

# PROMOTIONAL TOOLKIT

Vaccine Temperature Monitoring  
and Storage Equipment Videos

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## Background

Please help us spread the word about the newly launched instructional videos from the Centers for Disease Control and Prevention (CDC) and the [Public Health Foundation \(PHF\)](#) on vaccine temperature monitoring and storage equipment units.

Your support in helping to promote these videos is vital to the ongoing effort to build vaccine confidence in the United States. As we strive to increase immunization rates, this resource can be used to increase an understanding of how to monitor vaccine temperatures and correctly identify proper vaccine storage equipment.

This promotional toolkit includes sample social media posts, newsletter announcements, and several graphic options for your use. The videos are available in multiple locations, including CDC TRAIN (Course ID [1114144](#) and [1114146](#)), [CDC YouTube](#), and [PHF's website](#).

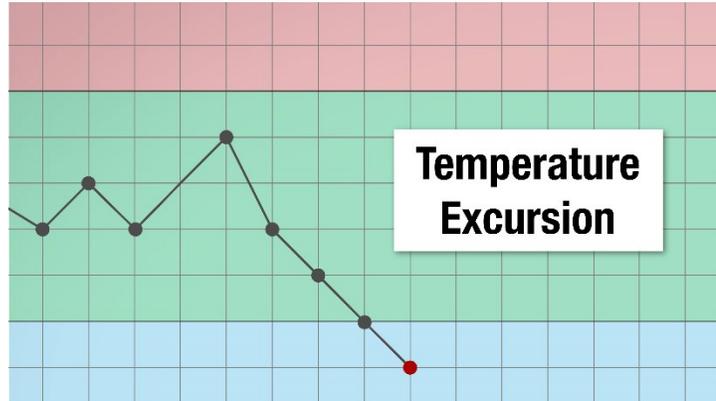
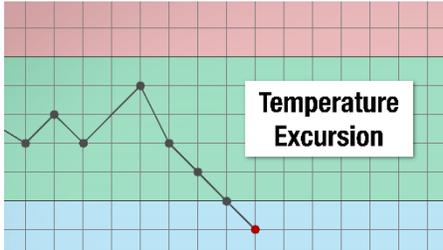
### Primary Audiences

1. Immunization staff who administer, support, store, handle, transport, or communicate about vaccines
2. Governmental public health workers

### Key Messages

- Proper equipment and temperature monitoring are critical to maintaining vaccine potency and patient protection against vaccine-preventable diseases.
- Improper vaccine storage and documentation of temperatures can result in decreased patient confidence in vaccines and significant financial losses due to wasted vaccines.
- Continuous monitoring of vaccine temperatures with a functioning Digital Data Logger (DDL) is critical for inventory management and ensures the safety and efficacy of vaccines.

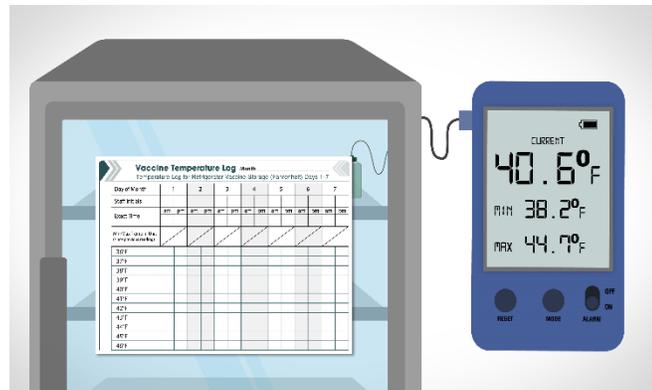
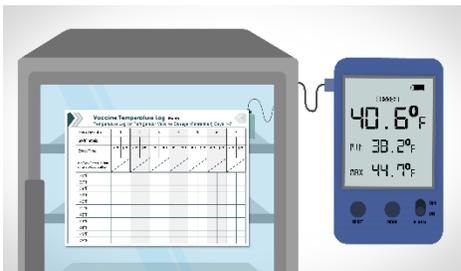
## Sample Graphics and ALT Text



