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TENNESSEE PHARMACISTS RESEARCH AND EDUCATION FOUNDATION

2023 Toolkit: Tdap/Td & MCV4

Who

Founded in 1990, the Tennessee Pharmacists Research and Education Foundation (TPREF) is a 501(c)3 tax-exempt educational organization and a direct subsidiary of the Tennessee Pharmacists Association (TPA). The TPREF exists to advance the practice of pharmacy through research and education.

What

Tdap/Td and MCV4 vaccinations – and the steps Tennesseans can take to protect themselves and their communities – remain as important as ever in the TPREF's efforts to educate our state about best health practices. Posts in this toolkit highlight the benefits of these vaccines and include calls to action to schedule vaccination appointments.

How

This comprehensive toolkit equips pharmacies across Tennessee with social media posts for both diseases, and encouragement to be vaccinated for each. The materials in this toolkit are designed to provide pharmacies with concise, informative tips that encourage contact with local pharmacists as a source of accurate information and support. To access the graphics, click on the corresponding photo and download the image.

When

TPREF recommends consistently posting toolkit content at least once a week. Based on industry research, the most likely times people are on social media tend to be in the mornings (between 8-10 am) or around lunchtime (between 11 am-1 pm).

Hashtags

Generic

#VaccineConfidence
#PharmSupport
#ClosingTheGapCohort
#PharmacistsProvideCare
#HealingStartsHere
#ImVaccinated
#IGotVaccinated
#VaccinesSaveLives
#VaccinesWork

Specific Diseases

#Tdap
#TdapVaccine
#MCV4
#MCV4Vaccine
#Tetanus
#Diphtheria
#Pertussis
#WhoopingCough
#Meningococcal

Contact Information & Links

Pharmacies that use the social media materials in this toolkit are advised to include their contact information (phone numbers, email addresses or business addresses) and links to their website or any other websites that provide information on vaccines in posts.

The copy of each post caption has been written so each post can be shared across all platforms, including Twitter with its 280 character limit. Ideally, even posts that include a link should fit in a tweet. Some posts call for a full slate of contact information, which functions better on a platform such as LinkedIn, Instagram or Facebook, which have no caption character limit.

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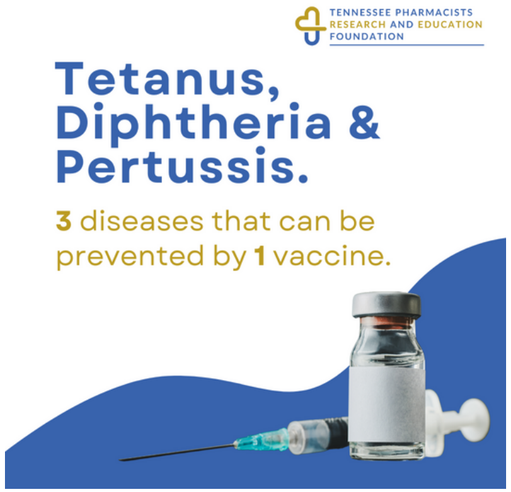
Part 1: Td/Tdap

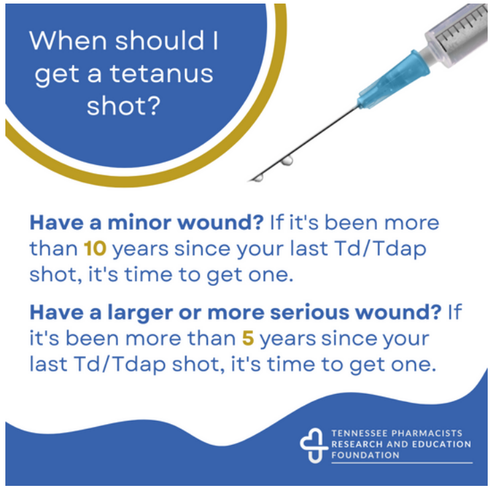
Tdap Defined



Copy

Three diseases can be prevented by one vaccine. The Tdap vaccination protects you from tetanus, diphtheria and pertussis, also known as whooping cough. Protect yourself and get the Tdap vaccine today – call us at [PHONE NUMBER] to schedule an appointment!

