

CoVPN Community Engagement Materials Menu

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Materials in English, Spanish and Portuguese will be posted on the Dropbox, as they become available via the link below:

<https://www.TinyURL.com/CoVPN-Assets>

Password: CoVPNTria!\$

Advertising

1. [Advertising Campaign](#) – Brand assets, digital ads (Facebook and banner ads), photos, print ad template (InDesign required), radio spots (15” and 30”), videos (teasers, tv spots, animated videos, and end cards).
2. [Social Media Bursts](#) – Original social media content for organic posting on your social media channels. Content is updated on a regular basis.

Articles

1. [AARP Articles](#) – A series of articles for Black women over the age of 50 – highlighting the COVID vaccines, things to know as a Black woman, and features of Black women working on COVID vaccines

Documents

1. [CE Recommendations for COVID Research](#) – A guide for communities and researchers to assist in their efforts to engage communities and form Community Advisory Boards. This guide and the recommendations provided are informed by the collective knowledge and expertise of Community Partners, the National Institute of Allergy and Infectious Diseases, and the Office of HIV/AIDS Network Coordination.
2. [CoVPN Bill of Rights and Responsibilities](#) – A detailed description of the rights and responsibilities of participants and site staff in CoVPN research studies.
3. [CoVPN Community & Stakeholder Strategic Plan](#) – A document that communicates the overarching strategies the network is using to meaningfully involve communities in the research process, support broad stakeholder education and engagement, and support our trial sites in their local education and recruitment efforts.
4. [CoVPN Overview and Registry](#) – A general overview of the CoVPN and the registry.
5. [CoVPN Sponsor and Product Fact Sheet](#) – A one page document providing the following information for all of the CoVPN vaccine products: sponsors, product descriptions, product platform, funders, trial timeline, considerations and product storage temperatures.
6. [Injuries Info Sheet \(US Specific\)](#) - A handout for US sites regarding study-related injury compensation provided under the Public Readiness and Emergency Preparedness (PREP) Act and the Countermeasures Injury Compensation program (CICP).
7. [3 Reasons to Continue COVID-19 Vaccine Studies](#) - This document provides the 3 main reasons why people should continue to participate in COVID-19 vaccine studies, even when vaccines are being approved under Emergency Use Authorizations (EUA). It is a resource to help study staff respond to questions.
8. [What You Need to Know About the Messenger RNA \(mRNA\) Vaccines \(Moderna & Pfizer\)](#) - This is a 2-page fact sheet derived from the FDA findings that led to Emergency Use Authorization for the Moderna and Pfizer vaccines. It is intended as a summary for site staff and not as participant-facing material. It has not been IRB approved.
9. [COVID-19 Vaccination Communication](#) - Applying Behavioral and Social Science to Address Vaccine Hesitancy and Foster Vaccine Confidence (NIH Report) – For site staff use only. The content of this paper is based on what is known as of December 2020 regarding COVID-19 vaccines. Recommendations from this report may need to be adapted as new information becomes available.
10. [A Communicator's Tip Sheet for COVID-19 Vaccination \(NIH document\)](#) - A do's and don'ts summary of the recommendations from the COVID-19 Vaccination Communication NIH report. This is for site staff use only.
11. [COVID Variants: What You Need To Know](#) – An overview on COVID variants and helpful information for your communities.
12. [What You Need to Know About the Johnson & Johnson \(J&J\)/Janssen Vaccine](#) – This is a 2-page fact sheet derived from the FDA findings that led to Emergency Use Authorization for the Johnson & Johnson (Janssen) vaccine. It is intended as a summary for site staff and not as participant-facing material. It has not been IRB approved.

