



COVID-19 Vaccine Communications Kit

The Province of Manitoba is in the midst of the largest immunization program in its history. The COVID-19 pandemic has affected all of us and we all want the same thing – to protect our loved ones, and for life to get back to normal.

The COVID-19 vaccine is the single most important tool that will help get this virus under control and get us one step closer to being able to hug our loved ones – our grandmas and grandpas, aunts, uncles and friends – be able to travel, and resume our regular activities.

Be Informed – Get the Facts

Getting a vaccine is a choice and Manitobans need credible information to make an informed decision. The more people who get vaccinated the more safe we all are, and the faster we'll all be able to get back to a normal life.

To make sure you and your networks have access to the facts, you can help by encouraging people to visit the ProtectMB.ca website and to learn more about the COVID-19 vaccine.

ProtectMB.ca keeps you up-to-date on the COVID-19 immunization program:

- **Facts:** get the [VAX Facts](#) with easy to understand videos on how the vaccines were developed
- **E-News:** sign up for a weekly [e-newsletter](#), and get notified when you're eligible for the vaccine
- **Queue Calculator:** Find out where you are in the [line-up](#) for the vaccine
- **Eligible:** current list of those [eligible](#) for the vaccine
- **Way to Help:** find out how you can help spread information about the vaccine: social media images, fact sheets in multiple languages, share your story, and more
- **Our Stories:** learn from Manitobans how COVID is affecting them and why it's so important to get the vaccine
- **Stay informed:** Q&As, Myths/Facts and an array of resources
- **Interactive map:** find Super-Sites & Pop-Up clinics throughout the province
- **Appointment:** book your vaccine [appointment](#) online or by phone, when you're eligible
- **Work at a Clinic:** Learn more about [positions available](#) to work at a vaccine site

We All Have a Part to Play

Do you have ways to share information about the COVID-19 vaccine with your staff, volunteers or community? You can use these materials to include in newsletters, e-news, posters, speeches and more. Thank you for doing your part!

A. Sample copy for e-news,etc:

One-liners:

1. We all Need to do our part – find out when you’re eligible for the vaccine. #ProtectMB
2. Roll up your sleeve for the vaccine – we’ve got this Manitoba. #ProtectMB
3. Let’s get vaccinated, Manitoba. #ProtectMB
4. Every dose gets us one step closer back to the people and activities we love.
5. Protect yourself, protect your loved ones, protect your community. #ProtectMB

25 Word:

6. Find out where you are in the eligibility line-up for the COVID-19 vaccine. Visit ProtectMB.ca and sign up for email notification when you become eligible.
7. Do you have questions about the COVID-19 vaccine? Get the answers at ProtectMB.ca and get informed with VAX Facts, Q&As, and Myths & Facts.

50-75 Word:

8. I want to keep myself, my family and my community safe and healthy. It’s not my turn yet. But when it is, I’m going to get my vaccine. It’s one way I can do my part to get back to the people we love and the things we love to do. So when it’s your turn, get the shot.
9. I want to keep myself, my family and my community safe and healthy. When it was my turn to be immunized, I got the vaccine – because I know it’s the only way we can get back to the people we love and the things we love to do. I did my part, now it’s your turn. Roll up your sleeve – we’ve got this Manitoba!
10. The COVID-19 vaccine was developed so fast, is it safe? The short answer is “Yes”! The vaccine was developed quickly because there was a worldwide will to do so. In order to be declared safe and effective, a COVID-19 vaccine passed the same tests and standards as any other vaccine. [Learn more. Video](#)
11. Curious about the side effects from the COVID-19 vaccine? As is the case with any vaccine, you may experience fatigue, achiness or a low fever. This occurs because your body is working hard to produce antibodies to fight the virus. Serious side effects are extremely rare. [Learn more.](#)

Finding more content below in Appendix - Articles:

1. How do New Generations of Vaccines Work?
2. Speed & Safety – How can we know the COVID-19 vaccine is safe?
3. How to Talk About Vaccines with Family & Friends
4. Myths & Facts – People aren't dying from COVID-19, especially otherwise healthy younger people, so I don't need to get the vaccine

B. Social Kits:

1. Visit the [ProtectMB.ca](https://protectmb.ca) website where you'll find a digital kit of graphics and photo frames to post on your social media. Search for #ProtectMB to join the conversation



2. Follow and share posts from the Province of Manitoba:
<https://twitter.com/mbgov>
<https://www.facebook.com/ManitobaGovernment/>
<https://www.youtube.com/channel/UC3eyhFvHAXJtwQmeXtU9XTg>
<https://www.instagram.com/manitobagov/?hl=en>
3. Post content from [ProtectMB.ca](https://protectmb.ca).
Use the Q&A section and Myth/Truth section for content to develop your own posts.

