

Digital Toolkit

Esperanza Hope for All Campaign

Updated: August 10, 2021

It will continue to be updated with new content

About the UnidosUS <i>Esperanza</i> Hope for All Campaign	2
Esperanza Hope for All Campaign Key Messages	2
Addressing COVID-19 Vaccine Misinformation	3
Messaging Do's and Don'ts	5
Social Media Resources	6
Videos	8
Social Media Sample Posts: COVID-19 Vaccination	10
<ul style="list-style-type: none"> • Efficacy & Safety • Distribution Priorities • Where to Get the Vaccines and How They Work • Counter Skepticism, Fear, and False Information 	

About the UnidosUS *Esperanza* Hope for All Campaign

UnidosUS has been monitoring the rapidly changing coronavirus disease 2019 (COVID-19) pandemic and wrestling with its impact on our work on behalf of the Latino community. We are committed to doing our part to support public health efforts while keeping our important work going at a critical time for our nation and our communities. In line with CDC guidelines, we have instituted measures to protect the health and well-being of our staff and their families, our Affiliates and partners, and the communities we serve.

We recognize that it can be difficult to keep up with the amount of information about COVID-19 coming out every day or to identify simple messages that will resonate with your communities, but we encourage you to continue staying informed with accurate information from the [CDC](#). To assist with your efforts, we have put together this bilingual toolkit with simple but general messages that can apply to most or all communities. Below are shareable posts and graphics you can share across your social media channels.

This bilingual toolkit has a list of simple but general messages on COVID-19 meant to be shared with those in your local community. Sharing reliable and accurate public health information during the COVID-19 pandemic is important and we hope you will help us amplify this messaging.

UnidosUS *Esperanza* Hope for All Campaign Key Messages

Feel free to share news about the UnidosUS *Esperanza* Hope for All Campaign via (virtual) word-of-mouth during your conversations with your family and friends.

About UnidosUS's Work During the COVID-19 Pandemic

1. Since the beginning of the pandemic, UnidosUS has been at the forefront of ensuring a culturally and linguistically appropriate response to ensure Latinos are informed and protected.
2. In 2020, we led the way on being the go-to source for our community on how to protect themselves and their families from COVID-19, producing some of the first bilingual materials about the virus, and we are doing the same with information about the vaccines.

Vaccines Give *Esperanza*

- The coronavirus pandemic continues to take a horrific toll on our nation, and Hispanics have suffered disproportionately. Latinos are 18% of the population but are 21% of all COVID-19 cases and 18% of all deaths nationwide. And Latinos are four times more likely to be hospitalized for COVID-19.

- Three vaccines are being rolled out across the country, but our nation’s fragmented health care system and persistent racial inequities make the vaccination effort a challenge. We are seeing the unfortunate reality of this in the uneven distribution of vaccines.
- We encourage our community to get the latest information about vaccines. In addition to our work to support our community-based Affiliates and to keep Latinos informed, we will continue to advocate to ensure that policymakers provide appropriate funding and implement *equitable* vaccine distribution that reflects the needs and experiences of our community.

Recommendations

1. To help end this pandemic, we need to get all people vaccinated—and quickly. There are steps that every jurisdiction can take to ensure equitable vaccine distribution.
2. Funding must be dedicated to expanding vaccine distribution. At the federal level, President Biden’s \$1.9 trillion COVID-19 stimulus proposal would provide \$20 billion for a national vaccination program. These funds can expand desperately needed vaccination sites throughout the country. To reach every community, jurisdictions can use public-private partnerships between themselves and community health organizations and federally qualified health centers, which serve nearly 30 million people.
3. Hard-to-reach populations will trust local voices. We need to continue to build confidence in the safety and efficacy of the vaccines among Latinos and other communities of color. Community-based organizations and health centers like UnidosUS Affiliates are trusted members of their communities and can provide the latest information and social services. We must also engage school leaders, the faith community, and youth as messengers and influencers.
3. Lack of internet access cannot be a barrier to receiving timely and accurate information. Bilingual telephone hotlines must be established to inform and increase awareness, including where to access vaccines and assistance with appointments.
4. Our state and local governments must create, adapt, and disseminate *bilingual* materials that can reach our communities where they are every day, such as grocery stores, factories, and workplaces.
5. We must require the collection and dissemination of race and ethnicity data so we can measure progress and gaps in accessing vaccines

Addressing COVID-19 Vaccine Misinformation

As the nation turns the corner on the pandemic, now our community faces the daily onslaught of misinformation related to the disease and the COVID-19 vaccines, much of it originating on social media.

