who are hesitant will be more willing to consider vaccination and will increase vaccine uptake by informing Americans about how and where to get vaccinated, to learn more about each toolkit, and how to use it to increase vaccine confidence. And you will learn about some real-life examples about how to amplify these messages and share resources.

Today, I'm joined by Karina Jimenez-Donovan, Partnerships Lead for the COVID-19 public education campaign in the Office of the Assistant Secretary for Public Affairs and the U.S. Department of Health and Human Services, who will walk us through the toolkit. Following Karina's presentation, I'll provide information about how to best use these materials. And finally, we will spend the last few minutes of the call taking your questions.

Before I begin, I have a few housekeeping tips. This call is off-the-record and it is for information and planning purposes only. While members of the press are welcome to attend the call, we ask that they please refrain from asking questions. All press and media questions can be submitted using our media inquiry form which may be found at cms.gov/newsroom/mediainquiry.

We welcome your questions after each section. We will only be answering questions related to the presentation provided today. You can ask your question by typing it in the Q&A box at the bottom of your screen. We will do our best to get to as many questions as possible today.

And with that, I'll turn it over to Karina to walk through the health – the faith-based toolkit. Karina?

Karina Jimenez-Donovan: Thank you so much, Lisa, and hello everybody. Once again, I am Karina Jimenez-Donovan. I am the Partnerships Lead on the We Can Do This campaign. And I am so thrilled to be with every one of you here today to walk you through our materials, specifically, as Lisa said, our faith-based toolkit. So, let me begin by sharing my screen. And Lisa, if you could just kindly let me know that you do see my screen?

Lisa Carr: We do. Thank you.

Karina Jimenez-Donovan: Perfect. Thank you so much. OK. So, before we dive into our faith-based toolkit, this is – I just want to show you our website. This is the We Can Do This website which has a ton of information about all the work that we're doing to share the science-based information about COVID-19 and lots and lots of resources for many, many target audiences.

So again, this is our landing page. You will see here that we have information of the Month of Action, which is an effort that has been going this entire month ending in a few days, but there's a lot of information there about what the administration is doing currently regarding the Month of Action, but here we go.

The most important part that I want to share with you today is our...

Lisa Carr: And Karina?

Karina Jimenez-Donovan: Yes.

Lisa Carr: And Karina, looks like your screen is not quite sharing correctly. It looks like it is at the We Can Do This campaign toolkit webinar page. So, if you just want to do that one more time?

Karina Jimenez-Donovan: Sure. And maybe someone from the audience could also...

Lisa Carr: OK.

Karina Jimenez-Donovan: Yes?

Lisa Carr: Actually, then go ahead. The webcast engineer can see our PowerPoint slides.

Karina Jimenez-Donovan: OK.

Lisa Carr: So, that's great.

Karina Jimenez-Donovan: OK. So, then you...

Lisa Carr: Great. Does everyone else – we're just making sure that everyone can see the PowerPoint slide. Great. OK. Go ahead. They can see it. Perfect. Thank you.

Karina Jimenez-Donovan: OK. Great. So, I am now – I have now moved from the PowerPoint slides to the We Can Do This landing page on our partner website. So, I just want to make sure that you are seeing the website now, the We Can Do This website and not the PowerPoint slide that was there before.

So, if I could get confirmation on that that would be great. I know that last time the – my co-presenter, Lisa, couldn't see the webpage, but the participants could. So, I am hoping that now, those who are listening and watching, can see the We Can Do This landing page.

So, if you do, that's great. Again, looking for confirmation, Lisa, if you see through the chat that the folks can see my partner website, the We Can Do This partner website then that will be great.

Lisa Carr: Perfect. Great.

Karina Jimenez-Donovan: Because what I'm trying – yes. OK.

Lisa Carr: It is working. Thank you.

Karina Jimenez-Donovan: Perfect. OK. So, as I was saying, there's a ton of information on this website. We hope that you take a minute to go through it and see that we have lots and lots of resources for many target audiences including information about our Month of Action, which I was talking about a little bit ago.

But today, we're going to focus on our resources and our toolkit. We – if you see at the bottom of the page here, you see that we have a section on campaign resources and toolkits. That's where we're going to into to talk about the faith-based toolkit.

But let me just quickly remind everybody that you can also learn more about the COVID-19 Community Corps initiative, which is really at the center that we're doing. We want everybody to be involved and become an ambassador to share the news with your community about COVID-19, COVID-19 vaccines, and how to protect our communities.