When to Get a Tetanus Shot



Copy

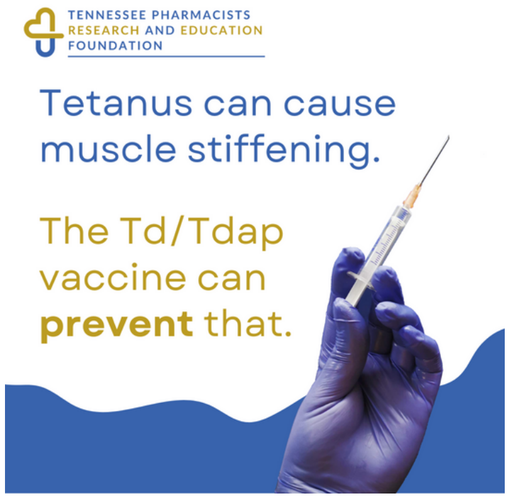
It’s crucial to know whether a Td/Tdap shot is necessary after sustaining a wound. Follow these general guidelines below when assessing an injury. If you have questions, call us at [PHONE NUMBER] for a full consultation on getting vaccinated and finding which shot is right for you!

Unnecessary Stress

Copy

The Tdap vaccine prevents whooping cough, which can cause unhealthy weight loss, loss of bladder control and more. Get vaccinated and avoid putting your body through unnecessary stress. It’s worth it. [CONTACT INFO]

Muscle Stiffening



Copy

Tetanus can cause dangerous muscle stiffening, but one Td/Tdap vaccination can prevent sickness and related symptoms. Call us at [PHONE NUMBER] or visit us in-store today to learn more about getting vaccinated!

Adolescent Vaccination

Copy

Do you have questions about vaccinating your child with Tdap? We've got answers! Our pharmacists can provide you with information to help you make the best decision for your children's health, including vaccinating them with Tdap. Call us at [PHONE NUMBER] for more information!

Booster Schedule

Copy

You've likely heard about COVID-19 boosters, but did you know you can also get Td/Tdap boosters? After your initial vaccine, make plans to get an additional booster shot every 10 years. Call us at [PHONE NUMBER] if you need help scheduling your next shot.

Tdap During Pregnancy

Copy

One way expectant parents can protect their children from whooping cough while in utero is with a dose of the Tdap vaccine. With one dose between weeks 27-36 of your pregnancy, you can help prevent potential risks after birth. Call us today at [PHONE NUMBER] to make an appointment!

Other Vaccines

Copy

Getting vaccinated is easy – especially when you can get multiple shots at once! Like many vaccines, Td/Tdap is safe to receive with other shots. Schedule yours today by visiting our website at [WEBSITE] or calling us at [PHONE NUMBER].

Whooping Cough

Copy

Many people are familiar with whooping cough, but most people don’t know that the disease that causes it, pertussis, is preventable with the Tdap vaccine. Schedule your Tdap vaccine today by calling us at [PHONE NUMBER]!

Lockjaw

Copy

Lockjaw is a frightening side effect of tetanus, along with difficulty breathing and swallowing. Fortunately, the Td/Tdap vaccine can prevent symptoms like these, so call us today at [PHONE NUMBER] to schedule a vaccination appointment and protect yourself!

Td vs. Tdap

Copy

Did you know that while Td and Tdap may be similar vaccines, Tdap covers pertussis (whooping cough) while Td does not? Plus, after an initial Tdap shot, you can get either Td OR Tdap boosters every ten years.

Have more questions on what vaccine may be right for you? Call us today at [PHONE NUMBER], and we can help determine what's best!

