These are a few examples of the many ways Health Ministries are communicating with our colleagues, providers, patients and consumers about the COVID-19 vaccine.

Dec. 22, 2020

All templates and other materials are shared in the MarComm Teams channel accessed by all HM MarComm teams.
Internal: Colleagues & Providers
All-colleague **virtual town halls** hosted by HM clinical leaders

- **Newsletters**
  - Enterprise-wide COVID-19 Read newsletter (published T & TH with additional issues as needed)
  - Enterprise-wide COVID-19 Physician & Clinicians Update (published Wed. with additional issues as needed)

- **Intranet**: Weekly vaccine educational articles for intranet

- Update videos from HM executive leaders

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Vaccine content began mid-Nov.
Vaccine page on Trinity Health COVID-19 Resources site

- **Updated daily**
- **For**: colleagues, providers, leaders, vaccine clinic coordinators
- **Purpose**: Vaccine information and resources for all internal audiences
- **Noteworthy communication resources:**
  - Comprehensive Frequently Asked Questions (all internal audiences)
  - Educational articles for colleagues
  - Leader talking points for huddles

https://www.trinity-health.org/covid-19-resources/find-a-resource/vaccine/
Vaccine Guidebook on COVID-19 Resource site

• Updated daily
• For: HM Response Team members and vaccine clinical coordinators
• Purpose: Vaccine operations administration resources
• Noteworthy communication resources:
  - Vaccine clinic screener and greeter script
  - Patient-facing colleague talking points

https://www.trinity-health.org/covid-19-vaccine-guidebook
External: Patients & Communities
COVID-19 Vaccine Information web page

On Trinity-Health.org and all Health Ministry consumer websites: FAQs, videos and other educational content

Launched Dec. 7

Consumer survey launched on Dec. 11 on all HM websites

Examples
https://www.trinity-health.org/covid-19-vaccine
https://www.stjoeshealth.org/health-and-wellness/covid-19/vaccine

Appears at the top of every page.
Education-based Social Media Content

Vaccine content launched Dec. 4

Holy Cross Germantown Hospital
December 15 at 5:34 PM
The FDA-approved COVID-19 vaccine brings hope for the end of the pandemic, but you probably have questions. Holy Cross Health has compiled a list of frequently asked questions to help you better understand how... More

Trinity Health
December 14 at 10:30 AM
FACT: People Who Have Gotten Sick with COVID-19 May Still Benefit From Getting Vaccinated
Due to the severe health risks associated with COVID-19 and the fact that re-infection is possible, some people who got... More

Mount Carmel Health
December 11 at 10:12 PM
You won’t test positive on viral tests used to see if you have a current infection after getting the vaccine. However, some antibody tests might show you had a previous COVID-19 infection. This is because your... More

Trinity Health
COVID-19 Vaccine FAQs
Answers to the most asked questions.

Holy Cross Germantown Hospital
COVID-19 Vaccine Facts

Trinity Health Mid-Atlantic
December 10 at 3:52 PM
We know with the news that a COVID-19 vaccine is on the horizon, you have a lot of questions. We would like to help you find those answers. How do I know which sources of COVID-19 vaccine information are... More

COVID-19 Vaccine

COVID-19 Vaccine

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Communicating with Our Patients & Communities

Videos

Example

Media Outreach

Survey

Dear Patients and Community,

On behalf of the entire St. Joe’s family, we wish you a blessed, healthy and happy holiday season. While it may be celebrated in new ways and sometimes apart from our family and friends, we hope that you will still feel the love and warmth that comes from the true spirit this season brings.

As 2020 draws to a close, we have all been touched and challenged by the events of the past several months. But we also have reason to feel encouraged. The FDA announced on Dec. 11, 2020 that they have authorized the emergency use of a vaccine that prevents COVID-19. Scientists around the world agree that the COVID vaccine is our best hope for ending the pandemic.

More Information

Please contact your local HM MarComm team about communication planning; this file reflects a few examples of communication underway.