

Vaccine Communication Framework



Five Key Messages

1. You can protect yourself and your family from the virus
2. COVID-19 vaccines safety
3. Get 2-doses of vaccines
4. Keep your vaccine records safe
5. COVID-19 is free

Questioning is normal & healthy!



Why should you get the COVID-19 vaccine?



At **95% efficacy**, the vaccine is very effective at protecting you from the virus.



It is your best tool to keep your **family** healthy by stopping the spread of the virus from you to your loved one.



Not getting vaccinated leaves you and your family open to catching the virus and getting sick or worse.

By as many people as possible getting vaccinated as soon as possible, we will start to move forward, **get back to normal**, and start to reopen the economy.



How was the vaccine developed?



Earlier research on coronaviruses (like SARS and MERS) and advances in vaccine technology gave the development process a jump start.



Through ground-breaking partnerships between leading medical experts here in America and some from right here in Wisconsin, we built on lessons learned from past epidemics (Zika, Ebola, and H1N1) to make the COVID-19 vaccines.



Researchers enrolled far more Phase 3 trial participants than is typically required, so they can more easily notice safety concerns. They also recruited participants for all three phases of the clinical studies at the same time, instead of waiting for each one to be done.



How was the vaccine developed?



mRNA vaccines can be developed more quickly in a lab and manufacturers started making vaccine while the clinical studies were going on so the vaccine could be ready immediately.



Approving a vaccine with an Emergency Use Authorization (EUA) also takes less time. Getting a safe vaccine that works is the number one priority.



Experts at the federal level are not letting anything delay them from reviewing and hopefully approving vaccines. For example, the FDA added a lot of staff to shorten the review process from months to weeks.

How do we know the vaccines are safe?

The process for getting approval was transparent and rigorous throughout, with continual oversight from medical experts and final approval by the FDA



How do we know the vaccines are safe?



CDC and FDA continuously track the safety of vaccines after they get authorized or approved.

These systems have been around for a long time:

- [Vaccine Adverse Event Reporting System \(VAERS\)](#)
- [Vaccine Safety Datalink \(VSD\)](#)
- [Clinical Immunization Safety Assessment \(CISA\)](#)
- [Biologics Effectiveness and Safety System \(BEST\)](#)

CDC also added [v-safe](#), a new smartphone-based health checker, to make it even easier for people to report any health problems after they get their COVID-19 vaccines.

What vaccine side effects can I expect?



The common side effects include: fever, chills, body aches, and soreness at the injection site.



It is normal to have these, and is a sign that your body is building protection to the virus.



Most side effects go away in a few days. The likelihood of a severe side effect is less than 0.5%.

What are mRNA vaccines?



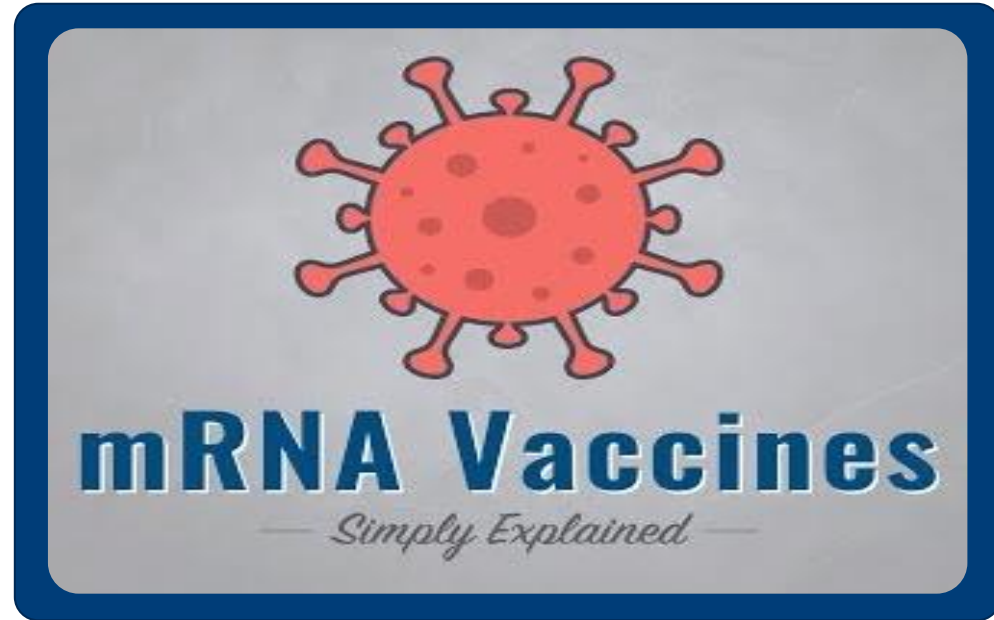
They carry genetic material that teaches our cells how to make a harmless piece of “spike protein,” which is found on the surface of the COVID-19 virus.






Cells display this piece of spike protein on their surface, and an immune response is triggered inside our bodies.



This produces antibodies to protect us from getting infected if the SARS-CoV-2 virus enters our bodies.



Facts about mRNA vaccines

-  Genetic material from the vaccine is destroyed by our cells once copies of the spike protein are made and it is no longer needed.
-  They do not affect our DNA; mRNA does not enter the cell nucleus.
-  mRNA vaccines are faster to produce than older technology vaccines.