Sample Posts:

1. 223 characters:

We all have a part to play to keep Manitoba safe. I'm getting a COVID-19 vaccine. Will you do your part? Sign up for a weekly e-newsletter, find out when you're eligible – visit protectmb.ca/#getnotified #ProtectMB #COVID19

2. 271 characters:

“It excites me knowing that we are moving fast, [and] eventually everyone will get their turn at a vaccine.” – Jessi B., Immunizer, Paramedic. The #COVID19 vaccine is saving lives. Read Jessi’s story here: <https://protectmb.ca/jessi-bittner-paramedic/> #ProtectMB #COVID19



3. [company handle] is doing our part to #ProtectMB. Stay informed about the COVID-19 vaccine at [ProtectMB.ca](https://protectmb.ca) and find out where you are in the vaccine line-up. Do Your Part to protect Manitobans.#ProtectMB #COVID19

C. Be an Ambassador:

The [ProtectMB.ca](https://protectmb.ca) web site includes Our Stories, where vaccine Ambassadors can share their story: who they are, how COVID has impacted them personally, what the vaccine means to them, and what you might say to those who are hesitant about getting the vaccine.

Use these stories as features for newsletters, social posts, or get inspired and offer to share your own story. You don’t have to be vaccinated yet, you can talk about your plans to become vaccinated, and share your selfie when you do get your shot. The stories are about 400 words, and a photograph is required to add your story to the page.

To share your story contact Debra.Fehr@RelishBranding.ca. You can write your own story and we can edit it, or one of our writers can interview you and craft a story with you. Your story and photo will be posted under Our Stories at [ProtectMB.ca](https://protectmb.ca).



D. Be Informed: visit ProtectMB.ca

a. Q&As: Get your answers on a variety of topics:

- Safety & Efficacy
- Eligibility for Vaccine
- Life After the Vaccine
- Vaccine Appointments
- Transportation Program

b. Have you heard of any of these myths?

Get the FACTS

- The COVID-19 vaccine contains harmful chemicals.
- Vitamin D supplements can prevent or even treat COVID-19, so I don't need a vaccine.
- I already had COVID-19 so I don't need a vaccine for COVID-19.
- The COVID-19 vaccine will make me sick with COVID-19.
- COVID-19 is no worse than the seasonal flu.
- The COVID-19 vaccine will alter my DNA.
- If I get a COVID-19 vaccine, I will test positive for COVID-19.

E. Share your VAX Scenes:

- a. Take photos of you and your vaccine ready friends, and/or family.
- b. Send in your vaccine photos and ways you've promoted the vaccine in your community and share the with Debra.Fehr@RelishBranding.ca
- c. Share photos from the site through newsletters/social media

F. Great ways to Encourage Vaccination:

- a. Talk to friends and family who are unsure about vaccination – make sure they take the time to learn the facts
- b. Do a Zoom trivia show featuring myths and questions about the vaccine.
- c. Encourage co-workers to learn more about the vaccine with posters in the lunchroom.
- d. Ask your boss if you can take a day off to get the vaccine.

Partner with ProtectMB

Promote vaccination with a co-branded campaign and help protect your community. Contact [Colinne Bisson](#), Stakeholder & Outreach Coordinator, Communications Services Manitoba for more information.

Samples:

A screenshot of a website page. At the top, there is a navigation bar with '#PROTECT MB' on the left and 'Français Manitoba' with a bison logo on the right. Below the navigation bar is a large blue banner with the text 'TACKLE COVID GET VACCINATED #PROTECT MB'. Below the banner, there are two player profiles. The first profile is for Jake Thomas, a Defensive Tackle, with a photo and a 'READ MORE' button. The second profile is for Jackson Jeffcoat, a Defensive End, with a photo and a 'READ MORE' button.

