Centers for Disease Control and Prevention 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 <u>vaccines.gov</u>. 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: <u>cdc.gov/vaccines/programs/bridge</u>

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 no-cost 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.





Eligible adults can get no-cost COVID-19 vaccines from select local health providers or HRSAsupported 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 <u>Increasing</u> <u>Community Access to Testing (ICATT)</u> contracts to provide no-cost COVID-19 vaccines through the Bridge Access Program. Visit <u>vaccines.gov</u> to find a provider that offers no-cost COVID-19 vaccines through the Bridge Access Program. Learn more: <u>cdc.gov/vaccines/programs/bridge</u>





Program Resources

All program resources and promotional materials 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: <u>https://bit.ly/3Rdpknt</u>



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. <u>https://bit.ly/45I3oW3</u>



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

