

SAMPLE ARTICLES FOR COMMUNITY PARTNER NEWSLETTERS

For community groups with direct outreach to underserved populations:

People in [INSERT COMMUNITY NAME] are hospitalized, lose their independence, or even die from COVID-19. These serious complications are preventable, and it's time we take notice. In [INSERT YEAR], more than [INSERT APPROPRIATE #] Americans died because COVID-19 complications, and recently the COVID-19 vaccination has become available which can help lower community spread significantly.

Even if people who receive the COVID-19 shot get COVID-19, researchers believe it is often less severe. This is especially important for people with heart disease, diabetes, asthma, and COPD, who are at greater risk for serious complications.

[INSERT ORGANIZATION] supports a new program by [HEALTH PROVIDER] to help ensure that [COMMUNITY NAME] is protected from COVID-19. [INSERT DETAILS ON HOW TO ACCESS FLU VACCINATION.]

For community partners:

Urgent Need For [insert community name] to Protect Themselves with the COVID-19 Vaccine

COVID-19 threatens the health, functioning, and independence of all who contract it. The impact can be especially serious for older adults and those living with chronic health conditions such as lung disease, heart disease or diabetes. This affects more than half of the adult population. In fact, sixty percent of adults in the US have at least one chronic health condition. Older adults who do not have a chronic health condition are also at increased risk, as the immune system weakens with age.

[HEALTH PROVIDER] is partnering with the Center for Sustainable Healthcare Quality and Equity (SHC), a wholly owned subsidiary of the National Minority Quality Forum (NMQF), on a new health initiative aimed at improving COVID-19 vaccination rates, which are our best defense against the flu. For the health and well-being of [INSERT COMMUNITY NAME], it is a problem that cannot be ignored.

- During the COVID-19 pandemic, nearly [INSERT APPROPRIATE #] people died and more than [INSERT APPROPRIATE #] people were hospitalized due to COVID-19 and COVID19-related complications.
- The 30+ million adults with diabetes in the US are at increased risk of heart attack or stroke, health complications, hospitalization, and death due to COVID19-related complications.
- The 15+ million US individuals living with heart disease are ten times more likely to have a heart attack following a COVID-19 diagnosis and are still at increased risk of heart attack after recovery.

Since the vaccine rollout began, less than [INSERT APPROPRIATE #] have been vaccinated.

For individuals with chronic health conditions, a COVID-19 vaccination significantly reduces hospital admission rates for stroke and heart failure, as well as death. But key barriers to improving health outcomes, including broad awareness and access to COVID-19 vaccination, remain. [INSERT HEALTH PROVIDER] wants to help break down those barriers by encouraging every adult to get vaccinated. The COVID-19 vaccine is available at [insert local health department/pharmacy, etc.]. If you are a community organization, share this information with your members and patrons and insist that they take the life-saving steps to get vaccinated as soon as possible...

More information is available at [INSERT WEBSITE].