Educational Videos

1. [CoVPN Educational Videos](#) – 2-3 minute animated videos providing detailed information to address common questions. Videos will be made available in English, Spanish, and Portuguese with and without captions.
 - **(Video 1)** The importance of enrolling diverse participants in COVID-19 studies *(EN/ES/PT)*
 - **(Video 2)** How can vaccine and antibody studies move so quickly and still be safe? *(EN/ES/PT)*
 - **(Video 3)** Using antibodies for prevention of COVID-19 *(EN/ES/PT)*
 - **(Video 4)** Vaccines do not cause COVID-19! *(EN/ES/PT)*
 - **(Video 5)** What happens during vaccine study visits? *(EN/ES/PT)*
 - **(Video 6)** What happens if I get COVID-19 while enrolled in a clinical study? *(EN/ES/PT)*
 - **(Video 7)** Is one vaccine or antibody regimen against COVID-19 enough? *(EN/ES/PT)*
 - **(Video 8)** Addressing 9 COVID-19 myths and facts *(EN/ES/PT)*
2. [Why Should I Join the Coronavirus Prevention Network Clinical Trial?](#) – Dr. Griffin P. Rodgers, director of the National Institute of Diabetes and Digestive and Kidney Diseases (NIDDK), part of the National Institutes of Health, explains the importance of participating in clinical trials and encourages the public to consider joining CoVPN trials, especially those who are underrepresented in clinical trials.
3. [Participant Testimonial Video from Univ. of North Carolina Site](#) – UNC School of Medicine’s Infectious Diseases Division is asking people to join COVID-19 vaccine clinical trials. There is evidence that racial and ethnic minority groups are being disproportionately affected by COVID-19. Dr. Craig Cameron, Chair of the Microbiology and Immunology Department, has decided to participate in an effort to get us closer to a vaccine.
4. [COVID-19 Vaccine Family Interview](#) – In a virtual family interview, NIMHD Deputy Director Dr. Monica Webb Hooper shares a family conversation with her parents-in-law who volunteered for a COVID-19 vaccine trial. Their personal perspectives shed light on why some African Americans see hope in the vaccine and take pride in being a part of the way forward.
5. [COVID-19 Vaccines Get the Facts Session 1](#) – A panel of vaccine experts discuss how communities have been centered during the vaccine process, specific efforts to engage BIPOC and older adult communities, and the importance of vaccination to address disparities in hospitalization and death.
6. [COVID-19 Vaccines Get the Facts Session 2](#) – In our second session, our panel of vaccine experts discuss how communities have been centered during the vaccine process, specific efforts to engage BIPOC and older adult communities, and the importance of vaccination to address disparities in hospitalization and death.

Events

1. [CoVPN Calendar of Events](#) – An up to date calendar of speaking engagements and events organized by the CoVPN.

Infographics

1. [\[CEAL\] The Journey of a Vaccine Infographic](#) – A brief detailed overview of how vaccines are developed, approved and manufacturers.
2. [\[CEAL\] Is a COVID-19 Vaccine Trial Right for Me?](#) – A detailed overview of COVID vaccine clinical trials and factors to consider when making decisions to participate.
3. [\[CEAL\] What's in a Pfizer COVID-19 Vaccine?](#) – This infographic explains the three ingredients in Pfizer's mRNA COVID-19 vaccine.
4. [\[CEAL\] What's in a Moderna COVID-19 Vaccine?](#) – This infographic explains the three ingredients in Moderna's mRNA COVID-19 vaccine.
5. [\[CEAL\] What's in a Johnson & Johnson COVID-19 Vaccine?](#) – This infographic explains the main ingredients in Johnson & Johnson's COVID-19 vaccine.
6. [\[CoVPN\] What Happens During A Study Safety Pause](#) – a brief detailed overview of how safety is ensured in clinical trial research. The focus is on when and why safety pauses are implemented and how they ensure everyone’s safety.
7. [\[CoVPN\] COVID-19 Vaccines: What Do They Do?](#) – This infographic provides detailed information about the recent COVID-19 vaccines that have received Emergency Use Authorization, including: 1) What we know about their effectiveness, 2) What we’re still trying to learn about the vaccines, and 3) What the vaccines can do for you as well as what we all need to continue doing in order to protect ourselves and others from coronavirus infection.
8. [\[CoVPN\] 3 Reasons to Continue COVID-19 Vaccine Studies](#) - This infographic provides the 3 main reasons why people should continue to participate in COVID-19 vaccine studies, even when vaccines are being approved under Emergency Use Authorizations (EUA).
9. [\[CoVPN\] mRNA – Are they safe](#) - This infographic provides information on mRNA vaccines safety and adverse events (side effects).

