



# Immunization Campaign Toolkit

## Project Overview

**Goal:** Provide members and the community with medically accurate and up to date information on vaccines through relatable, plain-language, and fun videos from providers across region 2. This project was developed out of an idea from region 2 members in our Member Material Review Workgroup and providers. All videos are available for region 2 providers/practices and organizations to use online through their communications and patient education.

**Target Audience:** Medicaid members of NE & SE Colorado community, region 2 community, Colorado

**Platforms:** Use on Instagram, Facebook, Tik Tok, Provider/ Practice Site/ Organization Newsletters, Member Resources, Websites

**\*\*\* Please enable subtitles when uploading to social media platforms. If you need subtitles added for a non-social media platform, please email [bekkah.abeyta@nhpllc.org](mailto:bekkah.abeyta@nhpllc.org).**

## Videos Available

All videos can be accessed and downloaded here.

### General Vaccine Safety & Best Practice

[Access videos here](#): 12 videos with Dr. Wallace and PA Vasquez

### COVID Vaccine: Safety & Recommendations

[Access videos here](#): 3 videos with Dr. Wallace

### Flu Shot: Safety & Importance

[Access videos here](#): 3 videos with Dr. Wallace

### Adolescent Vaccines: Best Practices

[Access videos here](#): 9 videos with Dr. Wallace and PA Vasquez

### Provider Education Videos: For provider audiences

[Access videos here](#): 7 videos with Dr. Wallace and PA Vasquez

If you have questions about the project, need support using the videos at your practice/ organization or would like to collaborate on a creative project contact Bekkah Abeyta at NHP at [bekkah.abeyta@nhpllc.org](mailto:bekkah.abeyta@nhpllc.org).