



Black History Month Digital Toolkit

Overview

February 1st marks the start of Black History Month (BHM), which annually honors and celebrates the culture and contributions of Black Americans. As a coalition, we have always prioritized Black, Indigenous and communities of color, but BHM is an opportunity for Made To Save and our coalition to specifically target, engage, celebrate, help address vaccination concerns in, and increase vaccination rates in the Black community. This includes directly addressing the shameful legacy of systemic racism and medical mistreatment in the United States, and highlighting current-day efforts to improve access, break down barriers, and prioritize equity. That's why we've created this digital toolkit filled with content, events, and messaging—please send feedback or questions to info@MadeToSave.org, and thank you!

How to Use This Toolkit

Please share our Black History Month social media messages with your network. Add our handles and hashtags when posting: @ItsMadeToSave, #MadeToSave #BlackHistoryMonth

Alternative Text. We strongly encourage you to include ALT-Text or a short description of your images in your social media posts. A description for the image below could be: *Graphic with grey background and yellow box on the right with a picture of an African-American woman showing off her vaccine. Text reads: Celebrating Black History, February 2022, Yesterday, Now, and Always, MadeToSave*





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Events

- **Made to Save Instagram Live - Wednesday, February 16 (More details to come)**
- **[Made to Save Black History Month Panel Discussion - Thursday, February 17](#)**
 - In honor of Black History Month, Made to Save is hosting a conversation with Black community leaders and medical experts about lessons they have learned as they work with local communities to get access to information about the COVID-19 vaccine.
- **A Conversation about Health Equity in the Workplace: Black Communities, Public Health Disparities, and COVID-19 - Wednesday, February 23 (link to come)**
 - Join Made to Save and Vaccines at Work for a conversation with public health professionals, health equity advocates, and business leaders about addressing the disparities of our healthcare system, COVID-19's impact on workers' mental health, and how companies can better support their Black employees and other employees of color beyond the pandemic.
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Social Media Copy + [Graphics](#)

- 1) As #BlackHistoryMonth begins, let's take a moment to celebrate and honor the contributions of Black communities, specifically the efforts to increase trust and access to the COVID-19 vaccines in these communities. Learn more: <https://madetosave.org/blackhistorymonth/>





Square Image (FB/IG)	Rectangle Image (TW)
	
Download Here	Download Here

2) As we celebrate #BlackHistoryMonth, we must acknowledge the immense contributions of Black Americans during the pandemic. Meet Dr. Kizzmekia Corbett, a key player in the development of the Moderna Vaccine. Her research was integral and saved countless lives in the process.

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<p>"Her work will have a substantial impact on ending the worst respiratory-disease pandemic in more than 100 years."</p>  <p>- Dr. Fauci on Dr. Kizzmekia Corbett's groundbreaking research</p> <p>#BlackHistoryMonth</p> <p>made to save</p>	<p>"Her work will have a substantial impact on ending the worst respiratory-disease pandemic in more than 100 years."</p>  <p>- Dr. Fauci on Dr. Kizzmekia Corbett's groundbreaking research</p> <p>#BlackHistoryMonth</p> <p>made to save</p>
<p>Download Here</p>	<p>Download Here</p>

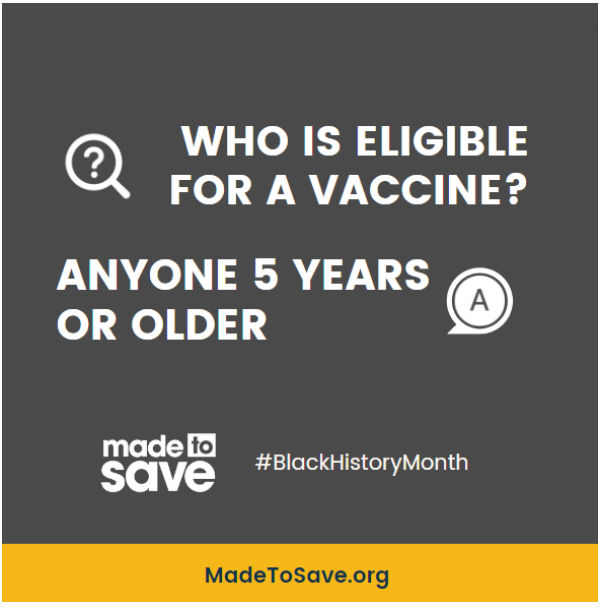
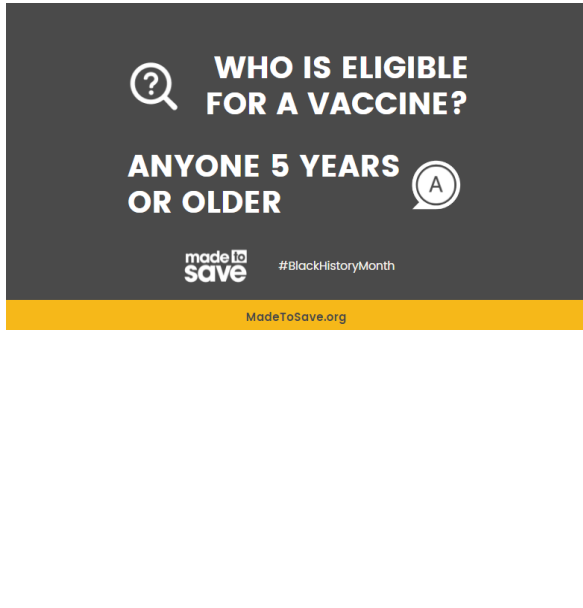
3) "I couldn't save my David, but at least I know I'm saving somebody else's husband, mom, dad, auntie or uncle." After her husband died from COVID, Carla made it her mission to spare other families from the pain of losing a loved one.

