

PROJECT  
**FINISH  
LINE**

**#CovidEnders Toolkit**

Drop 1

RELEASE DATE: 1/28/2021

# Thank you for your crucial work in supporting the health and wellbeing of your communities!

This toolkit contains  
**easily-deployable tools** and  
**downloadable resources** that  
support free and charitable clinics in  
promoting equitable vaccine  
education and distribution.

To ensure that clinics have timely  
information and tools in a rapidly  
evolving health landscape, this toolkit  
is **updated every 2 weeks, on  
Thursday.**

## Quick Links

### VACCINE EDUCATION

- [Printable FAQs for Staff](#)
- [Printable FAQs for Patients](#)
- [Social Media Posts](#)
- [Content Posting Guide](#)
- [Vaccine Video Diary](#)

### VACCINE COORDINATION

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*Coming soon*

### FUNDRAISING

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*Coming soon*

# Contributors



## **Sostento**

Sostento is the nonprofit consultancy for frontline health workers, offering technical, programmatic and fundraising services to help them save lives.



## **Project Finish Line State Leads**

Project Finish Line State Leads are organizations with state wide reach and a health equity focus. Each State Lead is responsible for helping disseminate this toolkit to clinics in their state. <https://covidfinishline.com/>



## **The Federation of American Scientists**

The Federation of American Scientists provides science-based analysis of solutions to protect against catastrophic threats to national and international security. <http://fas.org/>



## **Metropolitan Group**

The Metropolitan Group is a strategy and marketing agency that provides strategic and creative services to social purpose organizations. <https://www.metgroup.com/>

## **ACCESSIBILITY**

We strive to make tools that are available to as many people as we can. If you have difficulties in accessing our content, please to reach out to our team at [info@sostento.org](mailto:info@sostento.org). We are happy to offer design and technical assistance.

# Vaccination Education

Unfortunately, politicization of the pandemic and the vaccine have impacted clinics' and patients' attitudes towards healthcare and trust in healthcare systems. Combating misinformation is an important way to promote the health of a community.

**Informational content** and **posts** in this section were designed in collaboration with scientists and media experts to help inform and empower clinics and their patients.

## Quick Links

→ [Main Page](#)

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### VACCINE COORDINATION

*Coming soon*

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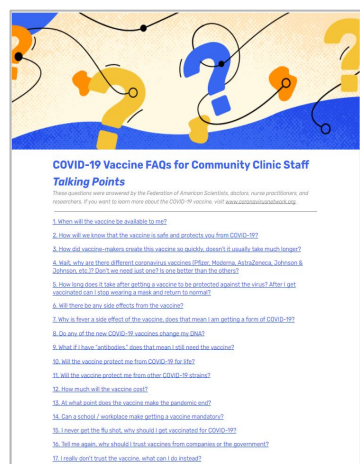
### FUNDRAISING

*Coming soon*

# Printable FAQs for Staff

Developed in collaboration with the Federation of American Scientists, these FAQs address **common questions** and **misconceptions** about the COVID-19 vaccine and its development.

**TAKE ACTION.** Email these FAQs and Talking Points to your staff so they can answer patient questions about COVID-19 vaccines.



## FAQs and Talking Points for Staff

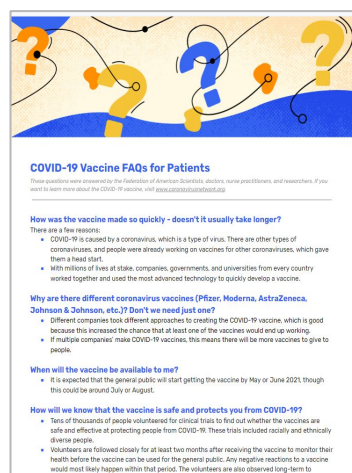
**PDF**

**Google Doc**

# Printable FAQs for Patients

Developed in collaboration with the Federation of American Scientists, these FAQs address **common questions** and **misconceptions** about the COVID-19 vaccine and its development.

