



What is the Vaccine Resource Hub?

The Vaccine Resource Hub supports individuals and organizations working to increase immunization rates among adults in all communities, especially communities that face obstacles because of inequities. The site gives you access to hundreds of free, accurate, and culturally relevant educational resources to promote COVID-19 and flu vaccination in your community.



Did you know?

The materials on the site are for you and from you! You know what messages will have the strongest impact on your community to promote vaccine confidence.

You can see what's worked for others, and you can [submit your own materials](#) to be added to the Vaccine Resource Hub.

The Vaccine Resource Hub focuses on promoting adult vaccination! Materials you submit to the site should seek to engage adults and address reasons why adults might be hesitant to receive the COVID-19 or flu vaccine.



What to submit?

Look for resources that meet the following criteria. Some of the most sought after resources:

- / Have a clear message
- / Debunk vaccine misinformation
- / Are engaging for racially and ethnically diverse audiences
- / Are accessible to people with a 6th grade or lower reading level
- / Promote positive messages about vaccines
- / Cite reliable sources, such as the Centers for Disease Control and Prevention





What resources are in demand?

- / **Shareable social media content.** Partners can adapt or reuse the social media content on the site now. We also want social media materials you have already used and loved!
- / **Talking points for engaging people in vaccine discussions.** Promoting vaccine confidence starts with addressing your communities, questions about vaccination, but knowing what to say can be hard. We want to know what you say to your community!
- / **Non-English languages.** Partners serve diverse communities, and the Vaccine Resource Hub needs materials to support everyone. We currently offer resources in more than 20 languages, and we want to keep growing!



Not sure what to share?

Start browsing resources on the Discover page to get inspired!

Partnering for Vaccine Equity

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Language Race/Ethnicity Focus Hesitancy Area Format Enter keyword(s) 🔍

Social Media: Graphic about Covid-19 Vaccines and Fertility (English, Spanish) >

Format: Graphic/ Image
Race/ Ethnicity: Black/African American, Hispanic, Latinx, Latino, Latina
Language(s): English, Spanish

Social Media: Graphic on How to Protect Mental Health During the Pandemic (English, Spanish) >

Format: Graphic/ Image
Race/ Ethnicity: Black/ African American, Hispanic, Latinx, Latino, Latina
Language(s): English, Spanish

Social Media: Graphics about Safety of COVID-19 Vaccines for Pregnant People (English, Spanish) >

Format: Graphic/ Image
Race/ Ethnicity: Hispanic, Latinx, Latino, Latina, Multicultural
Language(s): English, Spanish

Social Media: Video Debunking COVID-19 Vaccine Myth about DNA Changes (0:15) (English, Spanish) >

Format: Video
Race/ Ethnicity: Hispanic, Latinx, Latino, Latina
Language(s): English, Spanish

Ready to submit resources to the Vaccine Resource Hub? [Contact Us](#)

