

This Toolkit has been designed to provide self-service tools for addressing common communications needs related to COVID-19 vaccines and immunization.

## USING THE TOOLKIT MATERIALS

### Branding

All materials provided as part of this toolkit have been created by and are branded or co-branded by the Saskatchewan Health Authority (SHA). They are permitted for use within Saskatchewan for the purpose of promoting vaccination among the general public. Any other use is prohibited without written consent from the SHA. These materials may not be used for any for-profit enterprise.

The user is not permitted to edit or alter any of the SHA branding elements on any of the files. This includes, but is not limited to: logos, tag lines, color elements, product or service names.

### File Types

The materials in this toolkit are provided in number of common file types:

FILE TYPE	PURPOSE	EDITABLE
PUB	Microsoft Publisher – meant to be edited and saved as PDF or PNG	Yes
DOC/DOCX	Microsoft Word – meant to be edited and saved as DOC or PDF	Yes
PDF	Protected Document File – final state document for distribution	No
PNG	Image file – primarily for use on social media channels	No

### Editing/Updating the Toolkit Files

Only designated areas on these materials may be edited. Some editable file types have designated areas for you to input your logo so as to be co-branded with the SHA, and any with the designation “PHOTO” in the file name allow for you to include a photo of your choosing on the document – there is a non-photo version of these files included in the folder if you do not need or want to use one. If you choose not to include your brand logo on the final file, be sure to delete the “Insert Your Logo Here” section on the file.

NOTE: As announced by the Government of Saskatchewan on Mar. 18, 2021, an amendment to *The Occupational Health and Safety Regulations, 2020*, allows workers paid time off from work for immunization. This is excellent incentive to drive immunizations and we encourage you to utilize it in your immunization efforts.

## LIST OF TOOLKIT MATERIALS

The materials in this toolkit provide a variety of items that can be used to help increase vaccine uptake in your area. They are generic in scope and have been designed to be used to address a broad audience with useful information and/or motivation for vaccination.

1. MHO Letter Template – this pre-drafted letter has been written to come from the Medical Health Officer (MHO) in your area. This letter has already been approved by Saskatchewan’s MHO’s in its current format. Before utilizing this letter please contact your MHO to allow them to provide any additional content they see fit, as well as provide their permission for the final file before distributing the letter.

Within the letter you will need to input the name of the MHO, and the date, updated percentages on vaccination rates (the URL to find these numbers is included in the comments on the letter).

This letter is best used when addressing a large number of people, either online, or in a written publication such as a newspaper, or for an internal newsletter or something similar.

To find the name of your local MHO, please see [this page on the SHA website](#), and contact your SHA Liaison to have the physician review and approve the letter prior to distribution.

2. Images & Social Media – this folder includes a number PNG files meant for use on social media, TV's, etc. These files cannot be edited.
  - a. *Vaccine – Delta Variant*: graphic on the danger the Delta variant of concern
  - b. *Vaccine – Facts*: info to combat common vaccine-related myths and misinformation
  - c. *Vaccine – Moderna vs Pfizer*: graphic addressing hesitation on mixing vaccine brands
  - d. *Vaccine – Protection*: simple message on importance of vaccination for the safety of all
  - e. *Vaccine – Reliable Info*: humorous message on using reliable sources for vaccine info
  
3. Posters – This folder includes a variety of 8.5" x 11" poster/handout templates.  
Where noted the files may be available in alternate versions that allow for the inclusion of a photo, or present a slightly different design.
  - a. *Vaccine Safety – Switching Vaccines*: highlights the rules in place regarding switching vaccine brands
  - b. *Vaccine Safety – Vaccines are Safe*: simple message on the importance of vaccination
  - c. *Vaccine Safety - Moderna vs Pfizer*: : graphic addressing hesitation on mixing vaccine brands
  - d. *Vaccine Safety Poster – Fear of Needles*: strategies to help public deal with a fear of needles
  - e. *Vaccine Safety Poster – General Vax is Safe*: simple message highlighting general vaccine safety  
Alternate versions available: PHOTO
  - f. *Vaccine Safety Poster – How to Get Vaccinated*: highlighting available vaccination methods  
Alternate versions available: PHOTO, V2 Design
  - g. *Vaccine Safety Poster – Ivermectin*: facts related to using an antiviral drug for livestock to treat COVID-19.
  - h. *Vaccine Safety Poster – Variants of Concern*: general information on variants of concern  
Alternate versions available: PHOTO, V2 Design
  - i. *Vaccine Safety Poster – Pregnancy and Immunization*: dispelling myths about COVID-19 vaccines affecting pregnancy and fertility
  - j. *Vaccine Safety Poster – Reliable Info*: humorous message on using reliable sources for vaccine info  
Alternate version available: V2 Design
  - k. *Vaccine Safety Poster – Vaccine Facts*: simple facts to combat vaccine-related myths and misinformation.  
Alternate version available: V2 Design
  - l. *Vaccine Safety Poster – Risk*: data that shows how being fully vaccinated protects you from COVID-19  
Alternate version available: V2 Design
  - m. *Vaccine Clinic QR scan*: poster with QR code that links to SHA clinics webpage
  
4. Vaccine Champions – this folder includes information meant to help prepare an influencer on how to be a role model for advocating vaccination.
  - a. *Vaccine Champion Handout One-Pager*: one page document highlighting positive influencer behaviours and tips for advocating vaccination in a positive way.
  - b. *Vaccine Champion Influencer Pamphlet Bi-fold*: more traditional foldable pamphlet highlighting positive influencer behaviours and tips for advocating vaccination in a positive way.