CDC COVID-19 Bridge Access Program

Partner Engagement Toolkit Overview

The Centers for Disease Control and Prevention's (CDC) Bridge Access Program provides free updated COVID-19 vaccines for adults 18 years and older without health insurance or whose plan doesn't fully cover COVID-19 vaccination from a provider in their network. This program will end by December 31, 2024.

This toolkit provides background information and customizable communication tools to help community partners and health care providers promote the Bridge Access Program. **This toolkit includes:**

Media materials. Promote free COVID-19 vaccination through the Bridge Access Program by communicating accurate and compelling information to reporters at local media outlets and consumer audiences.

- Talking points – Use these talking points to help prepare for media interviews, speak at special events, and answer common questions from the public.
- Fact sheet template – Use template to deliver important information to your target audience, the media, and/or key partners.
- Media advisory – Spread the word about your outreach event or activity with local media.
- Live-read radio scripts – Share promotional content radio hosts can read on air.
- Radio ads – Customize Bridge Access Program national radio ads with your own end tag and promote them locally to help boost vaccination rates and spotlight your agency or organization's support for the program.

social media image sample

Digital media content. Sample language and graphics are included to promote free COVID-19 vaccination through the Bridge Access Program on various digital and social media platforms:

- Banners and badges to post on websites.
- Shareable graphics for Facebook, X, and Instagram.
- Sample social media messages and suggested hashtags.

Customizable event flyer

Flyers and posters. Educate people on how to find free COVID-19 vaccines through the Bridge Access Program including through clinics and events:

- Available in various sizes for print and digital use.
- Feature the Bridge Access Program graphic element.
- Provide space to insert your agency or organization logo.

Find a provider participating in the Bridge Access Program at Vaccines.gov.
Lean more: *cdc.gov/vaccines/programs/bridge*