

VACCINE

Q & A

**FEEDING AMERICA
STARTER KIT**

MARCH 2021



**BlueCross
BlueShield**
Association

An association of independent Blue Cross and Blue Shield companies

© 2021 BLUE CROSS BLUE SHIELD ASSOCIATION. ALL RIGHTS RESERVED.
THE BLUE CROSS BLUE SHIELD ASSOCIATION IS AN ASSOCIATION OF INDEPENDENT, LOCALLY OPERATED BLUE CROSS AND BLUE SHIELD COMPANIES.

Introduction

As the COVID-19 vaccine becomes available to more and more people every day, we understand the importance of reaching people with factual information to educate them on the safety and effectiveness of the vaccine so they can make informed decisions about their health, and the health of their families.

To ensure you have access to helpful resources, Feeding America® is collaborating with Blue Cross Blue Shield Association (BCBSA) to provide educational and factual information about the COVID-19 vaccine that draws on trusted information from the CDC and BCBSA's own clinical experts. All materials are available in English and Spanish.

BCBSA's goal is to remove the uncertainties that are standing in the way of Americans being vaccinated. Drawing inspiration from real posts by real people and leveraging a familiar question and answer format, the materials address the real hesitations and uncertainties that exist around the vaccine and do so in simple, easy-to-understand language and visuals. By cutting through the clutter with straightforward messaging, we can instill a sense of trust and clarity when it comes to the safety, effectiveness, and necessity of getting the vaccine.

The materials can be downloaded and customized with your logo, and further instructions for using the materials can be found on the following pages. If you have questions or requests for additional materials that we can help create through our partnership with BCBSA, please contact mkoplin@feedingamerica.org.

ELEMENTS INCLUDED

One-Pagers: You will find a variety of one-page, consumer-friendly documents for easy use. Varieties include black and white or color, English or Spanish, full imagery or simple word documents. There is a placeholder where you can use your own logo if you choose.

Social Media Assets: Social Media assets are available in both animated and still files, with English and Spanish versions for each.

SOCIAL MEDIA GUIDANCE

Tagging: If you choose to post the COVID-19 vaccine content, please tag Blue Cross and Blue Shield Association on Facebook and LinkedIn using the corresponding social handles:

- Facebook: **@Blue Cross and Blue Shield Association**
- LinkedIn: **@Blue Cross Blue Shield Association**

Call-To-Action (CTA): Each CTA should be customized to fit your food bank's needs. Please note that any modifications or additions you make to the clinical content of the messaging have not been reviewed or approved by BCBSA and should be reviewed by your legal experts to ensure alignment with BCBSA or CDC messaging and other legal concerns. If a food bank-specific landing page with corresponding COVID-19 vaccine information is not available, a LEARN MORE link to CDC information can be used.

Social Hashtag Guidance: Hashtags can be an effective way to connect your organization's COVID-19 vaccine communications to specific trending social conversations.

Should your organization decide to use one or more hashtags in your communications, here are some helpful tips and considerations to keep in mind:

- Be purposeful in the hashtag(s) chosen and when used.
- Use no more than 1-3 hashtags that are unique from one another per post on Facebook and LinkedIn.

COVID-19 Vaccine hashtags include:

#COVID19

#COVID19Vaccine

#COVID19Vaccines

#COVIDVaccine

#WearAMask

#healthequity

#CDC

#mRNA

SOCIAL

ENGLISH

LANGUAGE

SAFETY

MINIMAL SIDE EFFECTS

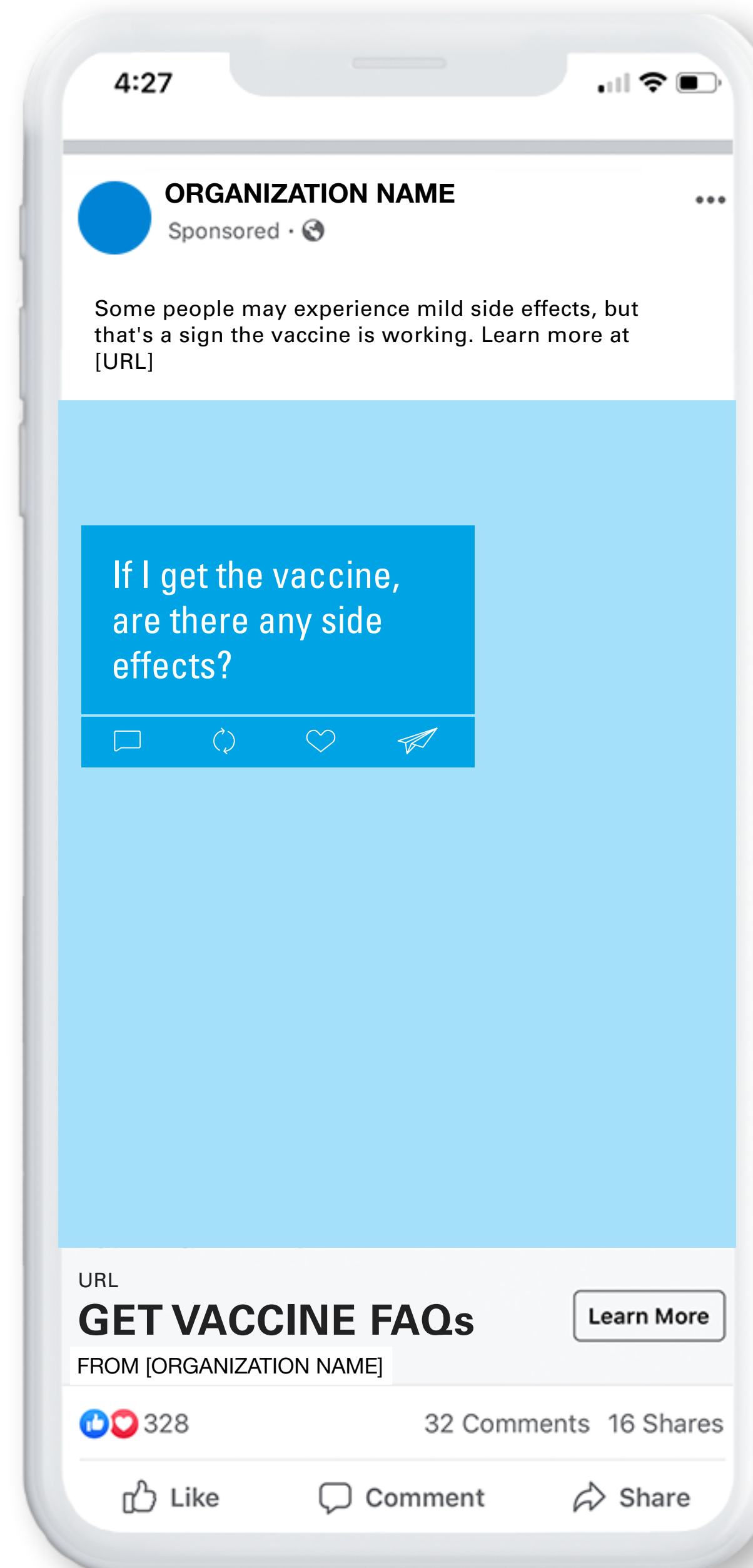
Asset Name:
BCBSA_Vaccine_Social_English_SafetySideEffects.mp4

Short-form copy (i.e., social post copy)

Some people may experience mild side effects, but that's a sign the COVID-19 vaccine is working.

Copy for larger spaces (i.e., website)

Like with anything introduced into your body, there could be mild side effects. However, the vaccine has been designed to have as minimal side effects as possible. In fact, if you have any symptoms at all, they usually last for a day or two at most.



