The Ad Council & the COVID Collaborative’s COVID-19 Vaccine Education Initiative

Talking Points for Healthcare Providers

Note: Additional questions about the COVID-19 Vaccine Education Effort, the videos or partners involved can be directed to the Ad Council.

What is the Ad Council & the COVID Collaborative’s COVID-19 Vaccine Education Initiative?

- In partnership with the COVID Collaborative, the Ad Council is launching a historic public communications effort to educate the public about the COVID-19 vaccines and ultimately increase the vaccine uptake by the public. This is the most significant effort in the organization’s 78-year history.

- As part of the Ad Council’s broader COVID-19 Vaccine Education Effort, our goal is to ensure that Americans have the most accurate information possible to feel educated on COVID-19 vaccination so that they can make informed decisions for themselves and their families.

- We want to help people move from vaccine hesitancy to vaccine confidence by giving them the facts they need to make empowered decisions about their health.

Tell me about the recent COVID-19 Vaccine Education work created for the healthcare community

- As physicians and nurses, we are in full support of vaccines. But we also know that this is the first time that a new vaccine has been developed at such a rapid pace, and like everyone else, we are learning about it as we go.

- It’s natural to have questions about something new. That’s why I teamed up with the Ad Council, the COVID Collaborative and this incredible coalition of health and medical organizations to help answer questions for other physicians and nurses as we begin this next phase of fighting the pandemic.

- The new videos are made by the healthcare community for the healthcare community. They showcase real physicians and nurses – like me – answering questions from our fellow healthcare professionals. We all need to help educate each other so that, in turn, we can help educate our patients who are depending on us.

- We’ll be getting this content out to healthcare workers via professional and community networks so that they have the information they need to feel confident in getting vaccinated. We want healthcare providers to feel educated on the COVID-19 vaccines so that they, in turn, can feel confident getting vaccinated themselves and be prepared to educate their patients on COVID-19 vaccination.

- Healthcare providers can view and share the videos from the Ad Council’s YouTube page, and visit cdc.gov and search “Toolkit for Healthcare Providers” for more resources.
• The informational content is part of the Ad Council and COVID Collaborative’s ongoing COVID-19 Vaccine Education efforts, which will release a wide range of communications for different audiences over the coming months as the vaccines become more widely available to the public.

Who is the Ad Council?

• The Ad Council is a non-profit organization that brings together the most creative minds in advertising, media, technology and marketing to address many of the nation’s most important causes. They are behind Smokey Bear, “Friends Don’t Let Friends Drive Drunk” and “A Mind is a Terrible Thing to Waste” among other iconic public service campaigns.

• The Ad Council also has a long history of successfully launching health communications and vaccine education efforts dating back to the 1950s and the polio vaccine – and throughout the COVID-19 pandemic, they’ve been sharing live-saving information with millions of Americans across the country on everything from social distancing and the importance of face coverings to mental health and bias/discrimination against the API (Asian Pacific Islander) community.

Who is the COVID Collaborative?

• The COVID Collaborative is a national coalition that has brought together leading experts and institutions across health, education, and the economy with associations representing state and local leaders and vulnerable communities to take unified action to stop the spread of COVID-19.

• It is made up of leaders in public health on both sides of the aisle, including former CDC Directors, Surgeon Generals, FDA Commissioners, White House Domestic Policy, National Security and Economic Security Advisers and U.S. Secretaries of Education, as well as generals, college presidents, business CEOs, philanthropists and more.

Additional details about the new content

• The new video series was developed in collaboration with the Centers for Disease Control and Prevention (CDC), U.S. Department of Health and Human Services (HHS), National Institute of Allergy and Infectious Diseases (NIAID) and top healthcare and medical institutions. Full list of partner organizations include:
  o American Hospital Association
  o American Medical Association
  o American Nurses Association
  o Black Coalition Against COVID
  o Centers for Disease Control and Prevention
  o Morehouse School of Medicine
  o National Association of Hispanic Nurses
  o National Black Nurses Association
  o National Hispanic Medical Association
  o National Institute of Allergy and Infectious Diseases
  o National Medical Association
The content will be shared with the healthcare and medical community to increase understanding and confidence about the efficacy and safety of the new vaccines. Topics addressed include safety, availability, cost, side effects, vaccine administration, answering patients’ questions and more.

To reach healthcare workers, the videos will be distributed via professional and community networks including:
- American Public Health Association
- Association of State and Territorial Health Officials
- Infectious Diseases Society of America
- National Association of County & City Health Officials
- National Medical Fellowships
- UnidosUS

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