



## NORTHWEST ARKANSAS **SAFE & STRONG** CAMPAIGN TOOLKIT

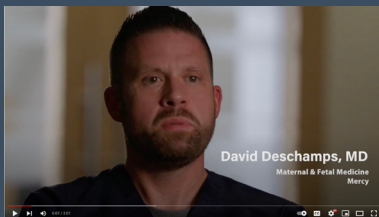
The Northwest Arkansas health care community developed the following “Safe and Strong” campaign to increase awareness of important health and safety measures as the community continues to be impacted by COVID-19.

This toolkit was created to help Northwest Arkansas businesses and organizations help boost the Safe & Strong message in our community. Please utilize the content provided here to share with your audience. Together, we can ensure our community is Safe & Strong!

# SAFE & STRONG

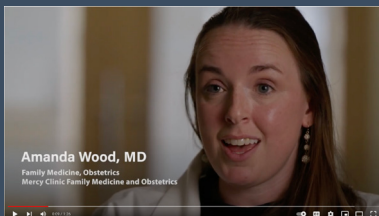
## CAMPAIGN VIDEOS

The Safe & Strong campaign has created a number of videos addressing vaccine FAQ and debunking myths. Click the images below to access and download these videos. You can these videos on [YouTube](#), or [download them here](#).



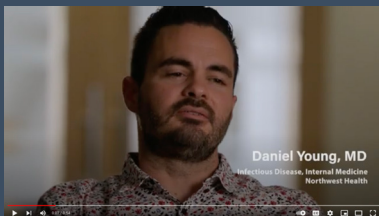
### I'm Young and Healthy. Why Should I Get Vaccinated?

Dr. David Deschamps, a maternal and fetal medicine specialist at Mercy Northwest Arkansas, explains why you should get vaccinated, even if you are young and healthy.



### Why Children Should Get Vaccinated for COVID-19?

Dr. Amanda Wood, a family medicine and obstetrics physician at Mercy Northwest Arkansas, discusses why parents should choose to get their children vaccinated for COVID-19.



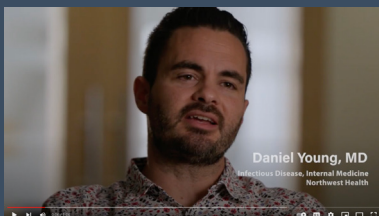
### Does the COVID-19 Vaccine Alter My DNA?

Dr. Dan Young, an infectious disease specialist practicing in Northwest Arkansas, addresses the myths of the COVID-19 vaccine altering DNA.



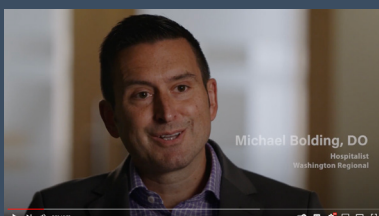
### Should Pregnant Women Receive the COVID-19 Vaccine?

Dr. Amanda Wood, a family medicine and obstetrics physician at Mercy Northwest Arkansas, discusses the COVID-19 vaccine recommendation for pregnant women.



### Why Do I Need to Get Vaccinated? Can't I Just Ride it Out Until COVID-19 Goes Away?

Dr. Dan Young, an infectious disease specialist practicing in Northwest Arkansas, addresses the risks of remaining unvaccinated and “riding out” the virus.



### Why Should I Care about Catching COVID-19 if it has Such a Low Mortality Rate?

Dr. Michael Bolding, a hospitalist with Washington Regional Medical Center, discusses the COVID-19 mortality rate and why it matters.

# SAFE & STRONG

## CAMPAIGN VIDEOS, *cont.*



### Are Hospitals Inflating the COVID-19 Mortality Rates?

Dr. Michael Bolding, a hospitalist at Washington Regional Medical Center, addresses the myth that medical providers are attributing more mortality rates to COVID-19 to receive more revenue.



### Can You Die from Receiving the COVID-19 Vaccine?

Dr. Michael Bolding, a hospitalist at Washington Regional Medical Center, addresses the risk of adverse effects or death from receiving the COVID-19 vaccine.



### Can I Expect Side Effects from the COVID-19 Vaccine?

Dr. Sheldon Riklon, a family medicine physician at UAMS and Community Clinic, discusses potential side effects associated with the COVID-19 vaccine.



### Is There More Risk for Children with COVID-19 Vaccines than Other Childhood Vaccines?

Dr. Marti Sharkey, Fayetteville City Health Director discusses pediatric COVID-19 vaccines and how they are even safer than other childhood vaccines.



### Mixing and Matching COVID-19 Booster Doses

Dr. Marti Sharkey, Fayetteville City Health Directors answers questions about the safety of mixing and matching booster doses.



### How Safe is the COVID-19 Vaccine for Children?

Dr. Marti Sharkey, Fayetteville City Health Director answers questions about the safety and efficacy of the COVID-19 vaccine for children.



### Why is it Important to get Vaccinated (Marshalllese)



# SAMPLE

## SOCIAL MEDIA POSTS

WHAT SIDE EFFECTS  
CAN I EXPECT FROM  
THE COVID VACCINE?



Click above image to download video.

WAS THE COVID  
**VACCINE RUSHED**  
IN DEVELOPMENT?



Click above image to download video.

“What side effects can I expect from the COVID vaccine?”

Local health expert Dr. Sheldon Riklon of UAMS NW & Community Clinic shares what side effects you can expect from the COVID-19 vaccine and whether they should deter you from getting vaccinated.



To learn more about vaccine clinics happening this week in Northwest Arkansas, visit [nwacouncil.org](https://nwacouncil.org). #NWAStrong

“Was the COVID vaccine rushed in development?”