Creative Mock-Up



Frame 2

NECESSITY

IMPORTANCE OF VACCINATION EVEN IF PREVIOUSLY INFECTED

Asset Name:

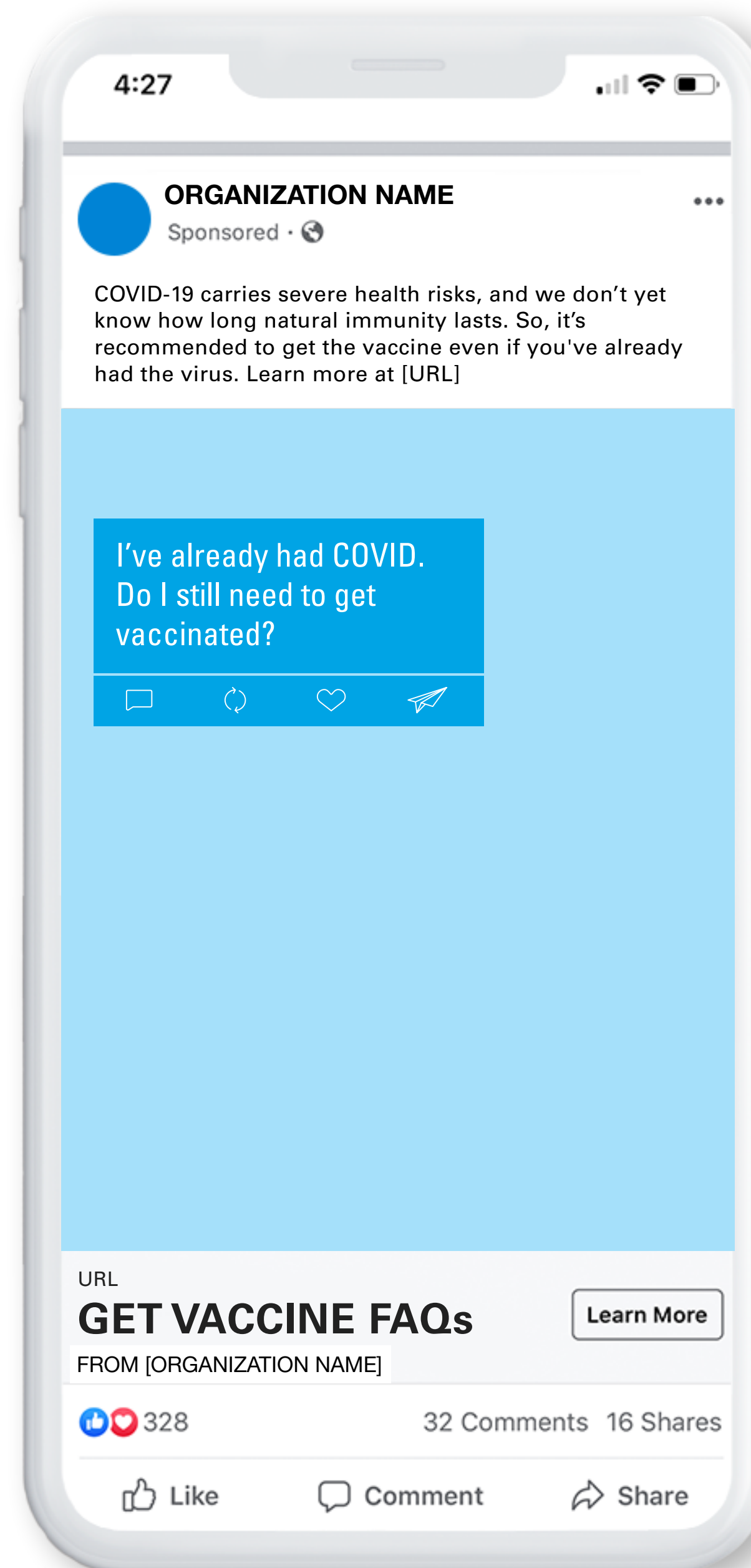
BCBSA_Vaccine_Social_English_NecessityImportanceofVaccination.mp4

Short-form copy (i.e., social post copy)

COVID-19 carries severe health risks, and we don't yet know how long natural immunity lasts. So, it's recommended to get the vaccine even if you've already had the virus.

Copy for larger spaces (i.e., website)

COVID-19 has severe health risks, and we don't know yet how long natural immunity lasts. So, it's important to still get vaccinated even if you've had COVID-19 to reduce the risk of reinfection -- to protect yourself and others around you.



Creative Mock-Up



Frame 2

EFFECTIVENESS

KEEP MASKING EVEN AFTER VACCINATION

Asset Name:

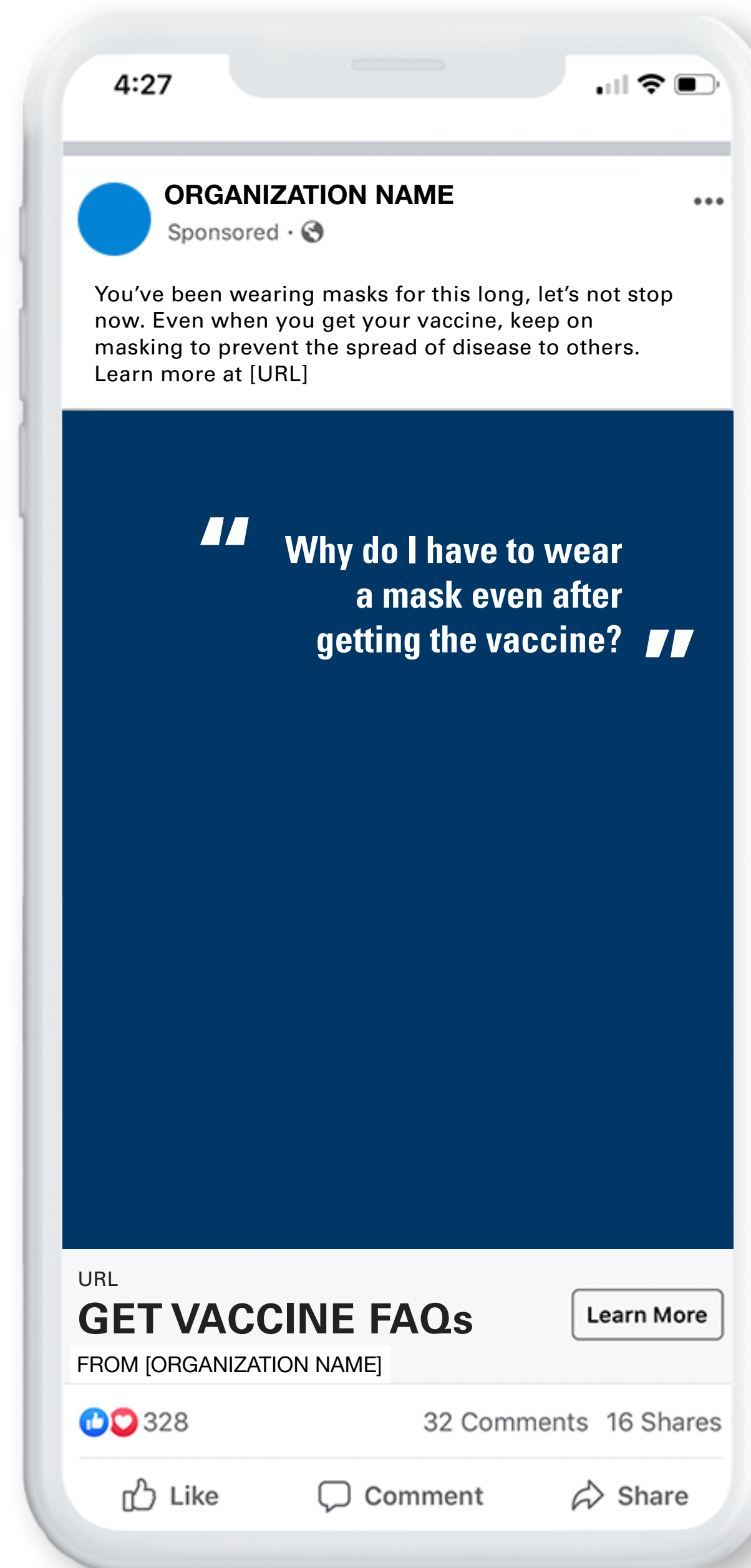
BCBSA_Vaccine_Social_English_EffectivenessKeepMasking.mp4

Short-form copy (i.e., social post copy)

You've been wearing masks for this long, let's not stop now. Even when you get your vaccine, keep on masking to prevent the spread of disease to others.

Copy for larger spaces (i.e., website)

After getting vaccinated, continuing to social distance and wear face masks will prevent the spread of illness to others. Why? Because experts are still learning about the protection that COVID-19 vaccines provide in real-world conditions. So keep on masking and social distancing, you're doing the right thing.



Frame 2

Creative Mock-Up

SPANISH LANGUAGE

SAFETY

RIGOROUS TESTING PROCESS

Asset Name:

BCBSA_Vaccine_Social_Spanish_SafetyRigorousTestingProcess.mp4

Short-form copy (i.e., social post copy)

La vacuna contra el COVID-19 pasó por rigurosas pruebas antes de ser utilizada en nuestras comunidades. Por ese motivo, cada estudio incluyó pruebas con personas de diferentes razas y grupos étnicos.

The COVID-19 vaccine went through rigorous testing before being introduced to our communities. For that reason, every study included tests with people from different races and ethnic groups.

