



## THREE WAYS HEALTH CENTER BOARD MEMBERS CAN SERVE AS AMBASSADORS FOR THE COVID-19 VACCINE

---

### Training Handout

The short video, **Three Ways Health Center Board Members Can Serve as Ambassadors for the COVID-19 Vaccine**, outlines the following key strategies for board members:

1. Stay informed about where members of your community can receive the COVID-19 vaccine.
2. Build comfort talking about the vaccine and addressing some of the reasons members of your community may be hesitant.
3. Know where to point people for accurate, fact-based, and reliable information.

Below are **talking points** board members can use when talking about the COVID-19 vaccine.

- The Centers for Disease Control (CDC) suggests community ambassadors can help build confidence in the vaccine by sharing messages such as:<sup>1</sup>
  - You can help stop the pandemic by getting a COVID-19 vaccine.
  - COVID-19 vaccines are safe and effective.
  - The COVID-19 vaccine will be free for you.
  - After COVID-19 vaccination, you may have some side effects. These are normal signs that your body is building protection.
  - You will still need to wear a mask and socially distance after getting each shot of the vaccine for now.
- Board members can also address misinformation about the vaccine by sharing key facts such as:<sup>2</sup>
  - COVID-19 vaccines cannot give you COVID-19.
  - People who have already gotten sick with COVID-19 may still benefit from getting vaccinated.
  - Getting vaccinated can help prevent getting sick with COVID-19.

Additional messaging can be found in NACHC's [COVID-19 Vaccine Communications Toolkit](#).

This resource is supported by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) as part of an award totaling \$7,287,500 with 0 percentage financed with non-governmental sources. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by HRSA, HHS, or the U.S. Government. For more information, please visit [HRSA.gov](#).

---

<sup>1</sup> <https://www.cdc.gov/coronavirus/2019-ncov/downloads/vaccines/toolkits/Key-Messages-CBOs-and-Essential-Workers.pdf>

<sup>2</sup> [https://www.cdc.gov/vaccines/covid-19/downloads/VaccinateWConfidence-TipsForHCTeams\\_508.pdf](https://www.cdc.gov/vaccines/covid-19/downloads/VaccinateWConfidence-TipsForHCTeams_508.pdf)