

DECEMBER 2021

COVID VACCINE  
FACTS FOR  
NURSES

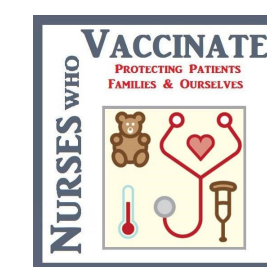
COVID VACCINE FACTS FOR NURSES

# Impact Report

## INTRODUCTION

**With support from Johnson & Johnson and the American Nurses Foundation, the American Nurses Association formed a collaboration with 21 nursing organizations to share common and scientifically-accurate messages about COVID-19 vaccinations.**

The digital campaign, COVID Vaccine Facts for Nurses (CVF4N), armed American nurses with the latest facts and information, empowering them to educate their vaccine-hesitant co-workers, patients, families, and communities about the importance of receiving a COVID-19 vaccine.





## What collaborators have stated about the campaign:

“Highlighting the work of each organization related to COVID has been helpful. Learning from the different specialties has also been beneficial.”

“A positive opportunity for our organization to demonstrate commitment to advocacy on behalf of nurses – also, the opportunity to partner with the wider nursing community.”

“The program assets have absolutely been useful! Having the assets provided by ANA and the agency has been essential to the campaign's success. It is great to have packaged content for social (especially where we can add our own logos).”

“ The collaboration between the nursing organizations has been effective in addressing the needs of the collective patient community. ”

## INTRODUCTION

# Collective Goals



Increase COVID-19 vaccine adoption among vaccine-hesitant nurses



Mobilize nurses to share vaccine information with patients, particularly in communities of color



Position the COVID Vaccine Facts for Nurses (CVF4N) campaign as the premier source for reliable COVID-19 vaccine information for nurses



Break through the clutter and misinformation about the COVID-19 vaccine in social marketing directed at nurses



## INTRODUCTION

# Timeline

### Research + Discovery

Nurse sessions and content audit

Report insights to inform  
content strategy

### Evaluation

Determine attitudinal change

### Campaign Educational Content

Resources for target audiences

Infographic and  
Nurse-to-Nurse Discussion Guide

Racism in  
Healthcare

Pregnancy  
and Breastfeeding

Nurse-to-Community  
Discussion Guide

Vaccine Booster  
Information

### Thought Leadership

Content and visual development, review and  
approval from ANA stakeholders

CVF4N Original Story  
Vaccine Hesitancy and Fertility

CVF4N Original Story  
Maintaining Safety Measures  
After the Vaccine

CVF4N Original Story  
Leading the Pandemic +  
Vaccine Response in Schools

### Digital + Social Media Content

Monthly email and social media content and  
visual development

Kickoff of  
social media  
content

Launch  
campaign

Social media  
content

Social media  
content

Social media  
content

Social media  
content

Social media  
content

### Webinar Discussions

Identify opportunities to  
amplify campaign messages

Debunking  
COVID-19 Vaccine  
Myths (PNAA)

COVID Vaccines  
and Pregnancy/  
Breastfeeding

Successful Strategies for  
COVID Vaccine Confidence  
in the Hispanic/Latinx  
Population

Culturally Respectful  
Conversations about  
COVID-19 Vaccination

Vaccine Hesitancy  
in the Workplace

COVID in Color  
(Hispanic Heritage Month)

MARCH

APRIL

MAY

JUNE

JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER





# Success Snapshot



## SUCCESS SNAPSHOT

**Through a multi-channel communications strategy, prioritization was placed on key digital platforms to elevate campaign messages, shifting content to meet rapidly evolving changes in COVID-19 vaccine information and addressing nurses' concerns.**

## STRATEGIC PHILOSOPHY

**Listen**

Use surveys, town hall meetings, and other mechanisms to actively identify and rapidly address concerns from the nursing community.

**Educate**

Provide materials for nurses to use in educating themselves, their patients, and their communities on the COVID-19 vaccines. Particular attention to addressing the needs of at-risk communities.

**Share**

Collaboratively provide key open-source resources with nurses and organizations in user-friendly environment.

**Amplify**

Exponentially increase the reach of educational materials related to the vaccines. Build reach and engagement across the nursing community.

## SUCCESS SNAPSHOT

## Campaign Dashboard

	GOAL	RESULT	STATUS	
1	Build coalition of 16 nursing organizations with special focus on nurses of color	23 Confirmed Organizations including ANA and ANF 8 Nursing organizations for ethnic nurses 750,000 nurses combined reach	Exceeded	144%
2	Develop materials to be shared across organizations			
	3 Full Topic Webinars	9 Completed Webinars	Exceeded	300%
	5 Short Info and Q & A Videos	3 Explainer Videos Completed 2 VAX Stars Nurse Videos 9 Q+A videos with ANA subject matter experts 12 Q+A videos with collaborator SMEs	Exceeded	500%
	5 Infographics	5 Completed Infographics	Completed	100%
	Hold 10 town hall style meetings	11 Completed events	Exceeded	110%
	Reach 1,000,000 nurses nationally utilizing digital media tactics	4,600,000+ combined social media impressions	Exceeded	459%
3	Expand the volume of conversation across media platforms about vaccine hesitancy among nurses and evidence-based COVID-19 vaccine safety and efficacy	20+ citations related to CVF4N work in local, trade, and national news outlets 4 Completed articles or blogs 2.78% organic social media engagement rate	Completed	
4	Drive 100,000 clicks to the campaign website (web visitors)	106,000+ website visitors 13% return visitors 160,000 website pageviews	Exceeded	105%





# Audience Spotlight



AUDIENCE SPOTLIGHT

# Reaching BIPOC Nurses

One of the key goals of the COVID Vaccine Facts for Nurses campaign was to reach Black, Indigenous and People of Color (BIPOC). To this end, 8 nursing organizations – representing **36,500 members** – joined the collaboration.

The campaign honored these organizations by hosting COVID in Color Conversations on how the pandemic affected their populations. Six out of the 11 town hall events (55%) were focused on diversity issues.

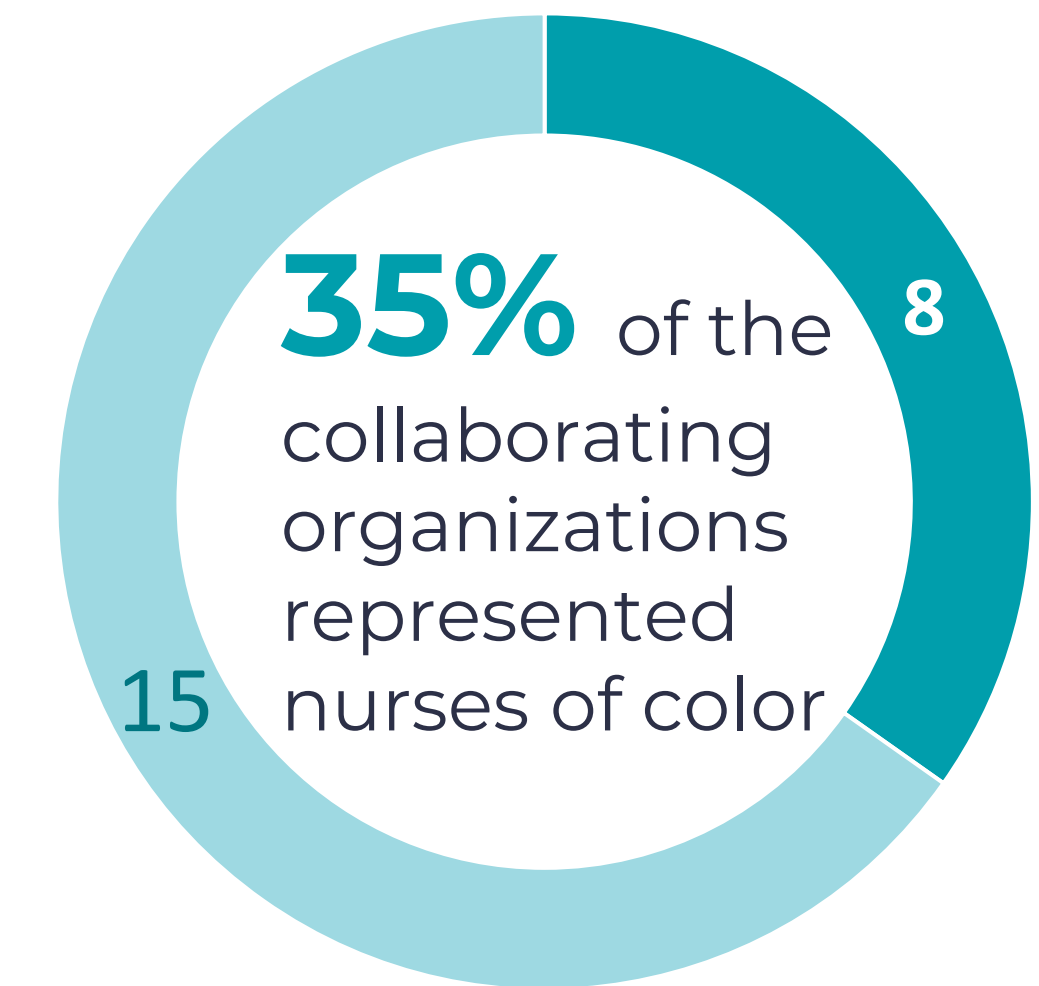
**COVID IN COLOR CONVERSATION:**

**JOIN US JUNE 5TH 1PM EST**

**Celebration and Challenges of AAPI Nurses in the Age of COVID**

**COVID VACCINE Facts for Nurses**

**COVIDVaccineFacts4Nurses.org**



**COVID a color: Impactos en la comunidad latina**

**ORADORES**

**Dr. Roxana Chicas**  
PhD, RN  
Profesora asistente en la Facultad de Enfermería Nell Hodgson Woodruff

**Erika A. Colón**  
BSN, RN  
Presidenta fundadora y expresidenta de la Asociación Nacional de Enfermeras Hispanas Greater Milwaukee Chapter

**Dr. Adrianna Nava**  
PhD, MPA, MSN, RN  
Presidenta de la Asociación Nacional de las Enfermeras Hispanas (NAHN)

**Dr. Paule V. Joseph**  
BSN, AAS, PhD  
Lakser Scholar y Estudiante distinguida de National Institutes of Health (NIH) en 2019

**Dr. Michele Crespo-Fierro**  
PhD, MPH, RN, AACRN  
Profesora de asistencia clínica y Directora del Programa LEAD Honors en NYU Meyers College of Nursing