Copy for larger spaces (i.e., website)

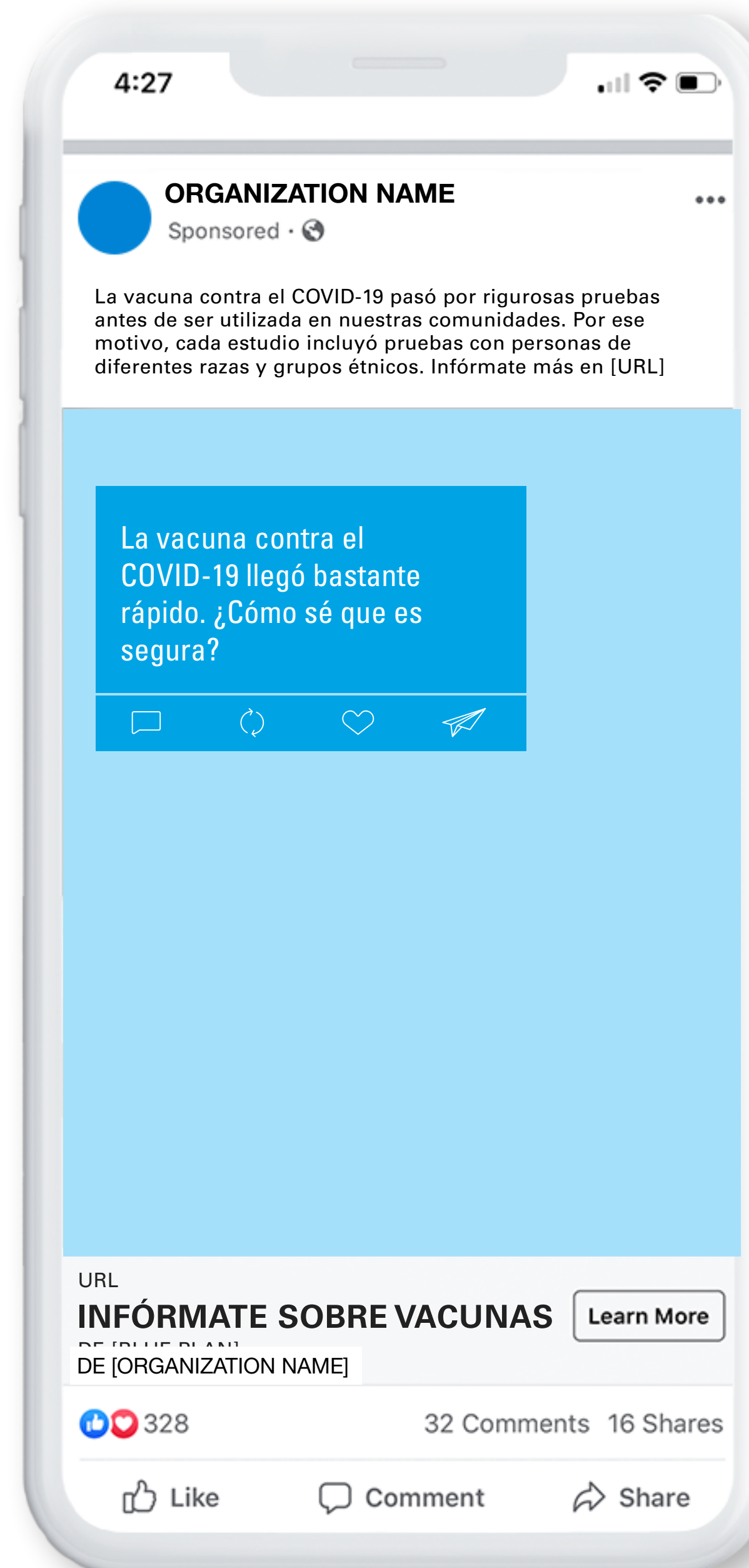
Tu seguridad fue una de las principales prioridades en el desarrollo de la vacuna. Al igual que muchas otras vacunas, la vacuna contra el COVID-19 pasó por rigurosas pruebas y ensayos con personas de diferentes razas y grupos étnicos antes de ser autorizada para su uso.

Your safety was one of the main priorities when developing the vaccine. Like many other vaccines, the COVID-19 vaccine went through rigorous testing and trials with people from different races and ethnic groups before being authorized for use.

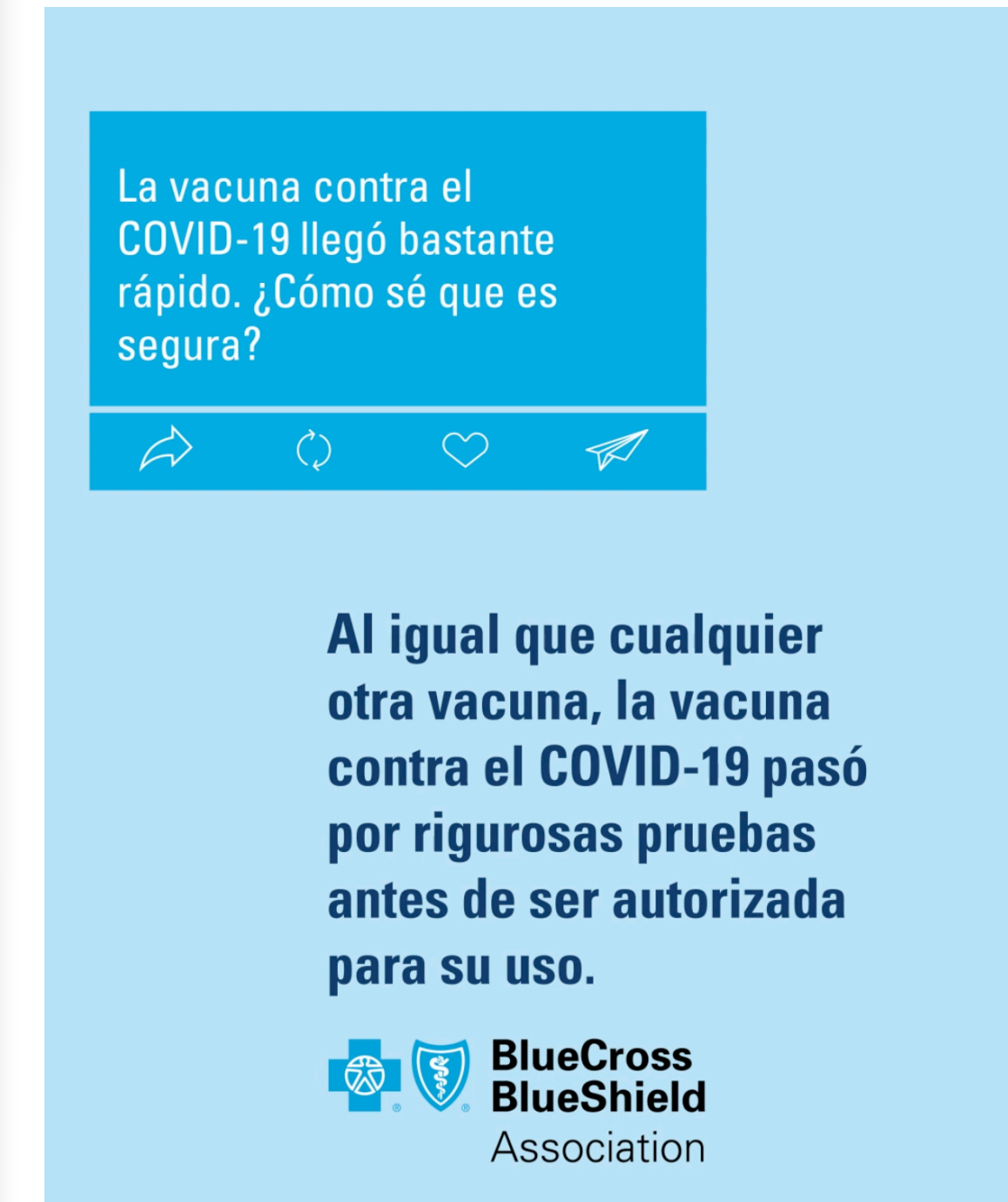
Link Headline

Infórmate sobre vacunas

Inform yourself about the vaccines



Creative Mock-Up



Frame 2

The COVID-19 vaccine was released quickly. How do I know it's safe?

Just like any other vaccine, the COVID-19 vaccine went through rigorous testing before being authorized for use.

NECESSITY

HERD IMMUNITY

Asset Name:

BCBSA_Vaccine_Social_Spanish_NecessityHerdImmunity.mp4

Short-form copy (i.e., social post copy)

La vacuna contra el COVID-19 no solo te protege a ti, sino también a tu familia y seres queridos.

The COVID-19 vaccine not only protects you, but also your family and loved ones.

