

Mpox Vaccine: Promotion Materials Toolkit





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All images included in this toolkit are stock photos and posed by models.

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The National Coalition for Sexual Health (NCSH) has developed a series of digital and print materials for health departments and community-based organizations to promote uptake of the mpox vaccine. These evidence-based materials were guided by a needs assessment, a professional advisory group, and pre-testing with the intended public audiences.

Purpose/Goal

This toolkit aims to provide concise and appealing messaging to communicate the effectiveness, safety, and benefits of the mpox vaccine to communities at greatest risk of exposure to mpox, including gay or bisexual men who have sex with men (GBMSM) of diverse races and ethnicities, persons living with HIV, transgender or non-binary individuals, and straight-identifying men who have sex with men, or individuals who may otherwise be at risk of exposure to mpox.

Understanding Mpox

About Mpox

Mpox (formerly known as monkeypox) is a disease caused by an infection with a virus, known as *Monkeypox virus*. This virus is part of the same family as the virus that causes smallpox. People with mpox often get a rash, along with other symptoms including painful lesions¹ in or on the genitals, mouth, or anus. Persons infected may develop initial symptoms such as fever, malaise, headache, and weakness prior to the development of rashes and lesions. While the severity of symptoms can vary, mpox can result in prolonged illness, death,² and hospitalization.

» Learn more

- [CDC Health Advisory \(PDF\)](#)
- [CDC > About Mpox](#)

About the Mpox Vaccine

The mpox vaccine is a two-dose vaccine, given 4 weeks apart. Maximum protection occurs two weeks after the second dose. JYNNEOS is the vaccine most readily used to protect against mpox and smallpox. After the second dose, in a multijurisdictional study, the number of persons found ill was 86% lower in those vaccinated than in those who were not vaccinated.³

» Learn more

[CDC > Mpox Vaccine Recommendations](#)

¹ [CDC > Mpox > Clinical Recognition](#)

² [CDC > Completing an Mpox-Related Death Certificate](#)

³ [CDC > Mpox > Jynneos Vaccine Effectiveness](#)

Message Testing Results

In total, the NCSH created and pre-tested 27 benefit-driven messages to motivate GBMSM to get the mpox vaccine. Messages with the greatest appeal focused on mpox prevention and risk, vaccine effectiveness, reducing side effects, and community wellness. Most participants reported that the messages were motivational, clear, and non-stigmatizing. Based on the results, six messages were selected for full development and design. Given this rigorous process, end users should feel confident using these tools.

Designs

All designs can be used and tailored to suit your community, audiences, and channels. You will find that some ads feature photos of men, while others utilize a graphics-based approach with subtle body imagery in the background. For example, you might choose to promote ads featuring two men through same-sex focused dating apps and venues, while you might promote graphics-based ads through broad-based public social media channels (e.g., Instagram or X/Twitter).

» Learn more

[CDC > Health Equity Guiding Principles for Inclusive Communication](#)

Please note that recommendations are based on message testing and findings from our development process; however, they are not prescriptive. Your organization is encouraged to present materials that you believe will most resonate with your target audience, community, and organizational goals/platform.

As you select specific messages for promotion, it is also important to consider the status of mpox within your community. For example, are cases currently on the rise? If so, Message 4 could be very relevant.

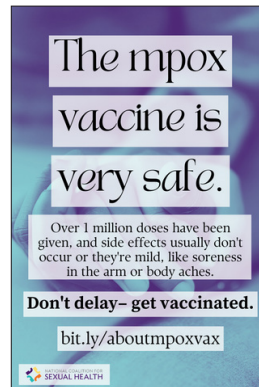
For each message, links to the associated graphics on the NCSH website are provided so you can download specific formats. Social media messaging and image descriptions are provided for your convenience.

Dissemination Considerations

All designs were formatted to allow for co-branding. Open a design file in your own program such as Adobe Acrobat for PDFs or a graphics program like Adobe Photoshop or Canva and apply your own logo and information on top. Resave the design for printing or sharing online.

