

# PROMOTIONAL TOOLKIT

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## Vaccine Storage and Transport Video Series

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# Background

Please help us spread the word about the newly launched instructional video series on vaccine storage and transport from the Public Health Foundation (PHF) and the Centers for Disease Control and Prevention (CDC).

Your support in helping to promote this video series is vital to the ongoing effort to build vaccine confidence in the United States. As we strive to increase immunization rates, this resource can be used to increase an understanding of how to properly store and transport vaccines securely and effectively to off-site clinics or during emergencies.

This promotional toolkit includes sample social media posts, newsletter announcements, and several graphic options for your use. The video is available in multiple locations, including [TRAIN](#) (Course ID [1117993](#), [1117987](#), and [1117996](#)) [CDC YouTube](#), and [PHF's website](#).

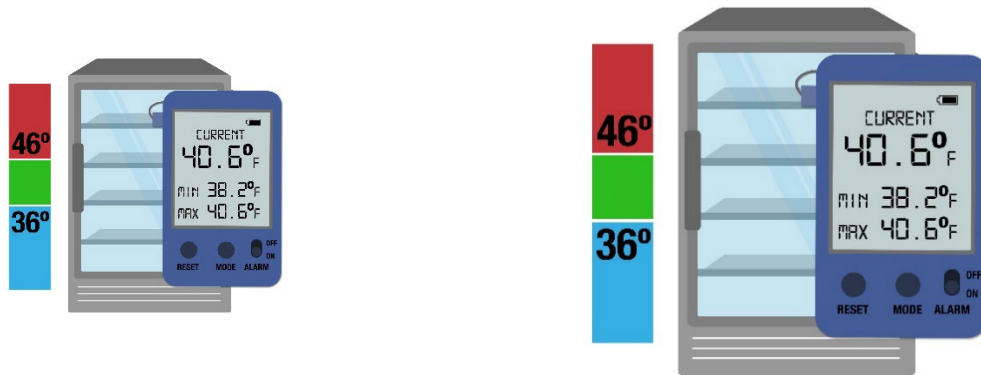
## Primary Audiences

1. Healthcare professionals who administer vaccines, vaccination support workers qualified to prepare, store, handle, or transport vaccines, and administration support staff qualified to store, handle, or transport vaccine
2. Governmental public health workers

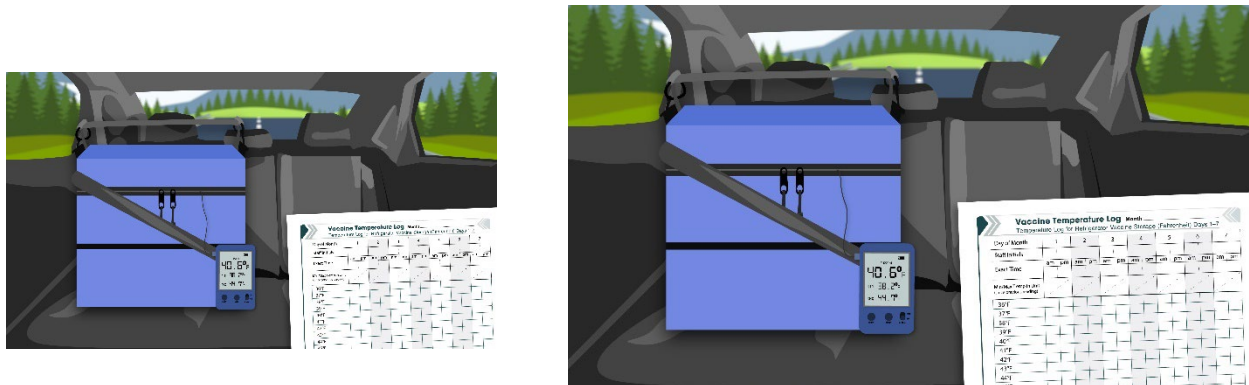
## Key Messages

- It is vital that vaccines are in a temperature-controlled environment until they are administered.
- Vaccines need to be handled, stored, and transported with care to ensure they remain potent and effective.
- Improper transfer of vaccines can result in significant financial losses due to wasted vaccines and decreased confidence in vaccines if patients need to be revaccinated.

# Sample Graphics and ALT Text



**Alt text:** Digital thermometer displaying current, minimum, and maximum temperature readings next to a temperature scale.



**Alt text:** Qualified vaccine container securely stored in vehicle during transport alongside a white vaccine temperature log sheet and digital data logger.



**Alt text:** Vaccine transfer process: Arrows showing qualified vaccine transport container, vaccine vials, and pharmaceutical grade unit.

**\*Please Note:** Smaller images can be used for twitter, blog post, and website landing pages. Larger images can be used on Instagram, Facebook, LinkedIn, and more.



