



COVID-19 Vaccine Ambassador Program Leader Materials

(Updated June 1, 2021)

These materials can be used to implement a COVID-19 Vaccine Ambassador program. For support from the LeadingAge Minnesota Safe Care for Staff team, please email Julie Apold, Vice President of Quality & Performance Excellence at JApold@LeadingAgeMN.org or Jenna Kellerman, Director of Workforce Solutions at JKellerman@LeadingAgeMN.org

IMPLEMENTATION PLANNING

- [Implementation Plan Form](#)
- [MDH Vaccine Champions Webinar Synopsis](#)
- [FAQs about Staff Vaccine from Leal Perspective \(5/14/21\)](#)

AMBASSADOR TRAINING MATERIALS

- [Training Powerpoint featuring Dr. Alyson VanAhn and Dr. Simon Mittal](#)
- [Reducing COVID-19 Vaccine Hesitancy website](#)
- [Quick Reference Guide for COVID-19 Vaccine Ambassadors](#)

COMMUNICATIONS RESOURCES

- [Sample email announcing ambassadors](#)
- [Sample newsletter announcing ambassadors](#)
- [Sample staff letter announcing ambassadors](#)
- [Poster with COVID-19 Vaccine Facts](#)
- [Social media posts](#)

SOCIAL MEDIA SAMPLE MESSAGES

Here are samples message to customize for your site. Use this content alongside the social media posts.

Ambassador Announcement (Personal)

I'm proud to announce I am an ambassador at **[facility name]** for the COVID-19 vaccine initiative! If you have questions about the vaccine, including side effects and safety, please don't hesitate to reach out to me with your concerns.

Ambassador Announcement (Facility)

We're excited to have **[name]** as our COVID-19 ambassador here at **[facility name]**! If you have questions or concerns about receiving the COVID-19 vaccine, **[name]** will be available to provide you with more information. Thank you, **[name]**!

Staff Quote

"I'm proud to do my part in protecting my residents against the COVID-19 virus!"
—**[name]**, **[position title]** at **[facility name]**

Resident Quote

"I'm thankful to be vaccinated so my family can visit safely again!"
—**[name]**, resident at **[facility name]**

Example of Myth Busters Graphics from Poster (Zip file contains all 5 Myth image files)