So, next stop you have more information here about news and feature resources that we want to make sure that you use. And then, you can also access information on vaccine hesitancy in your community. So, that's just a really quick overview of our landing page on the We Can Do This partner site.

But for today, I am going to click on the Campaign Resources and Toolkit section. This section will show you all of our assets. As you can see here, if I scroll down, there are many, many resources here. But today, what I want to do is that I'm going to go to the left side. I'm going to filter by audience. So, I want to go to Faith-Based Communities Religious Organizations.

And what you're going to see here is that our information starts to pop up. So, I am going to select English and I am going to go into the Faith-Based Leader's Toolkit.

Now, as you can see here, you can access our assets individually or our toolkit as a whole. So, that's what I want to do here. I am clicking on our Faith-Based Leaders Toolkit.

And what you're going to see is that once you click on that section you're going to see a brief description of what this toolkit is. And then, on the right side here, the bottom blue box, lists everything that is under – that falls under this toolkit. Again, these are resources that we have created to promote information and about preventive measures in faith-based communities. So, that's what I'm going to go into right now.

So, you're going to see we have our Faith-Based Leaders Toolkit and right below that, you're going to see a link for the user guide for Faith-Based Leaders Toolkit.

Now, this user guide gives you information about everything regarding this toolkit; what your role is as a faith-based leader and what it is that you can do to help us share science-based information within your community, the important role that trusted messengers play when it comes to sharing information about COVID-19 and COVID-19 vaccines.

This is all about trust. And so that's why this toolkit was designed with that in mind for trusted messengers within the faith-based community to share this information.

So, if I keep going, we'd share with you the purpose and the goal of this toolkit. Again, just always being in the back to increase vaccine confidence and why it is important to share this information within the faith-based community coming from trusted messengers.

So then, we come to our tools and resources information. And what you're going to find here is that you're going to see FAQs, you're going to see factsheets, bullets and announcements, live events and webinar ideas, social media posts that you can use across all of your social media channels, talking points, infographics, and something that I think is really neat—we also have videos featuring faith-based leaders talking about the COVID-19 vaccines and COVID in general.

So, we're going to go into that. But again, this is just a list of all of the resources under this toolkit all designed with faith-based leaders in mind, all designed with the purpose of showing representation across all communities and in clear, plain language that you can use and understand easily.

So, we have our frequently asked questions, as I shared a little bit ago. In every single one of our slides here for the user guide, you're going to see along with a description for our assets, you're going to see ideas for how to use something, for instance, like our FAQs.

You can post them on bulletin boards. You can hang them in kitchens, in restrooms, in staff lounge areas, so again, just trying to make it as easy for you as possible to print this out if you can and share it in many different ways with your community.

So, just going really quickly here through some of our fact sheets and as I said bulletin announcements, Facebook, live events in webinars, social media messaging. Again, you're going to see a lot of images, talking points, widgets, infographics, and video.

So, this is really quick, just an overview. And here we go to the vaccine and confidence info. So again, many, many resources for you that we hope that you can use. This is the user guide. This is where you can access everything

all at once and so that's why I wanted to make sure that when I – I went over this with you. But I also want to highlight a couple of other – a couple of our assets here more thoroughly.

So, for our faith-based leaders, one of the ways that we wanted to share is ways to protect our health and this is a bulletin for faith-based leaders. So, when you go here what you can do is – so, you click here on the right side and this document, which you can print and you can share digitally as well, gives you information about what it is that you can do to continue to conduct your events, whether they are online or in person, what it is that you need to do to make sure that you are taking care of your community.

We give information about how it is important that you notify your leadership, your congregational leadership about anybody who may have tested positive for COVID-19. We give you information about how to protect the community by wearing a mask, staying six feet apart, avoiding poorly ventilated indoor spaces, and of course, something that is very important for us and that you're going to see across all of our assets is information about making plans to get a vaccine.

There are three ways that you can get a vaccine. The first one is that you can go to vaccine.gov and I'm going to show you that website in a little bit. You can also text your ZIP code to 438829 and of course, call the number, the 800 number that we have where you can get in contact with someone that can tell you where you can find the vaccine near you. So again, that's something that you're going to see across all of our materials, information on how to get vaccines near you, how to find vaccines near you.