This has led to a concerning distrust of the vaccines among many in the Latino community. Unfortunately, misinformation spreads quickly on social media networks—and this is happening in both English and Spanish.

According to a [recent report](#), Latinos are using social media and digital platforms at higher rates than the general U.S. population. The platforms and online news sources that Hispanics have grown to depend on now present misinformation as an opinion to evade fact-checking, paste false headlines on factual stories, or disguise stories' ownership.

We're taking a stand to provide trusted, truthful information

Misinformation Initiative

- Thanks to the support from a Cooperative Agreement with the CDC, UnidosUS was able to launch a digital, social, and radio advertising campaign that helps make Latino Millennials aware of the power and responsibility that comes with spreading social media-based information.
- Latino Millennials easily navigate both cultures, they tend to be big influencers within their multigenerational household, but many times they're not aware of this "power." Regardless of the number of followers they have (1 or 10 million), they can be powerful influencers and spreaders among those that love and trust them
- This campaign will consist of a year-long online and offline effort that aimed at identifying and combating misinformation among Latinos on social media to:
 - Build trust in the safety and efficacy of a COVID-19 vaccine among Latinos
 - Ensure that Latinos have digital access to quality information that helps build their confidence and intention to get the vaccines

Recommendations on sharing COVID-19 Vaccine information online

1. Before you "share" information on Social Media, ask yourself a few questions:
 - a. Who is saying this and can you trust them?
 - b. What's the evidence?
 - c. Do trustworthy sources back them up?
2. It's also important to read more than a headline, even from trustworthy sources. Sites and sources need to make eye-catching headlines to make money, and there's always more to the story than one blurb
3. Sometimes our own biases can get in the way too. Confirmation bias causes us to believe claims that already match how we feel. If being a vegetarian is important to you, you might believe and share an article about the negative effects of eating meat, even if they aren't true. Even if something you read *feels* right, it's still important to make sure it's credible.
4. Where to find facts: For more than 50 years, we've been fighting for Latinos when it comes to health care and other issues. We have a national presence, and our Affiliates are trusted pillars of Latino neighborhoods, helping the community every day. We're working with the CDC to bring you the information you can trust about the vaccines.

- Local, state, and federal health departments and agencies can also be a source of reliable and trusted COVID-19 Vaccine information and resources in both English and Spanish.

Help us stop the spread of COVID-19 Vaccine Misinformation

- If you see or receive anything on digital or social media that contains false information on COVID-19 vaccines, please share it with us at CovidVaccinesMisinfo@unidosus.org

Ensure Messaging Do’s and Don’ts

Do Say	Don’t Say
Vaccination <i>Vacunación</i>	Injection or shot <i>Inyección</i>
Vaccines (promotes all versus just one) <i>Vacunas</i>	The vaccine <i>La vacuna</i>
Vaccines are key <i>Las vacunas son esenciales</i>	Vaccines are THE key <i>La vacuna es la clave</i>
Start a conversation with your doctor, medical provider <i>Hable con su proveedor médico</i>	Get vaccinated <i>Vacúnese</i>
Safe and effective vaccines <i>Vacunas seguras y eficaces</i>	A vaccine developed quickly <i>Una vacuna desarrollada de forma rápida</i>
Authorized by FDA based on clinical testing <i>Autorizadas por la FDA y fundamentadas en pruebas clínicas</i>	Approved by FDA, Operation Warp Speed, Emergency Use Authorization <i>Aprobado por la FDA, Operación Warp Speed, Autorización de uso de emergencia</i>
Public health <i>Salud pública</i>	Government <i>Gobierno</i>
Get the latest information <i>Busque la información más actualizada</i>	There are things we still don’t know <i>Hay muchas cosas que aún no se saben</i>
Keep your family safe; keep those most vulnerable safe <i>Mantenga a su familia sana y segura, especialmente los más vulnerables</i>	Keep your country safe <i>Mantenga su país seguro</i>
Health/medical experts and doctors <i>Expertos de salud y médicos</i>	Scientists <i>Científicos</i>
People who have questions <i>Las personas que tienen preguntas</i>	People who are hesitant, skeptical, resistant, or “anti-vaxxers” <i>Las personas con dudas, escépticos, resistentes o antivacunas</i>
End of the pandemic <i>El fin de la pandemia</i>	End of or elimination of COVID-19 <i>El fin o la eliminación del virus COVID-19</i>

