



# WIC & COVID-19 VACCINE MESSAGING TOOLKIT

The National WIC Association (NWA) created this WIC & COVID-19 Vaccine Messaging Toolkit to provide WIC agencies with outreach messaging related to the COVID-19 vaccine. It includes social media graphics and messaging in both English and Spanish and a list of other vaccine-related resources.

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

#### COVID-19 Vaccine & Pregnancy

- » Vaccines Protect Your Baby
- » Vaccines Protect Your Health

#### COVID-19 Vaccine & Kids

- » Vaccines Are Safe for 6 Months & Up
- » Vaccines Protect Your Child
- » Vaccines Keep Kids Healthy
- » Schedule a Pediatrician Visit
- » Schedule a Vaccine Appointment

#### COVID-19 Vaccine & Breastfeeding

- » Vaccines Protect Breastfeeding Moms & Babies

#### General COVID-19 Vaccine Messaging

- » Protect Yourself, Your Family, Your Community
- » Join the Millions
- » Vaccines Protect Everyone

### ADDITIONAL COVID-19 VACCINE MESSAGING RESOURCES

## COVID-19 VACCINE & PREGNANCY

### TOPIC: VACCINES PROTECT YOUR BABY

#### English Version

Did you know that getting a COVID-19 vaccine or booster while pregnant can pass on healthy antibodies to your baby? That means they're born already having some protection against COVID-19!

Research has also shown that pregnant people are more susceptible to contracting COVID-19 – now's the time to protect yourself, your family, and your soon-to-be little one!

Check out the CDC's website for more info: [bit.ly/VaccinesWhilePregnant](https://bit.ly/VaccinesWhilePregnant)



#### Spanish Version

¿Sabías que recibir una vacuna contra el COVID-19 o un refuerzo durante el embarazo puede transmitir anticuerpos saludables a su bebé? ¡Eso significa que ya nacen con cierta protección contra el COVID-19!

Estudios también han demostrado que las personas embarazadas son más susceptibles a contraer COVID-19: ¡ahora es el momento de protegerse a tí misma, tu familia y a tu futuro bebé

Consulta el sitio web del CDC para obtener más información: <https://espanol.cdc.gov/coronavirus/2019-ncov/vaccines/recommendations/pregnancy.html>



## TOPIC: VACCINES PROTECT YOUR HEALTH

### English Version

You can receive the COVID-19 vaccination during any trimester of your pregnancy, but the sooner the better! COVID-19 infections during your pregnancy increase your risk of severe illness and complications. Protect yourself and your baby by getting vaccinated. Learn more here: [bit.ly/VaccinesWhilePregnant](https://bit.ly/VaccinesWhilePregnant)



### Spanish Version

Puedes recibir la vacuna contra el COVID-19 durante cualquier trimestre de tu embarazo, ¡pero cuanto antes mejor! Las infecciones por COVID-19 durante el embarazo aumentan el riesgo de enfermedades graves y complicaciones. Protégete a tí misma y a tu bebé vacunándote; obtén más información aquí: <https://espanol.cdc.gov/coronavirus/2019-ncov/vaccines/recommendations/pregnancy.html>

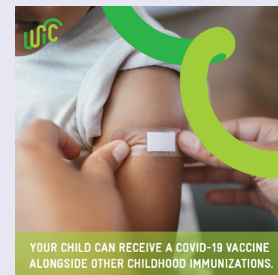


## COVID-19 VACCINE & KIDS

## TOPIC: SAFE FOR 6 MONTHS & UP

### English Version

We can protect our kiddos ages 6 months and up by giving them the safe COVID-19 vaccine when they receive their other vaccines like diphtheria, tetanus, polio, and others. Have questions? Ask your child's pediatrician, contact your local WIC office, or visit <https://www.cdc.gov/coronavirus/2019-ncov/vaccines/vaccines-children-teens.html>



### Spanish Version

Podemos proteger a nuestros niños de 6 meses en adelante dándoles la vacuna segura contra el COVID-19 cuando reciben sus otras vacunas, como la difteria, tétano, poliomielitis y otras. ¿Tienes preguntas? Pregúntale al pediatra de tu hijo, comunícate con tu oficina local de WIC o visita <https://espanol.cdc.gov/coronavirus/2019-ncov/vaccines/vaccines-children-teens.html>

¡Habla con tu médico para obtener más información!



## TOPIC: VACCINES PROTECT YOUR CHILD

### English Version

Myth: "Kids aren't affected by COVID-19."

Truth: COVID-19 has become one of the top causes of death among kids in America, and tens of thousands of children have been hospitalized with COVID-19.

COVID-19 vaccines are recommended for little ones ages 6 months and up – your child can get theirs at their annual pediatric appointment! Speak with your local WIC agency or your child's pediatrician to learn more. <https://www.cdc.gov/coronavirus/2019-ncov/vaccines/vaccines-children-teens.html>

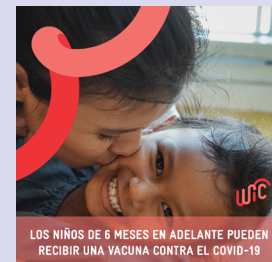


### Spanish Version

Mito: "Los niños no se ven afectados por COVID-19".

Realidad: COVID-19 se ha convertido en una de las principales causas de muerte entre los niños en Estados Unidos, y decenas de miles de niños han sido hospitalizados con COVID-19.