**Frank Baez**  
RN, BS  
Enfermero registrado en la Unidad de Cuidados Intensivos Cardiorrespiratorios (CTICU)

**5 de octubre de 2021 @ 8PM ET por Zoom**

**INSCRÍBASE EN COVIDVACCINEFACTS4NURSES.ORG**

**ANA** AMERICAN NURSES ASSOCIATION

**AMERICAN NURSES FOUNDATION**

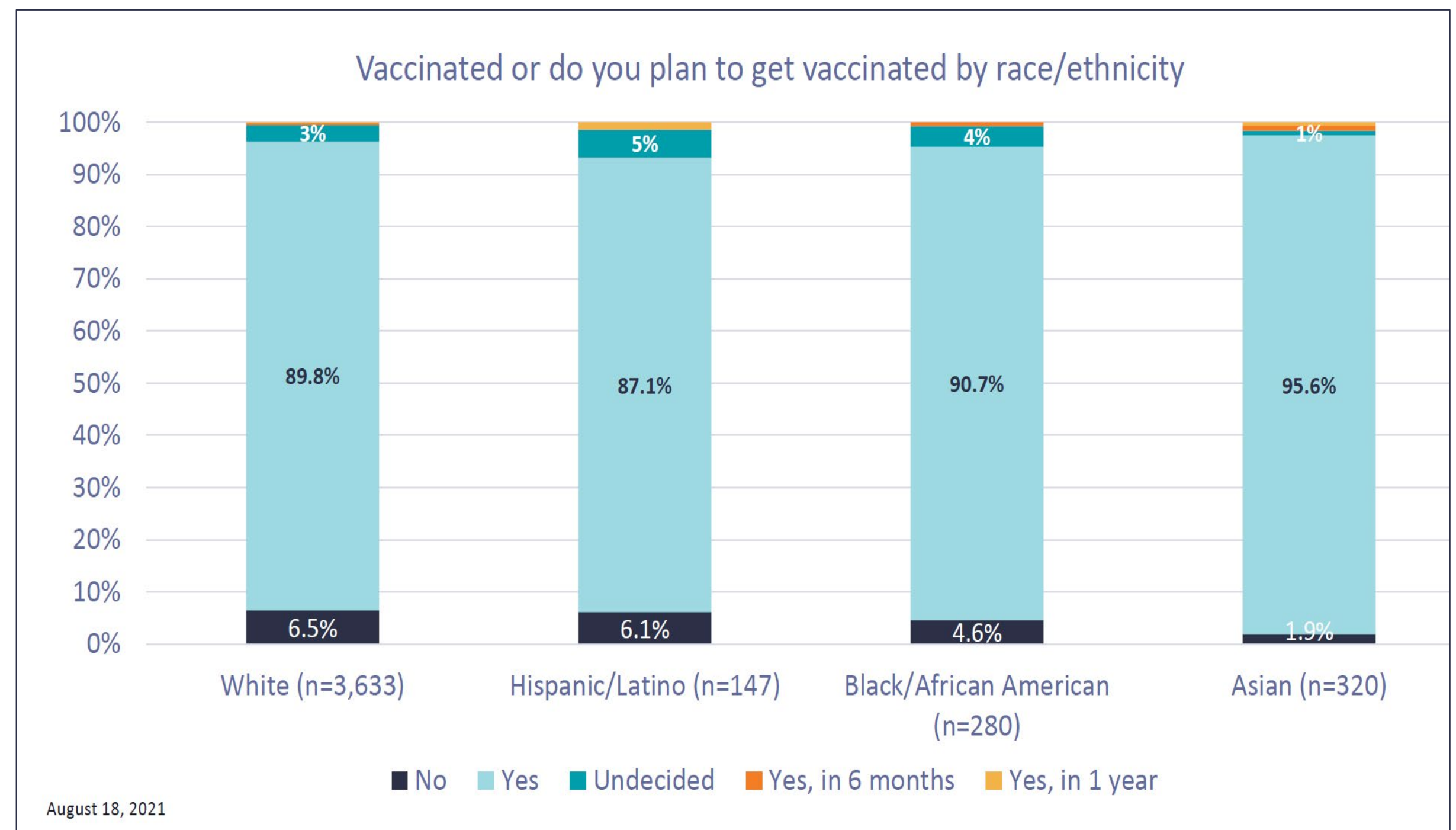
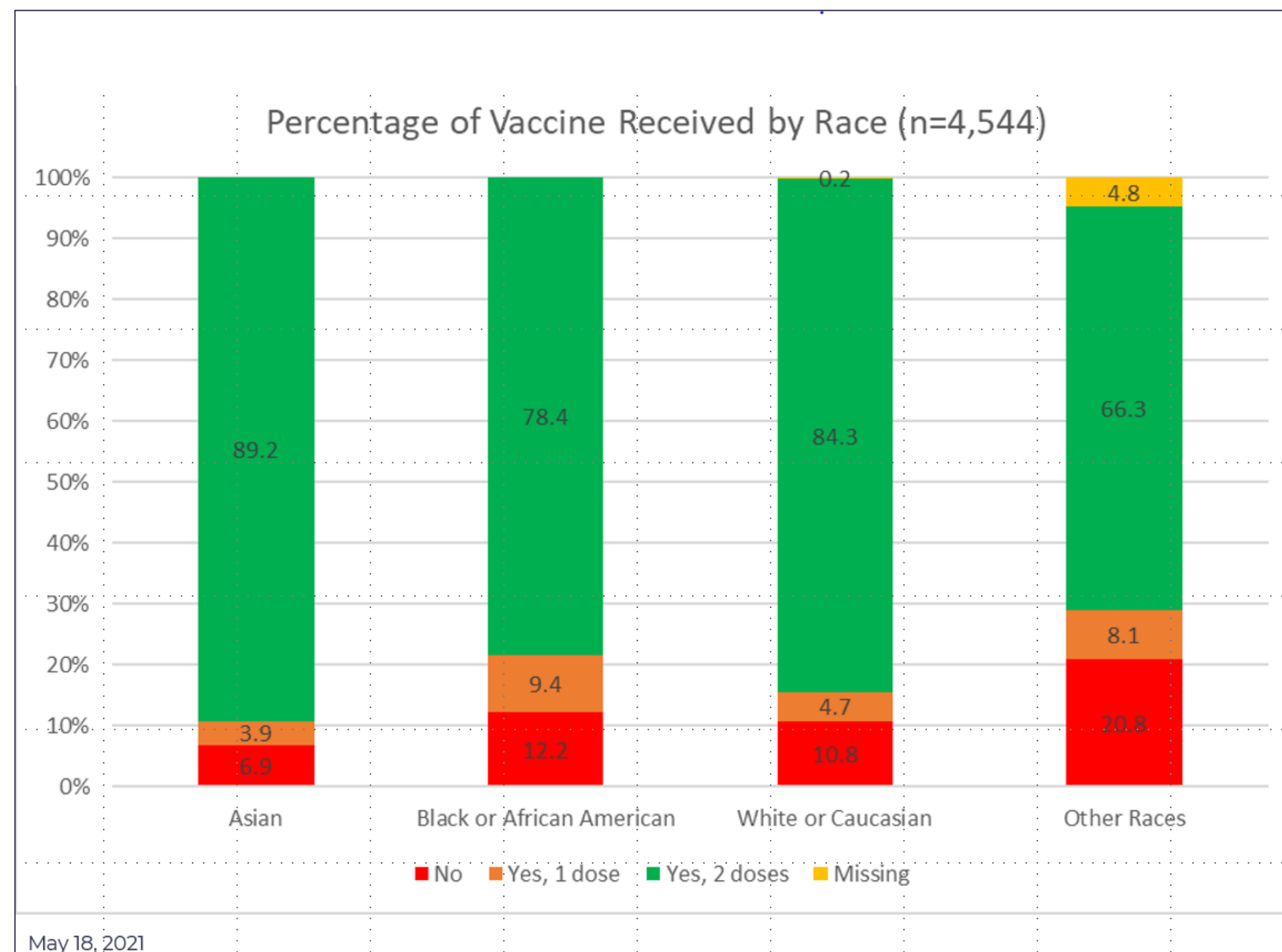
**NAHN** National Association of Hispanic Nurses



AUDIENCE SPOTLIGHT

# Reaching BIPOC Nurses

Survey data from both April and August 2021 showed that there were **only minor differences in vaccination rates by race/ethnicity.**



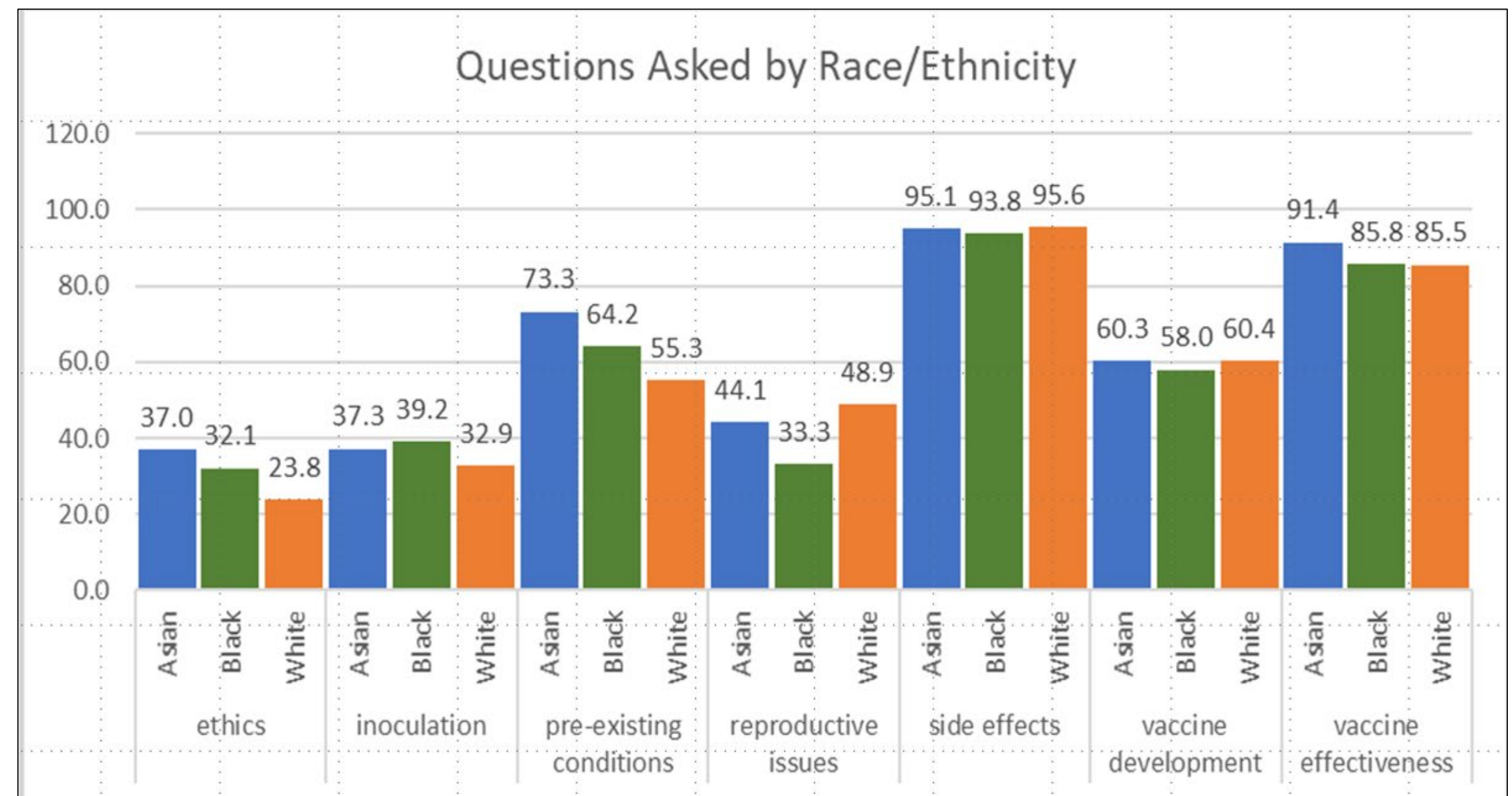
## AUDIENCE SPOTLIGHT

# Reaching BIPOC Nurses


The results of the initial program survey in April 2021 were examined by race/ethnicity. Nurses were asked what kinds of questions and concerns they were hearing from patients. While there are some differences within each category, **the overall order of the topics was the same across race/ethnicity.**

The campaign expressly using people and images that were representative across races and ethnicities. to provide information/answers that were meaningful and relevant. Most campaign assets were translated into Spanish and Tagalog.

Q. What types of questions are you asked about vaccination?







# Campaign Topics



## CAMPAIGN TOPICS

**ANA and collaborating organizations developed a campaign communications strategy, identifying universal themes that would connect and resonate with nurses, healthcare providers, and the larger community.**

**These themes were validated and further refined using a survey to determine which areas most concerned the target audience related to the COVID-19 vaccines. Three overarching campaign topics were selected based on survey results to ground information and guide content.**



## CAMPAIGN TOPICS

# Science Behind Vaccines

**With the rise of misinformation about the COVID-19 vaccines and the desire for reliable sources, nurses sought accurate, expert vaccine information for themselves and their patients. Science Behind Vaccines content was developed to address concerns and dispel myths.**

To combat the vaccine misinformation on social media, a large majority of Science Behind Vaccines content was shared through Facebook and Twitter.

