HACK THE VAX

PARTNER KIT



We believe in the common good.

We believe in supporting others' good work.

We believe our particular set of skills and resources can make a big difference right now.

We want to give them to you.

Helpful links:

THE WEBSITES:
www.hackthevax.org
www.megfoundationforpain.org

THE PLAN BUILDER:
https://comfortquest.io/hackthevax/

CONTACT US:
partners@megfoundationforpain.org

FOLLOW US ON SOCIAL MEDIA:
@megfoundationforpain
@megfoundationforpain
@MegFoundation
@MegFoundation

Needle anxiety is a major barrier to vaccine uptake. We can help.

25% of adults have enough needle fear to impact their decision to vaccinate.

It might be surprising—or even difficult to believe—but the research is clear. That statistic represents tens of millions of people and a major barrier to herd immunity. It also represents a lot of people in your world and your target audience. By combining the power of cutting edge medical science and tech, we give people the strategies they need to conquer needle fear and anxiety to get vaccinated and protect themselves, their communities, and all of us. At no cost to them or you.

Hack the Vax is an initiative of the Meg Foundation, a tech nonprofit dedicated to empowering people around their pain experience. We are a team of world experts in pain, psychology, health behavior change, and technology. Our skill set has never felt more important than now—in the face of the most important vaccine effort in modern history. We share the same goal as everyone: to get through this as quickly and safely as possible.

We partner with organizations to give them the resources they need to help their target audience. Whether your audience is employees, students, community members, or anyone else, we can and want to help. Our resources and interactive tech provide concrete, proven strategies. These digital resources can be distributed in multiple ways, and are available to all at no cost. This free kit should have everything you need, but we are always available to provide support.

Working together, we can and will make a difference.

The #hackthevax initiative tackles the major barriers to getting help: *lack of awareness, stigma, and the need for concrete solutions.*

HACK THE VAX

THE HACK THE VAX RESOURCES

THE WEBSITE

hackthevax.org

The website introduces people to the pain and anxiety management strategies and helps them create a coping plan. It includes downloadable content in multiple languages.

THE PLAN BUILDER TECH TOOL

https://comfortquest.io/hackthevax/

This interactive piece of tech guides people through creating a customized coping plan and then emails them that plan along with the resources to make it happen.

THE SOCIAL MEDIA CAMPAIGN

#hackthevax

Reaching people through social media allows us to raise awareness, decrease stigma, and get the resources into the hands of people who need them.

How can my organization use this?

GREAT QUESTION! WE'D LOVE TO HELP YOU OUT.

From company HR departments and health care providers to community and government organizations, there are ways to fit these resources into your strategy. We want to make it as easy as possible for you to help your audience and meet your goals. Here are some ideas about how that can work:

- Post them in your COVID resources
- Share on your website
- Include them in your newsletters
- Send them in emails about vaccines
- Link them in vaccine-related text messages
- Print out (or ask us to send you) our infographics and one pagers that explain how the Hack the Vax initiative can help
- Spread the word on your social media

To make things as simple as we can, we've developed a Google drive with a variety of digital assets for your use. This includes images, logos, QR codes, sample socials media posts, and suggestions for wording in a variety of messaging contexts. We've also created the possibility of co-branding opportunities if that interests your organization. To access the Google drive, email us at partners@megfoundationforpain.org or use the QR code below to request access.

Something more we can do to help you help others? Email us. Together, we can make a real difference!