

NRHA Rural Vaccine Resource Library



As *THE* trusted voice of rural healthcare information, the National Rural Health Association (NRHA) developed these tools and resources to help you address many of the specific questions and concerns members of your rural community have about the COVID-19 vaccines. This resource library aims to provide resources for rural community leaders to use in their COVID-19 Vaccine confidence activities. Where possible, materials and templates have been created with editable/ fillable content that people and organizations can personalize.

RESOURCE ITEM	RESOURCE ITEM/DESCRIPTION
Tools for Community Leaders	<ul style="list-style-type: none"> • NRHA COVID-19 Vaccine Talking Points Talking points to address questions and concerns of rural communities about the vaccine. • Addressing COVID-19 Vaccine Hesitancy in Rural Communities: Local Op-ed Template Rural, localized op-ed template for community leaders. • deBeaumont Foundation Changing the COVID Conversation: Communications Cheat Sheet Tips on language that can influence perceptions of COVID-19 vaccines. • CDC COVID-19 Vaccine Confidence Rapid Community Assessment Guide Assessment guide to understanding your community's needs regarding the vaccine.
Tools for Healthcare Leaders	<ul style="list-style-type: none"> • NRHA Rural Vaccine Toolkit: Physician Op Ed Clinician specific op-ed to be used in publications. • deBeaumont Foundation From Concern to Confidence: How Physicians Can Build Trust in COVID-19 Vaccines Six things clinicians can do to improve vaccine acceptance among patients. • deBeaumont Foundation GOP Doctor PSAs PSAs from House GOP Doctors Caucus on why they got vaccinated. • CDC Vaccination Community Toolkit Audience-specific toolkits that will allow health care teams to build confidence in the vaccine.
Tools for Faith Leaders	<ul style="list-style-type: none"> • NRC-RIM Outreach to Faith Based Organizations Tips for connecting and collaborating with faith-based organizations during COVID-19. • AIM How Faith Leaders Can Help End the COVID-19 Pandemic Guidance for faith leaders to build vaccine confidence within their community.
Tools for Agricultural Leaders	<ul style="list-style-type: none"> • NCFH COVID-19 Educational Resources for Agricultural Workers COVID vaccine materials in numerous languages including videos, social media resources, documents, and audio/radio files. • AgriSafe Network - AgriSafe Learning: COVID19 Rapid Response On Demand webinars on COVID-19 tailored for agricultural workers.
Fact Sheet	<ul style="list-style-type: none"> • Ways to Ensure Your Community Gets COVID-19 Vaccines Flyer on how to ensure vaccine availability for rural communities. • About the COVID-19 Vaccines Flyer with information on vaccines for rural communities.

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FAQs	<ul style="list-style-type: none"> • Community Response for Common Questions How client-facing staff can help answer COVID-19 vaccine questions.
Poster and Infographics	<ul style="list-style-type: none"> • Poster & Infographics Coming soon. • Protect Your Community and Yourself with a COVID-19 Vaccine Infographic to build vaccine confidence in rural communities.
Social Media	<ul style="list-style-type: none"> • CDC COVID-19 Vaccine Social Media Toolkit Range of social media tools to help promote COVID-19 vaccines, safety, benefits, effectiveness, etc. including Facebook, Instagram, Twitter. • West Virginia COVID-19 Vaccine Campaign Social Media Kit The WV Center for Rural Health Development social media kit with graphics, sample posts, and printable materials for rural communities.
Data and Surveys	<ul style="list-style-type: none"> • CDC COVID Data Tracker Daily maps and charts tracking cases, deaths, and trends at a national, state, and county level. • CDC: Disparities in COVID-19 Vaccination Coverage Between Urban and Rural Counties CDC MMWR on the disparities of COVID vaccination between rural and urban counties. • HHS Vaccine Hesitancy for COVID-19: State, County, and Local Estimates State, county, and sub-state level predictions of hesitancy rates using April 2021 households survey data. • Rural Hospital Healthcare Personnel & COVID Vaccination Survey Results Report by the Chartis Center for Rural Health on findings from rural hospital leader survey on COVID vaccine rates among personnel. • Vaccine Hesitancy in Rural America KFF COVID-19 Vaccine Monitor interview findings of rural adults on vaccine intentions.
Success Stories and Promising Practices	<ul style="list-style-type: none"> • Rural Community Health Initiative COVID-19 Vaccine Confidence Best Practices Coming soon. • COVID-19 Vaccine Rollout in Rural Communities: Challenges, Innovations, and Unmet Needs GHPC focus group findings on COVID-19 vaccine rollout experience in rural communities.
Funding Resources	<ul style="list-style-type: none"> • COVID-19 Funding Resources for Refugees, Immigrants, and Migrants Summary of funding opportunities and application resources for COVID-19 vaccination activities. • Rural Response to COVID-19 Funding & Opportunities Listing of funding opportunities for rural communities in COVID-19 response.



To review the complete list of resources compiled for NRHA members, please visit www.ruralhealthweb.org/programs/resources/covid-19-resources.