

Centers for Medicare & Medicaid Services  
We Can Do This Campaign Toolkit Webinar Series:  
Older Adults  
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Operator: This is Conference #: 8865315.

Michelle Oswald: Good afternoon or good morning, if you're joining us from the West Coast, and welcome to the We Can Do This campaign toolkit webinar series. I'm Michelle Oswald and I'm in the Partner Relations Group in the CMS Office of Communications.

The HHS We Can Do This campaign is a national initiative working hand-in-hand with trusted leaders and community organizations to continue to build confidence in 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 populations.

CMS is partnering with the campaign to offer several webinars, and today is our last webinar, 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 older adults. You will learn about messaging and strategies to help Americans know how to protect themselves from COVID-19, strengthen public confidence in the vaccine so that those who are hesitant will be more willing to consider vaccination, increase vaccine uptake by informing Americans about how and where to get vaccinated, and learn more about the toolkit and how to use it to help increase vaccine confidence, and then hear about some real life examples about how to amplify these messages and share resources.

And today, I'm joined by Karina Jimenez-Donovan, partnerships lead for the COVID-19 public education campaign in the Office of Assistant Secretary for

Public Affairs at the U.S. Department of Health and Human Services, who will walk us through the toolkit.

And following Karina's presentation, I'll provide some examples of how our partners have used these materials. And then finally, we'll spend the last few minutes of the call taking your questions.

At this point, you can ask questions by typing it into the Q&A chat function. We do welcome your questions on topics of today and we'll do our best to get through as many questions as possible.

Before we begin, I do have housekeeping tips. This call is off-the-record and for informational 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 or media inquiries can be submitted using our media inquiry form which may be found at [cms.gov/newsroom/media-inquiries](https://cms.gov/newsroom/media-inquiries).

So, at this time, I'm going to turn it over to Karina to walk us through the toolkit. Karina?

Karina Jimenez-Donovan: Thank you so much. Hello, everybody. Thank you so much for joining us today. I am very excited to have the chance to walk you through our older adults' toolkit.

So, let me start by sharing my screen and I am hoping that – Michelle, you can let me know if you do see my screen, please?

Michelle Oswald: Yes, I do, Karina. Thank you.

Karina Jimenez-Donovan: Wonderful. Thank you so much. All right, everyone. So, as I said, thank you so much for joining us today.

What you see here right now is the We Can Do This website in our landing page specifically. I am going to be walking you through our older adults' toolkit. But before I do that, I want to just tell you a little bit more about our website.

As you know, our campaign is about working with communities, working with trusted messengers to promote COVID-19 vaccine confidence. And so, to do that, we have a number of resources and information that we're hoping you can find helpful and that's so you can access when you visit our website.

So, as you see here, you have information about the campaign, information about resources. Here, I want to call your attention to the bottom part of the screen here where you see campaign and resources and toolkit section. That's what we're going to be diving into to today in a little bit.

And we also have information about the COVID-19 Community Corps initiative which really is about engaging everybody at an individual level so that you and everyone in your community can become an ambassador, an ambassador that helps us with getting Americans vaccinated, making sure that we share information with our community and our friends about COVID-19, COVID-19 vaccines, and access to those vaccines.

When you join the Community Corps, you will get weekly e-mails with information, tips, news, and resources to share with your community. So, we ask that you kindly visit our website, learn more about the Community Corps. Again, the goal is to get everybody who lives in the United States vaccinated and protected so that we are all healthy. So, that's our Community Corps section of the website.

You can also see our campaign ads. Some of these you probably have already seen on TV or heard on the radio. So again, I just encourage you to visit them. You can access and share them and we have a very targeted approach. So, our ads, our assets, our materials target different audiences and that's where you're going to see whether you look at our actual toolkits or our campaign ads.

And then, the other section that you will access on our website is the vaccine hesitancy in your community section which is essentially lets you use some apps to see where it is that people are more hesitant to get the vaccine and its geographical representation of this. You can learn more about how things are in your community. So, those are some of the main sections of our website.

Again, I encourage you to please visit it. It is [wecandothis.hhs.gov](https://wecandothis.hhs.gov), but it is also available in Spanish. In Spanish, (and everywhere) campaign is Juntos Si Podemos. Everything on our website is translated to Spanish and you can access it. So, as you can see here, it's all of the same information but translated to Spanish.

But let me go back to the English side of things and I am going to go into our Campaign Resources and Toolkits. And what you're going to see here, to the left side, is that you can filter by audience, you can filter by language, and you can filter by resource type.

