



# WIC & COVID-19 VACCINE MESSAGING TOOLKIT

The National WIC Association (NWA) is actively updating a list resources available on our [COVID-19 Vaccine webpage](#). This particular toolkit provides outreach messaging for WIC agencies related to the COVID-19 vaccine.

Image thumbnails are for reference only. Please [click here](#) to download the high-resolution images. Please contact NWA's Communications Team ([comms@nwica.org](mailto:comms@nwica.org)) with any questions, content suggestions, or issues accessing the materials.



## TOOLKIT CONTENT:

### SOCIAL MEDIA CONTENT

- » Protect Yourself, Your Family, Your Community (English + Spanish)
- » Get Together Again (English + Spanish)
- » Join the Millions (English + Spanish)
- » COVID-19 Vaccine and Pregnancy (English + Spanish)
- » COVID-19 Vaccine and Breastfeeding (English + Spanish)
- » Vaccines Protect Everyone (English + Spanish)

### ADDITIONAL COVID-19 VACCINE MESSAGING MATERIALS

- » COVID-19 Vaccine Resources & Materials
- » Breastfeeding, Pregnancy, and the COVID-19 Vaccine
- » Communicating about the COVID-19 Vaccine

## TOPIC: PROTECT YOURSELF, YOUR FAMILY, YOUR COMMUNITY

### English Version

All COVID-19 vaccines approved in the U.S. are [safe](#), [effective](#), and free. By getting the vaccine, you'll protect yourself, your family, and your community. Contact your doctor or [your state health department](#) to find out how you can get vaccinated. #sleeveup #momstrong



### Spanish Version

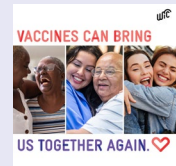
Todas las vacunas contra el COVID-19 que están aprobadas en Estados Unidos son [seguras](#), [eficaces](#) y gratuitas. Al vacunarte, proteges a tu familia, comunidad y a ti misma. Averigua cómo vacunarte con tu médico o el [departamento de salud de tu estado](#). #arribalamanga #mamafuerte



## TOPIC: GET TOGETHER AGAIN

### English Version

Do you miss Sunday dinners with grandma or grandpa? Want to get lunch with your best friend again? If each person is [fully vaccinated](#) for COVID-19, you can get together indoors without masks or social distancing. Contact your doctor or [your state health department](#) to find out how to get your vaccine. #sleeveup #momstrong



### Spanish Version

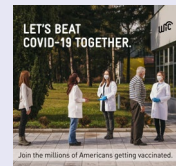
¿Te hace falta la cena dominical con los abuelos? ¿Quieres volver a salir a almorzar con tu mejor amiga? Si todas las personas están [totalmente vacunadas](#) contra el COVID-19, se pueden reunir bajo techo sin ponerse máscara ni guardar la distancia. Llama a tu médico o al [departamento de salud de tu estado](#) para averiguar cómo vacunarte. #arribalamanga #mamafuerte



## TOPIC: JOIN THE MILLIONS

### English Version

Every day, more than two million Americans get the COVID-19 vaccine! And the more people who get vaccinated, the sooner the pandemic can end. Contact your doctor or [your state health department](#) to find out how you can get yours. #sleeveup #momstrong



### Spanish Version

Todos los días, ¡más de dos millones de estadounidenses se vacunan contra el COVID-19! Cuantas más personas se vacunen, antes terminará la pandemia. Llama a tu médico o [departamento estatal de salud](#) y averigua cómo vacunarte. #arribalamanga #mamafuerte



## TOPIC: COVID-19 VACCINE AND PREGNANCY

### English Version

The CDC recently recommended that those who are pregnant receive the COVID-19 vaccine. New research has found no safety concerns for receiving the Moderna and Pfizer-BioNTech vaccines in the third trimester. Additional research is underway. If you're still unsure about getting the vaccine, your doctor can help you decide what's best for you and your baby. Get more updates from the [CDC](#) or the [American College of Obstetricians and Gynecologists](#). #momstrong



### Spanish Version

El Centro de Control y Prevención de Enfermedades (CDC) recomendó hace poco que las embarazadas se vacunen contra el COVID-19. Tras estudios recientes, no hay inquietud por la seguridad de mujeres que se ponen las vacunas Moderna y Pfizer-BioNTech en el tercer trimestre. Se están realizando más estudios. Si no estás segura si debes vacunarte, tu médico puede ayudarte a decidir qué es lo mejor para ti y tu bebé. Recibe la última información de [CDC](#) y el [Colegio de Obstetras y Ginecólogos de Estados Unidos](#). #mamafuerte