**TAKE ACTION.** Print and give this FAQs to your patients.



## Vaccination FAQs Flyer for Patients

Part I (English)

**PDF**

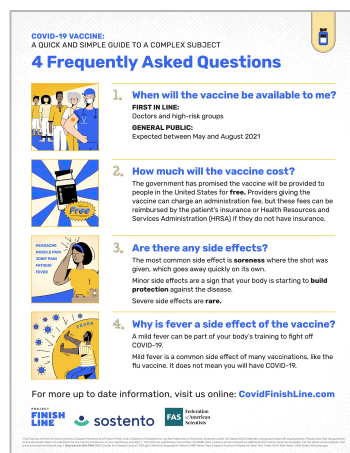
**GOOGLE DOC**

Part I (Spanish)

**PDF**

**GOOGLE DOC**

*\*Feel free to translate these FAQs into other languages.*



## Vaccination Infographics for Patients

Infographic I

**PDF**

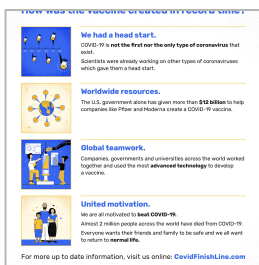
**GOOGLE DOC**



# Social Media Posts

These social media posts address **common questions** and misconceptions about the COVID-19 vaccine and its development.

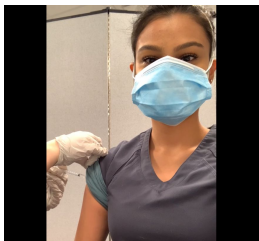
**TAKE ACTION.** Upload a post to your clinic's social media channels to inform your followers about the latest COVID-19 vaccine information..



## Post 1 : How was the vaccine created in record time?

**GOOGLE DOC** containing text and image links for:

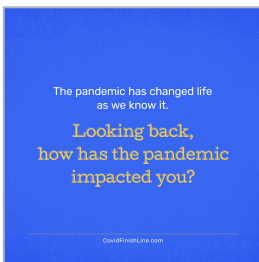
Facebook | Twitter | Instagram



## Post 2 : Clinic Staff Photo Op

**GOOGLE DOC** containing text and image links for:

Facebook | Twitter | Instagram



## Post 3 : The pandemic has changed life as we know it

**GOOGLE DOC** containing text and image links for:

Facebook | Twitter | Instagram

# Making the Most of Your Flyers

Placement and timing of materials is crucial to making them effective. This short and simple guide tells you exactly where to put the content from the toolkit.

**TAKE ACTION.** Review the 2-page guide outlining best practices for placing flyers in your clinic.

**MAKING THE MOST OF YOUR FLYERS**

**About the Guide:** While we have worked hard to create simple and engaging health education materials, we recognize that the distribution of these materials is equally important in ensuring they effectively reach your target audience. This content posting guide outlines where and how to best place the materials we have provided.

**Goal:** To help you be proactive and stimulate dialogue about the vaccine so you can dispel misinformation and enable patients to make an informed decision about getting the vaccine.

**WHAT WE MADE + WHY:**

- **FAQ Flyer:** We hand-picked questions that providers have reported being asked most frequently right now and simplified the answers to make them more digestible for patients.

**WHERE YOU CAN POST OUR FLYERS:**

★ : Flyer

Since several clinics have expressed concern about transmission via communal paper copies, we created this map with various options for placing the flyers. Posting them in locations where people are likely to wait a while and look around to pass their time will maximize visibility and the chance that patients will read the information. Furthermore, reading this information before patients see medical staff can prompt questions that staff can answer in person using the talking points we included in our staff FAQ.