Copy for larger spaces (i.e., website)

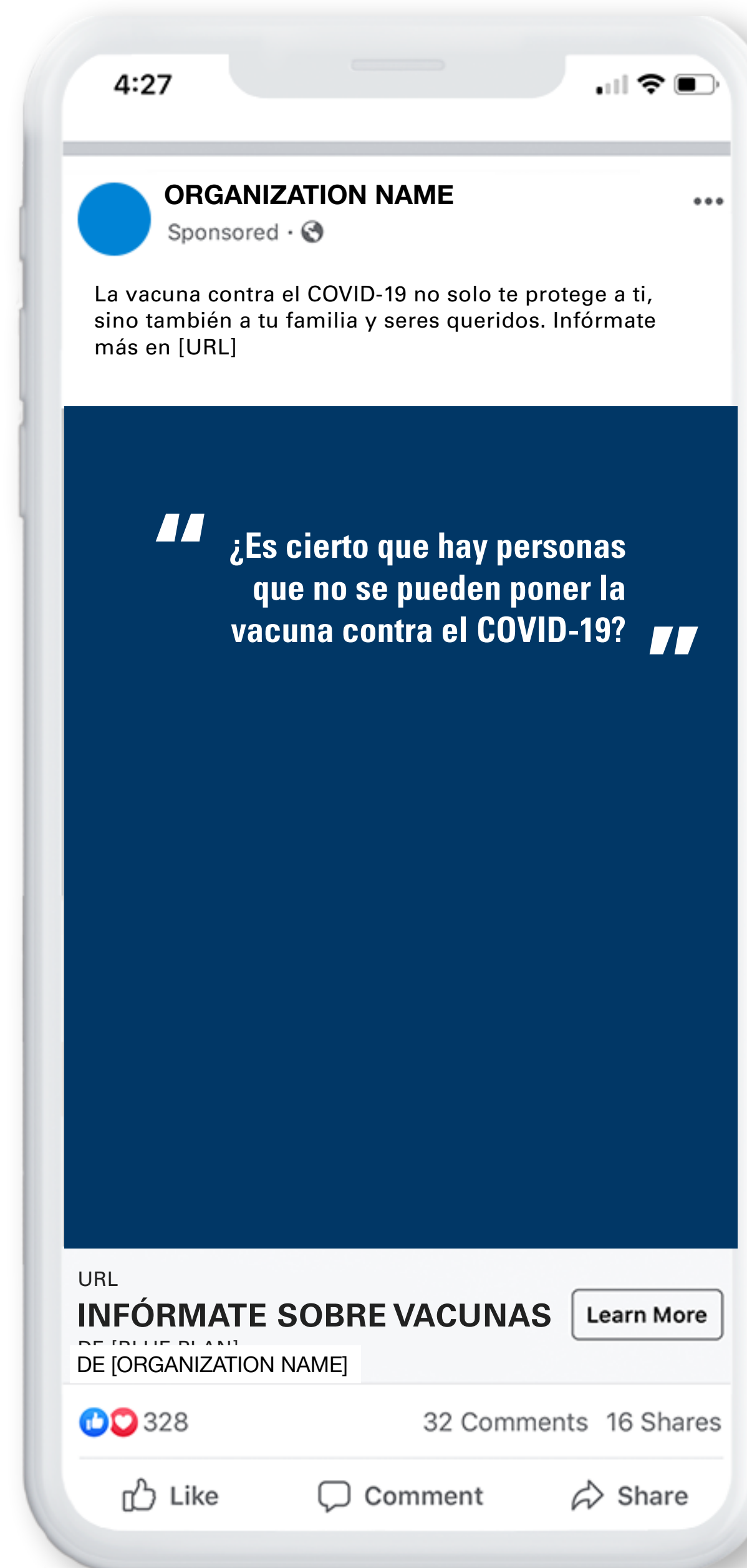
Considera ponerte la vacuna contra el COVID-19. No solo por ti, sino también para proteger a tu familia y seres queridos. Necesitamos que aproximadamente el 85% de los adultos se vacunen para retomar nuestra vida.

Consider getting the COVID-19 vaccine. Not only for yourself, but to protect your family and your loved ones. We need approximately 85% of adults to get vaccinated to get back to our life.

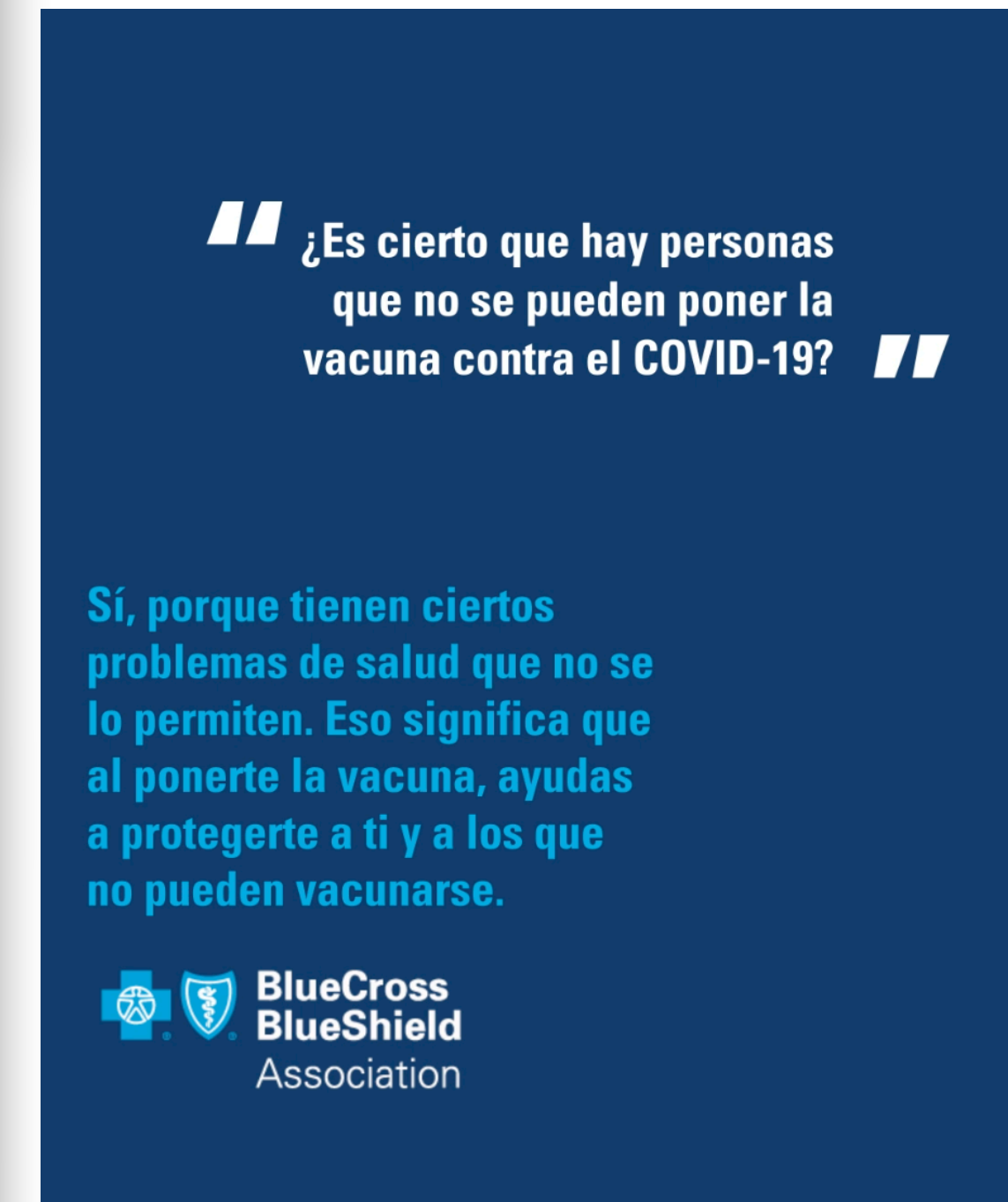
Link Headline

Infórmate sobre vacunas

Inform yourself about the vaccines



Creative Mock-Up



Frame 2

Is it true that some people can't get the COVID-19 vaccine?

Yes, because they might have certain health issues that prevent them from doing so. That means getting vaccinated helps protect you and those unable to get vaccinated.

ACCESSIBILITY

FREE FOR EVERYONE

Asset Name:
BCBSA_Vaccine_Social_Spanish_AccessibilityFreeforEveryone.mp4

Short-form copy (i.e., social post copy)

Todos tenemos la opción de vacunarnos contra el COVID-19 sin costo.

We all have the option to get the COVID-19 vaccine at no cost.