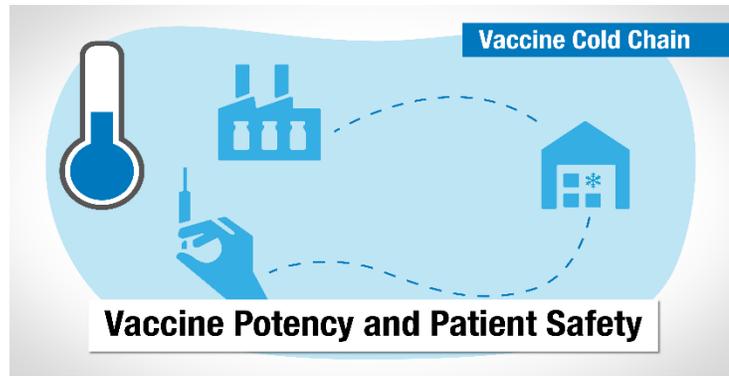
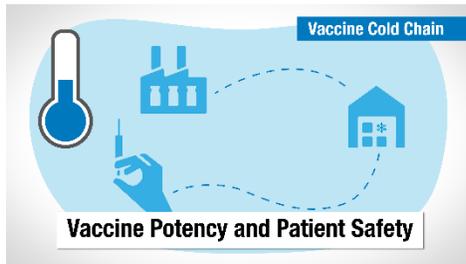
**Alt text:** Red, green, and blue vaccine refrigerator temperature chart showing temperature excursion as temperature declines.



**Alt text:** Animated depiction of vaccine vials positioned in a V shape with white labels and lines on vials.



**Alt text:** A pharmaceutical-grade storage unit and digital data logger. A vaccine temperature log sheet is taped on the door of the pharmaceutical grade storage unit.



**Alt text:** Illustration of the vaccine cold chain with vials, storage facility, thermostat, and a hand with a vaccine: Vaccine potency and patient safety text at the bottom of the screen.



**Alt text:** Purpose-Built or Pharmaceutical-Grade Storage Units: Refrigerator storage until with green check.

## Sample Tweets

- *NEW VIDEOS:* @CDCgov and @ThePHF partnered to develop instructional videos explaining how to store vaccines and monitor temperatures properly. Watch now and learn more: <https://bit.ly/44Qz9e9>
- Knowledge of proper vaccine monitoring and storage is crucial to ensure vaccine potency and patient safety. Watch this educational video from @CDCgov and @ThePHF to learn more about keeping vaccines safe: <https://bit.ly/3Mi7tZq>
- Do you know what a vaccine cold chain or temperature excursion is? @CDCgov, in partnership with @ThePHF, developed a new video on how to monitor and store vaccines properly. Watch now: <https://bit.ly/3Mi7tZq>
- It is essential for medical and administrative support to be aware of vaccine storage equipment. Watch the video What You Need to Know About Vaccine Storage Equipment: Refrigerators, Freezers, and Thermometers developed by @CDCgov and @ThePHF to learn more: <https://bit.ly/3u0Nnwb>

- NEW VIDEO: @CDCgov and @ThePHF explain how to use a Digital Data Logger to monitor vaccine temperatures accurately. Watch now and learn more: <https://bit.ly/3Mi7tZq>

## Sample Facebook and LinkedIn Posts

- Are you familiar with a Digital Data Logger and how to accurately use one? Watch an educational video from the Centers for Disease Control and Prevention and Public Health Foundation to learn more: <https://bit.ly/3Mi7tZq>
- The Centers for Disease Control and Prevention, in partnership with the Public Health Foundation, developed videos to help educate immunization staff and governmental public health workers on how to monitor vaccine temperatures and recognize proper vaccine storage equipment. Watch the videos to learn more: <https://bit.ly/44Qz9e9>

## Sample Newsletter Language

#1: Include as a blurb in your organization's newsletter

### **New Instructional Videos on Vaccine Temperature Monitoring and Storage Equipment**

- This educational video, developed by the Centers for Disease Control and Prevention and the Public Health Foundation, provides immunization staff and governmental public health workers with helpful information on how to properly monitor vaccine temperatures with a temperature monitoring device. Watch the video to learn more: <https://bit.ly/3Mi7tZq>
- Strong knowledge of vaccine storage and handling is essential within the immunization workforce to positively impact vaccine confidence in communities. Watch the latest educational videos from the Centers for Disease Control and Prevention and the Public Health Foundation, highlighting vaccine temperature monitoring and storage equipment guidance: <https://bit.ly/44Qz9e9>

#2: Include as an at-a-glance item in your organization's newsletter:

- CDC and the Public Health Foundation developed educational videos explaining how to monitor vaccine temperatures accurately and how to use a Digital Data Logger: <https://bit.ly/44Qz9e9>