So, let me just show you vaccines.gov quickly here. I'm hoping that you can see it. I'm going to click vaccines.gov and here we go. This is the website.

Immediately, you can find that there is a box here that you can click so that you can find vaccines based on where you are. There's information here as well on how to schedule a free ride or arrange for child care that we can help you with here. Other ways, here to the right, to get help when it comes to answering your questions regarding vaccines or where to find the vaccine.

And then of course, here at the bottom, there is a list of frequently asked questions, the questions that come up the most and that we want to make sure that you answer. So again, not only do you find information about where to get a vaccine but you can also find answers to some of your questions and find ways to make it really easy for you to get vaccinated like I said by scheduling a free ride or arranging for child care.

So again, just encouraging you to visit [Vaccines.gov](https://www.vaccines.gov) which is also available in Spanish. So, two languages trying to reach as many people as possible in many languages and actually you call the language lines for Vaccines.gov. You can get connected to many, many operators that speak many different languages not just English or Spanish.

So, just a plug for [Vaccines.gov](https://www.vaccines.gov) because again it provides lots and lots of information but I am now going to go back to the toolkit. Again, I walked you through the ways to protect our health bulletin which I think is a very easy way for you to sort of get some highlights on how to protect the community but then also how to access vaccines, again, designed specifically for faith-based leaders.

The other thing that I wanted to share within the toolkit is our asset on Facebook Live events and so this is just something that we came up with, acknowledging that Facebook Live is a feature that we all can use to make sure that we hold our events and we don't have to stop interacting with our community. So, this is just a way for us to give you some ideas of some of the events that faith-based community leaders can hold.

And again, just presenting it to you now where that is really easy to access and that you can share with your community until we're able to all be together again once we're all fully vaccinated. So, this is another asset that I wanted to make sure that I highlight. There is also our social media graphic post and I'm going to download this here. Again, you can download all our materials and we also give you the opportunity to co-brand our assets.

So if you want to include your logo as part of our materials, that is something that you can do as well. And I think the best thing that you can do is you can contact us. There's a contact feature on our landing page where we can help you to do that, if you're interested in co-branding. So again, just to show the collaboration between what we're doing and our faith-based communities.

So, the social medial graphic posts are supposed to just represent everybody and answer some of their questions that we all have, ways that we can still show our affection for those in our congregation, ways that we can take care of each other. These, again, are available in English and Spanish. They tell you how – what it is that you need to do.

If you have recently attended a religious service and you have tested positive for COVID, we guide you to a place on the CDC website that gives you all of those answers and that reminds me to just emphasize how everything that we share through our assets is – comes straight from the CDC and it's vetted and its focused on science. That is the only information that we want to share nowadays. That's what we want to make sure that we make clear.

This is all science-based, based on the knowledge and the research that we have. So again, hopefully you can see that the images here show our wide range of people being featured, communities being featured because it's about inclusion and it's about answering questions that we have when it comes to attending services and being close to our community, what you can do to protect yourself and those that you care about.

So, that was our social media posts. I also want to share that like I said a little bit ago through the user guide and through our toolkit, you can access videos that speak directly to faith-based communities. So, if you can see my screen now, you can see that we have a video that we're titling, “The Key to Success is Listening to Our Medical Community”.

So, this is about encouraging those in your community, in your faith-based communities, specifically here the Black African American churches to share information about the COVID-19 vaccine in the – in your community. So,

Reverend Calvin Butts here talks about the importance of that. You can click here on the right and you will see – you will see the video.

It's really short but it goes to the point of how the most important thing that we want to do is to rely on the science and to hear from those who look like us or trusted messengers who look like us to talk to our community. It's something that is very important and it's a way that we can show love for our community, so that's one of the videos. I invite you to check it out.

I am not playing the audio right now because I don't know if it's going to play, if there's going to be a lag but please make sure to check it out. This video is something that you can include on your website and that you can include through social media. There are many ways that you can use it. It is designed for you to leverage in many, many different ways, again just featuring trusted messengers.

There's another video that's part of this toolkit as well and this one comes from Reverend Walter Kim. Now he is talking about how the vaccine, the COVID-19 vaccines are really gift from God and from the Christian perspective, when we get a vaccine this is about loving thy neighbor. And so because we have heard and we have seen that there is strong hesitancy in the Christian community in some areas regarding the COVID-19 vaccines, this video is really, really important to share.