AVOID:

- Scientific jargon. Use plain language, so information is clear and easy to understand.
- Language that makes it appear as if you're promoting or endorsing one manufacturer's drug.
- Any mention of efficacy rates—this points to specific brand name drugs, which you should avoid promoting.
- Promoting any drug-specific disclaimers on side effects, since that also points to specific drugs.
- Discussing total elimination or eradication of COVID-19, as scientists are predicting that COVID-19 will become endemic (like the flu).
- Broad statements about where, when, and to whom the vaccines will be available as every state is different.
- Disregarding the importance of continuing to wear masks and maintain physical distance. We mustn't imply that having a vaccine is a way to get out of wearing a mask and physical distancing.

Help Us Spread the Word!

Visit www.unidosus.org; follow us on [Facebook](#), [Twitter](#), [Instagram](#), and [LinkedIn](#); and keep in touch with us on those platforms at [@WeAreUnidosUS](#) to stay tuned for more information on COVID-19.

Please share these actionable messages using your social media channels, as well as this bilingual digital toolkit with your community and stakeholders to amplify and reinforce reliable and accurate information on COVID-19.

Social Media Resources

Esperanza Hope for All Campaign Website: unidosus.org/esperanzahopeforall

UnidosUS FAQ on the vaccines and clinical trials:

- a. English: bit.ly/COVID19VaccinesFAQ
- b. Spanish: bit.ly/COVID19VacunasFAQ

COVID-19 Vaccine Misinformation Webpage:

- a. English: <https://www.unidosus.org/trustedinfo>
- b. Spanish: <https://www.unidosus.org/es/infoconfiable>

Hashtags:

- [#EsperanzaHope4All](#)
- [#Covid19Vaccines](#)
- [#VaccineEquity](#)

This will help us identify your message and share it through UnidosUS social accounts.

Promotional Graphics: You'll find here ready-to-use materials for sharing with your communities including social media posts, graphics, and videos. [Download here](#).

Twitter, Facebook, and Instagram UnidosUS Handles: @WeAreUnidosUS

LinkedIn: Type @UnidosUS and the dropdown box will appear for you to select and add the tag.

If you have any questions about the use of hashtags or other social media tools, please contact Vanessa Hanson at vhanson@unidosus.org.

Links to UnidosUS Resource Pages and More

[COVID-19 UnidosUS Page in English](#)


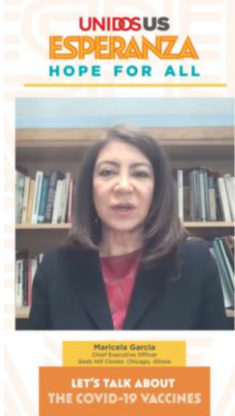
- [The Basics](#): What we know about COVID-19, its symptoms, and what to do if you are sick (additional resources [at the bottom of this page](#)).
- [Prevention](#): How to protect yourself and your loved ones from COVID-19 (additional resources [at the bottom of this page](#)).
- [Testing](#): Information about the COVID-19 test and testing criteria (additional resources [at the bottom of this page](#)).
- [Mental Health](#): How to take care of our social and emotional well-being during the COVID-19 pandemic (additional resources [at the bottom of this page](#)).
- [Reopening Guidance](#):
 - [Back to School Resources](#)
 - [General Reopening Guidance](#) (more resources [at the bottom of this page](#))
- [The COVID-19 Vaccine: Learn about the COVID-19 vaccine and the importance of our participation in COVID-19 vaccine clinical trials.](#)
- [Trusted Information](#): How to confirm the veracity of the information being shared on social media and where to find reliable information about the vaccines.





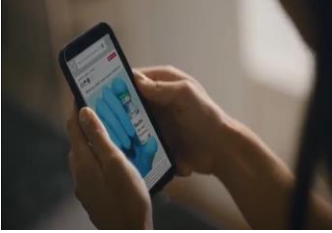
Links to Partner Social Media Toolkits

- [AdCouncil & COVID Collaborative Toolkit for Hispanic Communities](#): Vetted resources to build vaccine confidence within Hispanic communities, including social media posts, email templates, and more.
- [AdCouncil Hispanic Faith Community Toolkit](#): Messaging to lead Hispanic congregations on a spiritual journey to understand how vaccines can connect to faith and protect our well-being.
- [Brown School of Public Health and the Harvard Global Health Institute COVID-19 Testing Communications Toolkit](#): The COVID-19 testing communications toolkit is a free, public resource for anyone looking to communicate the importance of COVID-19 testing to communities across America. Some communication is available in Spanish, visit <http://bit.ly/3owLoHu>.
- [CDC COVID-19 Parental Resource Kit](#): Messaging to help support parents, caregivers, and other adults serving children and young people. For the kit in Spanish, visit <https://bit.ly/3kgCih4>.