Flyers

PDF

GOOGLE DOC



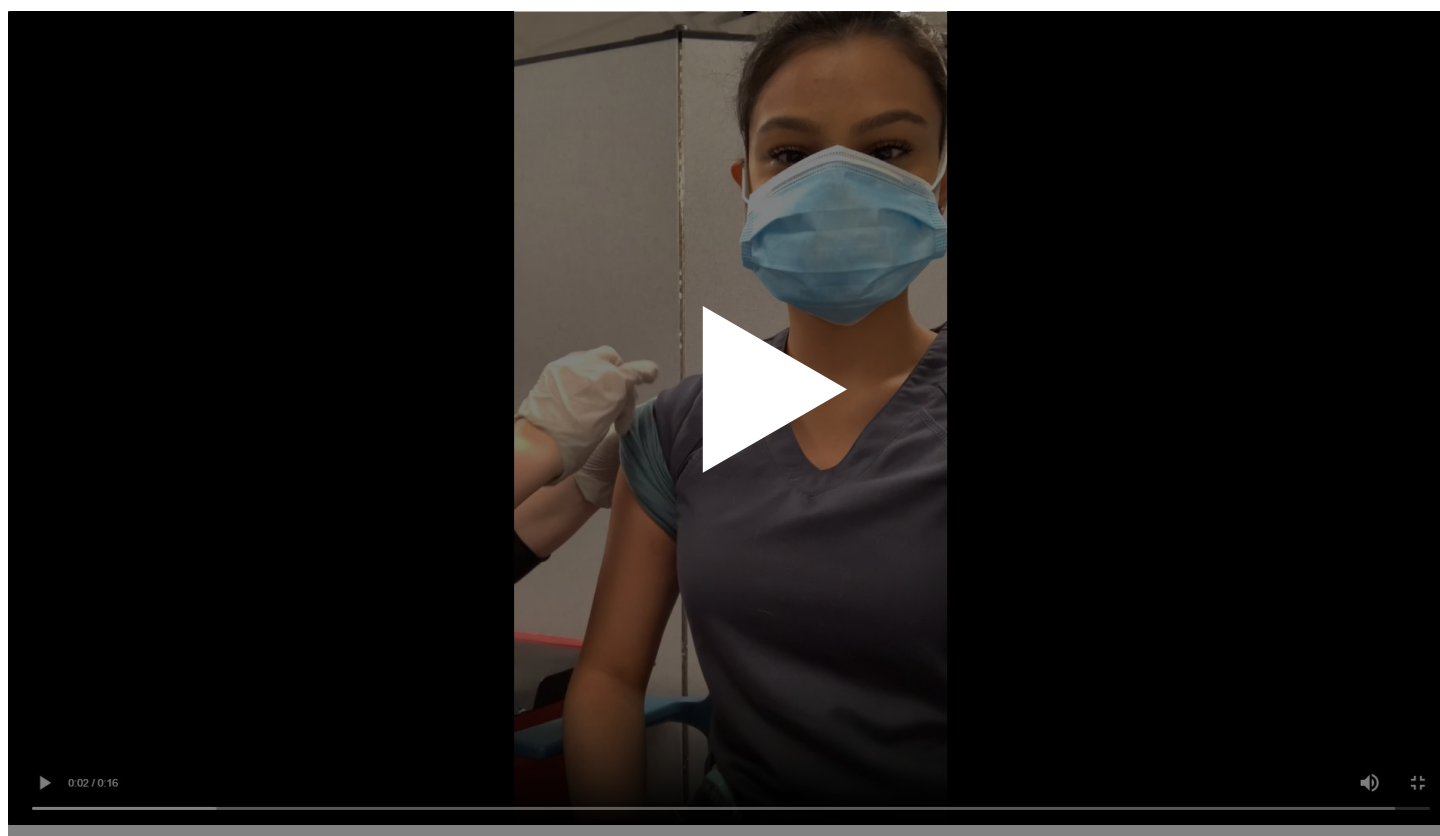
# Vaccine Video Diary

This free service helps free and charitable clinics create simple, easy, and effective vaccine video diaries. No video experience needed! All you need is a smartphone and willingness to talk about being vaccinated. It takes **less than fifteen minutes** to create your video.

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**TAKE ACTION.** Answer this [2-minute survey](#) and a Sostento teammate will reach out about further steps.

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# If you are currently or planning to vaccinate, let us help you!

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We have worked closely with a few free and charitable clinics to help them set-up their vaccination sites. Now, we want to take the lessons we have learned and, more importantly, the tools we have developed, to help you do the same!

**Let's end the pandemic together.**



***Please reach out to **Priyasha** at  
[priyasha@sostento.org](mailto:priyasha@sostento.org).***

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# Get in Touch!

For more toolkit resources visit:

**[Covidfinishline.com/toolkit](https://covidfinishline.com/toolkit)**

**We always love to hear your feedback!**

**[Click Here](#)** to request future tools to be added to the toolkit!