April 26, 2021
Jake Thomas, Winnipeg Blue Bombers
#95 Defensive Tackle. Jake is the longest-serving Blue Bomber, having first signed with the team in 2012 after being drafted in the fourth round, 29th overall, in the 2012 CFL Draft. Jake was the first player to host the Grey Cup during the celebration following the victory over Hamilton in 2019.

April 26, 2021
Jackson Jeffcoat, Winnipeg Blue Bombers
#94 Defensive End. Born in Dallas, Texas, Jackson has been with the Bombers since 2017. He won the 107th Grey Cup with the team in 2019, a game in which he recorded 4 tackles, 2 sacks and forced a fumble.

Appendix 1 – Articles to Share:

1. **VAX Facts with Dr. Joss Reimer, Medical Lead for the Manitoba Vaccine Implementation Task Force**

How do New Generations of Vaccines Work?

Vaccines are one of the most studied medical treatments in the world. Most vaccines work by introducing a weak or dead version of a virus or even just a small piece of the virus to a person's body so the immune system could learn how to defend against it. This way, if a live version of the virus ever attacked, the body would already have antibodies that recognize the virus and know how to fight it. For the COVID virus, our immune system reacts to the spike protein that can be found on the outside of the virus. After our body has seen the spike protein once, it creates antibodies that are ready to fight off the virus the next time they encounter that protein.

Today's COVID-19 vaccines, such as the mRNA vaccines, have the same outcome – antibodies that know how to fight the virus. What is different though is how the message is delivered into the body's cells. The new methods do NOT use a version of the deadly virus itself. This is how we know that the vaccine cannot infect someone with COVID-19. Instead the mRNA vaccines enter the cell and provide it with what is essentially like a recipe card for how to make the protein that triggers the immune system to react. The cell temporarily creates the spike proteins which then go out into the body and cause the immune system to start creating antibodies that recognize the spike protein and thus recognize COVID. By teaching your immune system how to identify the spike proteins on the outside of the virus your immune system can use this information to identify and build its defense.

The effort of building the defense, or antibodies, is sometimes experienced in the body as side effects such as a mild fever or body aches. This is your immune system's natural response any time it builds up antibodies against a new germ. However, if you have symptoms of COVID, it is still important to get tested.

It can take several days to several weeks for your body to fully build up immunity to the virus. Because you do not have instant immunity, it is possible that if you were exposed to the COVID-19 virus prior to or just after your vaccine shot, that you could develop the disease before your body is able to build up the antibodies to fight the virus. There have been small numbers of cases where this has happened. And it has created the wrong idea that the vaccine can give you COVID-19.

The new vaccines are safe and effective. Click here for more answers to your questions. For more information on how the new vaccines work view this video about the mRNA vaccine, and this video about the Moderna vaccine.

2. Speed & Safety: How can we know the COVID-19 vaccine is safe?

Scientists have been studying coronaviruses for over 50 years. The 2002 SARS, and the 2012 MERS viruses were both coronaviruses. So a lot of research has already been done, which has greatly reduced the time it took to develop a vaccine candidate for COVID-19.

Given the urgency of the COVID-19 pandemic, scientists prioritized genetic sequencing of the virus which was uncovered quickly in January 2020. These results were then shared internationally allowing many companies to begin researching a vaccine candidate immediately.

With obvious worldwide impacts, the development of a vaccine was a priority for governments and organizations around the world. This meant unprecedented cooperation and information sharing. Allocation of funds, labs, factories were prioritized. Animal trials were conducted on mice and monkeys. And perhaps most importantly, people in the thousands volunteered to be test subjects for clinical trials.

As for any vaccine development, specific studies and trials are necessary for approval. The same was true for the COVID-19 vaccine, however there was a difference. To help speed up the process (not the test), instead of running small group test trials one after another, trials were run at the same time. This is more expensive, but with a collective will it was possible. The larger trials, from 1,000 people to more than 70,000, were also run concurrently to save time.

The COVID trials themselves were conducted with the same criteria as any other vaccine trial. And if the study was insufficient, then Health Canada accordingly made different recommendations. For instance, Health Canada found that the AstraZeneca trials did not include enough trial candidates age 65+, so they withheld recommendations for that group until enough data could be gathered to demonstrate the vaccine's safety record.