**“ In my role as an Occupational Health Nurse, I oversee employees in 6 states. The COVID Vaccine Facts for Nurses web site ensures that I have up-to-date information on the pandemic and expert perspectives about the safety, efficacy, and importance of COVID-19 vaccines. ”**

- EILEEN MALONEY-WHITE, BSC, RN, LNC-CSP, COHN COHN(C),  
CCWS, FACLNC  
OCCUPATIONAL HEALTH NURSE





## CAMPAIGN TOPICS

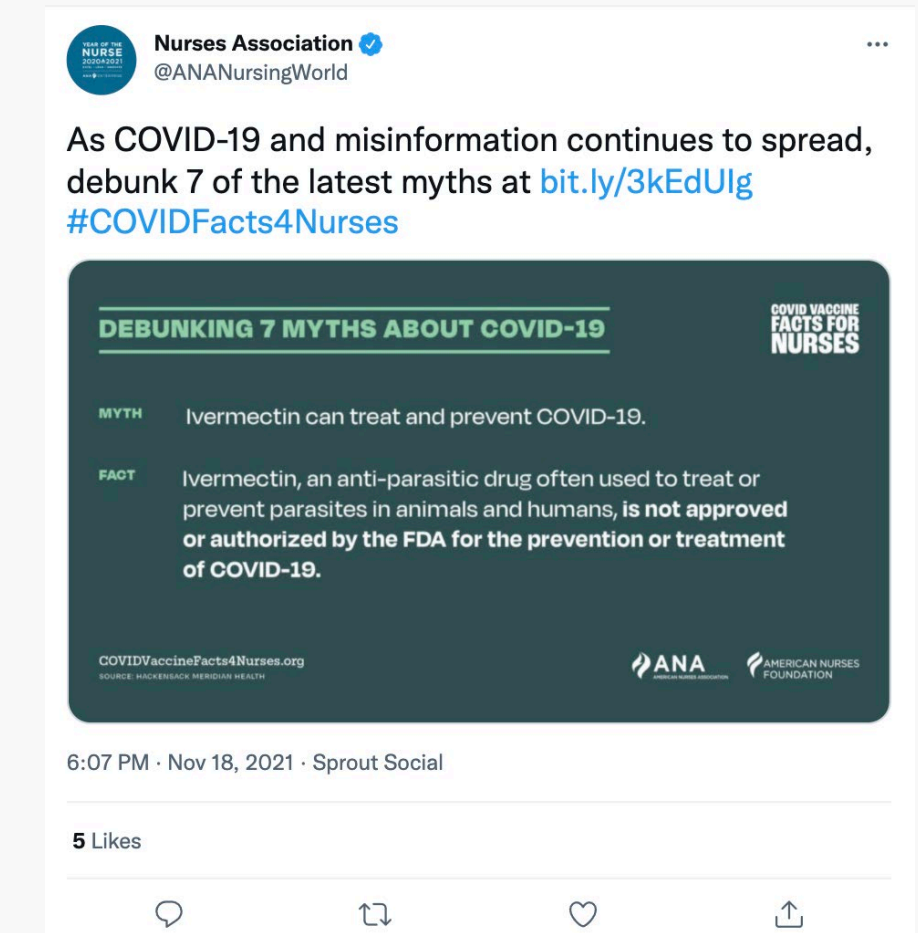
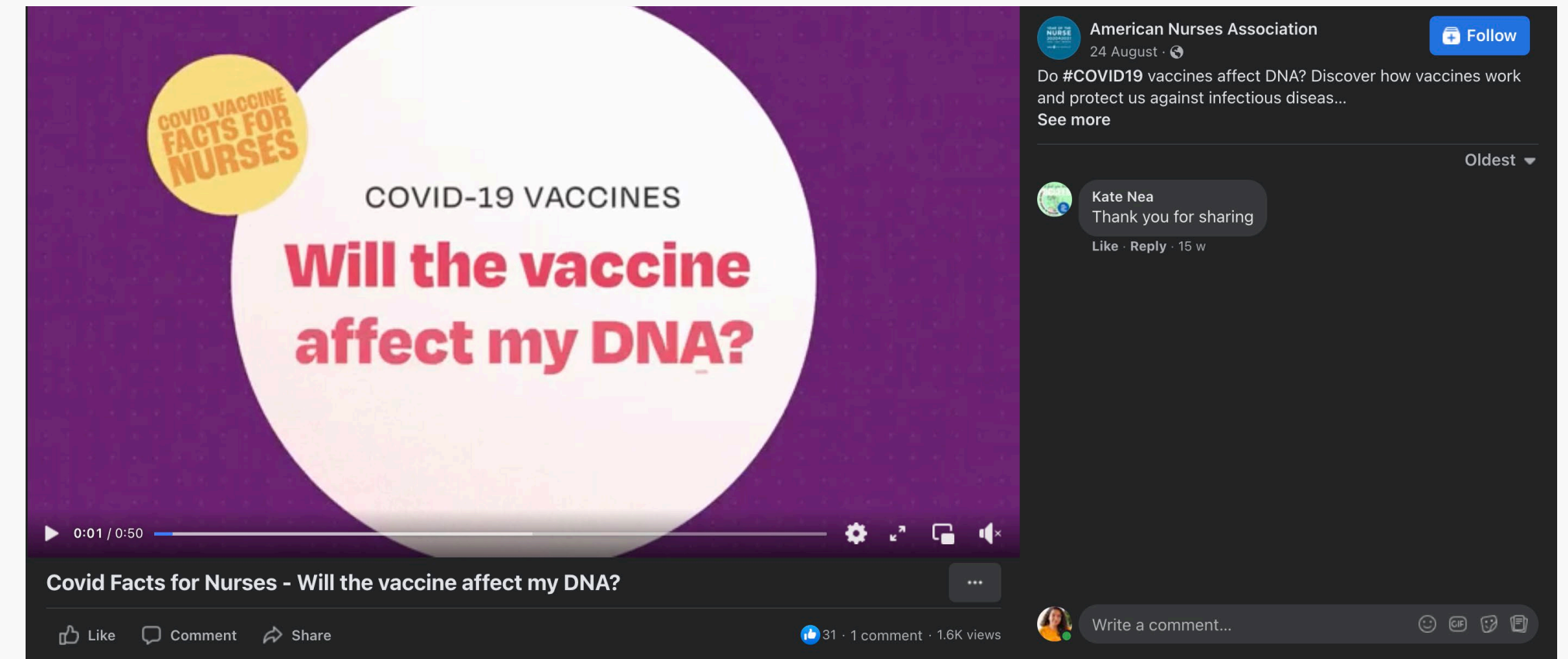
# Science Behind Vaccines

## Priority Topics:

- Side effects/allergic reactions of the vaccine
- Pre-existing allergies
- Vaccine and fertility, pregnancy, and breastfeeding
- Vaccine immunity

**“ The COVID vaccine debate has become a political nightmare. Our patients deserve factual, nonpolitical information to make an informed decision. This site allows nurses or other caregivers to find factual, up to date information to help make those difficult choices. ”**

- TAMMY CARUTHERS, ED.D, MSN, RN-BC  
CLINIC ADMISSION COORDINATOR  
FRONTIER BEHAVIORAL HEALTH PSYCHIATRIC SERVICES



**15+**  
Digital Ads


**35+**  
Social Content Pieces

## CAMPAIGN TOPICS

# Real Stories From Real Nurses

**Focus groups conducted with participating nurse organizations leading up to the launch of the CVF4N campaign clearly showed that nurses were compelled by other nurses' experiences. By sharing personal stories, nurses were enabled and empowered to connect with each other and their communities.**

Authentic stories on Facebook and LinkedIn were shared to facilitate greater engagement between those telling their stories and their online communities.



**“ I think it's challenging to go and speak to someone about getting [vaccinated] but turning around in the next breath and say, "no, I didn't get [the vaccine].” So just being able to speak to concerns and share personal experience made it much easier to talk about and more receptive to receive. ”**

- NURSE PARTICIPANT,  
RESEARCH AND DISCOVERY REPORT



CAMPAIGN TOPICS

# Real Stories From Real Nurses

## Priority Topics:

- How nurses talk to patients about getting vaccinated
- Understanding variants and their impact on day-to-day work

“ As a nurse, who is "fully vaccinated", it is important to share my story of trepidation when I first learned of the vaccines with nurse colleagues. Should they voice their fears or skepticism, I show them the #CVF4N website and steer them to the FAQs as well as the other valuable COVID-19 evidence-based resources. I challenge them to be informed consumers, no different than their patients, with the hope that they will follow the science. ”

- SHEILA CALDWELL, BSN, RN, CSN-NJ



20+  
Social Content  
Pieces

5+  
Digital Ads






## CAMPAIGN TOPICS

# Nurses For Vaccines

American nurses work hard to provide their colleagues, patients, and communities with the resources needed to make informed vaccination decisions. Highlighting the work nurses within participating organizations and the nursing network at large provided inspiration and amplification for frontline nurses to address vaccine hesitancy within their communities.

Nurses For Vaccines content was primarily shared on Twitter and LinkedIn where there is space for educated discourse on social issues.



**“ School nurses are among the public health nurses who are most vital to controlling COVID-19, including our work in infection control and vaccine rollout. I’ve started a science first campaign here in Illinois, lead by IASN, to promote and educate the public about the importance of COVID-19 vaccines and have seen an increase in the uptake in my own community using COVID Vaccine Facts for Nurses. ”**

- GLORIA E. BARRERA, MSN, RN, PEL-CSN  
PRESIDENT, INTL ASSOCIATION OF SCHOOL NURSES

CAMPAIGN TOPICS

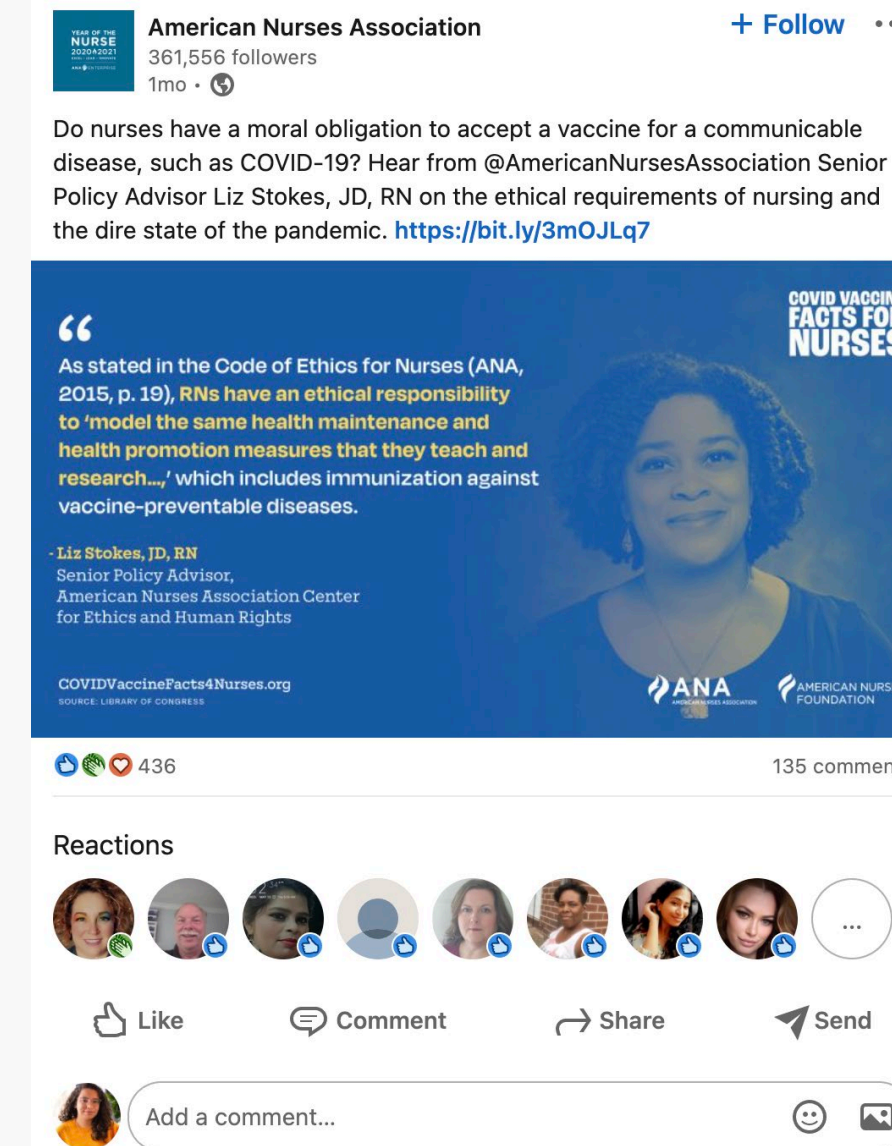
# Nurses For Vaccines

## Priority Topics:

- Vaccine equity including access and historical atrocities that lead to hesitancy
- Vaccines as a way to reconnect with community