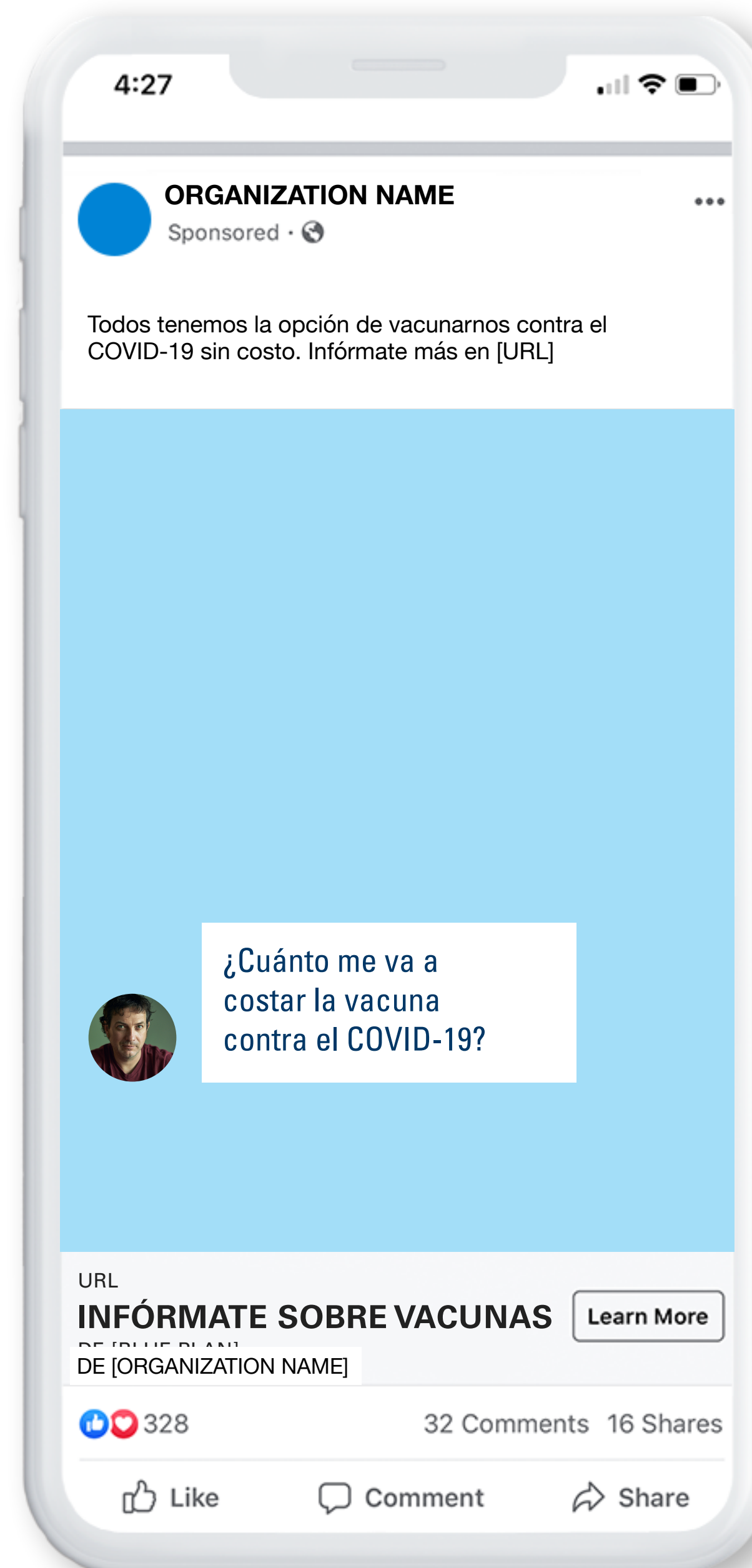
Copy for larger spaces (i.e., website)

Las vacunas contra el COVID-19 estarán disponibles para todos los estadounidenses sin costo. Por favor, consulta con tu aseguradora ya que podrían haber costos por administrar la vacuna.

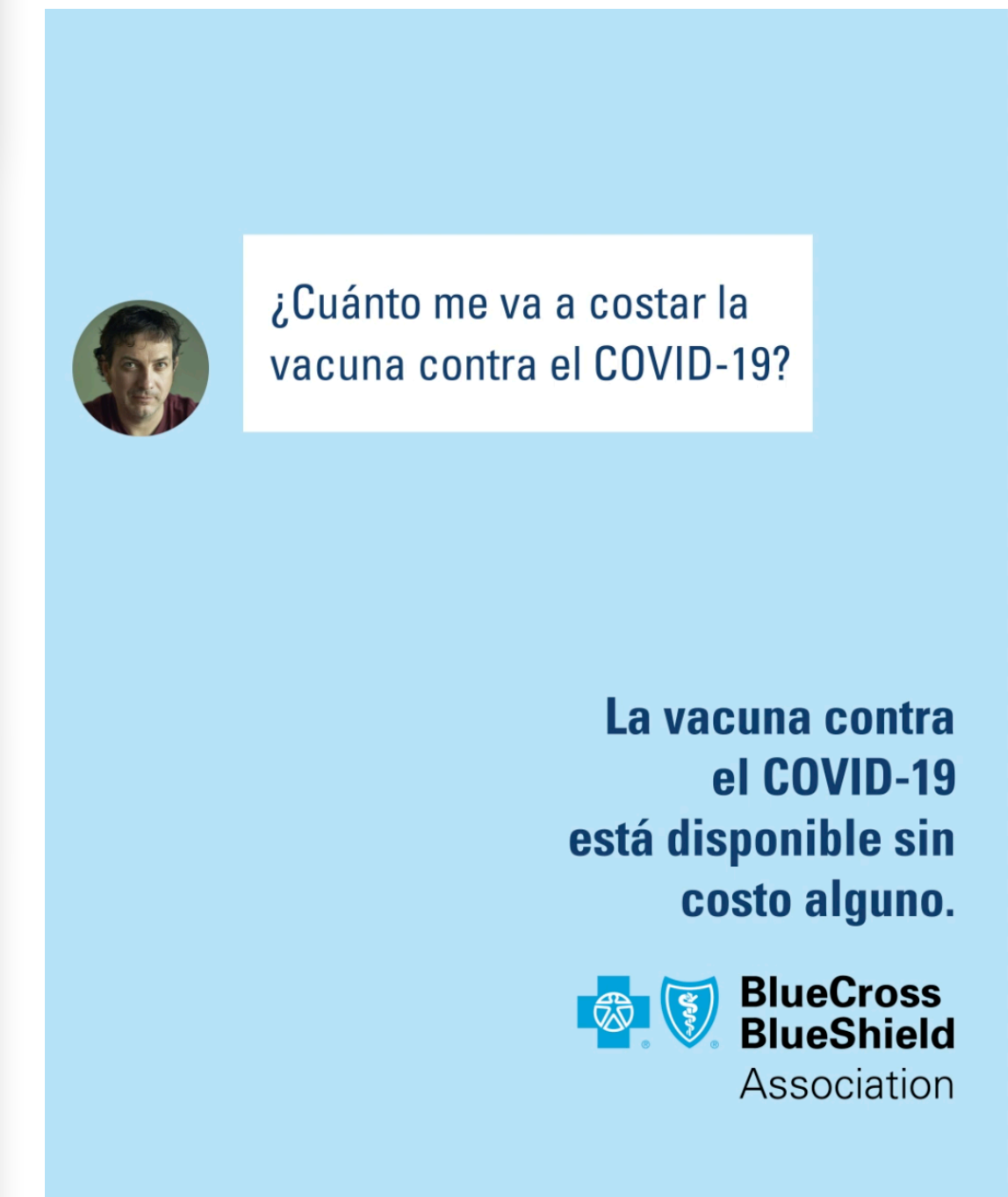
COVID-19 vaccines will be available to all Americans at no cost. However check with your provider as there may be vaccine administration costs.

Link Headline

Infórmate sobre vacunas
Inform yourself about the vaccines



Creative Mock-Up



Frame 2

How much it will cost me the COVID-19 vaccine?

The COVID-19 vaccine is available at no cost.

COLLATERAL

ENGLISH

LANGUAGE

SAFETY

MINIMAL SIDE EFFECTS

8" X 10" INSERT

Asset Name:
BCBSA_Vaccine_Print_English_MinimalSideEffects_
FA.pdf

Should I expect any side effects from my COVID-19 vaccine?

You may feel mild side effects like headache, vaccine injection site pain or fatigue. They typically go away in 1-2 days.