For today's conversation, what we are going to do, as you know, is that we are going to look at older adults. So, I'm going to click on older adults. I'm walking through the process so that you can navigate it more easily when you do have a chance to visit the site.

So, I have clicked on audience, older adults. So, as you can see here to the right immediately all of the assets that target that population will pop up, but we want to make it even more specific, so I'm going to go to English for language and I am going to go to toolkits.

So, what you're going to see here is that we have our older adults' toolkit. Again, it's coming up in English only, but – because that's the language that I selected, but it is also available in Spanish.

So, every time that you access one of our toolkits, the first thing that you're going to see is sort of like our mini landing page for our toolkits. It gives you a description of what this toolkit is.

So, this is about engaging older adults in that community so that we can increase and build vaccine confidence in that community.

So, when you look here to the right of the page, you will see that you can download all of the assets under this toolkit or you can download the toolkit as a whole. Here, on the left – sorry, that's the right – on the right-side of the screen, you will see the links to all of the materials under this toolkit. As you can see, there are many and I'm going to be walking you through several of

these assets. But again, I just want to make sure that you can navigate through the site very easily.

So, I'm going to start with what's the best way to sort of get another view of our – what our toolkits are. And for this one, what we want to do is that we want to click on the user guide.

When you click on the user guide, what you will see is a summary of everything that is under this toolkit. We start by talking about the role that trusted messengers and caregivers play when it comes to the older adult community and why it is that we want to leverage that power, that ability to engage older adults in that community to provide information, to information this community so that they are protected and healthy and they have access to vaccines.

So, that's the first thing that you are going to see, the role that one plays as an older adult advocate. Then, you're going to see here that we have our purpose and goal for the toolkit, again, just highlighting the importance of building vaccine confidence within this community, the fact that this information is also available in Spanish.

And then, we go into our tool and resources information. Now, there is a lot of information that you're going to find across the board for all of our toolkits and everything that we have has been vetted by CDC and several other agencies across HHS including CMS, which is specifically relevant to this population.

So, you can be 100 percent comfortable that the information here is not only in plain language but only it's focused on science and science-focused information that you can share with the community. The information that you will find in this toolkit is new information that comes from our campaign having been vetted by CDC and other agencies such as – across HHS, like I just said, but it also – the toolkit also includes previously developed materials by CDC, because again, we're collaborating and there's a lot of information out there.

So, we just wanted to put everything in one place so you have access to everything all at once, very relevant information for this community and that includes fact sheets. It includes posters, infographics, social media messages, talking points, and videos.

And in fact, if time allows, I want to walk the group here through some of the videos that we have on our website which feature trusted messengers, again, those voices that our communities want to hear from talking about COVID-19 vaccines, talking how to engage each community, answering some questions that a lot of our communities have. So, that's a really cool feature and really cool information that we have on our website, and it is also part of this toolkit.

So again, when you access our user guide that's like the one place where you can find all the information about the toolkit and you can access all of our assets all at once when you open that document.

So, see again here, you see more in-depth information about what fact sheets are available under this toolkit. And again, I'm going to walk you through each one of these in a little bit.

But I do want to point out that along with listing the fact sheets, you will also see suggestions for how to use our assets. So, we not only want to give you the information that you need but we also want to give you some ideas on how to take advantage of this information. You can post them on your website. You can mail them along, direct mailing. You can post them around the office now that things are starting to sort of change a little bit. That's something that you can do as well.

You can distribute it in many, many different ways. And so that's what you will see here. For each set of assets that you have access to through our toolkits, you will also see ideas for how to use them.

So here, we're going into the infographics section. To the left, you see Know Your Risk infographics. That's to protect your health. And then, the High Risk infographics comes straight from CDC. Again, it's all in one place.

We have social media posts both for Facebook and Instagram. One of the things that we heard from our partners here at CMS who have been so great with giving us information and were super, super critical in our ability to develop this toolkit. It's the importance of just using images that are relevant, sharing information that is in plain language, and making things like social media posts available and super accessible so that they can be shared across many, many channels. So, you're going to see that here as well.

We also have information that we can share via Twitter. So again, trying to share with you as much information as possible that you can change through – share through many different channels.

And we also have talking points. These talking points are going to include facts and messages for your groups and your organizations and your community about how to talk to older adults about COVID-19 and the COVID-19 vaccine. Again, there's another list for how to – how you can use this asset. So, you're going to see that for our flyers as well.

And then, we get to the video section. So, this is not – these videos are not only the videos that we have on our website, but these are very specific tools, the message that we're trying to get across for this population here.