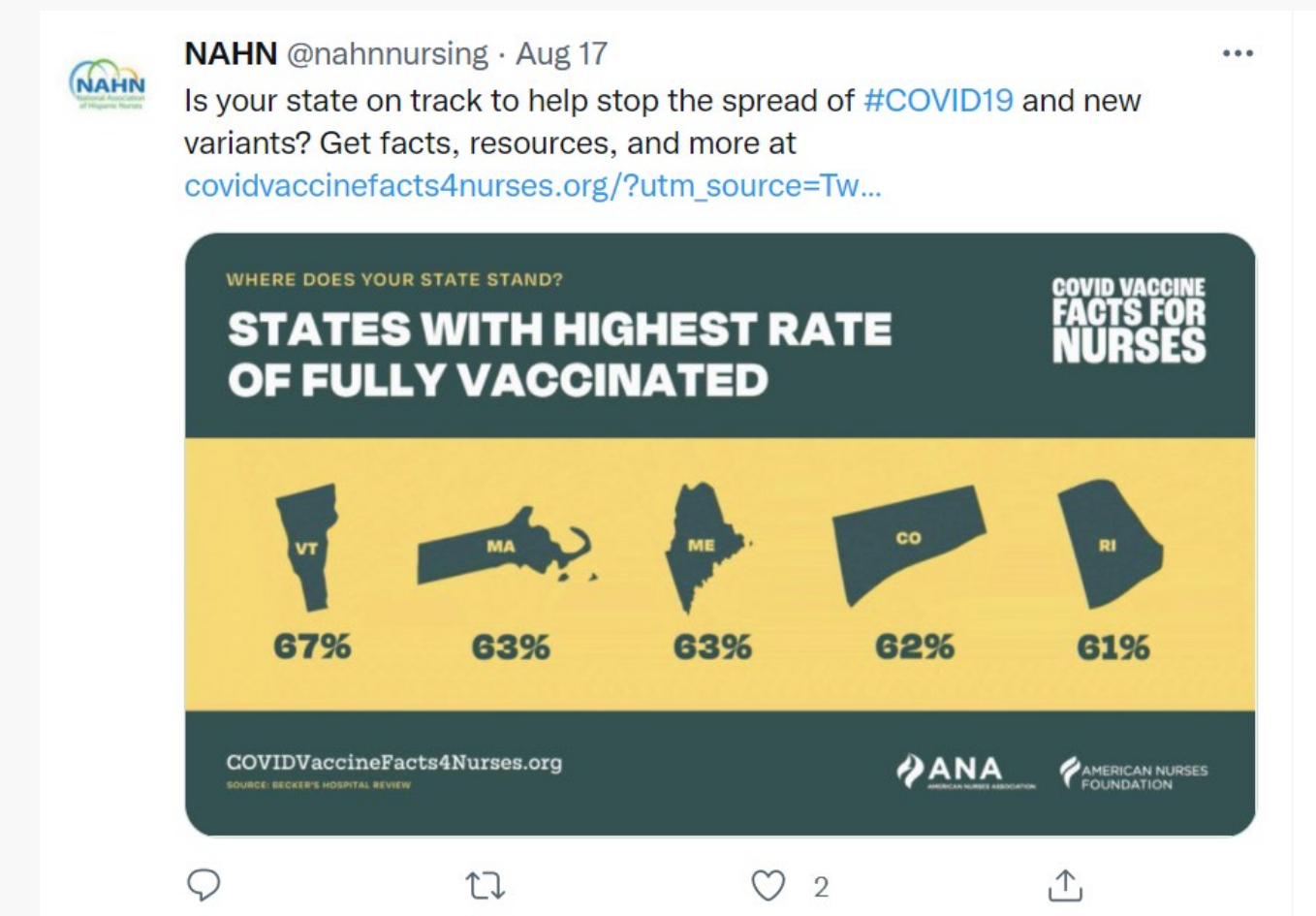
**“ I shared this site with my nursing students because it was so informative. The webinar on Vaccine Hesitancy using the Model of Inference and the information therein was put to use immediately in their population health clinicals. ”**

- JOAN M. CALEY, MS, RN, ARNP, PHCNS-BC, NEA-BC



**25+**  
Social Content  
Pieces

**5+**  
Digital Ads







# Impact Analysis



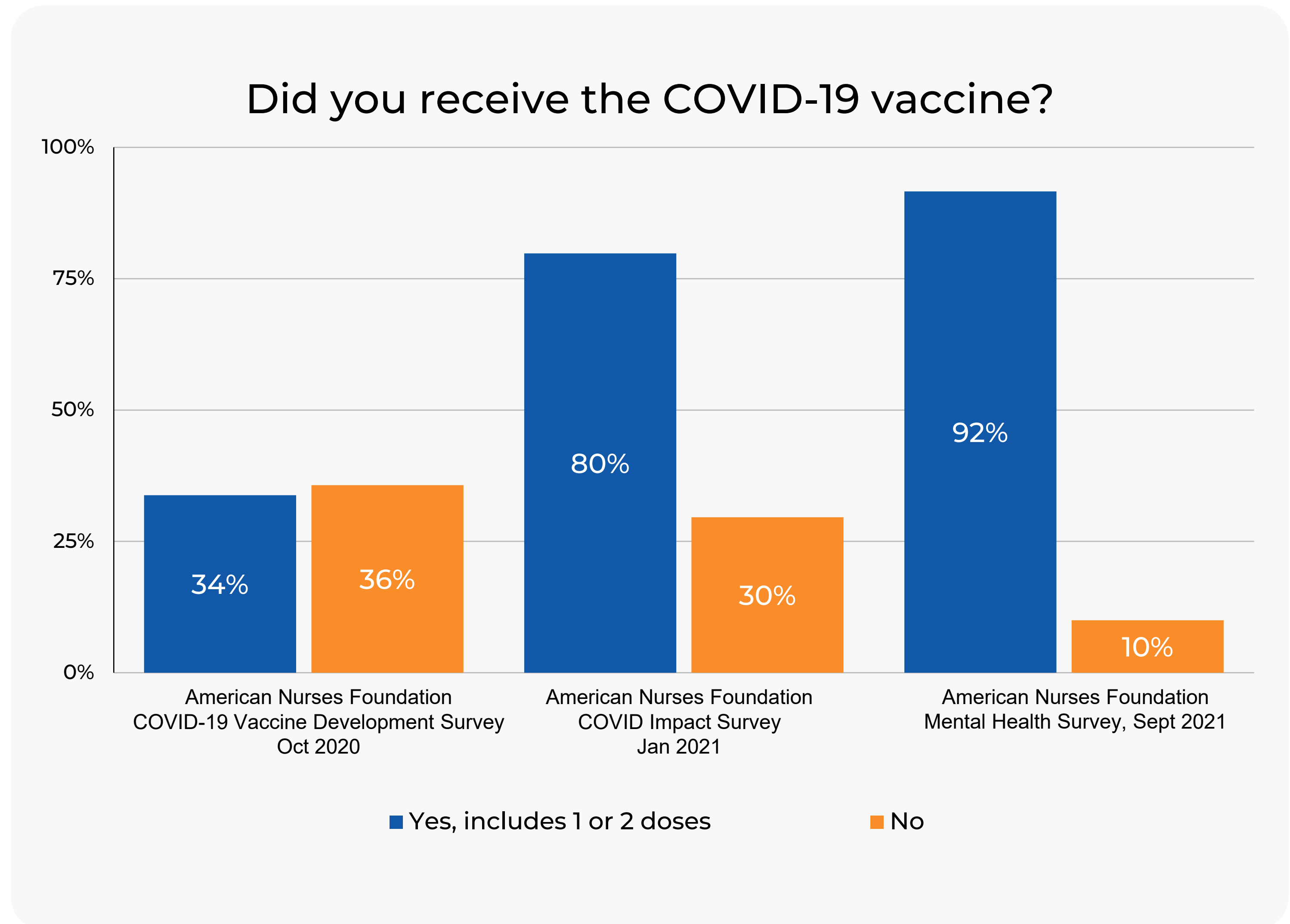


# Since the start of the CVF4N campaign, there has been a sharp rise in nurses receiving the COVID-19 vaccine.

By arming nurses with the resources needed to make an educated decision about getting vaccinated and sharing their story and knowledge with patients and colleagues, the COVID Vaccine Facts For Nurses campaign contributed to the larger movement to stop the spread of COVID-19.

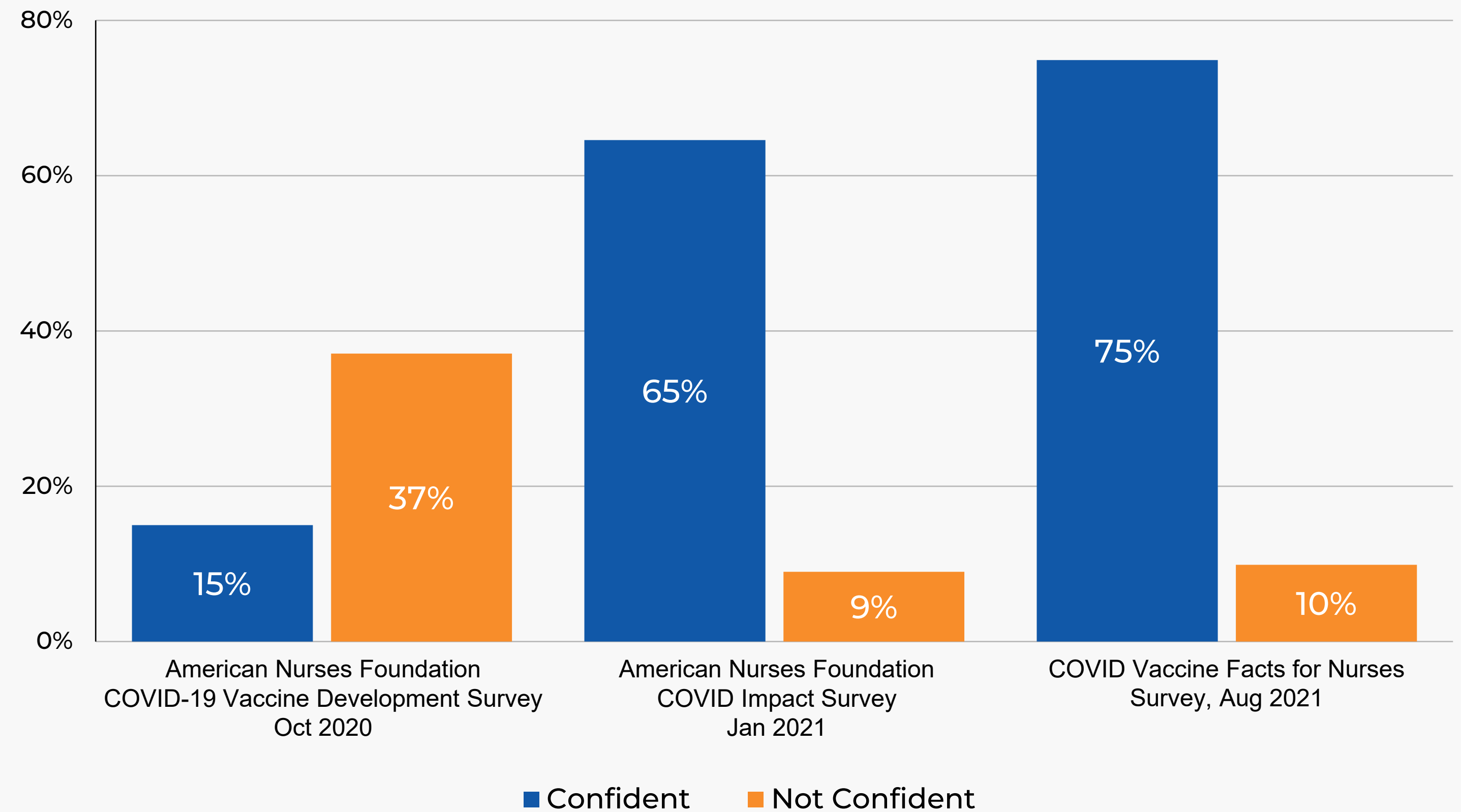


# Nurses are Vaccinated.



**Nurses think  
COVID  
vaccines are  
safe and  
effective.**

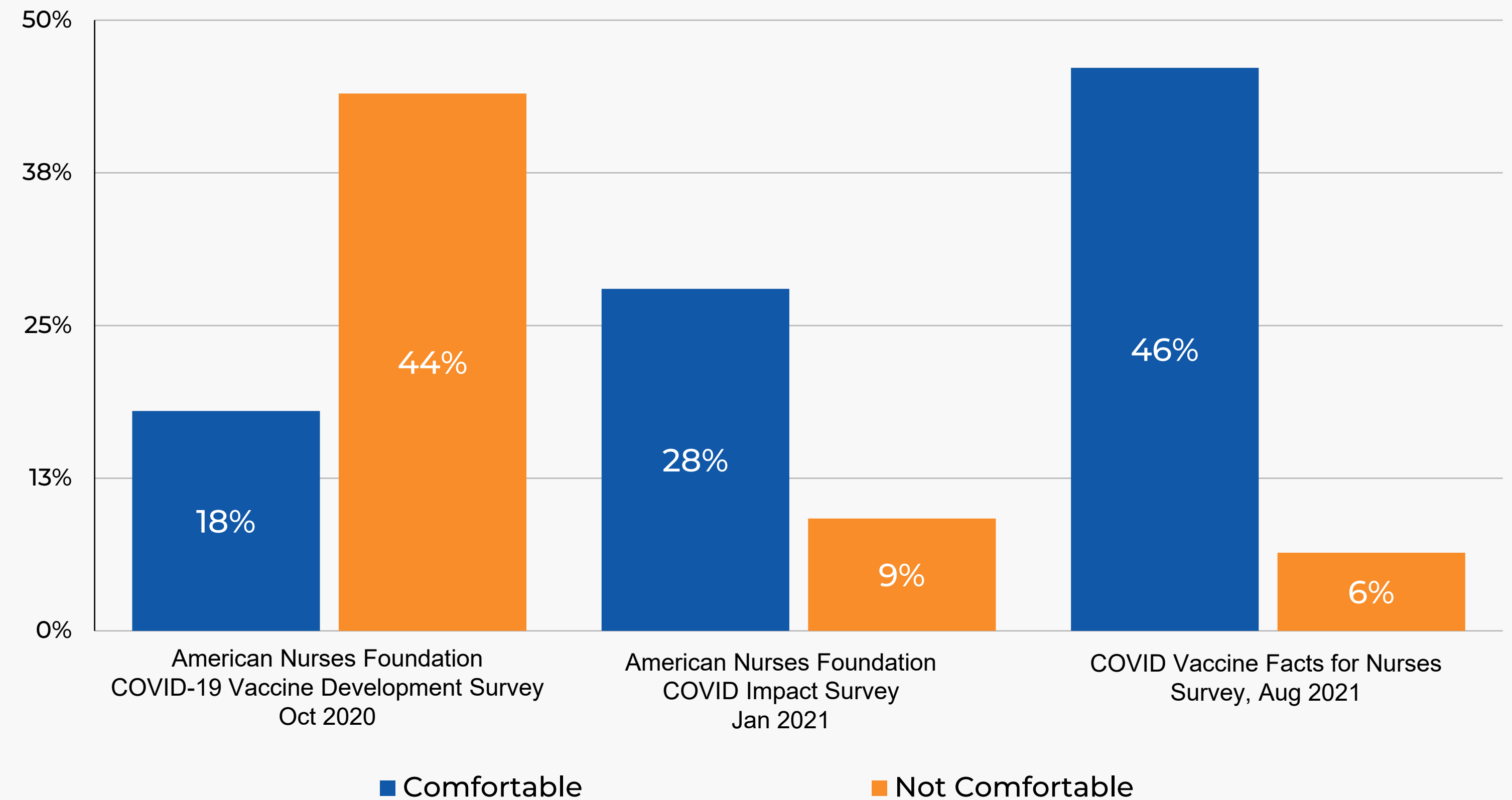
### Nurse Confidence in Vaccine Safety and Effectiveness