**Alt text:** Qualified vaccine transport containers and packout supplies: Blue transport container, grey portable container with power cord, and coolant and insulating materials



**Preferred Option**

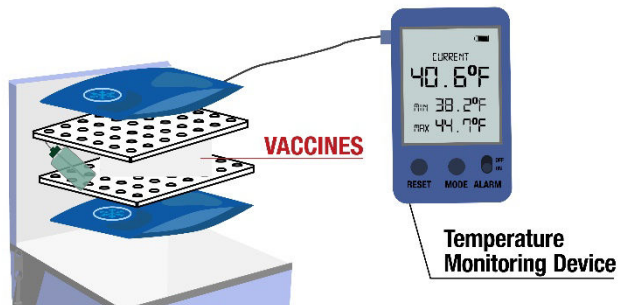
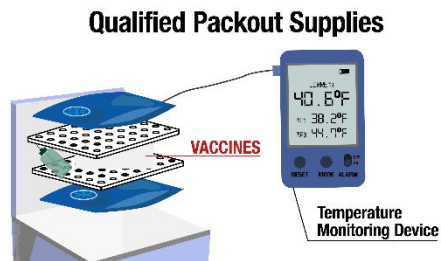


**Preferred Option**



**Alt text:** Portable refrigerator with power cord and green check showing preferred option during transport.

## Qualified Packout Supplies



**Alt text:** Qualified Packout Supplies for vaccine transport: Vaccines, coolant and insulating materials, with digital data logger to monitor temperature.

**\*Please Note:** Smaller images can be used for twitter, blog post, and website landing pages. Larger images can be used on Instagram, Facebook, LinkedIn, and more.

## Sample Tweets

- *NEW VIDEOS:* @ThePHF and @CDCgov partnered to develop an educational video series explaining how to store and transport vaccines securely and effectively to off-site clinics or during emergency situations. Watch now and learn more: <https://bit.ly/3TgqkXp>
- Knowledge of proper vaccine storage and transport is vital to ensuring vaccine strength and patient safety. Watch this instructional video series to learn more about keeping vaccines safe: <https://bit.ly/3TgqkXp>
- Do you know how to properly store and transport vaccines offsite during an emergency? @ThePHF, in partnership with @CDCgov, developed a new video series on how to store and transport vaccines accurately. Watch now: <https://bit.ly/3wMazzP>
- It is essential for healthcare professionals to be knowledgeable of accurate vaccine storage and transport protocol. Watch the *Vaccine Storage and Transport Video Series*, developed by @ThePHF and @CDCgov, to learn more: <https://bit.ly/3TgqkXp>
- *NEW VIDEOS:* @ThePHF and @CDCgov break down vaccine storage and transport processes for off-site clinics and emergencies. Watch now to learn more: <https://bit.ly/3TgqkXp>

## Sample Facebook and LinkedIn Posts

- Prepare for your spring and summer health fairs and pop-up vaccination clinics with the new Vaccine Storage and Transport Video Series developed by the Public Health Foundation in collaboration with the Centers for Disease Control and Prevention (CDC). Watch the videos to learn more: <https://bit.ly/3TgqkXp>
- Are you familiar with what materials are needed to properly store vaccines during planned and emergency transport? Watch these educational videos from the Public Health Foundation, in partnership with the Centers for Disease Control and Prevention, to learn more: <https://bit.ly/3TgqkXp>
- The Public Health Foundation, in partnership with The Centers for Disease Control and Prevention, developed an educational video series to help educate immunization staff and governmental public health workers on how to properly store and transport vaccines off-site. Watch the videos to learn more: <https://bit.ly/3TgqkXp>

# Sample Newsletter Language

## #1: Include as a blurb in your organization's newsletter

### **New Instructional Video Series on Vaccine Storage and Transport**

- This educational video, developed by the Public Health Foundation and Centers for Disease Control and Prevention, provides immunization staff and governmental public health workers with helpful information on how to store and transport vaccines properly. Watch the videos to learn more: <https://bit.ly/43d5Tit>
- Strong knowledge of vaccine storage and transport are essential within the immunization workforce to positively impact vaccine confidence in communities. [Watch the latest educational videos](#) from the Public Health Foundation and the Centers for Disease Control and Prevention expanding on proper transport protocol and equipment.

## #2: Include as an at-a-glance item in your organization's newsletter

### **Discover Vaccine Storage and Transport Best Practices**

- Be prepared for any vaccine transport scenario – [Watch an instructional video series developed by the Public Health Foundation and the Centers for Disease Control and Prevention to learn how.](#)
- Minimize vaccine waste, and maximize impact: [This Vaccine Storage and Transport video series teaches you how.](#)
- [Urgent or planned, this video series developed by the Public Health Foundation and the Centers for Disease Control and Prevention explains important details about vaccine transportation protocols.](#)

### **Elevate Your Vaccine Handling Skills with New Video Series**

- Keep vaccines safe during transport – [Learn best practices and share them with your networks.](#)
- Stay prepared: Vital tips for planned and emergency transport. Watch to learn more: <https://bit.ly/3TgqkXp>
- Ensure vaccine potency: [Learn proper storage and transport protocol.](#)

## Sample GIFs and Short Clips

Your organization can use these sample video clips as GIFs in newsletters, websites, and other communication outlets to help convey information about vaccine storage and transport. They can be paired with additional messaging and posted on LinkedIn, Facebook, X (Twitter), and Instagram. Explore and download the short clips to share with your networks:

- <https://www.dropbox.com/scl/fo/08wuej213p6rriqk2p1r8/h?rlkey=y62p8avyd2vvjsz2f0lupsj1b&dl=0>



Thank you for utilizing this promotional toolkit in your efforts to support public health. Sharing this information within your networks will be crucial to our collective immunization endeavors. Your dedication to ensuring vaccinations remain safe and effective is appreciated.