## TOPIC: COVID-19 VACCINE AND BREASTFEEDING

### English Version

The CDC recently recommended that breastfeeding parents receive the COVID-19 vaccine. New research has found no safety concerns for women receiving the Moderna and Pfizer-BioNTech vaccines in the third trimester. Additional research is underway. If you're still unsure about getting the vaccine, your doctor can help you decide what's best for you and your baby. Get more updates from the [CDC](#) or the [American College of Obstetricians and Gynecologists](#). #momstrong



### Spanish Version

Vaccines can help protect everyone in your family. Illnesses like COVID-19, whooping cough, pneumonia, and flu can easily spread between children, parents, and grandparents. So getting vaccinated helps protect you and your loved ones. #vaccineswork #momstrong



## TOPIC: VACCINES PROTECT EVERYONE

### English Version

Vaccines can help protect everyone in your family. Illnesses like COVID-19, whooping cough, pneumonia, and flu can easily spread between children, parents, and grandparents. Getting vaccinated helps protect you and your loved ones. #vaccineswork #momstrong



### Spanish Version

¡Las vacunas salvan vidas! Se calcula que en niños nacidos entre 1994 y 2018, las vacunas infantiles rutinarias previenen unas 419 millones de enfermedades, 8 millones de hospitalizaciones y casi 936,000 muertes. Pregúntale al personal de la oficina local de WIC sobre cómo vacunar a tu hijo. #vacunadosysanos #mamafuerte



## COVID-19 VACCINE RESOURCES & MATERIALS

- » HHS: [COVID-19 Public Education Campaign](#).
- » CDC: [Find a COVID-19 Vaccine Near You!](#)
- » CDC: [Social Media Toolkit: COVID-19 Vaccinations](#).
- » CDC: [COVID-19 Vaccine Toolkit for Health Departments & Public Health Partners](#).
- » CDC: [COVID-19 Vaccine Toolkit for Community-Based Organizations](#).
- » CDC: [Facts about COVID-19 Vaccines Handout](#) - Available in more than 25 languages.
- » CDC: [When You've Been Fully Vaccinated](#).

## BREASTFEEDING, PREGNANCY, AND THE COVID-19 VACCINE

- » NWA: [COVID-19 Vaccination Guidance for Breastfeeding Parents](#).
- » CDC: [Toolkit for Pregnant People and New Parents](#).
- » John's Hopkins: [The COVID-19 Vaccine and Pregnancy: What You Need to Know](#).
- » Washington Post: [Vaccinated Mothers Pass Covid Antibodies to Babies in Utero and Through Breastmilk, Early Studies Show](#).
- » New England Journal of Medicine: [Preliminary Findings of mRNA Covid-19 Vaccine Safety in Pregnant Persons](#).
- » Harvard Gazette: [COVID-19 Vaccine Protects Mothers — and Their Newborns](#).

## HEALTH EQUITY

- » Urban Indian Health Institute: [Culturally Relevant COVID-19 Vaccine Resources](#).
- » Black Coalition Against COVID-19: [COVID-19 Vaccine & the Black Community](#).
- » AAPI Health Forum: [COVID-19 Asian American, Native Hawaiian, and Pacific Islander Resources](#) (Multilingual).
- » Latino Community Foundation: [COVID-19 Prevention & Vaccination for Latinos](#).
- » Rural Health Information Hub: [COVID-19 Vaccination in Rural Areas](#).

- » CDC: [Health Equity News & Resources](#).
- » AMA: [COVID-19 Health Equity Resources](#).
- » Philadelphia Inquirer: [Covid Vaccine Won't Undo Decades Of Justifiable Distrust In Black Community](#).

## COMMUNICATING ABOUT THE COVID-19 VACCINE

- » CDC: [Communication Resources for COVID-19 Vaccines](#).
- » ASTHO: [From Concern to Confidence: How Physicians Can Build Trust in COVID-19 Vaccines](#).
- » AMA: [COVID-19 Vaccine Hesitancy: 10 Tips for Talking with Patients](#).
- » Berkeley Media Studies Group: [Communicating About the COVID-19 Vaccines](#).
- » Washington Post: [How to Talk to Your Friends and Family about the COVID-19 Vaccine](#).