Note: When promoting the mpox vaccine it is essential to **highlight the importance of receiving two doses.** Someone can always receive their second dose even if it has been more than four weeks since their first dose. Two doses offer stronger protection against mpox than one dose.

Message 1: Designs & Asset Downloads



The mpox vaccine is very safe. Over 1 million doses have been given, and side effects usually don't occur or they're mild, like soreness in the arm or body aches. Don't delay - get vaccinated.

Files for both designs are bundled into a ZIP file per layout type.

PRINT (PDF)

- [Flyers](#)
8.5 x 11"
- [Postcards](#)
4x6", 2-up on a letter-sized page
- [Palm Card](#) (Design B)
3.5 x 2", 4-up on a letter-sized page, print 2-sided

DIGITAL (PNG, JPG)

- [X/Twitter](#)
900 x 1600 px
- [Instagram](#)
1080 x 1080 px
- [Dating app ad](#)
320 x 480 px

SOCIAL MEDIA CAPTION

Over a MILLION doses of the mpox vaccine have been given! If you get the mpox vaccine, you can expect either NO side effects or VERY mild side effects like soreness in the arm or mild body aches. Find your vaccine today: bit.ly/aboutmpoxvax

IMAGE TEXT DESCRIPTIONS

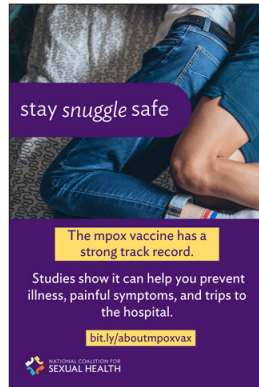
A: Text superimposed over two hands in a purple and blue color scheme held together

B: Text superimposed over a light blue background with an orange circle

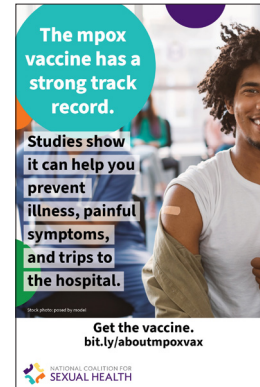
Both: The mpox vaccine is very safe. Over 1 million doses have been given, and side effects usually don't occur or they're mild, like soreness in the arm or body aches. Don't delay - get vaccinated. bit.ly/aboutmpoxvax. Logo: National Coalition for Sexual Health. [Insert partner information if logo or details added to design]

Message 2: Designs & Asset Downloads

A



B*



The mpox vaccine has a strong track record. Studies show it can help you prevent illness, painful symptoms, and trips to the hospital.

Files for all designs are bundled into a ZIP file per layout type.

PRINT (PDF)

- [Flyers](#)
8.5 x 11"
- [Postcards](#)
4x6", 2-up on a letter-sized page
- [Palm cards](#)
3.5 x 2", 4-up on a letter-sized page, print 2-sided

DIGITAL (PNG, JPG)

- [X/Twitter](#)
900 x 1600 px
- [Instagram](#)
1080 x 1080 px
- [Dating app ad](#)
320 x 480 px

*Design B is 1 in a series of 5 designs shown on the next page.

SOCIAL MEDIA CAPTION

The mpox vaccine can help you: Avoid getting sick, Reduce painful symptoms, and Stay out of the hospital. What are you waiting for? bit.ly/aboutmpoxvax

IMAGE TEXT DESCRIPTIONS

A: Bottom half of 2 people wearing jeans and shorts, their legs fit into each other on their sides with their knees bent. Text: Stay snuggle safe.

B-F: An adult wearing a t-shirt smiles and reveals a bandage on their upper arm with the sleeve of their shirt pulled up to their shoulder. Text: Get the vaccine.

All: Text: The mpox vaccine has a strong track record. Studies show it can help you prevent illness, painful symptoms, and trips to the hospital. bit.ly/aboutmpoxvax. Logo: National Coalition for Sexual Health. [Insert partner

Message 2: Designs *continued*

C



The mpox vaccine has a strong track record.