Side effects from the vaccine are completely normal and a sign that it's working. It shows that your body is developing a response to fight COVID-19. It is NOT a sign that you have been infected. Get the answers you need to make your vaccine decision with confidence. Learn more at www.cdc.gov

TOGETHER WITH **HUNGER + HEALTH** | **FEEDING AMERICA**

 **BlueCross BlueShield Association**

Information included is accurate as of 3/1/2021, but is subject to change. Blue Cross Blue Shield Companies are independent licensees of the Blue Cross Blue Shield Association. Feeding America® is the largest domestic hunger-relief organization in the United States, helping to provide more than 40 million meals a year through a network of 200 food banks and 60,000 food pantries and meal programs.

SAFETY

COMPREHENSIVE

8" X 10" INSERT

Asset Name:

BCBSA_Vaccine_Print_English_Safety_FA.pdf

TOGETHER WITH **HUNGER + HEALTH** | FEEDING AMERICA


Are the COVID-19 vaccines safe for my mom and me?

The currently authorized vaccines are proven to be safe.

Here are a few reasons why:

- The vaccines underwent rigorous tests and trials that included people from diverse racial and ethnic groups.
- Side effects like headache, vaccine injection site pain or fatigue are mild and only last 1-2 days.
- They're made with safe ingredients that simply teach your immune system to recognize and fight the virus.

Get the answers you need to make your vaccine decision with confidence. Learn more at www.cdc.gov

 **BlueCross BlueShield Association**

Information included is accurate as of 3/1/2021, but is subject to change. Blue Cross Blue Shield Companies are independent licensees of the Blue Cross Blue Shield Association. Feeding America® is the largest domestic hunger-relief organization in the United States, helping to provide more than 40 million meals a year through a network of 200 food banks and 60,000 food pantries and meal programs.

FAQs

COMPREHENSIVE

8" X 10" INSERT
COLOR

Asset Name:
BCBSA_Vaccine_Print_English_Comprehensive
4C_FA.pdf

Answers You Need to Feel Confident

We understand that you may have questions or concerns about the COVID-19 vaccines. To help you make your vaccine decision with confidence, here are some answers to frequently asked questions.

You can also find the latest information on COVID-19 and all available vaccines at www.cdc.gov



Information included is accurate as of 3/1/2021, but is subject to change. Blue Cross Blue Shield Companies are independent licensees of the Blue Cross Blue Shield Association. Feeding America® is the largest domestic hunger-relief organization in the United States, helping to provide more than 40 million meals a year through a network of 200 food banks and 60,000 food pantries and meal programs.

Are there any side effects from the vaccines?

You may experience some mild side effects from the vaccines like headache, vaccine injection site pain or fatigue. It's both normal and a sign that the vaccines are working. Symptoms should only last 1-2 days.

How will getting vaccinated help my community?

Getting the COVID-19 vaccine will help limit the risks of serious illness and death from the virus. As more people get vaccinated, the whole community becomes more protected.

How effective are the vaccines?

The currently authorized vaccines have been shown to be highly effective in preventing serious illness from the virus. Put simply, you should feel safe once you're vaccinated.

The vaccines were released quickly. How do I know they're safe?

Like any other vaccine, the COVID-19 vaccines went through rigorous testing before being authorized for use. That included trials with people from diverse racial and ethnic groups.

Are the vaccines free?

The COVID-19 vaccines will be available to all Americans at no cost.

FAQs

COMPREHENSIVE

8" X 10" INSERT
B&W

Asset Name:
BCBSA_Vaccine_Print_English_Comprehensive
BW_FA.pdf

Answers You Need to Feel Confident

We understand that you may have questions or concerns about the COVID-19 vaccines. To help you make your vaccine decision with confidence, here are some answers to frequently asked questions.

You can also find the latest information on COVID-19 and all available vaccines at www.cdc.gov



Information included is accurate as of 3/1/2021, but is subject to change. Blue Cross Blue Shield Companies are independent licensees of the Blue Cross Blue Shield Association. Feeding America® is the largest domestic hunger-relief organization in the United States, helping to provide more than 40 million meals a year through a network of 200 food banks and 60,000 food pantries and meal programs.

Are there any side effects from the vaccines?

You may experience some mild side effects from the vaccines like headache, vaccine injection site pain or fatigue. It's both normal and a sign that the vaccines are working. Symptoms should only last 1-2 days.

How will getting vaccinated help my community?

Getting the COVID-19 vaccine will help limit the risks of serious illness and death from the virus. As more people get vaccinated, the whole community becomes more protected.

How effective are the vaccines?

The currently authorized vaccines have been shown to be highly effective in preventing serious illness from the virus. Put simply, you should feel safe once you're vaccinated.

The vaccines were released quickly. How do I know they're safe?

Like any other vaccine, the COVID-19 vaccines went through rigorous testing before being authorized for use. That included trials with people from diverse racial and ethnic groups.

Are the vaccines free?

The COVID-19 vaccines will be available to all Americans at no cost.

SPANISH LANGUAGE

SAFETY

COMPREHENSIVE

8" X 10" INSERT

Q: Is the COVID-19 vaccine safe for my family and I?

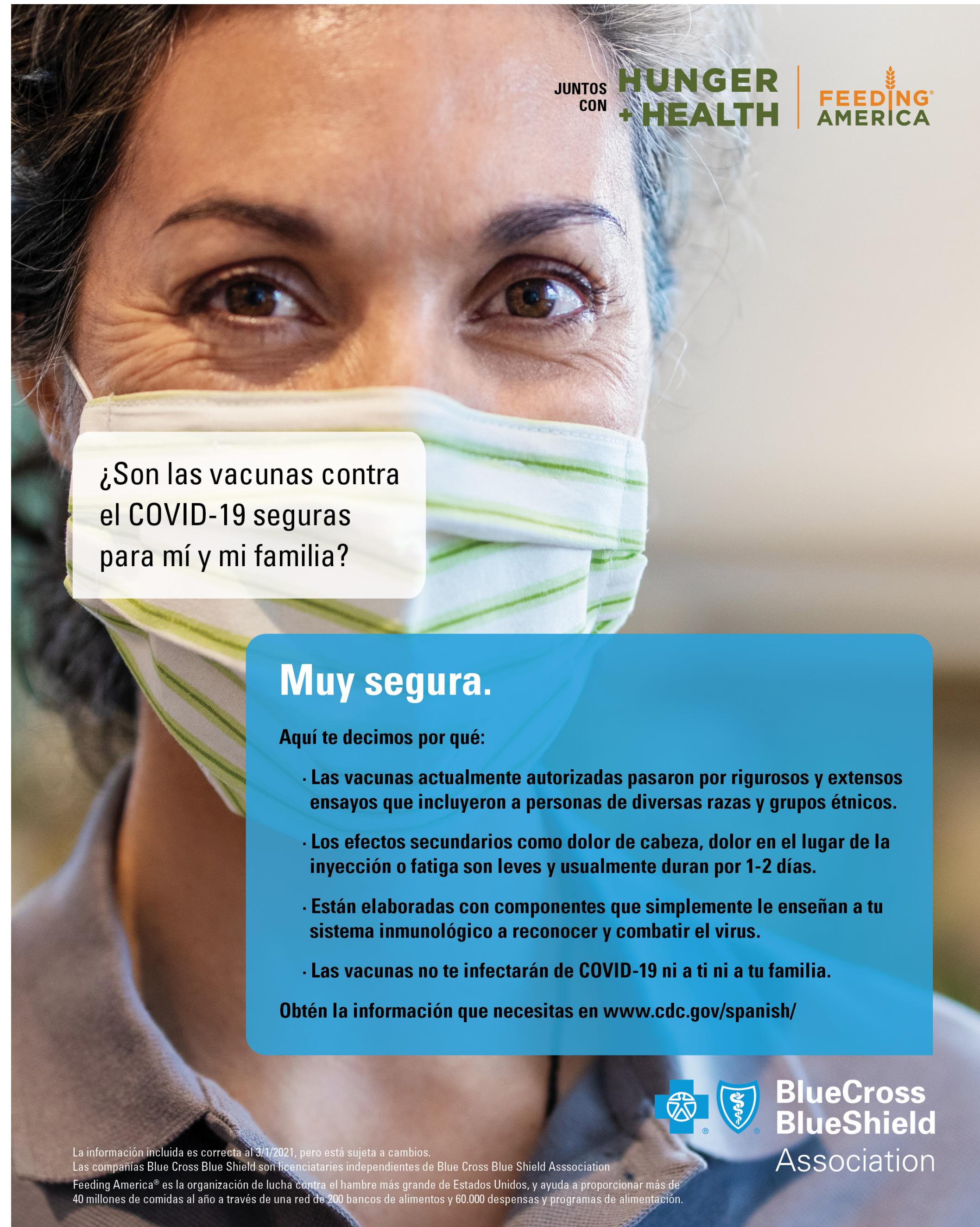
A: Very safe. Here we tell you why:

- *The currently authorized vaccines underwent rigorous and extensive trials that included people from diverse racial and ethnic groups.*
- *Side effects like headache, vaccine injection site pain or fatigue are mild and usually last for 1 to 2 days.*
- *They are made with components that simply teach your immune system to recognize and fight the virus.*
- *The vaccines will not infect you or your family with COVID-19.*

Get the information you need at www.cdc.gov/spanish/

Asset Name:

BCBSA_Vaccine_Print_Spanish_Safety_FA.pdf



JUNTOS CON **HUNGER + HEALTH** | **FEEDING AMERICA**


¿Son las vacunas contra el COVID-19 seguras para mí y mi familia?

