

March 18, 2021

Dear Colleagues:

We have some new communications resources to share this week. We hope you find them helpful as we work together to promote vaccination across the Commonwealth.

**New ‘Trusted Sources’ Video Project PSAs**

DPH is inviting community leaders to self-record short (one minute) videos promoting trust in the COVID vaccine. **Please share** via your networks using our #TrusttheFacts hashtag:

* David Ortiz (Big Papi), Boston Red Sox: [English](https://twitter.com/RedSox/status/1372560014011998211) & [Spanish](https://twitter.com/RedSoxBeisbol/status/1372560242416947221)
* [Dr. Mattie Castiel](https://twitter.com/TweetWorcester/status/1372241208542646272?s=20), Commissioner for Health & Human Services, City of Worcester

**Updated Eligibility graphics**

Use these new [graphics](https://www.mass.gov/lists/covid-19-vaccine-timeline-graphics) for your newsletters and social media showing COVID-19 vaccine eligibility dates for everyone who lives, works, or studies in Massachusetts.

**Updated Vaccine Equity Initiative website**

Visit [COVID-19 Vaccine Equity Initiative | Mass.gov](https://www.mass.gov/info-details/covid-19-vaccine-equity-initiative) for the latest on the initiative in 20 of our hardest hit communities to increase equity in COVID-19 vaccine awareness and access.

**New FAQ for certain workers eligible in Phase 2**

Visit [COVID-19 vaccinations for certain workers | Mass.gov](https://www.mass.gov/info-details/covid-19-vaccinations-for-certain-workers) for an FAQ and other COVID-19 vaccine eligibility requirements and information for workers in certain categories.

**New Guidance for people who are fully vaccinated against COVID-19**

Until more people are vaccinated, some prevention measures will continue to be necessary, even for individuals fully vaccinated. Review MA’s [Guidance for people who are fully vaccinated against COVID-19](https://www.mass.gov/guidance/guidance-for-people-who-are-fully-vaccinated-against-covid-19).

**New CDC** **‘plain language’ materials in multiple languages**

* [Facts about COVID-19 Vaccines](https://urldefense.com/v3/__https%3A/www.cdc.gov/coronavirus/2019-ncov/downloads/vaccines/facts-covid-vaccines-english-508.pdf__;!!CUhgQOZqV7M!y-87RkAvK8tfi9ZWLo1_K6NvMdonqZZu3WmHoptorTyU6ycIARDOCEuIrbZGsPRHA7RICu8$)
* [Communication Resources for COVID-19 Vaccines](https://urldefense.com/v3/__https%3A/www.cdc.gov/coronavirus/2019-ncov/vaccines/resource-center.html__;!!CUhgQOZqV7M!y-87RkAvK8tfi9ZWLo1_K6NvMdonqZZu3WmHoptorTyU6ycIARDOCEuIrbZGsPRH0ti78n0$)
* [Myths and Facts about COVID-19 Vaccines](https://urldefense.com/v3/__https%3A/www.cdc.gov/coronavirus/2019-ncov/vaccines/facts.html__;!!CUhgQOZqV7M!y-87RkAvK8tfi9ZWLo1_K6NvMdonqZZu3WmHoptorTyU6ycIARDOCEuIrbZGsPRHHDu6ZsQ$)
* [Benefits of Getting a COVID-19 Vaccine](https://urldefense.com/v3/__https%3A/www.cdc.gov/coronavirus/2019-ncov/vaccines/vaccine-benefits.html__;!!CUhgQOZqV7M!y-87RkAvK8tfi9ZWLo1_K6NvMdonqZZu3WmHoptorTyU6ycIARDOCEuIrbZGsPRHXPPVL68$)

Thank you all for all you are doing to promote vaccine safety and confidence.