Studies show it can help you prevent illness, painful symptoms, and trips to the hospital.

Get the vaccine.
bit.ly/aboutmpoxvax

Stock photos provided by iStock

NATIONAL COALITION FOR SEXUAL HEALTH

D



The mpox vaccine has a strong track record.

Studies show it can help you prevent illness, painful symptoms, and trips to the hospital.

Get the vaccine.
bit.ly/aboutmpoxvax

Stock photos provided by iStock

NATIONAL COALITION FOR SEXUAL HEALTH

E



The mpox vaccine has a strong track record.

Studies show it can help you prevent illness, painful symptoms, and trips to the hospital.

Get the vaccine.
bit.ly/aboutmpoxvax

Stock photos provided by iStock

NATIONAL COALITION FOR SEXUAL HEALTH

F



The mpox vaccine has a strong track record.

Studies show it can help you prevent illness, painful symptoms, and trips to the hospital.

Get the vaccine.
bit.ly/aboutmpoxvax

Stock photos provided by iStock

NATIONAL COALITION FOR SEXUAL HEALTH

Message 3 Design & Asset Downloads



**Mpox can cause severe symptoms. Did you know mpox can cause severe symptoms, such as painful sores and even anal pain or bleeding?
Get the mpox vaccine to help you stay healthy.**

PRINT (PDF)

- [Flyer](#)
8.5 x 11"
- [Postcard](#)
4x6", 2-up on a letter-sized page
- [Palm card](#)
3.5 x 2", 4-up on a letter-sized page,
print 2-sided

DIGITAL (PNG, JPG)

- [X/Twitter](#)
900 x 1600 px
- [Instagram](#)
1080 x 1080 px
- [Dating app ad](#)
320 x 480 px

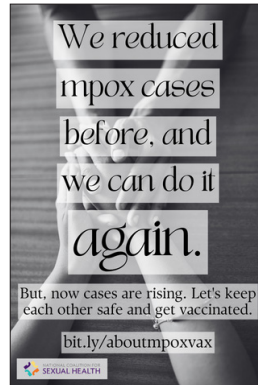
SOCIAL MEDIA CAPTION

Mpox is a pain...literally! Mpox can cause severe symptoms like painful sores, anal pain, and anal bleeding. Ouch! Keep yourself symptom free and find your mpox vaccine here:
bit.ly/aboutmpoxvax

IMAGE TEXT DESCRIPTION

A hand wrapped in gauze with text superimposed over it: Mpox can cause severe symptoms. Did you know mpox can cause severe symptoms, such as painful sores and even anal pain or bleeding? Get the mpox vaccine to help you stay healthy. bit.ly/aboutmpoxvax. Logo: National Coalition for Sexual Health. [Insert partner information if logo or details added to design]

Message 4 Design & Asset Downloads



We reduced mpox cases before, and we can do it again. But, now cases are rising. Let's keep each other safe and get vaccinated.

PRINT (PDF)

- [Flyer](#)
8.5 x 11"
- [Postcard](#)
4x6", 2-up on a letter-sized page

DIGITAL (PNG, JPG)

- [X/Twitter](#)
900 x 1600 px
- [Instagram](#)
1080 x 1080 px
- [Dating app ad](#)
320 x 480 px

SOCIAL MEDIA CAPTION

We did it once, and we will do it again! Let's keep ourselves and our communities safe by getting vaccinated: bit.ly/aboutmpoxvax

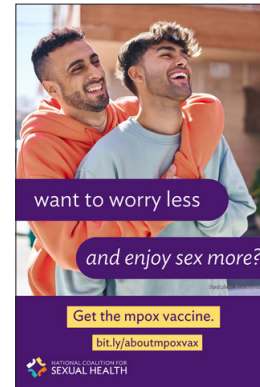
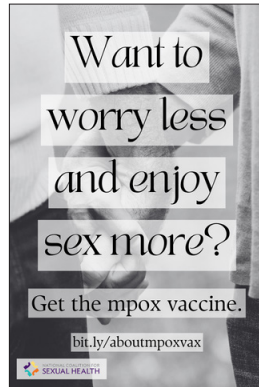
IMAGE TEXT DESCRIPTION