Muy segura.

Aquí te decimos por qué:

- Las vacunas actualmente autorizadas pasaron por rigurosos y extensos ensayos que incluyeron a personas de diversas razas y grupos étnicos.
- Los efectos secundarios como dolor de cabeza, dolor en el lugar de la inyección o fatiga son leves y usualmente duran por 1-2 días.
- Están elaboradas con componentes que simplemente le enseñan a tu sistema inmunológico a reconocer y combatir el virus.
- Las vacunas no te infectarán de COVID-19 ni a ti ni a tu familia.

Obtén la información que necesitas en www.cdc.gov/spanish/

 **BlueCross BlueShield Association**

La información incluida es correcta al 3/1/2021, pero está sujeta a cambios.
Las compañías Blue Cross Blue Shield son licenciatarias independientes de Blue Cross Blue Shield Association
Feeding America® es la organización de lucha contra el hambre más grande de Estados Unidos, y ayuda a proporcionar más de 40 millones de comidas al año a través de una red de 200 bancos de alimentos y 60.000 despensas y programas de alimentación.

SAFETY

MINIMAL SIDE EFFECTS

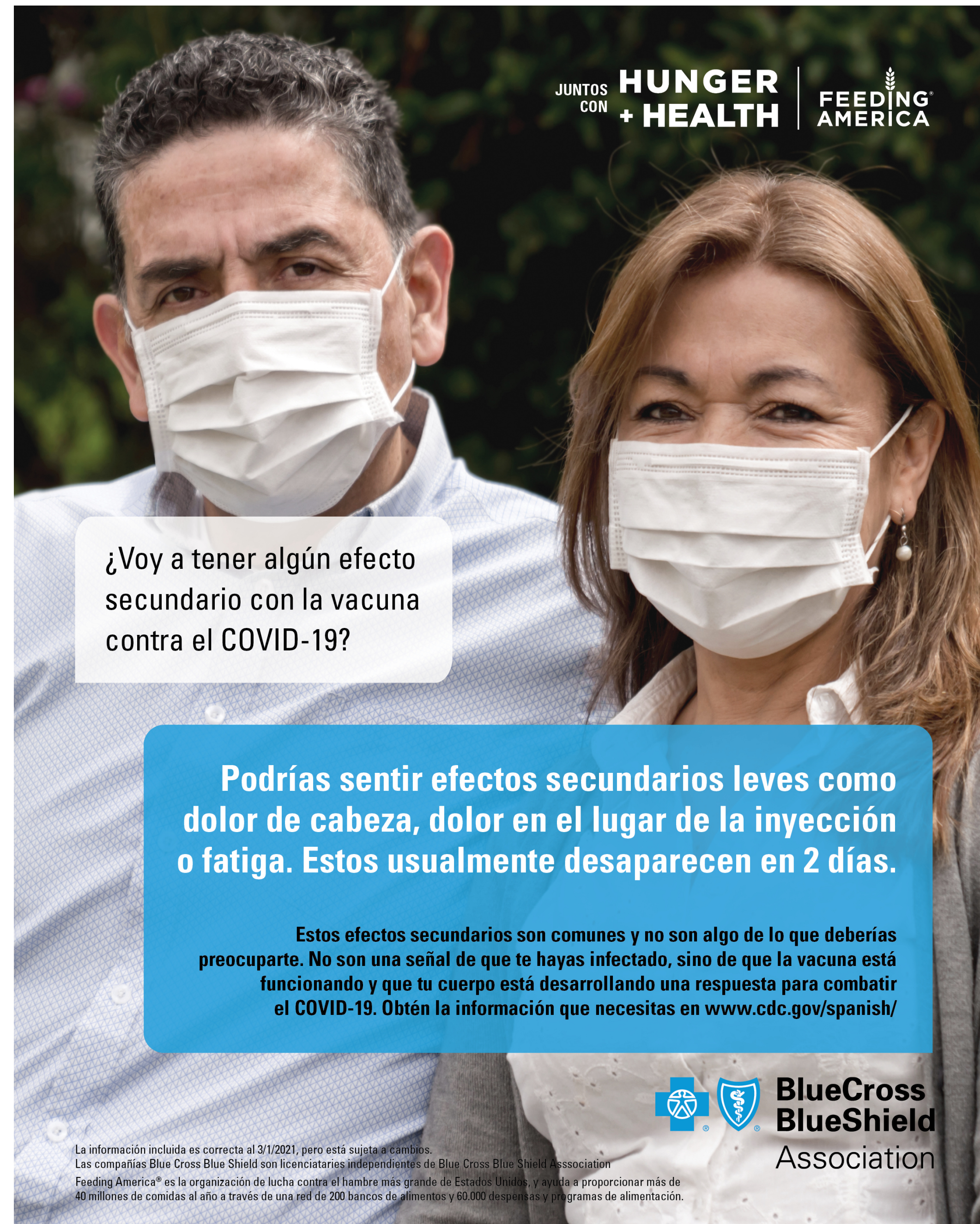
8" X 10" INSERT

Q: Will I get any side effects from the COVID-19 vaccine?

A: You may experience mild side effects like headache, vaccine injection site pain or fatigue. These usually disappear in 2 days.

These side effects are normal and nothing you should be worried about. They're not a sign that you have been infected, but one that the vaccine is working and your body is developing a response to fight COVID-19. Get the information you need at www.cdc.gov/spanish/

Asset Name:
BCBSA_Vaccine_Print_Spanish_MinimalSideEffects_
FA.pdf




JUNTOS CON **HUNGER + HEALTH** | FEEDING AMERICA

¿Voy a tener algún efecto secundario con la vacuna contra el COVID-19?

Podrías sentir efectos secundarios leves como dolor de cabeza, dolor en el lugar de la inyección o fatiga. Estos usualmente desaparecen en 2 días.

Estos efectos secundarios son comunes y no son algo de lo que deberías preocuparte. No son una señal de que te hayas infectado, sino de que la vacuna está funcionando y que tu cuerpo está desarrollando una respuesta para combatir el COVID-19. Obtén la información que necesitas en www.cdc.gov/spanish/

 **BlueCross BlueShield Association**

La información incluida es correcta al 3/1/2021, pero está sujeta a cambios.
Las compañías Blue Cross Blue Shield son licenciatarias independientes de Blue Cross Blue Shield Association
Feeding America® es la organización de lucha contra el hambre más grande de Estados Unidos, y ayuda a proporcionar más de 40 millones de comidas al año a través de una red de 200 bancos de alimentos y 60.000 despensas y programas de alimentación.

FAQs

COMPREHENSIVE

8" X 10" INSERT
COLOR

Asset Name:
BCBSA_Vaccine_Print_Spanish_Comprehensive4C.pdf

The Answers You Need to Feel Confident

We understand that you may have questions about the COVID-19 vaccines. To provide you with the confidence to make an informed decision, here are some answers to some of the questions you might have.

Additionally, you can also find the latest information on COVID-19 and all available vaccines at www.cdc.gov/spanish/

Asset Name:
BCBSA_Vaccine_Print_Spanish_Comprehensive
4C_FA.pdf

Las Respuestas Que Necesitas Para Sentir Confianza

Sabemos que puedes tener muchas dudas acerca de las vacunas contra el COVID-19. Para que tengas la confianza de tomar una decisión informada, te damos respuestas a algunas de las preguntas que puedes tener.

Además, también puedes encontrar la información más reciente sobre el COVID-19 y todas las vacunas disponibles en www.cdc.gov



La información incluida es actual al 3/1/2021, pero está sujeta a cambios.
Las compañías Blue Cross Blue Shield son licenciatarias independientes de Blue Cross Blue Shield Association.
Feeding America® es la organización de lucha contra el hambre más grande de Estados Unidos, y ayuda a proporcionar más de 40 millones de comidas al año a través de una red de 200 bancos de alimentos y 60.000 despensas y programas de alimentación.

**¡Las vacunas contra el COVID-19 salieron rápido!
¿Cómo sé si son seguras?**

Las vacunas contra el COVID-19 pasaron por rigurosas pruebas y ensayos con personas de diversas razas y grupos étnicos antes de ser autorizadas para su uso.