- [CDC COVID-19 Vaccination Communication Toolkit](#): COVID-19 communication tools for medical centers, pharmacies, and clinicians.
- [CDC Long-Term Care Facility Toolkit](#): Preparing for COVID-19 vaccination at your facility: This toolkit provides long-term care facility administrators and clinical leadership.
- [CDC Social Media Toolkit COVID-19 Vaccinations](#): Information about the COVID-19 vaccines for your social media platforms.
- [CDC Social Media Toolkit COVID-19 and Mental Health](#): General information and public messaging on how to cope with stressful situations, including tips for parents. To view the Spanish toolkit please visit: [Kit de herramientas para los medios sociales](#).
- [CDC Flu Vaccine Bilingual Digital Media Toolkit](#): 2020-2021 Flu Vaccination campaign to encourage the public to protect themselves and their families against the flu. For these social media messages in Spanish, visit [CDC Flu Social Media Toolkit \(Spanish\)](#).
- [FDA Bilingual COVID-19 Social Media Toolkit](#): General information and public messaging to protect the public’s health during the COVID-19 pandemic.
- [Salud America! Sharing Toolkit: Juntos, We Can Stop COVID-19](#): Digital communication to help Latino families to take action to slow the spread of COVID-19.

Videos

	<p>PSA: <i>Esperanza</i> Hope For All: Vaccines are a key to getting back to our lives</p> <p>This English-language video PSA features Dr. Robert Rodriguez of the University of California-San Francisco—formerly with the Biden-Harris COVID-19 Advisory Board—and UnidosUS President and CEO Janet Murguía. Please feel free to use and share widely.</p> <p>60 Sec: https://bit.ly/3259HDR</p> <p>30 Sec: https://bit.ly/3s96WMg</p>
	<p>FAQs: COVID-19 Vaccines</p> <p>These videos, a part of UnidosUS’s longer series on vaccines, answer critical questions from the Latino community. View the entire series here.</p> <ul style="list-style-type: none"> • July 29 - Wondering what "breakthrough infections" are all about? Learn more about them and how vaccines help protect you against COVID-19: https://bit.ly/3jqTP6V • July 22 - What should I know about the Johnson & Johnson vaccine and Guillain-Barre Syndrome?: https://bit.ly/3AmNHdH

	<ul style="list-style-type: none"> • July 10 - Learn more about the delta variant that is now causing the majority of the COVID-19 cases in the U.S.: https://bit.ly/3jwhz9E • July 3 - What is herd immunity?: https://bit.ly/3xswUgo
	<p>Unidos US Town Hall - Covid-19 Vaccines: Your Questions Answered</p> <p>This digital town hall held on January 18, 2021, focused on providing our community with crucial and accurate information and answers to their most frequently asked questions about the COVID-19 vaccines.</p> <p>Link: https://bit.ly/3wIHCQR</p>
	<p>Covid-19 Vaccines: Make An Informed Decision</p> <p>UnidosUS President and CEO talk about her experience getting a COVID-19 vaccine at our Affiliate, Mary's Center.</p> <p>Link: https://youtu.be/Lmvvgnhfqdi</p>
	<p>UnidosUS <i>Esperanza</i> Hope Fund</p> <p>The coronavirus pandemic is disproportionately impacting the health and economic well-being of the Latino community. Your generosity will have an immediate impact. Providing emergency assistance to families in communities that need it the most through our Affiliate Network of community-based organizations.</p> <p>Link: https://youtu.be/Fewflzwstpq</p>
	<p>PSA (English) – Centro de Salud Familiar La Fe</p> <p>UnidosUS Affiliate Centro de Salud Familiar La Fe has created a PSA to inform, educate and motivate Latino audiences to continue to follow the recommended safety practices in response to the pandemic.</p> <p>Link to the video here.</p>
	<p>PSA (English) – <i>Esperanza</i> Hope For All: Countering Misinformation</p> <p>These English and Spanish videos are part of UnidosUS's efforts to bring awareness to misinformation appearing online related to Covid-19's origin and vaccine production.</p> <p>Link to the videos here</p>