The 4 arms of 2 people are outstretched to hold hands in the middle of a table with text superimposed on top: We reduced mpox cases before, and we can do it again. But, now cases are rising. Let's keep each other safe and get vaccinated. bit.ly/aboutmpoxvax. Logo: National Coalition for Sexual Health. [Insert partner information if logo or details added to design]

SPECIAL CONSIDERATION

This message should only be disseminated when cases are rising/on the verge.

Message 5 Designs & Asset Downloads



Want to worry less and enjoy sex more? Get the mpox vaccine.

Files for all designs are bundled into a ZIP file per layout type.

PRINT (PDF)

- [Flyers](#)
8.5 x 11"
- [Postcards](#)
4x6", 2-up on a letter-sized page
- [Palm card](#) (Design A)
3.5 x 2", 4-up on a letter-sized page, print 2-sided

DIGITAL (PNG, JPG)

- [X/Twitter](#)
900 x 1600 px
- [Instagram](#)
1080 x 1080 px
- [Dating app ad](#)
320 x 480 px

*Design A is a universal design for all audiences. Design B centers GBMSM. Design B is 1 in a series of 5 designs shown on the next page.

SOCIAL MEDIA CAPTION

Don't let mpox stop you from enjoying the sex life you want!
Get your mpox vaccine now to remain worry-free.
bit.ly/aboutmpoxvax

IMAGE TEXT DESCRIPTIONS

A: Two tightly held hands in grayscale with text superimposed on top.

B: A smiling queer couple experiences an intimate moment as one drapes their arms around the other from behind.

C: A queer couple experiences an intimate moment, smiling while laying on sheets, heads and hands touching as they outstretch their arms overhead.

Message 5: Designs *continued*

C



D



E



F



IMAGE TEXT DESCRIPTIONS *continued*

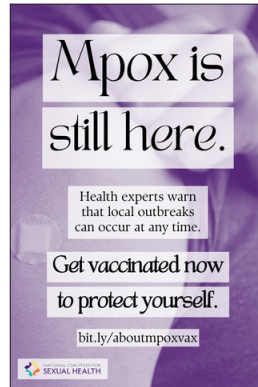
D: A queer couple experiences an intimate moment as they lightly kiss on the lips, eyes closed.

E: A queer couple experiences an intimate moment as one lightly touches the other's face and they smile.

F: A queer couple experiences an intimate moment as they touch noses, smiling.

All: Want to worry less and enjoy sex more? Get the mpox vaccine. bit.ly/aboutmpoxvax. Logo: National Coalition for Sexual Health. [Insert partner information if logo or details added to design]

Message 6 Design & Asset Downloads



Mpox is still here. Health experts warn that local outbreaks can occur at any time. Get vaccinated now to protect yourself.

PRINT (PDF)

- [Flyer](#)
8.5 x 11"
- [Postcard](#)
4x6", 2-up on a letter-sized page
- [Palm card](#)
3.5 x 2", 4-up on a letter-sized page, print 2-sided

DIGITAL (PNG, JPG)

- [X/Twitter](#)
900 x 1600 px
- [Instagram](#)
1080 x 1080 px
- [Dating app ad](#)
320 x 480 px

SOCIAL MEDIA CAPTION

Mpox is still here! Get your mpox vaccine now to protect yourself. bit.ly/aboutmpoxvax

IMAGE TEXT DESCRIPTION

A person pulls up their t-shirt sleeve to reveal a small bandage on their upper arm. Text: Mpox is still here. Health experts warn that local outbreaks can occur at any time. Get vaccinated now to protect yourself. bit.ly/aboutmpoxvax. Logo: National Coalition for Sexual Health. [Insert partner information if logo or details added to design]