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Part 2: MCV4

Rare But Dangerous

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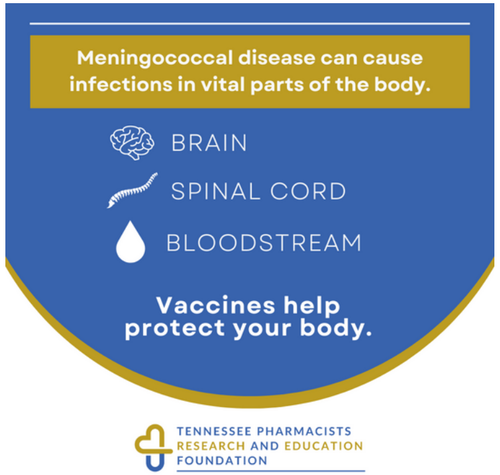
The MCV4 vaccine protects against meningococcal, a potentially fatal illness that affects the brain and spinal cord. Protect yourself and your loved ones by scheduling your MCV4 vaccine today! [CONTACT INFO]

Vital Organ Infections



Copy

Meningococcal disease can cause dangerous infections in your body's most vital parts, but luckily MCV4 is a FREE vaccine that can help prevent this disease and keep your body strong. Visit us today at [ADDRESS] or call [PHONE NUMBER] to schedule yours!

Listen to Doctors

Copy

Patients with meningococcal disease are at risk for developing lasting effects like hearing loss and damage to the brain and kidneys. Getting vaccinated with MCV4 is the best way to protect yourself. Call us at [PHONE NUMBER] to schedule a vaccine today!

Safe for All Ages

Copy

The MCV4 vaccination is recommended for children, but adults who weren't vaccinated in adolescence are still eligible to receive the shot at any age! Call [PHONE NUMBER] or visit us in-store, and we can cross the MCV4 vaccine off your to-do list.

16th Birthday Booster

Copy

What could make a 16th birthday sweeter than a booster shot? Most people receive their MCV4 vaccine by age 12, which makes a booster the perfect birthday gift to keep kids healthy. Schedule an appointment today at [PHONE NUMBER] to protect your child from meningococcal disease!

Hang Loose

Copy

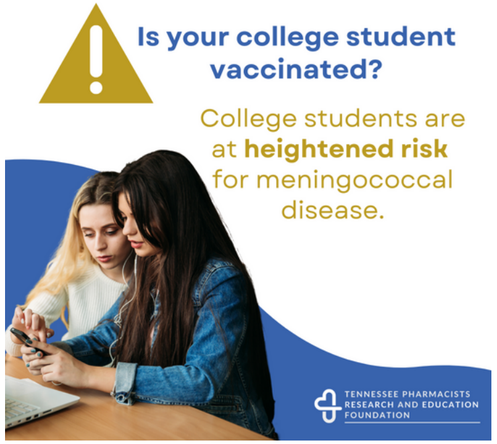
When you get a vaccine, hang your arm loose! Relaxing your arm when receiving a vaccine reduces the risk of sore or stiff muscles afterward. For more tips on receiving vaccines, give us a call at [PHONE NUMBER] or visit us in-person at [ADDRESS]!

Kiss MD Goodbye

Copy

Similar to mono, meningococcal disease can be spread by contact with saliva or spit. Getting vaccinated is the best way to protect yourself, so call us today at [PHONE NUMBER] or visit us in-person at [ADDRESS] to schedule yours!

College Students at Risk



Copy

Meningitis is known to spread easily in college dorms, so make sure your college students receive the MCV4 vaccine before heading off to school this fall! Visit us in store at [ADDRESS] or call us at [PHONE NUMBER] to schedule an appointment.

Prevent MD

Copy

To prevent meningococcal disease, it's a good idea to avoid sharing anything that touches your mouth like silverware, drinking containers, lipstick, cigarettes, etc. The best way to protect yourself is with a vaccine, so call us at [PHONE NUMBER] today to schedule yours!

Spot the Symptoms

Copy

The early symptoms of meningococcal disease can easily be mistaken for influenza or other illnesses. Call us at [PHONE NUMBER], and a pharmacist can tell you more about how to spot symptoms, as well as schedule a vaccine appointment for you!

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We're excited to continue working with you. The work of the Tennessee Pharmacists Research and Education Foundation is paramount to keeping Tennesseans safe and healthy.

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