Health Canada followed all of the same safety reviews for the COVID-19 vaccine as for any other vaccine. In fact, Canada is recognized around the world for its high standards for drug and vaccine review, approvals and monitoring systems. The Government of Canada had real-time access to manufacturer clinical trial data, and continues to work closely with the global regulatory community to ensure that the COVID-19 vaccines are safe and effective.

Vaccination is one of the world's greatest public health achievements. For over 50 years, vaccines have helped prevent and control the spread of deadly diseases and saved the lives of millions of infants, children and adults.

For the COVID-19 vaccine, as for any vaccine, Health Canada will only approve a vaccine for public use if there is sufficient clinical data showing the vaccine's safety and effectiveness.

3. How to Talk About Vaccines with Family & Friends

The topic of vaccination can be highly charged and difficult to tackle with people who have other perspectives. But, we know that many people who are unsure about vaccinations look to the people they trust – like you! – for feedback and to have those discussions. So if you're talking about the COVID-19 vaccine with family and friends who have questions or doubts about getting the COVID-19 vaccine, here are some tips to consider:

1. Be respectful – Many people who are hesitant about vaccines just have questions and concerns. Even some people who get vaccinated may be unsure about vaccines. It is natural to have questions, so be sure to listen and not dismiss them before the conversation really begins.

2. Be open-hearted – For some people, the question of vaccines is an emotional topic. The safety of our loved ones is a priority for everyone, so it's not a surprise that emotions can run high. The science behind why vaccines work is excellent, but remember to frame the discussion on what can be proved, that data is important, and vaccines are designed to protect all of us.

3. Understand the power of a story – A small number of people may have had negative effects from a vaccine, and there is a lot of misinformation out there about what some people believe can be connected back to vaccines. But the story of even one person's negative experience can be very powerful. In comparison, vaccinated people stay healthy and a story of 'nothing happened' isn't as emotionally charged. That's why your role with #ProtectMB is so important. When people who have been vaccinated share the news, the sheer volume of these stories can be very powerful.

4. Consider the benefits – While younger people are often not as seriously affected by COVID-19, they do care about keeping their friends and loved ones safe. Remind them that by getting vaccinated, they can help protect their parents, grandparents, aunts, uncles or friends who might be more at-risk.

5. Be aware of bias – Some people have heard the controversial headlines about vaccines, but those stories and results have since been debunked. Unfortunately, that doesn't get the same headlines. We can become biased towards views we already think we know to be true – but don't realize that information can be based on inaccurate, outdated sources. It's worth the time to research the whole story – and that's something you can do together with your loved ones if they have questions.

6. Look for credibility & trust – Always ask where the information came from. It seems everyone is talking about vaccines. It's important to consider if the source is a credible news outlet or if it's been shared through social media. You can also check if the person or organization is an expert in the topic, or might have a bias of their own. And remember, science is always evolving, so check how current the information is and whether it can be backed up by other sources.

7. Remember it's a choice – All Manitobans can make their own choices about vaccination. Our goal – and your goal – should be to make sure Manitobans have access to the facts to make an informed choice.

You can use your voice, and your relationships with the people around you, to help get Manitoba vaccinated. Visit [ProtectMB.ca](https://www.protectmb.ca) for more [resources](#) to support these important vaccine conversations.

4. Myths & Facts

Myth: People aren't dying from COVID-19, especially otherwise healthy younger people, so I don't need to get the vaccine

Fact: More than 23,000 Canadians have died from COVID-19 including more than 940 Manitobans.

It's true that the risks may be higher for people who are older or have other serious health problems, but people of all ages can contract and die from COVID-19.

The myth speculates that the majority of COVID-19 deaths were the result of age or another pre-existing condition, such as heart or lung conditions, weakened immune systems, severe obesity or diabetes. The problem with this reasoning is the vast majority of these people could have lived much longer if they had not contracted COVID-19.

The myth that people aren't dying from COVID-19 also at least partly stems from people misunderstanding how causes of death are officially recorded. Just because COVID-19 is not listed as the immediate cause of death does not mean it did not directly contribute to the death of the individual.

Anytime you see statistics that don't make sense, ask more questions and check your sources.

Get up-to-date statistics at the Government of Canada Coronavirus 2019 web site and [ProtectMB.ca](https://www.protectmb.ca).