Social Media Sample Posts

COVID-19 Vaccination


Do's:

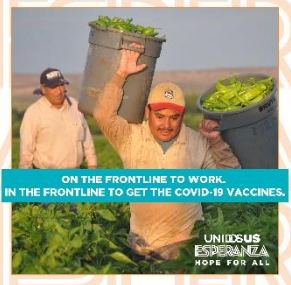
- Remember, the limit for a Twitter post is 280 characters, inclusive of links. Also, don't forget to include photos with your tweets, as people are more likely to engage with these posts.
- Tag @WeAreUnidosUS or use the recommended hashtags in your post so that we can see and retweet it.
- Feel free to personalize as you wish.

Efficacy & Safety

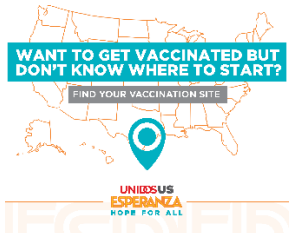
Post	Graphics
<p>The #COVID19Vaccines will help us & our loved ones get back to life, feel confident being together, & get back to work without putting ourselves or anybody else at risk. Make an informed decision. Learn more at unidosus.org/esperanzahopeforall #EsperanzaHope4All</p>	 <p>Download graphic here</p>

Distribution priorities



Post	Graphics
<p>Equity in #COVID19vaccines distribution must be guaranteed, prioritizing those most impacted by the pandemic, including essential and frontline #Latino workers. unidosus.org/esperanzahopeforall #VaccineEquity #EsperanzaHope4All</p>	 <p>Download graphic here</p>

<p>Despite over-representation in frontline work, people of color including #Latinos are lagging in #COVID19Vaccines. We must have a more equitable vaccine rollout. unidosus.org/esperanzahopeforall #VaccineEquity #EsperanzaHope4All</p>	 <p>Download graphic here</p>
--	---

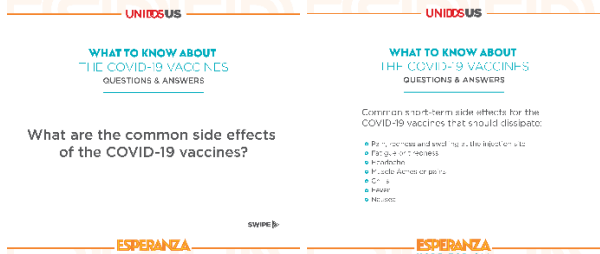
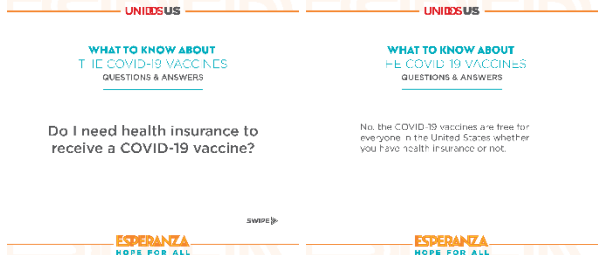
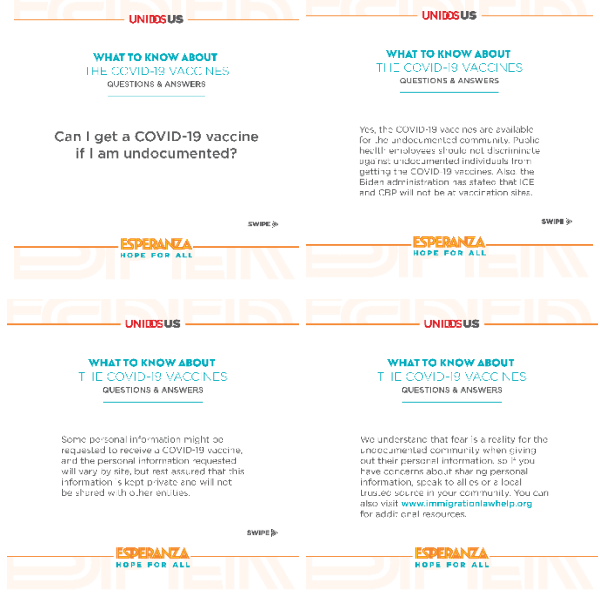
Where to Get the Vaccines and How They Work

