

Vaccine Equity Taskforce

List of Messaging Resources and Assets

-New York State COVID-19 Vaccine Website: ny.gov/vaccine

-NYSDOH Vaccine FAQs (with translations): <https://covid19vaccine.health.ny.gov/frequently-asked-questions-0>

-Vaccine Equity Task Force Talking Points: https://www.dropbox.com/s/amonhy4slffzw0l/Talking%20Points%20for%20Vaccine%20Equity%20Task%20Force%20updated%201_14-with%20links%201%2020.pdf?dl=0

- Click [HERE](#) for Spanish

-Vaccine Education and Messaging Deck & Script - English and Spanish: <https://www.dropbox.com/sh/jal4richbh5recq/AAAWxGltHAe10ko9cq6YNjb8a?dl=0>

-Education Toolkit - English: https://www.dropbox.com/s/zjvbyiskb5cku8s/Education%20Toolkit%201_4_2021.pdf?dl=0

-Education Toolkit - Spanish: <https://www.dropbox.com/s/v319qdnfnx6np6w/Spanish%20Education%20Toolkit%20%28espa%C3%B1ol%29%20-%201.4.2021%20v2.pdf?dl=0>

-“How mRNA Vaccines Work” poster with visuals: <https://www.dropbox.com/s/jqnmn5b97ksd8sc/How%20mRNA%20Vaccines%20Work.pdf?dl=0>

-All posters: <https://www.dropbox.com/sh/12jutks51y8dfu0/AACgy6lIHlFNlW8x8mSCQb0Fa?dl=0>

-Social Media assets for Instagram/Facebook: <https://www.dropbox.com/sh/un685kpm5zlf5j/AACqilu-usEvklfFYKU6rrrPa?dl=0>

-Social Media assets for Twitter: https://www.dropbox.com/sh/iq7pa7dg7eiu16z/AAC5opEhuc9Cv1J6R3nfzFf_a?dl=0

-Social Media assets - Translations (Spanish, Bengali, Haitian-Creole, Chinese, Korean, and Russian): <https://www.dropbox.com/sh/pwnu5d0wygwuw1s/AABSYIFtAZbJIBmMcLd29K4Ha?dl=0>

-Logo treatments - English and Spanish: <https://www.dropbox.com/sh/y60sl3nxy3khw90/AADFlY8Jp4JQc19mT2UIyYCna?dl=0>

-“I Got Vaccinated!” Stickers: <https://www.dropbox.com/sh/zr7wyvfs230xzq/AAA32KJAYcegHRODyCFzJxtYa?dl=0>

-Customizable Graphic Templates: <https://www.dropbox.com/sh/m8y5taoppf61p8n/AAC0E6RFao4bWRgHHrXSIAREa?dl=0>

-“Ambassador” Stickers: <https://www.dropbox.com/sh/zyn8juwb19pgb1m/AADtYcbfr5RI6-6D2XAPHitha?dl=0>

-Equity Taskforce-related graphics - Instagram/Facebook/Twitter: <https://www.dropbox.com/sh/xhtt4j8t7bdap9j/AADK2h25H5YIypJzTzz6exqea?dl=0>



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ny.gov/vaccine