10. [\[CoVPN\] mRNA – How do they work](#) - This infographic provides an overview of how mRNA vaccines work and the importance of receiving 2 doses.
11. [\[CoVPN\] mRNA – What are the benefits](#) - This infographic provides an overview of the benefits of receiving 2 doses of the EUA mRNA vaccines. It also provides information on priority groups included in the vaccine trials, underscoring safety and efficacy for these groups.
12. [\[CoVPN\] mRNA – What we hope to find out](#) - This infographic highlights the reasons why continued research for other COVID-19 vaccines is needed. It emphasizes the need to continue wearing masks in the absence of data demonstrating protection against infection.
13. [\[CoVPN\] Community/Population \(Herd\) Immunity](#) - This infographic provides a detailed description of population immunity. It provides information on how a COVID-19 vaccine factors into efforts to achieve population immunity and highlights the need to continue wearing masks. **[Note: we have received input that people do not like being compared to animals, and that the term “herd” immunity is not appreciated. We have taken the feedback from our partners and used “population” or “community” immunity instead.]**
14. [\[CoVPN\] COVID-19 Vaccines: How Did We Get Them So Fast?](#) – This infographic provides an overview of how we were able to run the COVID-19 Vaccine studies so fast without cutting any corners along the way.
15. [Children, Youth, and COVID-19 Vaccines](#) – This infographic provides an overview of COVID-19 vaccinations for children and youth.

mAB Resources

1. [CoVPN mAb Study Materials](#) – Materials made specifically for the recruitment of CoVPN mAb studies.
2. [General mAb Educational Materials](#) – Images, infographics and videos containing general information about mAbs.

Recruitment [Print] Materials

1. [General Print Materials](#) – These materials can be customized with a label containing site contact information, or by downloading the source files and editing them with InDesign. [*Please note that these materials have been sent to all participating sites for use across protocols. Sites may have additionally received approval from individual study sponsors.]
2. [Participant Experience Brochure](#) – General overview of what participants can expect when they sign up for a vaccine trial, including study and follow-up visits, how to sign up for the registry, and what to expect after completing the registry.
3. [Print Materials for Older Adults](#) – These materials are specifically focused to adults aged 65+. They are in large print. They also contain the tollfree phone number for a new Call Center that has been created to assist older adults in the United States who may be unable to complete the Registry survey online and require assistance to sign up for the Registry.
4. [Referral Palm Card](#) – A referral palm card designed so that participants can give them to their friends and family. This card is not protocol nor site specific and guides the recipient to the CoVPN registry where they have the opportunity to be matched up to any study in their area.

Slide Sets

1. [General Educational Slide Deck \(not protocol specific\)](#) – General information on SARS-CoV-2, and vaccines – how they work, that vaccines cannot cause COVID-19 disease, and the stages of clinical trials
2. [Racial, Ethnic and Age-related COVID Inequities Slide Deck](#) – A US-specific slide set for optional use with providers and other stakeholders, or to incorporate into your own slide sets, to explain the racial and ethnic inequities regarding COVID-19 using the latest data. Because the information is continuously changing and being updated, we recommend that you check the provided citations prior to presenting so that you can update any slide as needed with the latest figures.
3. [Vaccine Product Pipeline Slide Deck](#) – a slide set with detailed information of vaccine products in development for the CoVPN research efforts