Video Link To share on Twitter	Video Download Link
<p>https://twitter.com/ItsMadeToSave/status/1397981312145887235/video/1</p>	<p>Made to Save _Carla Brown Story_Final 16x9_5.7.21.mov</p>

4) Everyone 5 and up is eligible to receive a FREE COVID-19 vaccine, regardless of insurance or immigration status. Find a vaccination site near you at [Vaccines.Gov/Search](https://www.vaccines.gov/search)

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5) According to new surveys, vaccine confidence has actively increased in the Black community, an important indicator that outreach efforts are working. More work remains as we must continue to break down these barriers to public health. Learn more: <https://madetosave.org/blackhistorymonth/>

6) Recent research reveals Black patients are more responsive to COVID-19 prevention messages from Black physicians. Improving the pipeline for Black doctors and health care workers is key to rebuilding trust in healthcare systems within the Black community.

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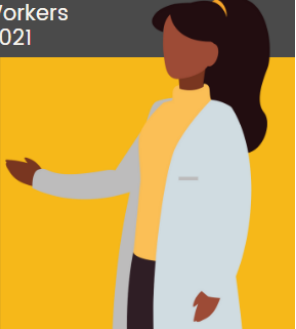

<p>Just 1 Black Pharmacist at a mobile clinic boosted a county's Black vaccination rate by .6%</p> <p><small>Source: A three-tiered approach to address barriers to COVID-19 vaccine delivery in the Black community</small></p>  <p>#BlackHistoryMonth made to save</p>	<p>Just 1 Black Pharmacist at a mobile clinic boosted a county's Black vaccination rate by .6%</p> <p><small>Source: A three-tiered approach to address barriers to COVID-19 vaccine delivery in the Black community</small></p>  <p>#BlackHistoryMonth made to save</p>
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7) This #BlackHistoryMonth, it's important to look back and acknowledge the legacy of systemic racism in the US. Learn more about medical mistrust in the Black community and how we can address it.

<https://madetosave.org/2022/01/05/understanding-medical-mistrust-in-black-and-brown-communities/>

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<p>“Lack of care and comfort leads to being hesitant to seek out services again. Once we are treated a certain way it is hard to come back from as an African American.”</p> <p>- Community Health Workers and Promotoras, Nov 2021</p>  <p>#BlackHistoryMonth made to save</p>	<p>“Lack of care and comfort leads to being hesitant to seek out services again. Once we are treated a certain way it is hard to come back from as an African American.”</p> <p>- Community Health Workers and Promotoras, Nov 2021</p>  <p>made to save #BlackHistoryMonth</p>
<p>Download Here</p>	<p>Download Here</p>

8) Listen to the stories of descendants of the infamous Tuskegee experiment as they set the record straight on what truly happened during this painful time and how it differs from today’s COVID-19 pandemic:

https://www.youtube.com/watch?v=B0Vb7O121_8

9) A few months ago, former President Barack Obama sat down with medical students from several HBCUs to discuss the COVID-19 vaccines and the role Black caregivers play in their communities. WATCH:

<https://www.youtube.com/watch?v=emRilTPhYKs>



Email

Subject line: How **[Insert Your Org]** is honoring Black History Month

Dear [Insert first name] –

Today marks the start of Black History Month (BHM). As part of the Made To Save coalition, we have always prioritized Black, Indigenous and communities of color, but BHM is an opportunity to further engage with and celebrate the Black community.

While progress has been made, we must acknowledge the stark reality of the present: Black communities are still disproportionately affected by the COVID-19 and have faced a shameful legacy of systemic racism and medical mistreatment in the United States. That's why our coalition's outreach efforts are focused on confronting these hard truths and closing the vaccination gap.

Here are just a few resources and events we wanted to highlight this month:

- Made to Save's Black History Month [Panel Discussion](#)
- [Additional Resources](#) from Made to Save
- **[Insert Additional Resources Here] Landing Page**

As always, thank you for everything you do.

I hope we all can honor Black History Month and acknowledge the past while working towards a more equitable future for all.

[Insert Closing Signature]