So, these videos deliver very important information about the development of vaccines. Even now, people have questions about how vaccines were developed. For those who are still a bit hesitant about getting the vaccine, it is important that they understand the whole process.

So, we have videos about that as part of this toolkit and there's also a video coming out of CDC on wearing mask and the importance of wearing a mask and even now, as we are sort of learning more about the delta variant and all of these other issues that are becoming – are getting more of our attention regarding COVID-19 that's still something very relevant. And so, that is why that video is part of this toolkit.

And so, of course, as always for every one of our assets, we always include a link to information that you can find on the CDC website because that is the source of our information, always making sure that everything is science-

based, science focused, and vetted by many, many subject matter experts across HHS.

So, that is the user guide for the toolkit. And what I'm going to do now is that I'm going to just walk you through some of our other assets that I think are very important for this community.

So, I am going to start with FAQs about the vaccines in older adults. So, if you click on this, what you're going to see is that we immediately go into how to access a vaccine. This is very important right now because one of the things that we keep hearing is that for those folks that do want to have a vaccine they need to know how to get them and so that information that we put front and center in a lot of our assets. That's the information that you see here.

And if you go to [vaccines.gov](https://www.vaccines.gov), which is one of the ways that you can find one of the – that you can find vaccines near you – you see that [vaccines.gov](https://www.vaccines.gov) allows you to find a vaccine near you based on your location. It also provides quick answers about frequently asked questions that you may have, and it gives the information about other services that you can use to make access to vaccines much, much easier. This is available in English and Spanish.

You can find a vaccine by going to this website, by calling the number that is here, and by texting your zip code. So again, this is something that is included in every one of our assets because this is all about making access to vaccines as easy as possible.

So, let me go back to the FAQs for older adults. You are going to know about how to access vaccines that are close to you, information about what to expect when you do go to your COVID-19 vaccine appointment, and the difference between the vaccines that get – that require one shot and two shots. That's very important information.

But we still want to share information about how COVID-19 vaccines work, information about side effects. This is something that we keep hearing. Sometimes, there are concerns about side effects. So, what we want to make clear here is that side effects is just a way that your body – it's a normal way



of your body to respond to something like the vaccine. So that information you're going to see here.

We talk about how safety really is a priority and you're going to find that all here. I'm looking at the time and I realized that I'm already at 1:20 and it's making me sad because there's so much that I want to share. But please take a look at this information. Again, it's FAQs that are related to this community.

We also have information of Medicare Services and COVID-19. And one thing that I want to point out is that when you share our assets, one of the things that we encourage you to do is to co-brand if that is something that your groups are interested in doing. That's something that we want to encourage. You can co-brand our materials to include your logo.

And so, if you look at our materials, you will see at the very top you're going to find the little gray box that says replace this box with your organization logo. We want to make sure that you have that opportunity because it's about collaborating and allowing you to also have your mark and provide your information as you're sharing all of these materials which are so very important for all of your communities.

So, this one is very specific to Medicare Services and COVID-19. And so, we want to cover things like – will Medicare pay for your COVID-19 vaccine? What other services regarding COVID-19 that Medicare cover? This is information, again, that's super relevant to this community and we have it all here. And as always, we always include links where you can go and visit and get more in-depth information.

This particular asset specifically was developed with the help by CMS because, again, we wanted to hear from those who work with the community; Medicare and COVID-19 and all the questions around that is something that we wanted to cover and so why that – that's why that's here.

So, let me now go back to our list of assets and you will see that what you have here as well is the Know Your Risk for Severe Illness From COVID-19. This is an infographic. I think it lays out information very, very easily. It's

super easy to read and again, it's something that you can share with your community. It's something that you can post on a wall or mail.

Again, it just provides a summary of information that's super relevant to people age 65 or older. It includes links and it's just a very graphic way to share information about severe illness and what happens if you have some type of risk for severe illness from COVID-19. So, that's another one of our assets.

And then, I also want to share another one with you. Graphics and making sure that we represent those that we serve is very, very important. So, we use a lot of images for all of our materials. We hope that this is something that encourage you to just use the information that we're sharing laid out in a very, very easy way in plain language.

And here for instance, this is all about taking care of yourself. What is it that you need to do to reduce your risk of getting sick? What is it that you need to do if you do need to leave home? And what is it that you need to do if you have an underlying medical condition, for instance? So, just a very easy way of layout very important facts that we want to make sure that this community has.

