

Addressing COVID-19 Vaccine Hesitancy Toolkit Instructions



The Santa Cruz County Public Health toolkit to Address COVID-19 Vaccine Hesitancy provides communications that have been created by Santa Cruz County Public Health Immunization department for use by your organization. These communications were created for the purpose of education around COVID-19 vaccination for families.

Instructions for Use

To access the resources below, follow the instructions for each toolkit method. If you have difficulties accessing the resources, please [contact us!](#)

Social Media Videos

- Access the **[Social Media Videos](#)** here.
- Download the video to your device (mobile phone or desktop) as an MP4.
- Available in English, Spanish, and Mixteco.
- Upload to your preferred social media outlet - Instagram or Facebook are preferred.
- Use the provided captions and #LovedProtectedImmunized to the videos. Don't forget to tag @sccpublichealth!

Community Health Worker Guide

- Access the **[Community Health Worker Guide](#)** here.
- Download the PDF file to your mobile device or desktop, can be used digitally or printed.
- Available for individual use or to review as a group in preparation for conversations with families around COVID-19 vaccine.
- Available written in English and Spanish, and available verbally in Mixteco via the QR code.
 - To access the Mixteco version, scan the QR code with a smart phone camera while connected to your mobile network, tap the link that opens on the camera screen.
 - The link will lead to a video, press play to hear the guide in Mixteco.