Communications Toolkit for Partners



In September 2023, CDC launched the Bridge Access Program following the FDA authorization of the updated 2023-24 COVID-19 vaccines and the commercialization of these products. Most people living in the U.S. still have access to no-cost COVID-19 vaccines through their private health insurance, Medicare and Medicaid plans. However, there are 25-30 million adults without health insurance and additional adults whose insurance does not cover all COVID-19 vaccine costs.

CDC's Bridge Access Program will temporarily provide no-cost COVID-19 vaccines to adults without health insurance and adults with insurance that does not cover all COVID-19 vaccine costs. CDC has contracted with more than 20,000 retail pharmacy locations nationwide to provide no-cost COVID-19 vaccines. CDC will additionally ship and fund administration of vaccines at safety-net, public health providers designated by state and local health departments – which can include more than 1,400 HRSA-supported health centers and 12,000 other vaccine providers. Providers participating in the Bridge Access Program are contractually obligated to add vaccine availability to vaccines.gov. We expect reported availability to increase in the coming days.

Community based organizations and immunization partners play a critical role to help expand equitable access COVID-19 vaccines through this program. Learn more: cdc.gov/vaccines/programs/bridge

Supporting Messages

COVID-19 vaccine distribution changed in September 2023.

- CDC recommends that all adults stay up to date with COVID-19 vaccines.
- The distribution of COVID-19 vaccines changed in the Fall of 2023 when these products moved onto the commercial market.
- COVID-19 vaccines are still covered at no cost for most people living in the U.S. through their private health insurance, Medicare and Medicaid plans.
- However, there are 25-30 million adults without insurance and additional adults whose insurance will not provide no-cost COVID-19 vaccines after the commercialization of these products.

CDC's Bridge Access Program serves as a temporary bridge to offer COVID-19 vaccines at no cost to adults 18 years and older without health insurance and adults with insurance that does not offer nocost COVID-19 vaccines.

- Adults 18 years and older without health insurance can get no-cost COVID-19 vaccines from a provider participating the Bridge Access Program.
- Additionally, adults with health insurance that does not cover all COVID-19 vaccination costs can get no-cost COVID-19 vaccines from a provider participating the Bridge Access Program.
- There is no enrollment process for eligible adults to get no-cost COVID-19 vaccines through the Bridge Access Program. Providers will ask patients whether they have health insurance at the point of care to determine eligibility.
- The Bridge Access Program will provide no-cost COVID-19 vaccines to eligible adults through December 31, 2024.
- The Vaccines for Adults (VFA) program, proposed in the FY 2023 and 2024 Presidential Budget, would be a long-term solution to ensure all adults have access to all recommend vaccinations, including COVID-19 vaccines, at no cost to them.



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Eligible adults can get no-cost COVID-19 vaccines from select local health providers or HRSA-supported health centers participating in the Bridge Access Program.

- CDC's Bridge Access Program is leveraging existing public health infrastructure through
 jurisdiction immunization awardees, local health departments (LHDs), and HRSA-supported
 health centers to provide no-cost COVID-19 vaccines to adults without health insurance.
- Adults without health insurance can get no-cost COVID-19 vaccines from a local health provider or HRSA-supported health center enrolled in their local health department's 317 program and participating in CDC's Bridge Access Program.
- Visit <u>vaccines.gov</u> to find a provider that offers no-cost COVID-19 vaccines through the Bridge Access Program.

Eligible adults can get no-cost COVID-19 vaccines from a local retail pharmacy chain participating in the Bridge Access Program.

- CDC's Bridge Access Program established new contracts with select retail pharmacies through existing <u>Increasing Community Access to Testing (ICATT)</u> contracts to provide no-cost COVID-19 vaccines to adults without health insurance.
- Adults without health insurance can get no-cost COVID-19 vaccines at retail pharmacies
 participating in CDC's Bridge Access program including, CVS, Walgreens, and the smaller and
 independent pharmacies participating under the eTrueNorth umbrella.
- Visit <u>vaccines.gov</u> to find a provider that offers no-cost COVID-19 vaccines through the Bridge Access Program.

Sample Newsletter Blurb

Please consider disseminating this message through your newsletter and/or webpage.

The distribution of COVID-19 vaccines changed in September 2023 as these products moved onto the commercial market. COVID-19 vaccines are still covered at no cost for most people living in the U.S. through their private health insurance, Medicare and Medicaid plans. However, 25-30 million adults without health insurance and additional adults with insurance that does not offer COVID-19 vaccines at no cost would be at risk for losing equitable access to these vaccines.

CDC's Bridge Access Program serves as a temporary bridge to offer COVID-19 vaccines at no cost to adults 18 years and older without health insurance and adults with insurance that does not offer no-cost COVID-19 vaccines. CDC's Bridge Access Program is leveraging existing public health infrastructure through jurisdiction immunization awardees, local health departments (LHDs), and HRSA-supported health centers to provide no-cost COVID-19 vaccines. Additionally, CDC established contracts with CVS, Walgreens, and eTrueNorth through existing Increasing Community Access to Testing (ICATT) contracts to provide no-cost COVID-19 vaccines through the Bridge Access Program. Visit Vaccines.gov to find a provider that offers no-cost COVID-19 vaccines through the Bridge Access Program. Learn more: Cdc.gov/vaccines/programs/bridge



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Program Resources

All <u>program resources</u> and <u>promotional materials</u> are downloadable and adaptable.

- Frequently asked questions about the Bridge Access Program
- Bridge Access Program- factsheet

Social Media

All <u>social media assets</u> are downloadable and adaptable. Please consider disseminating these messages through your social media channels. They are available in <u>English</u> and <u>Spanish</u>.

English

Message Copy: COVID-19 is still here. This fall you could get vaccinated at no cost if you're uninsured or your plan doesn't cover it. Learn more: https://bit.ly/3Rdpknt





Spanish

Message Copy: Todavía hay COVID-19. Este otoño podrías vacunarte sin costo alguno si no tienes seguro médico o si tu plan no cubre la vacuna. https://bit.ly/45l3oW3





For questions, visit www.cdc.gov/vaccines/programs/bridge/ or email PolicyISDBridge@cdc.gov.