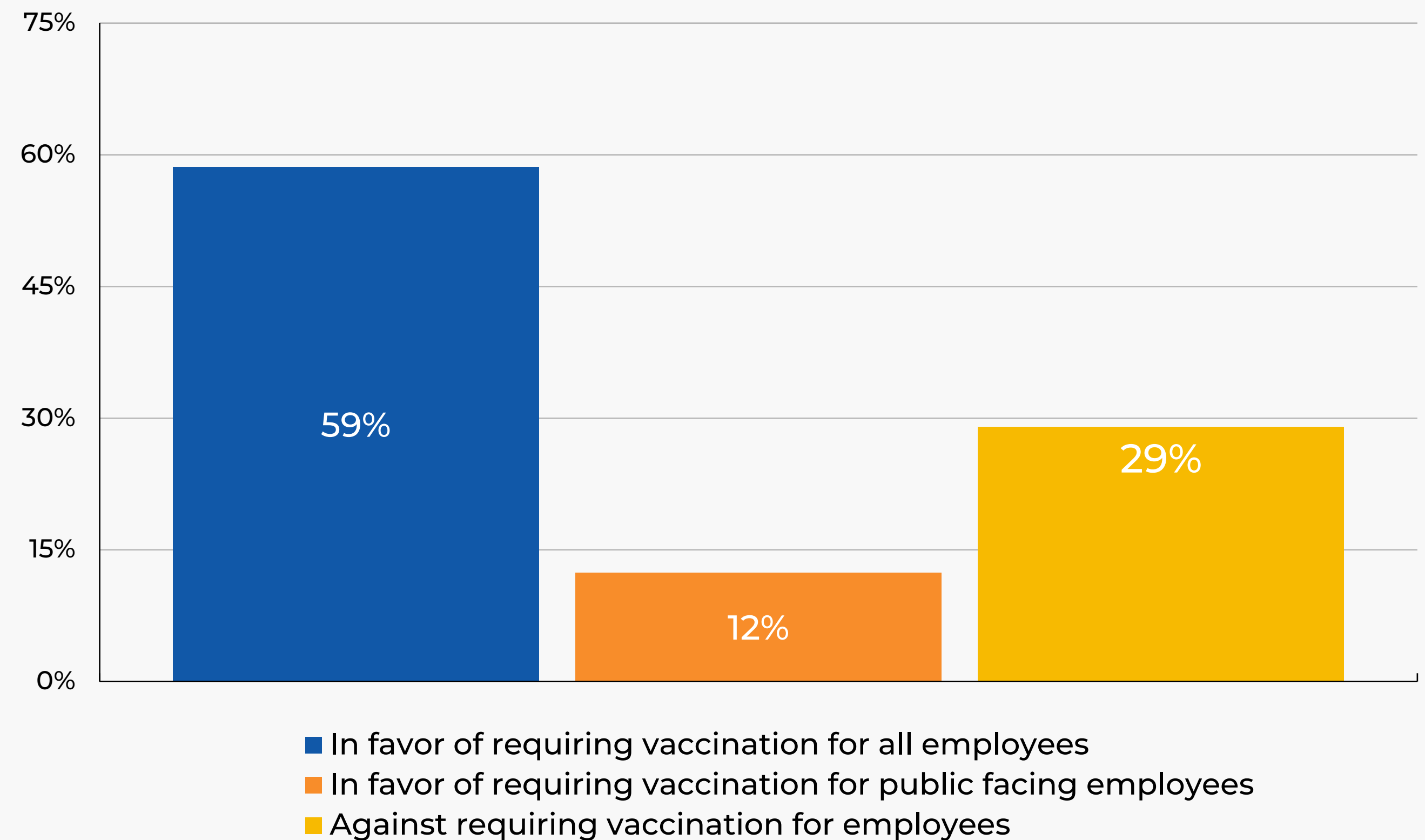
**Nurses are comfortable discussing the vaccine.**

## Comfort Levels of Nurses about Having COVID-19 Vaccine Conversations



**Nurses have mixed feelings about vaccine mandates.**

How do you feel about employers requiring vaccination for continued employment?





# Concerns/Ongoing questions about the COVID-19 vaccine\*

\* Use for trending only, questions asked in different ways across surveys

Data pulled from:

American Nurses Foundation COVID-19 Vaccine Development Survey, Oct 2020

American Nurses Foundation Innovation Survey, Oct 2020

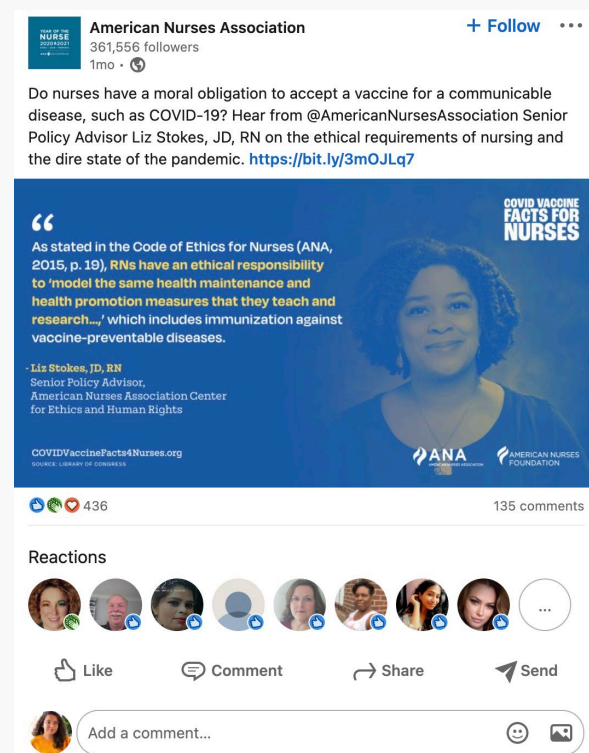
American Nurses Foundation COVID Impact Survey, Jan 2021

COVID Vaccine Facts for Nurses Survey, April 2021

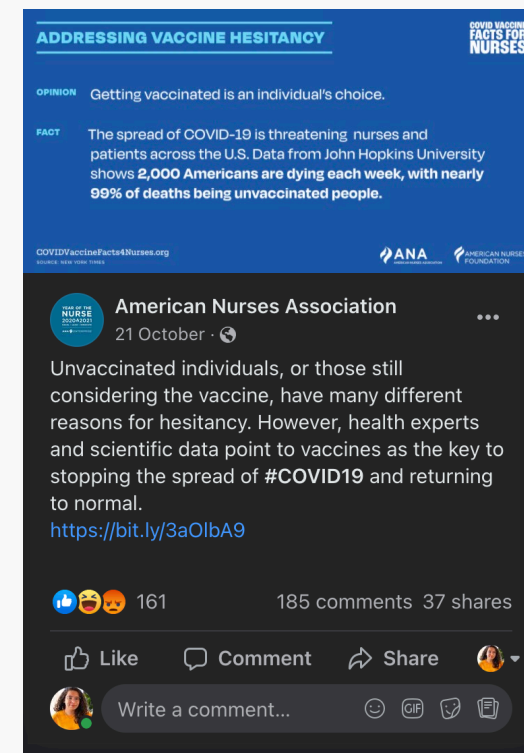
COVID Vaccine Facts for Nurses Survey, August 2021

CONCERN	OCT 2020	JAN 2021	APRIL 2021	AUG 21
Skeptical/unclear of clinical trials process (1)	75%			
Skeptical/unclear of vaccine approval process (2)	70%			
1 & 2 combined		50%	49%	
Vaccine development too quick		55%	84%	
Not enough info about vaccine safety, side effects	79%	50%		
Side effects			95%	54%
Info about vaccine			50%	
Mistrust information about vaccine development	50%		42%	
Immunity/how long vaccines protect			64%	58%
Boosters			56%	
Protection against COVID-19 variants			50%	

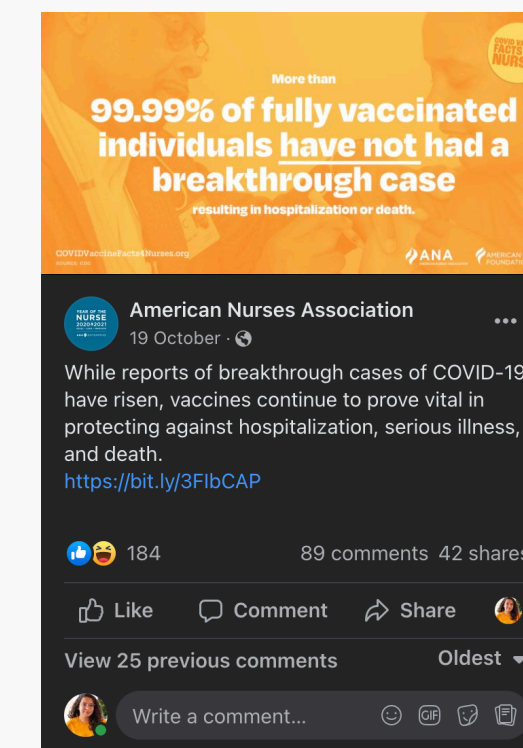
# Highest Performing Content



**Moral Obligation**  
2,790 engagements  
2,167 clicks  
47,004 impressions

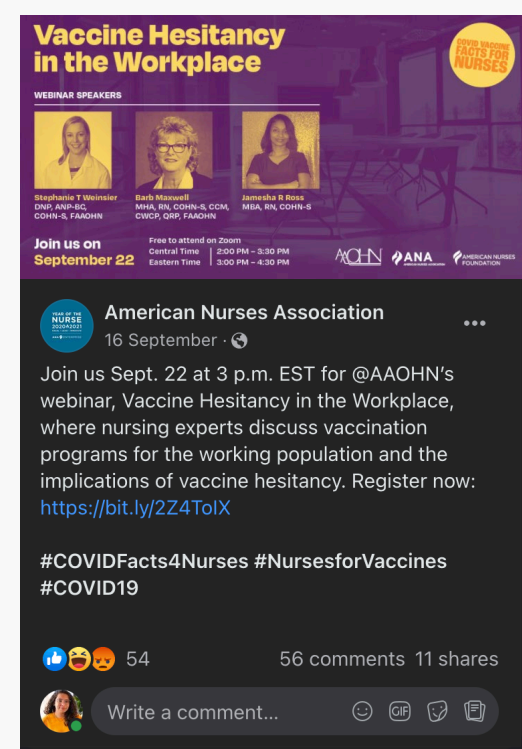


**Addressing Vaccine Hesitancy**  
1,770 engagements  
1,258 clicks  
26,066 impressions

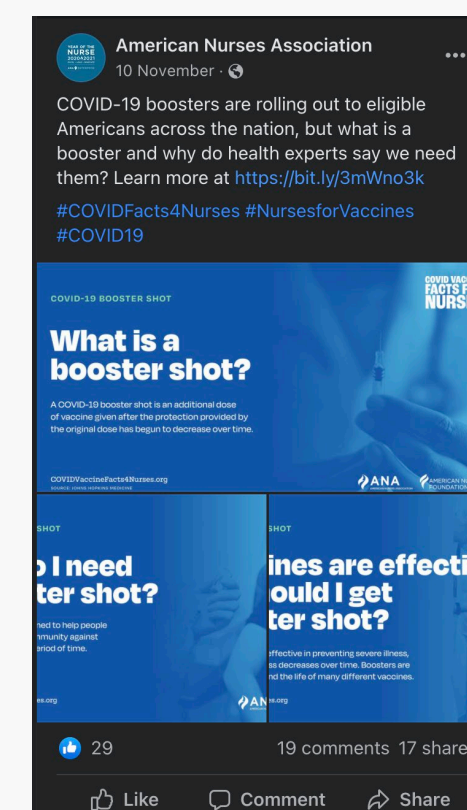


**COVID-19 Breakthrough Cases**  
1,384 engagements  
984 clicks  
26,703 impressions

*Includes paid social boost*




**Vaccine Hesitancy in the Workplace**  
855 engagements  
653 clicks  
40,070 impressions



**COVID-19 Boosters**  
527 engagements  
440 clicks  
23,488 impressions



The image features a person on the left side, wearing a white shirt with small black polka dots. They are holding a black pen in their right hand, positioned as if about to write. The background is split: the left half is a warm, orange-toned image of the person, and the right half is a solid blue color. The word "Conclusion" is written in a large, white, sans-serif font across the center, overlapping both background sections.