<p>Post</p> <p>Are you ready to get back to the people and activities you love? Your vaccination brings us one day closer to controlling the pandemic. Find your #COVID19 vaccination site: http://bit.ly/EsperanzaVaccineFinder #EsperanzaHope4All</p>	<p>Graphics</p>  <p>Download graphic here</p>
---	--

Misinformation

<p>Post</p> <p>When it comes to spreading misinformation about COVID-19 vaccines, we're all-powerful influencers. #EsperanzaHope4All</p>	<p>Graphics</p>  <p>Download graphic here</p>
<p>Don't be a misinformation spreader. Always double-check what you share about COVID-19 vaccines. #EsperanzaHope4All</p>	<p>Graphics</p>  <p>Download graphic here</p>

Counter Scepticism, Fear, and False information

Post	Swipe Graphics
<p>What are the common side effects of the #COVID19Vaccines? If you have questions about symptoms or any other side effects after you receive a COVID-19 vaccine, ask your health care provider. Get more answers: bit.ly/COVID19VaccinesFAQ #EsperanzaHope4All</p>	 <p>Download swipe graphics here</p>
<p>Do you need health insurance to receive one of the #COVID19Vaccines? Short answer: No. Get more answers: bit.ly/COVID19VaccinesFAQ #EsperanzaHope4All</p>	 <p>Download swipe graphics here</p>
<p>Can I get a COVID-19 vaccine if I am undocumented? Short answer: Yes. Get more answers: bit.ly/COVID19VaccinesFAQ #EsperanzaHope4All</p>	 <p>Download swipe graphics here</p>

Can I get a COVID-19 vaccine if I've had COVID-19? Short answer: Yes. Get more answers: bit.ly/COVID19VaccinesFAQ #EsperanzaHope4All

The first graphic is titled "WHAT TO KNOW ABOUT THE COVID-19 VACCINES QUESTIONS & ANSWERS". The question is "Can I get a COVID-19 vaccine if I've had COVID-19?". The answer states: "Yes. Even if you had COVID-19 before, you can still get one of the vaccines. We still don't know how long natural immunity to COVID-19 lasts, and it's important to protect ourselves and our loved ones." The second graphic is titled "ANSWER" and contains the same text as the first graphic.

[Download swipe graphics here](#)

If I have a chronic condition, like diabetes or heart disease, can I get one of the COVID-19 vaccines? Get more answers: bit.ly/COVID19VaccinesFAQ #EsperanzaHope4All

The first graphic is titled "WHAT TO KNOW ABOUT THE COVID-19 VACCINES QUESTIONS & ANSWERS". The question is "If I have a chronic condition, like diabetes or heart disease, can I get one of the COVID-19 vaccines?". The answer states: "It is generally recommended to get a COVID-19 vaccine, however, if you have a chronic or underlying medical condition, it's best to have a conversation with your health care provider to make a decision that is right for you." The second graphic is titled "CHECK YOUR LOCAL HEALTH DEPARTMENT'S WEBSITE AS IT MAY ALREADY BE YOUR TURN TO GET VACCINATED." The third graphic is titled "ANSWER" and contains the same text as the first graphic.

[Download swipe graphics here](#)

What are the COVID-19 vaccines made of? Get more answers: bit.ly/COVID19VaccinesFAQ #EsperanzaHope4All

The first graphic is titled "WHAT TO KNOW ABOUT THE COVID-19 VACCINES QUESTIONS & ANSWERS". The question is "What are the COVID-19 vaccines made of?". The answer states: "The Pfizer and the Moderna COVID-19 vaccines use messenger RNA, so called mRNA, or RNA. COVID-19 vaccines teach our body to recognize and fight the virus that causes COVID-19, protecting us from getting sick again or getting too sick." The second graphic is titled "ANSWER" and contains the same text as the first graphic.

	<p style="text-align: center;">Download swipe graphics here</p>
<p>Why do I have to follow other prevention measures after I receive a COVID-19 vaccine? Get more answers: bit.ly/COVID19VaccinesFAQ #EsperanzaHope4All</p>	<p style="text-align: center;">Download swipe graphics here</p>
<p>Do the COVID-19 vaccines cure COVID-19? Get more answers: Get more answers: bit.ly/COVID19VaccinesFAQ #EsperanzaHope4All</p>	<p style="text-align: center;">Download swipe graphics here</p>