Las vacunas COVID-19 se recomiendan para niños de 6 meses en adelante. ¡Tu hijo puede obtener las vacunas en su cita pediátrica anual! Habla con tu agencia WIC local o con el pediatra de tu hijo para obtener más información. <https://espanol.cdc.gov/coronavirus/2019-ncov/vaccines/vaccines-children-teens.html>



## TOPIC: VACCINES KEEP KIDS HEALTHY

### English Version

Anyone else feel like their baby or toddler is constantly putting things in their mouth? It's impossible to prevent your little one from interacting with germs, but we can keep them healthy by giving them vaccines for diseases like polio, influenza, and COVID-19.

Your child can receive these vaccines at their annual doctor's appointment! Speak with your child's pediatrician or your local WIC office today. <https://www.cdc.gov/vaccines/schedules/hcp/imz/child-adolescent.html>



### Spanish Version

¿Alguien más siente que su bebé o niño pequeño se lleva cosas a la boca constantemente?

Es imposible evitar que tu pequeño interactúe con los gérmenes, pero podemos mantenerlo saludable dándole vacunas contra enfermedades como la poliomielitis, la influenza y el COVID-19. ¡Tu hijo puede recibir estas vacunas en su cita médica anual! Habla hoy con el pediatra de tu hijo o con tu oficina local de WIC. <https://www.cdc.gov/vaccines/schedules/hcp/imz/child-adolescent.html>



## TOPIC: SCHEDULE A PEDIATRICIAN VISIT

### English Version

That smile says it all. The COVID-19 vaccine is safe and effective for your little one aged 6 months and up, and it can help keep your child healthy and happy! Call your local WIC agency or your child's pediatrician with any questions, or to schedule a vaccine appointment! Some communities also offer free vaccine pop-up clinics.

Learn more at <https://www.cdc.gov/coronavirus/2019-ncov/vaccines/vaccines-children-teens.html>.



### Spanish Version

Esa sonrisa lo dice todo. La vacuna COVID-19 es segura y eficaz para su pequeño de 6 meses en adelante, ¡y puede ayudar a mantener a tu hijo sano y feliz! ¡Llama a tu agencia WIC local o al pediatra de tu hijo si tienes alguna pregunta o para programar una cita para la vacuna! Algunas comunidades también ofrecen clínicas emergentes de vacunas gratuitas.

Obtén más información en <https://espanol.cdc.gov/coronavirus/2019-ncov/vaccines/vaccines-children-teens.html>



## COVID-19 VACCINE & BREASTFEEDING

## TOPIC: VACCINES PROTECT BREASTFEEDING MOMS & BABIES

### English Version

The COVID-19 vaccine is safe and recommended for breastfeeding parents. Not only will it protect your health, your baby will be protected through antibodies in your milk! Learn more: [bit.ly/VaccinesWhilePregnant](https://bit.ly/VaccinesWhilePregnant)



### Spanish Version

La vacuna contra el COVID-19 es segura y recomendada para los padres que amamantan. No solo protegerá tu salud, ¡tu bebé estará protegido a través de anticuerpos en tu leche! Obtén más información: <https://espanol.cdc.gov/coronavirus/2019-ncov/vaccines/recommendations/pregnancy.html>



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

### English Version

All COVID-19 vaccines approved in the U.S. are safe, effective, and free. When you get vaccinated and boosted, you protect yourself, your family, and your community. To learn more and find a vaccine near you, visit [www.vaccines.gov](http://www.vaccines.gov)



### Spanish Version

Todas las vacunas contra el COVID-19 aprobadas en los EE. UU. son seguras, efectivas y gratuitas. Cuando te vacunas y refuerzas, te proteges a tí mismo, a tu familia y a tu comunidad. Para obtener más información y encontrar una vacuna cerca de tí, visita [www.vacunas.gov](http://www.vacunas.gov)



## TOPIC: JOIN THE MILLIONS

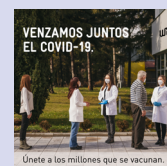
### English Version

A majority of Americans - more than 220 million people - are fully vaccinated for COVID-19. Learn more about the vaccine and where you can get yours: [www.vaccines.gov](http://www.vaccines.gov)



### Spanish Version

La mayoría de los estadounidenses, más de 220 millones de personas, están completamente vacunados contra el COVID-19. Obtén más información sobre la vacuna y dónde puedes obtener la tuya: [www.vacunas.gov](http://www.vacunas.gov)



## 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. Find a vaccine or booster near you: [www.vaccines.gov](http://www.vaccines.gov)



### 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. [www.vacunas.gov](http://www.vacunas.gov)



# ADDITIONAL COVID-19 VACCINE MESSAGING RESOURCES

## COVID-19 VACCINE RESOURCES & MATERIALS

- » HHS: [COVID-19 Public Education Campaign. \(Spanish\)](#)
- » CDC: [Find a COVID-19 Vaccine Near You! \(Spanish\)](#)
- » 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.](#)

## COVID-19 VACCINE & SMALL CHILDREN

- » AAP: [What Should Parents Know About the COVID Vaccine for Kids Under 5? \(Spanish\)](#)
- » CDC: [Resources to Promote the COVID-19 Vaccine for Children](#)
- » Yale Medicine: [COVID-19 Vaccines for Kids Under 5: What Parents Need To Know](#)
- » Public Health Communications Collaborative: [Children and COVID-19 Vaccination Communications Toolkit](#)
- » CNN: [How to Talk to Younger Children about the COVID Vaccine](#)

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

- » NWA: [COVID-19 Vaccination Guidance for Breastfeeding Parents. \(Spanish\)](#)
- » 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 & VACCINE ACCESS

- » 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.](#)