# Conclusion



## In hindsight, what could have been done differently:

Used more time at the beginning of the program to add functionality and sophistication to the microsite platform rather than focusing on speed of standing up the system

Created a more detailed production schedule for the campaign deliverables

Decided on metrics, data, and reporting preferences at the start of the campaign

Written more specific expectations into the collaborator agreements



Most proud of the ...  
Impact,  
reach,  
and results  
stemming from true  
collaboration – in message,  
images, dialog, and collegiality  
– across 23 different nursing  
and public health  
organizations.



# With the launch of COVID-19 vaccines at the start of 2021, nurses in America faced more COVID-19 cases and deaths than anywhere else around the world.

CDC data (as of December 2021) shows nearly 78% of eligible Americans have received at least one vaccination shot, with nurse vaccinations increasing from 40% to 88% since the beginning of the COVID Vaccine Facts for Nurses campaign.

Additionally, early data from the CVF4N survey in July 2020 told a promising story as Americans lined-up for booster shots and more than 67% of nurse-parents plan to vaccinate their children (ages 5-11).

**40% → 88%**

**Increase in Nurse Vaccinations**  
since the beginning of the  
COVID Vaccine Facts for  
Nurses Campaign

The COVID Vaccine Facts for Nurses campaign played a strong supporting role in moving the needle on nurse vaccination.





# Data Tables



# CVF4N Detailed Program Tracking



# CVF4N Microsite Report

[View Full Report](#)

COVID VACCINE  
FACTS FOR  
NURSES

### TECHNOLOGY

All-time mobile traffic has hit 55% vs. desktop traffic (40%) vs. tablet traffic (4%). There is little variation in time users spend on the site, with most users spending between 1-2 minutes. The heatmap indicates that users are most likely to click on the "Resources" and "COVID 19 Survey" featured resources.

Week	Desktop	Mobile	Tablet
12/2 - 12/8	6	6	6
11/25 - 12/1	6	6	6
11/18 - 11/24	5	5	5
11/11 - 11/17	5	5	5
11/4 - 11/10	4	4	4
10/28 - 11/3	4	4	4
10/21 - 10/27	2	2	2
10/14 - 10/20	3	3	3
10/7 - 10/13	4	4	4
9/30 - 10/6	3	3	3
9/23 - 9/29	2	2	2
9/16 - 9/22	4	4	4
9/9 - 9/15	4	4	4
9/2 - 9/8	4	4	4
8/26 - 9/1	1	1	1
8/19 - 8/25	1	1	1
8/12 - 8/18	2	2	2
8/5 - 8/11	4	4	4
7/29 - 8/4	4	4	4
Average (Google Analytics)	4	4	4

COVID VACCINE  
FACTS FOR  
NURSES

### DEMOGRAPHICS

This week we saw a slight increase in users ages 25-34, possibly indicating a return to typical levels of site traffic following the Thanksgiving holiday. We also saw a slight decrease in bounce rate, meaning less visitors entered the site and left rather than continuing to view other pages (e.g., Resources, COVID 19 Survey).

It's encouraging to see that our target audience is still engaged with the site.

Week	Age 18-24	Age 25-34	Age 35-44	Age 45-54	Age 55-64	Age 65+
12/2 - 12/8	1	1	1	1	1	1
11/25 - 12/1	1	1	1	1	1	1
11/18 - 11/24	1	1	1	1	1	1
11/11 - 11/17	1	1	1	1	1	1
11/4 - 11/10	1	1	1	1	1	1
10/28 - 11/3	1	1	1	1	1	1
10/21 - 10/27	1	1	1	1	1	1
10/14 - 10/20	1	1	1	1	1	1
10/7 - 10/13	1	1	1	1	1	1
9/30 - 10/6	1	1	1	1	1	1
9/23 - 9/29	1	1	1	1	1	1
9/16 - 9/22	1	1	1	1	1	1
9/9 - 9/15	1	1	1	1	1	1
9/2 - 9/8	1	1	1	1	1	1
8/26 - 9/1	1	1	1	1	1	1
8/19 - 8/25	1	1	1	1	1	1
8/12 - 8/18	1	1	1	1	1	1
8/5 - 8/11	1	1	1	1	1	1
7/29 - 8/4	1	1	1	1	1	1
Average (Google Analytics)	1	1	1	1	1	1

COVID VACCINE  
FACTS FOR  
NURSES

### WEBSITE METRICS: DECEMBER 2 - DECEMBER 8

#### TOPLINE METRICS

The site has been live for just under 9 months (launched March 16). This week, key metrics, including pageviews, users and new and returning visitors increased, possibly indicating a return to typical levels of site traffic following the Thanksgiving holiday. We also saw a slight decrease in bounce rate, meaning less visitors entered the site and left rather than continuing to view other pages (e.g., Resources, COVID 19 Survey).

Week	Pageviews	Users	New Visitors	Return Visitors	Bounce Rate	Session Duration	Pages Per Session
12/2 - 12/8	1284	876	772	177	53%	1:11	1.21
11/25 - 12/1	889	581	499	125	58%	1:19	1.26
11/18 - 11/24	1,529	1,057	935	209	54%	1:03	1.22]
11/11 - 11/17	1,731	1,133	1,017	232	55%	1:05	1.26
11/4 - 11/10	1,623	1,062	958	199	51%	1:12	1.27
10/28 - 11/3	1,286	868	759	173	61%	0:57	1.25
10/21 - 10/27	2,541	1,815	1,636	307	62%	0:38	1.23
10/14 - 10/20	2,476	1,720	1,594	245	59%	0:46	1.27
10/7 - 10/13	1,813	1,165	1,000	260	57%	1:05	1.29
9/30 - 10/6	3,172	2,189	2,003	354	57%	1:01	1.24
9/23 - 9/29	3,318	2,434	2,220	392	62%	0:47	1.20
9/16 - 9/22	2,779	1,848	1,611	429	53%	1:01	1.25
9/9 - 9/15	3,181	2,149	1,941	434	52%	1:09	1.24
9/2 - 9/8	2,510	1,727	1,496	388	54%	1:03	1.20
8/26 - 9/1	11,279	8,921	8,412	992	70%	0:29	1.15
8/19 - 8/25	12,534	10,033	9,482	1,000	69%	0:24	1.17
8/12 - 8/18	12,612	9,487	9,445	935	72%	0:31	1.17
8/5 - 8/11	3,507	2,359	2,076	513	52%	1:00	1.23
7/29 - 8/4	4,106	2,901	2,659	528	51%	1:09	1.20
Cumulative/Average (Google Analytics)	157,859	106,272	106,459	13,622	66%	0:49	1.19

## Attendance at Events

Count	Events	Organization Lead	Date	Reach/ Registration	Attended
1	Webinar: Boosting Vaccine Confidence in Minority Populations	ANA	1-Apr	9,560	4,289
	Vaccine Hesitancy Training Videos (below)	NAPNAP	24-Jun		3,965
2	Video 1: General COVID-19 immunization video (views)	NAPNAP			2,048
3	Video 2: Co-Admin and Catch Up (views)	NAPNAP			526
4	Video 3: Vaccine Hesitant Family (views)	NAPNAP			811
5	Video 4: Vaccine for kids who had COVID (views)	NAPNAP			580
6	Webinar: Addressing Vaccine Misinformation in Nurses	Sigma	29-Jun	1,138	619
7	Workshop: Communication Skills: Engaging the Vaccine Hesitant	CM Partners, ANA	2-Aug	400	100
8	Workshop: Communication Skills: Engaging the Vaccine Hesitant	CM Partners, ANA	16-Aug	475	150
9	Vaccine Mandates and the Nursing Code of Ethics	ANA	30-Nov		
	<b>Total: Full Topic Webinars</b>			<b>11,573</b>	<b>9,123</b>
1	Explainer Videos: Will the vaccine affect my DNA?	ANA			
2	Explainer Video: Can Vaccines Help Us Stay Ahead of #COVID19 Mutations?	ANA			
3	Explainer Video: Do I need a vaccine if I've had COVID-19?	ANA			
4	VAX Stars	ANA			
5	VAX Stars #2	ANA			
	<b>Total: Short Videos</b>				
1	COVID Vaccines and You: A Livestream Town Hall for Healthcare Providers	OJNA	20-Apr	500	500
2	COVID Vaccines: What's in it for me (in Yiddish) teleconference	OJNA	9-May	NA	2,500
3	Debunking COVID-19 Vaccine Myths	PNAA	11-May	127	88
4	Town Hall Meeting on COVID Vaccines and Pregnancy/Breastfeeding	AHWONN	27-May	1,342	367
5	Men's Health Network: COVID-19 vaccine hesitancy in men (Men's Health Month)	MHN	3-Jun	741,983	741,983
6	COVID in Color Conversation: Celebration and Challenges of AAPI Nurses in the Age of COVID American, Pacific Islander Heritage Month)	AAPINA, NAINA, PNAA	5-Jun	320	50
7	Twitter chat: Successful Strategies for COVID Vaccine Confidence in the Hispanic/Latinx Pop	NAHNP	13-Jul	100	
8	Town Hall - Vaccines and children, preparing for a new school year	NASN, APIC, NAPNAP	27-Jul	1,000	
9	Culturally Respectful Conversations about COVID-19 Vaccination: Nurses Facilitating Informe	TCNS	5-Aug	265	149
10	Decision-Making by Diverse Community Members				
10	Vaccine Hesitancy in the Workplace	AAOHN	22-Sep	886	242
11	COVID in Color Conversation (Hispanic-Latino Heritage Month)	NAHN	5-Oct	326	70
	<b>Total: Town Halls</b>			<b>746,849</b>	<b>745,949</b>
	Less Men's Health Network			4,866	3,966
	<b>TOTAL REACH</b>			<b>758,422</b>	<b>755,072</b>
	Less Men's Health			16,439	13,089



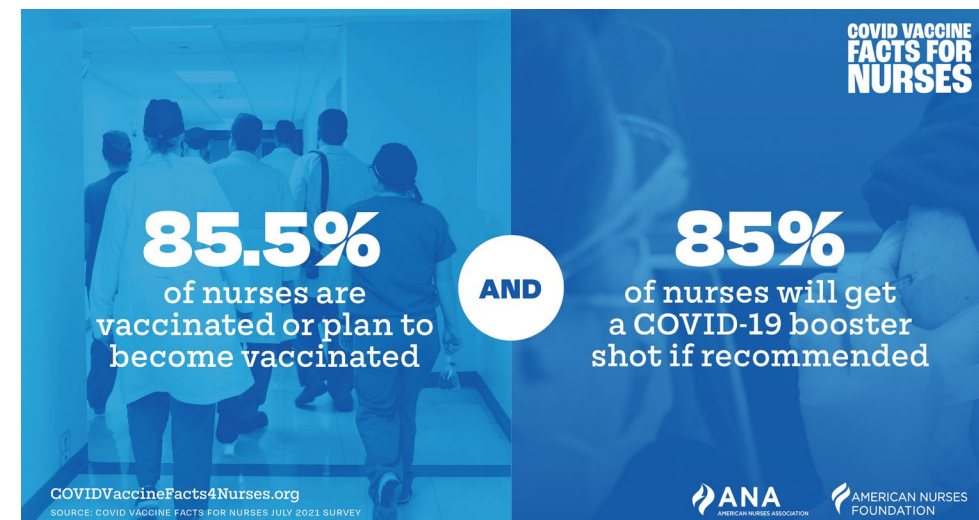
# Editorial Calendar

ASSETS BY TOPIC

[View Full Calendar Here](#)