It is posted on YouTube but you can access it in many different ways. Again, just another way that we're putting our trusted messengers, our faith-based leaders front and center sharing with the community why it is important to get vaccinated. So again, immediately in this toolkit you get connected to two videos featuring two very important trusted messengers talking about very important information.

So, those are some of the assets that I wanted to make sure that I highlighted under the faith-based leader community. There's also document that is our talking points. We start out by highlighting the fact that when we get vaccinated, we are caring for our community. We're talking about once again

the need to make sure that we share this information about vaccines and how easy it is now to get vaccinated.

So, sharing information about [Vaccines.gov](https://www.vaccines.gov), the fact that you can type your Zip code and you can immediately get information about locations that are near you and then calling the number. So along with that information, you're also going to see really simple information about vaccine readiness and safety. We want to get across the fact that these vaccines are safe. They are effective, they cannot make you sick with COVID.

This information also about the COVID-19 virus variants and the vaccines, what we know right now is that the most important thing that we can do to protect ourselves and those in our community is to get the two doses of the vaccine. Right now, we know that protect us and that's something that we want to make sure that we get across.

Again, just some information about what to do if someone in our congregation test positive for COVID and everything that's here leads you to resources like Vaccines.gov and pages all across the CDC website that will not only give you more thorough information but also connect you to other resources.

So, that's an overview of our faith-based toolkit. It is available both in English and Spanish. We are constantly, constantly updating our website to make sure that we include as much information as possible that is recent and so just please make sure that you check it out.

There are many, many videos that I want to make sure that I highlight before I finish here that feature other trusted messengers across many, many different communities and talk about vaccines and overcoming hesitancy, the importance of sharing accurate information across different communities, the rigorous process for vaccine approval and many, many other topics that are very relevant to this community specifically.

So, I invite you to check it out. Again, videos, toolkits and lots and lots of information to help our communities protect themselves and get vaccinated. So, I am going to stop there, Lisa, and turn it over back to you.

Lisa Carr: Wonderful. Thank you so much, Karina, for your very thoughtful and thorough walk-through of this toolkit, the user guide and all the helpful resources that are part of the toolkit. This is the National Vaccine Month of Action, so CMS has been working closely with our national, state and federal partners to share this information and encourages many folks to get vaccinated by July 4th.

We are very grateful to the support of our partners and I want to share just a few examples today on how our partners are using the toolkit to share this important information. First, many of our partners have taken advantage of sharing this information electronically, whether it's through their e-mail, Listservs, electronic newsletters or adding information and links to their websites.

Partners have also done a lot of sharing on social media, some have posted or participated in Twitter chats or shared information on Twitter and Facebook by using the language provided. Many also simply retweeted resources that have been shared by CMS, HHS or CDC which is quick and easy way to share the information.

Some of our partners like Catholic Health Association has a Love Thy Neighbor campaign, where they're sharing information on their website and on social media about getting vaccinated as a way to love your neighbor. The American Muslim Health, Multifaith and Women's Empowerment Council has been sharing the videos from We Can Do This. The National Council of Jewish Women and others are sharing social media and graphics including the link on where to find vaccines, [Vaccines.gov](https://www.vaccines.gov).

So, we're so pleased that so many of our partners are sharing really crucial information. These are just a few examples of how our partners are utilizing the toolkit and we hope these – that these would help you as well. We do have a time now for questions and answers and I want to highlight that in the toolkit there is a frequently asked question for faith-based community and I thought that might be helpful for you all to look at.

So, go to the FAQ and you'll find lots of common answers to your questions. I see that we have no questions today. So, I just want to let you know that we do have more of these presentations coming up. We're – have a couple of more of these webinars taking place. We are excited that on July 1st at 1:00 p.m., we have a webinar for Racial and Ethnic minority population its being – the presenter is our Office of Minority Health and again that's July 1st at 1:00 p.m.

And on July 8 at 1:00 p.m., we're going to have a presentation for Older Adults. So, we know that many of you will find this information helpful and you can find this on our slide here. You can see both the information about joining the COVID-19 Community Corps. We hope you can do that. We hope you can also follow the second link to our upcoming webinars which links to our partner relations group – partner page where we have lots of information about COVID-19.

We just thank you so much for joining our webinar today and for listening to this very important information and we hope to have you on another webinar in the coming week. This does conclude our webinar for today.

Karina Jimenez-Donovan: Thank you everyone.

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