And I also want to point out that things are constantly evolving when it comes to COVID and COVID-19, COVID-19 vaccines. So, what you're going to find for our materials and our assets on our website is that we are constantly updating our information. We are constantly making sure that we're revising whatever needs to be updated so that you always have the very latest from CDC to protect your communities.

So, I wanted to make sure to share that with you and ask that if you find something that you're interested in to just continue to always check because it's likely that we will always be updating our assets.

Now, the other thing that I wanted to share with you and I see I only have six minutes, but let me just go into the talking points and then I will turn it over back to you, Michelle, but I also want to just talk about the talking points for

communicating with the older adult community. This is about building vaccine awareness, confidence, and education around this community.

So, we always want to make sure that we start from a place of empathy and understanding. For those of us who are hesitant about the vaccine, what we want to know when you are engaged in those, so you're talking to about this particular issue, it's about being open to their concerns, understanding where they're coming from, and then providing them with the science-based information that we have to address those concerns.

But those communications will not be effective unless we start from a place of understanding, empathy, and openness. And so, that's something that we point out here. It's about empowering all of our communities especially in this case, the older adult community. So, we give you information about that and ways and tactics that you can engage with different groups to make sure that you're being a force of empowerment for the community, providing information, resources, and assets that will help them to stay healthy and be protected.

So, every time that you see our assets, you will see, once again, information about how to get vaccinated, information to answer some questions about side effects, and the vaccine, the safety of the vaccine, which vaccines are available and what that means, the process under which each of the vaccines was authorized for use, and then what it is that you need to do to – once you're fully vaccinated.

So, we have – this is one of the updates that we made to our assets. Now that there are people that are getting their vaccine, they're fully vaccinated, what does that mean for them and the way about how they go about their day? This is information that we have here as well. There are toolkits and other toolkits that are available to you through CDC.

So, that's a very quick overview of this toolkit. Again, I encourage you to visit our website and look at all of our assets very thoroughly. As I said earlier, we have our toolkit available both in English and Spanish. And I

know we only have a couple of minutes, but let me just – one – let me do one last thing.

So, I want to make sure that you have access to the information that I was talking to you about earlier, which has to do with videos and trusted messengers.

So, it is very important that we share this – that I share this with you today. If you go to our website and you look under videos, you're going to see that we have really big selection of videos featuring subject matter experts talking to many different audiences and talking about why it is important to get the vaccine, how it is so you can access the vaccine, information about vaccines and how they affect certain things such as fertility, information about the COVID-19 variants, which right now is something that everybody is talking about and information about side effects.

So again, just another plug for making sure that you look at the videos, which I think is a really great way to provide a lot of important information in a very easy way, something that is very easy to digest through a video, for instance.

So, let me stop there. I thank you so much for joining us today and I'm going to turn it over to Michelle. Thank you.

Michelle Oswald: Great. Thank you so much, Karina. That was a very thorough walkthrough the toolkit user guide and all of the helpful resources here.

I do want to mention that we are really grateful for the support of our partners and wanted to just share a few examples of how our partners have used the toolkit to share this important information.

So first, many of our partners had taken advantage of sharing information electronically through either their e-mail Listserv, electronic newsletters or just simply adding information and links to their websites.

We also have partners who have done a lot of sharing on social media. Many have hosted or participated in Twitter chats or shared information on Twitter or Facebook by using the language that we provided in the toolkit. And many

have also just simply re-tweeted resources that have been shared by either HHS, CMS or CDC, and that's a quick and easy way to get the information out.

We have partners who have also printed off the posters and shared them in churches, community centers, barbershops and so on, and doctor's offices and clinics.

And then, our partners have also used our slide decks and talking points either at virtual conferences or presentations, webinars or other virtual education sessions.

So, these are just a few examples of how folks have been utilizing the toolkits. And again, we appreciate our partners as trusted sources to be able to get those information out.

So, we are at time. I do want to say we have been answering the questions in the Q&A function, so thank you for those who have provided questions.

As you can see on the last slide, we do want to remind folks to join the COVID-19 Community Corps and that link is provided here. There's also a link to our Office of Communications partner page and that will be where you can find the recordings that we'll be posting for all the webinars from this series. Those will be on that page in hopefully the next couple of weeks.

And then, yes, just to remind folks to go back to those and please e-mail us if you have any questions. You can reach us at [partnerships@cms.hhs.gov](mailto:partnerships@cms.hhs.gov). That's [partnerships@cms.hhs.gov](mailto:partnerships@cms.hhs.gov).

And this concludes this webinar for today. Thank you again so much for joining and have a great afternoon.

Karina Jimenez-Donovan: Thank you, everyone.

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