¿Tendré algún efecto secundario si me pongo alguna de las vacunas contra el COVID-19?

Podrías llegar a sentir efectos secundarios leves como dolor de cabeza, dolor en el lugar de la inyección o fatiga, los cuales no son razones para preocuparse. Es una señal de que la vacuna que te pusiste está funcionando. Los síntomas usualmente desaparecen en 2 días como mucho.

¿Qué tan eficaces son las vacunas contra el COVID-19?

Todas las vacunas contra el COVID-19 actualmente disponibles en los Estados Unidos, han demostrado ser muy efectivas para prevenir enfermedades graves por COVID-19. En pocas palabras, deberías sentirte bastante protegido después de vacunarte.

¿Cómo es que vacunarse ayudará a mi comunidad?

Ponerse alguna de las vacunas contra el COVID-19 ayudará a detener la transmisión del virus y así limitar el riesgo de enfermedades graves y muertes. Entre más personas se vacunen, más protegida estará tu comunidad.

¿Cuánto costarán las vacunas contra el COVID-19?

Las vacunas contra el COVID-19 estarán disponibles para todos los estadounidenses sin costo.

The COVID-19 vaccines came out quickly! How do I know they're safe?

The COVID-19 vaccines went through rigorous testing and trials with people from diverse racial and ethnic groups before being authorized for use.

Would I get any side effects if I get any of the COVID-19 vaccines?

You may have some mild side effects from the vaccine like headaches, vaccine injection site pain or fatigue, which are not reasons to worry. It's a sign the vaccine you got is working. Symptoms will usually go away in 2 days at most.

How effective are the COVID-19 vaccines?

All COVID-19 vaccines currently available in the U.S. have been shown to be very effective at preventing serious illness from COVID-19. In short, you should feel pretty protected once you got vaccinated.

How will getting vaccinated help my community?

Getting any of the COVID-19 vaccines will help stop the transmission of the virus and therefore limit the risks of serious illness and death. The more people get vaccinated, the more your community will be more protected.

How much will the COVID-19 vaccines cost?

Vaccines against COVID-19 will be available to all Americans at no cost.

FAQs

COMPREHENSIVE

8" X 10" INSERT
B&W

Asset Name:
BCBSA_Vaccine_Print_Spanish_ComprehensiveBW.pdf

The Answers You Need to Feel Confident
We understand that you may have questions about the COVID-19 vaccines. To provide you with the confidence to make an informed decision, here are some answers to some of the questions you might have.

Additionally, you can also find the latest information on COVID-19 and all available vaccines at www.cdc.gov/spanish/

Asset Name:
BCBSA_Vaccine_Print_Spanish_Comprehensive
BW_FA.pdf

Las Respuestas Que Necesitas Para Sentir Confianza

Sabemos que puedes tener muchas dudas acerca de las vacunas contra el COVID-19. Para que tengas la confianza de tomar una decisión informada, te damos respuestas a algunas de las preguntas que puedes tener.

Además, también puedes encontrar la información más reciente sobre el COVID-19 y todas las vacunas disponibles en www.cdc.gov



JUNTOS CON HUNGER + HEALTH | FEEDING AMERICA

La información incluida es actual al 3/1/2021, pero está sujeta a cambios.
Las compañías Blue Cross Blue Shield son licenciatarias independientes de Blue Cross Blue Shield Association.
Feeding America® es la organización de lucha contra el hambre más grande de Estados Unidos, y ayuda a proporcionar más de 40 millones de comidas al año a través de una red de 200 bancos de alimentos y 60.000 despensas y programas de alimentación.

**¡Las vacunas contra el COVID-19 salieron rápido!
¿Cómo sé si son seguras?**

Las vacunas contra el COVID-19 pasaron por rigurosas pruebas y ensayos con personas de diversas razas y grupos étnicos antes de ser autorizadas para su uso.

¿Tendré algún efecto secundario si me pongo alguna de las vacunas contra el COVID-19?

Podrías llegar a sentir efectos secundarios leves como dolor de cabeza, dolor en el lugar de la inyección o fatiga, los cuales no son razones para preocuparse. Es una señal de que la vacuna que te pusiste está funcionando. Los síntomas usualmente desaparecen en 2 días como mucho.

¿Qué tan eficaces son las vacunas contra el COVID-19?

Todas las vacunas contra el COVID-19 actualmente disponibles en los Estados Unidos, han demostrado ser muy efectivas para prevenir enfermedades graves por COVID-19. En pocas palabras, deberías sentirte bastante protegido después de vacunarte.

¿Cómo es que vacunarse ayudará a mi comunidad?

Ponerse alguna de las vacunas contra el COVID-19 ayudará a detener la transmisión del virus y así limitar el riesgo de enfermedades graves y muertes. Entre más personas se vacunen, más protegida estará tu comunidad.

¿Cuánto costarán las vacunas contra el COVID-19?

Las vacunas contra el COVID-19 estarán disponibles para todos los estadounidenses sin costo.

The COVID-19 vaccines came out quickly! How do I know they're safe?

The COVID-19 vaccines went through rigorous testing and trials with people from diverse racial and ethnic groups before being authorized for use.

Would I get any side effects if I get any of the COVID-19 vaccines?

You may have some mild side effects from the vaccine like headaches, vaccine injection site pain or fatigue, which are not reasons to worry. It's a sign the vaccine you got is working. Symptoms will usually go away in 2 days at most.

How effective are the COVID-19 vaccines?

All COVID-19 vaccines currently available in the U.S. have been shown to be very effective at preventing serious illness from COVID-19. In short, you should feel pretty protected once you got vaccinated.

How will getting vaccinated help my community?

Getting any of the COVID-19 vaccines will help stop the transmission of the virus and therefore limit the risks of serious illness and death. The more people get vaccinated, the more your community will be more protected.

How much will the COVID-19 vaccines cost?

Vaccines against COVID-19 will be available to all Americans at no cost.

**CUSTOMIZING
COLLATERAL**

CUSTOMIZING CREATIVE

PDF versions of the collateral with placeholders for unique logos and legal disclaimers are available in the Drop Box folder for organizations to customize.

Examples and instructions on customizing can be found here.

When customizing, unique organization logo to be placed here (image of logo to be added to Adobe PDF file)

Answers You Need to Feel Confident

We understand that you may have questions or concerns about the COVID-19 vaccines. To help you make your vaccine decision with confidence, here are some answers to frequently asked questions.

You can also find the latest information on COVID-19 and all available vaccines at www.cdc.gov

BlueCross BlueShield Association

Are there any side effects from the vaccines?
You may experience some mild side effects from the vaccines like headache, vaccine injection site pain or fatigue. It's both normal and a sign that the vaccines are working. Symptoms should only last 1-2 days.

How will getting vaccinated help my community?
Getting the COVID-19 vaccines will help limit the risks of serious illness and death from the virus. As more people get vaccinated, the whole community becomes more protected.

How effective are the vaccines?
The currently authorized vaccines have been shown to be highly effective in preventing serious illness from the virus. Put simply, you should feel safe once you're vaccinated.

The vaccines were released quickly. How do I know they're safe?
Like any other vaccine, the COVID-19 vaccines went through rigorous testing before being authorized for use. That included trials with people from diverse racial and ethnic groups.

Are the vaccines free?
The COVID-19 vaccines will be available to all Americans at no cost.

TOGETHER WITH

Information included is accurate as of 3/1/2021, but is subject to change. Blue Cross Blue Shield Companies are independent licensees of the Blue Cross Blue Shield Association.

When customizing, unique organization logo to be placed here (image of logo to be added to Adobe PDF file)

When customizing, it is required that unique organization legal disclaimer language be added here (text to be added to Adobe PDF file)

JUNTOS CON

¿Voy a tener algún efecto secundario con la vacuna contra el COVID-19?

Podrías sentir efectos secundarios leves como dolor de cabeza, dolor en el lugar de la inyección o fatiga. Estos usualmente desaparecen en 2 días.

Estos efectos secundarios son comunes y no son algo de lo que deberías preocuparte. No son una señal de que te hayas infectado, sino de que la vacuna está funcionando y que tu cuerpo está desarrollando una respuesta para combatir el COVID-19. Obtén la información que necesitas en www.cdc.gov/spanish/

BlueCross BlueShield Association

La información incluida es correcta al 3/1/2021, pero está sujeta a cambios. Las compañías Blue Cross Blue Shield son licenciatarias independientes de Blue Cross Blue Shield Association.

When customizing, it is required that unique organization legal disclaimer language be added here (text to be added to Adobe PDF file)