Local infectious disease specialist Dr. Daniel Young shares more about the resources and process behind the development of the COVID-19 vaccine.

To learn more about vaccine clinics in Northwest Arkansas, visit [nwacouncil.org](https://nwacouncil.org). #NWAStrong

WATCH: Local health expert Dr. Sheldon Riklon of UAMS NW & Community Clinic shares what side effects you can expect from the COVID-19 vaccine and whether they should deter you from getting vaccinated. Learn more about vaccine clinics in NWA at [nwacouncil.org](https://nwacouncil.org). #NWAStrong



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Local health expert Dr. Sheldon Riklon of UAMS NW & Community Clinic shares what side effects you can expect from the COVID-19 vaccine and whether they should deter you from getting vaccinated.

Link in bio for more info about vaccine clinics happening this week in Northwest Arkansas. #NWAStrong



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# SAMPLE

## SOCIAL MEDIA POSTS

### FREEDOM PSA

Click image to the right to access the PSA.



Freedom is the right to choose – choose where you go, choose what you do, choose how you live. You have a choice to get the COVID-19 vaccine. Until you don't.

Get vaccinated today. Find a vaccine clinic near you at [nwacouncil.org/nwavaccines](https://nwacouncil.org/nwavaccines).

Stay Safe. Stay Strong.

#nwastrong #nwark #VaccinateTheNaturalState



Freedom is the right to choose – choose where you go, choose what you do, choose how you live. You have a choice to get the COVID-19 vaccine. Until you don't. Get vaccinated today. Find a vaccine clinic near you at [nwacouncil.org/nwavaccines](https://nwacouncil.org/nwavaccines) #nwastrong



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# SOCIAL MEDIA RESOURCES

The Safe & Strong campaign has developed a number of social media graphics to help promote the message across all platforms.

[Click here](#) to access and download these assets.

## SAMPLE SOCIAL MEDIA POSTS

### BOOSTER GRAPHIC SAMPLE POST

Graphic [available here](#)

VACCINE TYPE	WHO IS ELIGIBLE TO RECEIVE THE VACCINE?	WHO IS ELIGIBLE TO RECEIVE THE BOOSTER?	WHEN CAN YOU RECEIVE THE BOOSTER?	WHICH BOOSTER CAN YOU GET?
PFIZER	Anyone 5 +	Anyone 16 +	6 months after 2nd dose	Johnson & Johnson, Moderna or Pfizer
MODERNA	Anyone 18 +	Anyone 18 +	6 months after 2nd dose	Johnson & Johnson, Moderna or Pfizer
JOHNSON & JOHNSON	Anyone 18 +	Anyone 18 +	2 months after initial Johnson & Johnson dose	Johnson & Johnson, Moderna or Pfizer

[www.nwacouncil.com/nwavaccines](http://www.nwacouncil.com/nwavaccines)



DID YOU KNOW? All adults ages 16 and over are now encouraged to receive their booster dose of the COVID-19 vaccine. Reference the infographic below to determine which vaccine might be the best for you.

Find the next vaccine clinic near you at [nwacouncil.org/nwavaccines](http://nwacouncil.org/nwavaccines).

#nwastrong #nwark #VaccinateTheNaturalState



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#nwastrong #nwark #VaccinateTheNaturalState

# SPANISH & MARSHALLESE RESOURCES

We want our Safe & Strong message to be inclusive of all Northwest Arkansas residents. [Click here](#) to access and download campaign assets in Spanish & Marshallese.



## TAGGING NORTHWEST ARKANSAS COUNCIL & SAFE & STRONG

As content is posted on native channels throughout the community, please consider tagging the NWA Council's Safe and Strong channels. These channels are meant to continue to drive awareness and share information about continuing COVID-19 resources in our local communities. Should you have any content that you wish to be shared on these channels, please email them to [media@nwacouncil.org](mailto:media@nwacouncil.org).



Tag  
**@NWAVaccines**  
when you post.



Tag  
**@Northwest Arkansas  
Safe and Strong**  
when you post.



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## UPCOMING VACCINE CLINICS



The Northwest Arkansas Council is hosting pop-up vaccine clinics throughout the region. To see the latest clinics hosted by the Northwest Arkansas Council, please visit <https://nwacouncil.org/nwavaccines/>. Registration for these clinics is encouraged, but not required. Details on each clinic as well as the registration link can be found at <https://nwacouncil.org/nwavaccines/>.

*\*Note minors ages 5 and above attending Northwest Arkansas Council clinics need to be accompanied by a parent or legal guardian in order to get a vaccine.*

For a calendar of additional community vaccine clinics, please visit <https://nwacouncil.org/vaccine-calendar/>.

## HOST A VACCINE CLINIC

The Northwest Arkansas Council, in collaboration with NWA health care systems and major employers, is available to host pop-up COVID-19 vaccination clinics across the region. If you are interested in hosting a clinic at your business, organization, place of worship or event, please email Ryan Cork at [ryan@nwacouncil.org](mailto:ryan@nwacouncil.org). Additional details can be found online at <https://nwacouncil.org/vaccine-events-sign-up/>.

[Click here](#) to access and download photos of previous vaccine clinics to help promote your upcoming clinic.

## VOLUNTEER AT A VACCINE CLINIC

Interested in volunteering at an upcoming vaccine clinic hosted by the Northwest Arkansas Council? Please email Ryan Cork at [ryan@nwacouncil.org](mailto:ryan@nwacouncil.org) to sign up today.

## COVID-19 TESTING SITES

Please visit <https://nwacouncil.org/covid-resources/testing/> for an up-to-date resource of local COVID-19 testing locations.