**Benefits vs Risks**  
39 Assets



**Boosters**  
5 Assets



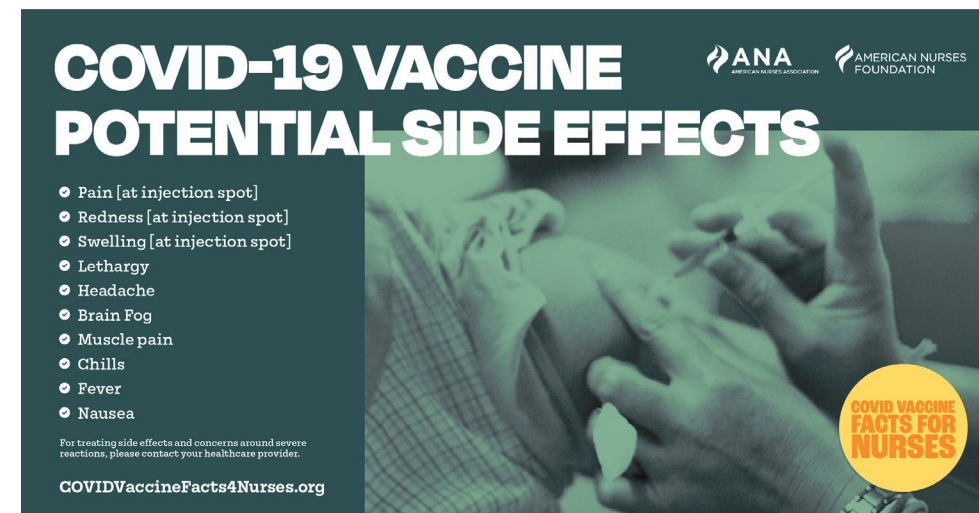
**Effectiveness**  
25 Assets



**Fertility Issues**  
6 Assets



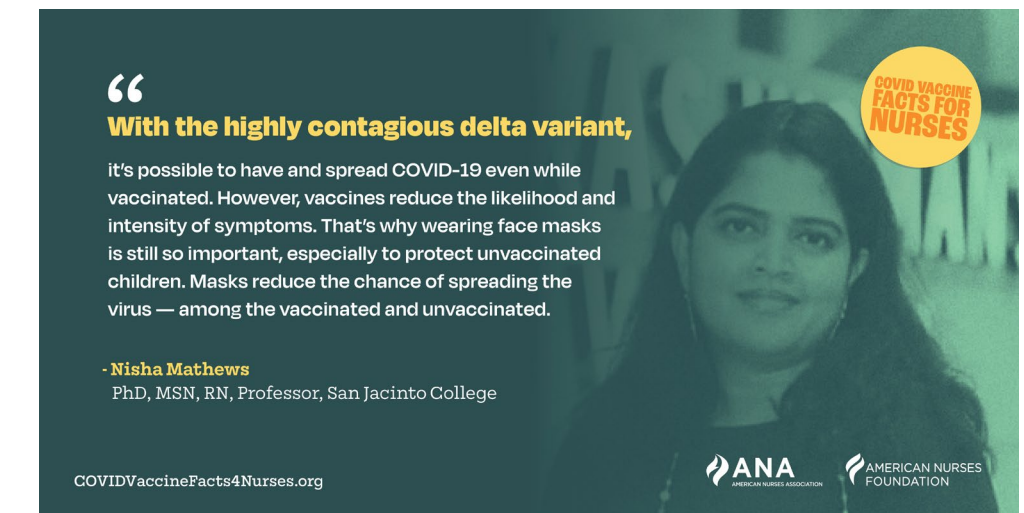
**Immunity**  
17 Assets



**Side Effects**  
10 Assets



**Vaccine Development**  
20 Assets



**Variants**  
8 Assets

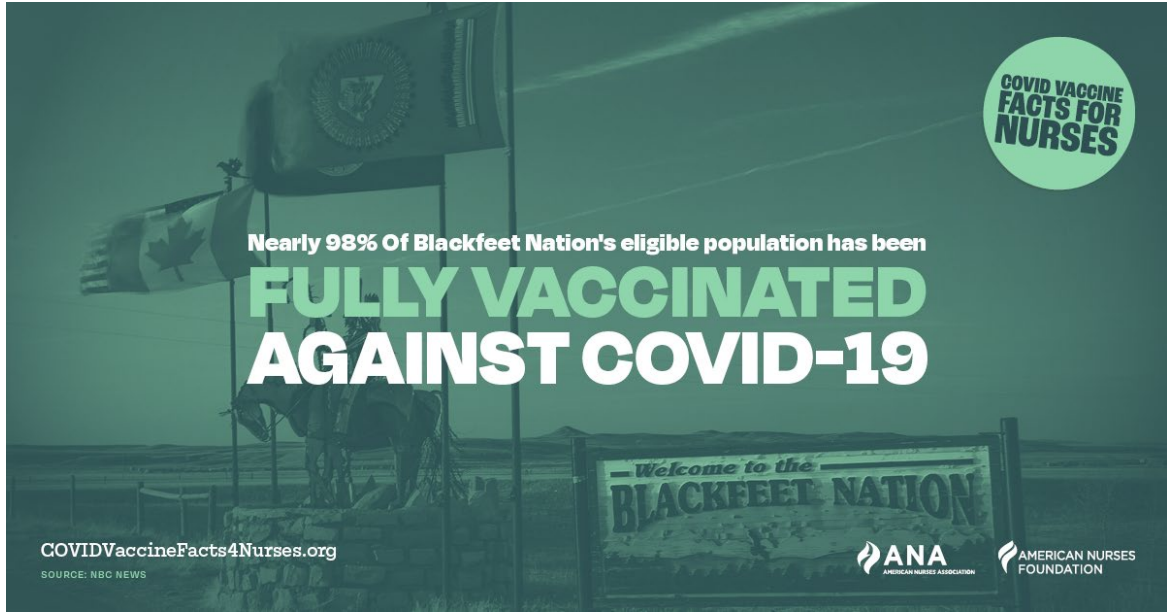


# Editorial Calendar

ASSETS BY CHANNEL

[View Full Calendar Here](#)

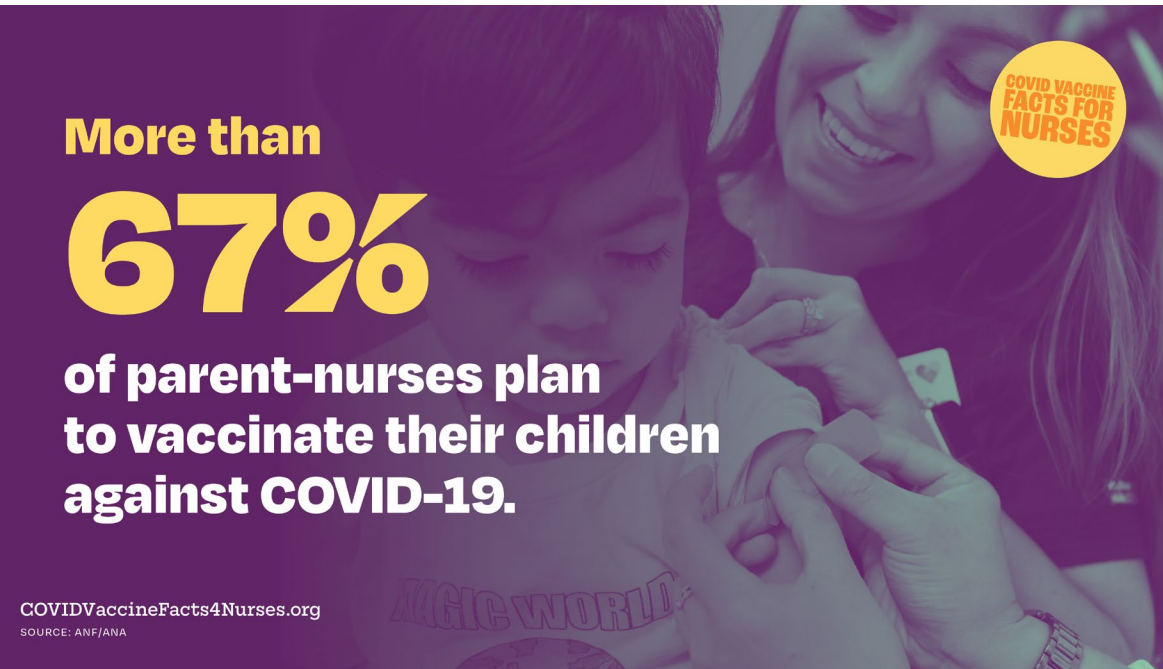
Facebook  
34 Assets



Twitter  
24 Assets

RECOGNIZING FLU VS. COVID-19 SYMPTOMS		
	FLU	COVID-19
Cough	✓	✓
Fever or chills	✓	✓
Fatigue	✓	✓
Aches	✓	✓
Headache	✓	✓
Sometimes nausea and diarrhea	✓	✓
Chest Discomfort	✓	
New loss of taste or smell		✓
Sore throat		✓
Congestion or runny nose		✓
Shortness of breath or difficulty breathing		✓