Why do I need two doses of the vaccine?



For most COVID-19 vaccines, you need two doses, separated by a few weeks, for the best protection against the virus.



The first shot helps your body recognize the virus and gets your immune system ready, while the second shot actually gives you the boost of immunity.



By getting the best protection against the virus, you'll be able to keep yourself and your family healthy.



The sooner people are fully protected against COVID-19, the faster we will slow the virus, and we'll be able to move forward and get back to normal.

**YOU
STOP
THE
SPREAD**

Keeping track of it all



Keep your and your family's vaccine record in a safe, fire proof place (your freezer works great!)



You can also keep track of all of your vaccines, including COVID-19, through the Wisconsin Immunization Registry (WIR).

Free Vaccine!

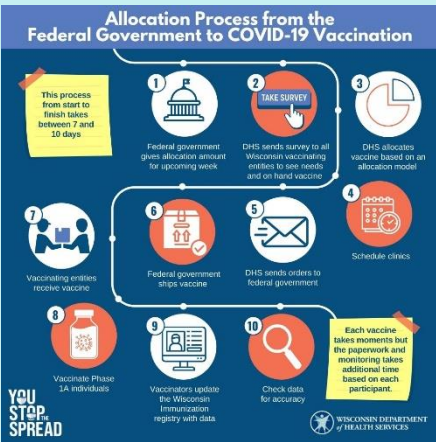


You will not need to pay for the vaccine – it's free!



You may see a charge from the vaccinator to your health insurance provider for the cost of the vaccine (it is covered by your plan)

Additional Resources



COVID-19 Vaccine Allocation Process



Vaccine Life Cycle Phases Image

COVID-19 Vaccine Safety

In the U.S., the Food and Drug Administration (FDA), the Advisory Committee on Immunization Practices (ACIP), and the Centers for Disease Control and Prevention (CDC) make sure all vaccines are safe and effective before approving them and continue to monitor their safety after approval.

Safety is the top priority during all phases of vaccine development, authorization or approval, and use.

Pre-clinical	Phase 1	Phase 2	Phase 3	Review	Phase 4
Lab studies & animals	20-100 volunteers	Hundreds of volunteers	Thousands of volunteers	FDA & ACIP review data & approve it	Everyone who gets vaccinated

In an emergency, FDA can issue an **Emergency Use Authorization (EUA)** to let people get a vaccine before all the trials are complete.

- An EUA ensures that the best medical products are available as soon as possible, while still making sure that scientific and safety standards are met.
- The EUA only grants emergency use authorization of COVID-19 vaccines with current phase 3 trial data showing the vaccine is safe and effective.

Vaccine Safety Monitoring

After a vaccine gets authorized with an EUA or fully approved, CDC and FDA will continue to track the safety of COVID-19 vaccines for many years.

- Vaccine Adverse Event Reporting System (VAERS), a new smartphone-based health checker, will make it even easier for people to report any health problems after they get their COVID-19 vaccine.
- Vaccine Adverse Event Reporting System (VAERS) is a national vaccine safety surveillance program that has been used to detect possible safety issues with vaccines for many years.
- Anyone can, but doctors must, report adverse events (possible side effects or health problems) that occur after vaccination using VAERS.
- Clinical Immunization Safety Assessment (CISA) Project researchers vaccine safety in special populations and help U.S. clinicians answer vaccine safety questions about specific patients.

Learn more about COVID-19 vaccines at <https://www.dhs.gov/immization/covid-19-vaccine>

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COVID-19 Vaccine Safety Fact Sheet

COVID-19 (Coronavirus Disease 2019)

COVID-19 (Coronavirus Disease 2019) is a respiratory illness that can spread from person-to-person. The virus that causes COVID-19 is a new form of coronavirus that was first found in people in December 2019. It can cause severe illness in some people.

How is it spread?

- People with COVID-19 can easily spread it to others. The virus is found in droplets from the throat and nose. When someone coughs, sneezes, sings, or even shouts, other people near them can breathe in those droplets.
- The virus can also spread when someone touches an object with the virus on it. If that person then uses their hands to touch their face, mouth, or eyes, the virus can make them sick.

What are the signs and symptoms?**

- Cough (new or worsening of chronic)
- Shortness of breath
- Fever
- Chills
- Sore throat
- Hurry nose
- Muscle aches
- Headache
- New loss of taste or smell

NOTE: Not everyone with COVID-19 has all of these symptoms and some people have no symptoms. You can still spread the virus to others even if you have no symptoms.

What should I do if I have symptoms of COVID-19?

- Contact your doctor and ask to be tested.
- Stay home and isolate yourself from people and animals in your home.
- Complete an [online health screening assessment](#), and a licensed health practitioner will contact you.
- See if a [community testing site](#) is available near you.

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General COVID-19 Fact Sheet



Additional Resources

- [Language that works to improve vaccine acceptance](#)
- Guide to making a strong COVID-19 vaccine recommendation
- Answers to frequently asked questions
- Fliers of what to expect during and after your COVID-19 vaccination
- Social media graphics and messages
- And other handouts!

All available on our COVID-19 Vaccine Program Website!

<https://www.dhs.wisconsin.gov/covid-19/vaccine-program.htm>



Clinic coming up!

- **When:**
- **Where:**
- **Who is vaccinating:**
- **How to sign up or know when to come in:**
- **Contact person:**