COVIDVaccineFacts4Nurses.org  
SOURCE: GEYRINGER



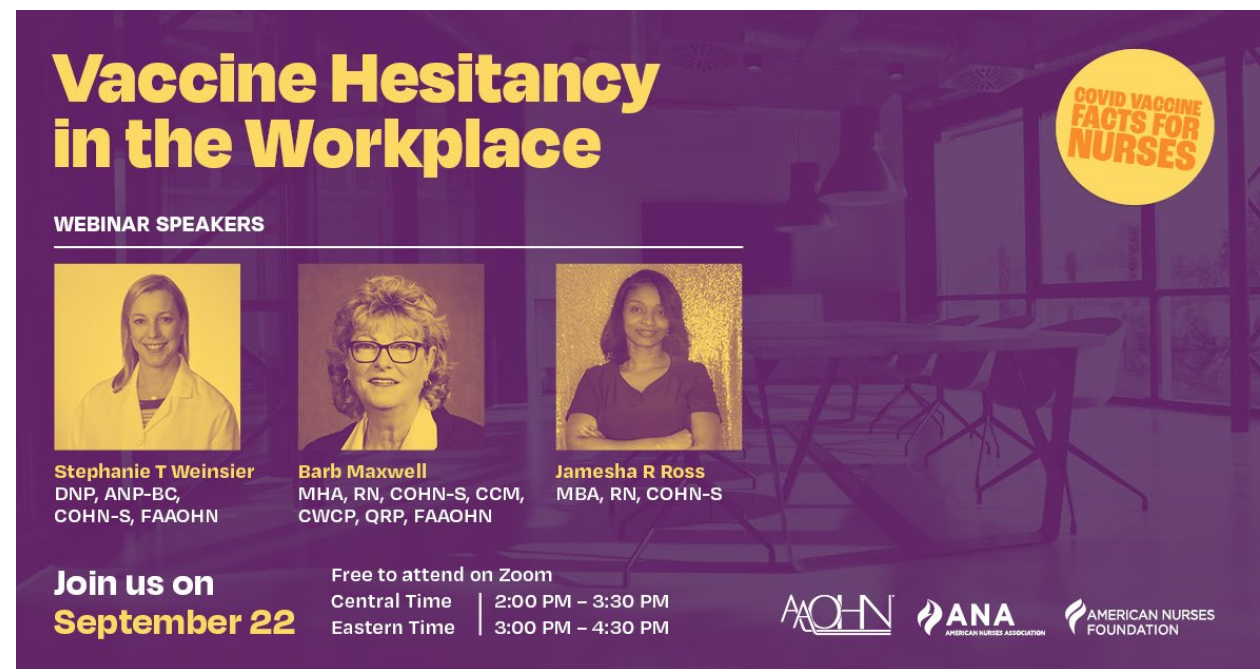
LinkedIn  
15 Assets





# Editorial Calendar

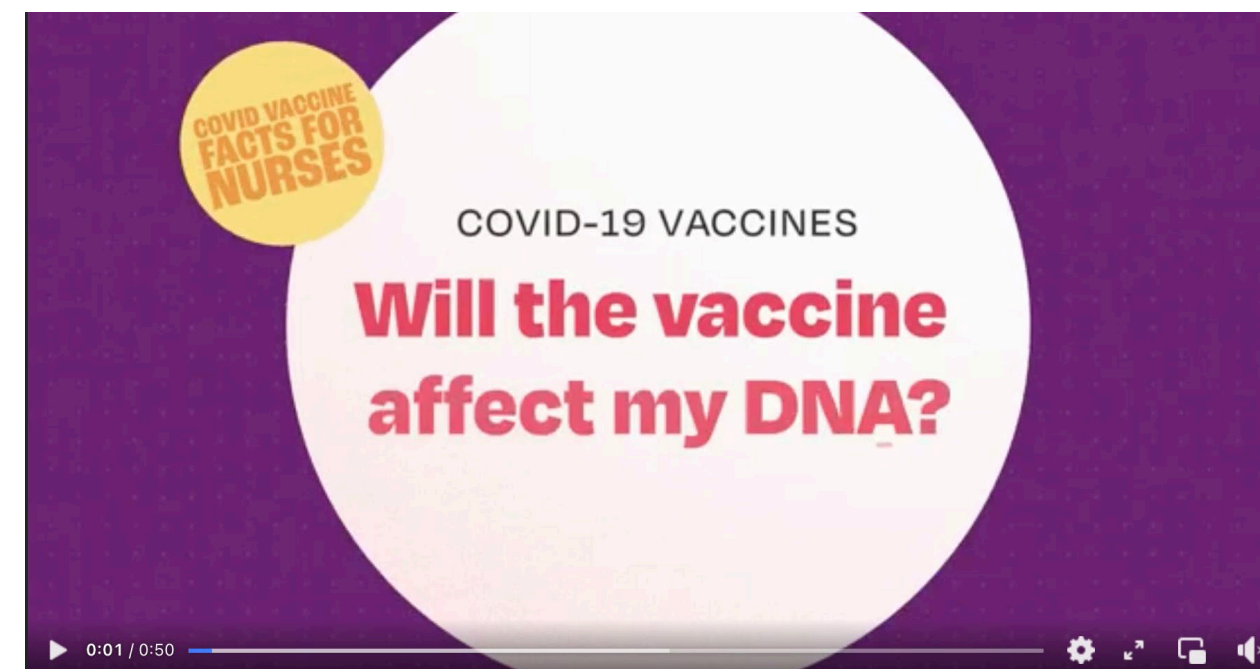
## ASSETS BY TYPE



### Webinars

#### Vaccine Hesitancy Training Videos

1. General COVID-19 Immunization Videos
2. Co-Admin and Catch Up
3. Vaccine Hesitant Family
4. Vaccine for Kids who had COVID
6. Boosting Vaccine Confidence in Minority Populations
7. Addressing Vaccine Misinformation in Nurses
8. Communication Skills: Engaging the Vaccine Hesitant (2x)
9. Vaccine Mandates and the Nursing Code of Ethics



### Short Videos

#### Explainer Videos

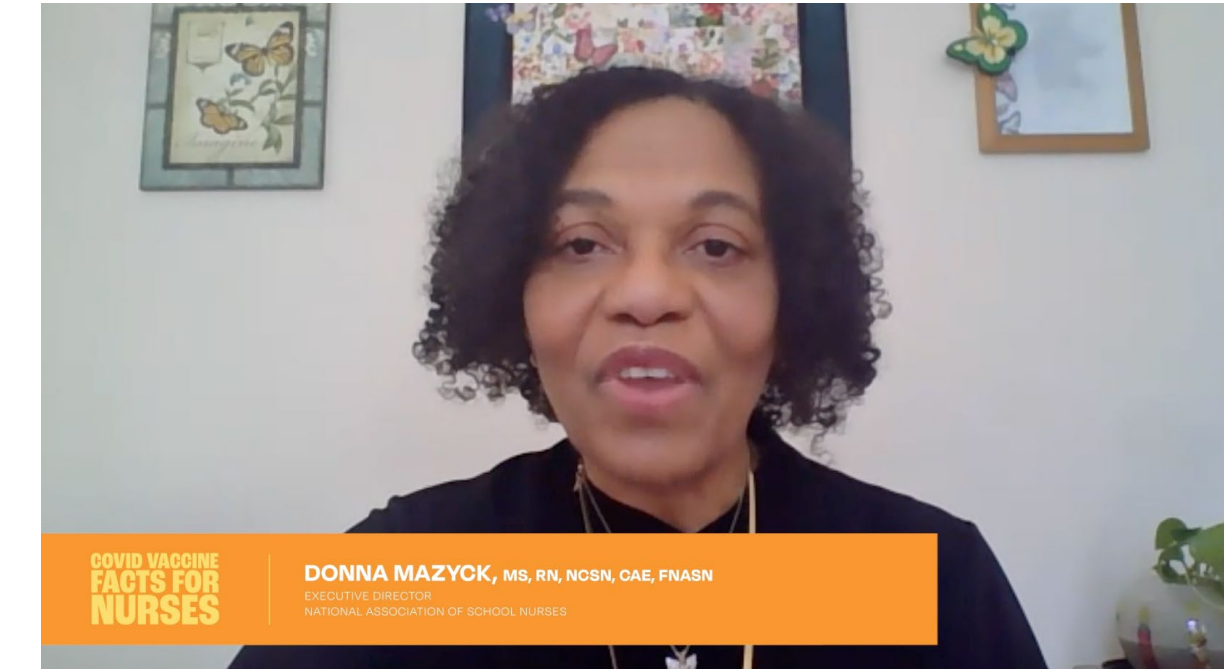
1. Will the vaccines affect my DNA?
2. Can vaccines help us stay ahead of #COVID-19 Mutations
3. Do I need a vaccine if I've had COVID-19?
4. VAX Stars Nurse Video #1
5. VAX Stars Nurse Video #2

#### Q+A videos with ANA subject matter experts

- 9 videos in total

#### Q+A videos with collaborator SMEs

- 12 videos in total



### Educational Events

1. COVID Vaccines and You: A Livestream Town Hall for Healthcare Providers
2. COVID Vaccines Teleconference: What's in it for Me (in Yiddish)
3. Debunking COVID-19 Vaccine Myths
4. Town Hall Meeting on COVID Vaccines and Pregnancy/Breastfeeding
5. Men's Health Network: COVID-19 Vaccine Hesitancy in Men (Men's Health Month)
6. COVID in Color Conversation: Celebration and Challenges of AAPI Nurses in the Age of COVID (Asian-American, Pacific Islander Heritage Month)
7. Twitter Chat: Successful Strategies for COVID Vaccine Confidence in the Hispanic/Latinx Population
8. Town Hall - Vaccines and Children, Preparing for a New School Year
9. Culturally Respectful Conversations about COVID-19 Vaccination: Nurses Facilitating Informed Decision-Making by Diverse Community Members
10. Vaccine Hesitancy in the Workplace
11. COVID in Color Conversation (Hispanic-Latino Heritage Month)

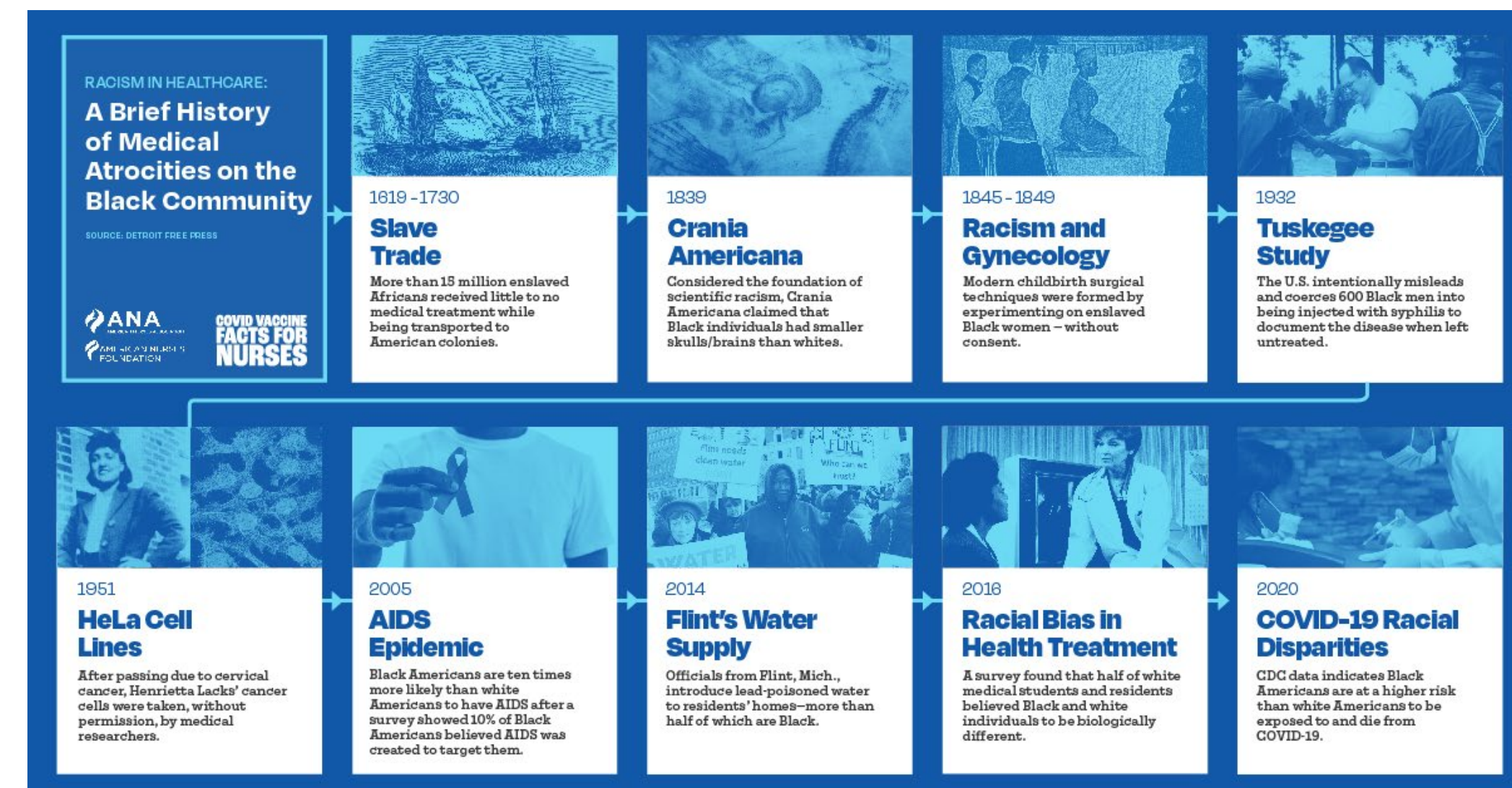


# Editorial Calendar

## ASSETS BY TYPE

### 5 Infographics

1. Nurses & Vaccine Confidence
2. Pregnancy & Breastfeeding
3. Pregnancy & Fertility
4. Racism in Healthcare: A Brief History of Medical Atrocities on the Black Community
5. Vaccine Booster Information



## COVID-19 VACCINES

### Nurses & Vaccine Confidence



\* All data represented was obtained during July 2021 for the American Nurses Association COVID Vaccine Facts for Nurses Survey.

Explore the full results from the COVID Vaccine Facts for Nurses Survey at [covidvaccinefacts4nurses.org/covid-19-survey](https://covidvaccinefacts4nurses.org/covid-19-survey)

## 6 QUESTIONS ABOUT THE COVID-19 VACCINE AND PREGNANCY



### REMEMBER TO STAY SAFE

Remember to stay safe, follow CDC recommendations! Information is continuously changing. For current information, refer to the CDC website and talk with your healthcare provider:

<https://www.cdc.gov/coronavirus/2019-ncov/vaccines/recommendations/pregnancy.html>



## List of Available Microsite Resources

[View Full Resource List](#)

Name of Source	Topic Addressed	Published Date	Last Updated	Category
1) <a href="#">ANA COVID-19 Vaccine Web Page</a>	Vaccine Development; Side Effects; Effectiveness	2/7/2021	2/11/2021	• General
2) <a href="#">ANA Immunize</a>	Immunity; Effectiveness; Risks v. Benefits	2/7/2021	2/11/2021	• General
3) <a href="#">ANA's Official Position Statement, Immunizations</a>	Benefits v. Risks	2/7/2021	4/22/2021	• General
4) <a href="#">Ad Council: What the Black Community Should Know About the COVID-19 Vaccines</a>	Vaccine Development; Side Effects	2/7/2021	2/11/2021	• Patient Communities
5) <a href="#">Guiding Principles for Nurses and the COVID-19 Vaccines</a>	Vaccine Development; Risks v. Benefits	2/7/2021	4/22/2021	• Immunization Info • Training & Guidance
6) <a href="#">ANA Underscores Nurses' Role In Successful Mass Vaccination Campaigns</a>	Immunity	2/7/2021	2/11/2021	• General
7) <a href="#">For Physicians &amp; Nurses: Answers to COVID-19 Vaccination Questions</a>	Vaccine Development; Effectiveness; Side Effects	2/7/2021	2/11/2021	• FAQs
8) <a href="#">CDC COVID Data Tracker - COVID-19</a>	Immunity; Effectiveness	2/7/2021	2/11/2021	• General





**Thank You**