

To: AmeriHealth Caritas Louisiana Providers

Date: November 18, 2021

Subject: COVID-19 Vaccine Toolkit

Summary: The Louisiana Department of Health (LDH) is introducing the latest Social Media Toolkit and new webpage.

The below information is being shared with you at the request of LDH.

As you know, Louisianans ages 5 and up can now receive the COVID-19 vaccine, following the Centers for Disease Control and Prevention's (CDC) action formally recommending the use of the Pfizer COVID-19 vaccine for this age group.

Here [\[ldh.la.gov\]](https://ldh.la.gov) is the press release LDH issued in support of and formally adopting the recent CDC recommendation that children ages 5 & up get vaccinated.

LATEST TOOLKIT: Linked here is the [latest social media toolkit \[docs.google.com\]](https://docs.google.com) from LDH's Bring Back Louisiana campaign. The toolkit is almost entirely focused on the EUA of the COVID-19 vaccine for children ages 5 & up. It includes key messages, social graphics and sample posts, and a flyer and FAQ one-pager that continues to be updated as new information becomes available.

NEW WEBPAGE: LDH also now has a new subpage on the website [\[ldh.la.gov/kidvax \[ldh.la.gov\]\]](https://ldh.la.gov/kidvax) where you can find basic Q&A and the video from the technical briefing with media. This webpage will continue to get built out over the coming days.

Questions: Thank you for your continued support and commitment to the care of our members. If you have questions about this communication, please contact AmeriHealth Caritas Louisiana Provider Services at 1-888-922-0007 or your [Provider Network Management Account Executive](#).

Missed an alert? You can find a complete listing of provider alerts on the [Provider Newsletters and Updates](#) page of our website.

Need to update your provider information? Send full details to network@amerihealthcaritasla.com.

Where can I find more information on COVID-19? AmeriHealth Caritas Louisiana has updated its website to streamline communications and important notifications about COVID-19. Please visit

<http://amerihealthcaritasla.com/covid-19> for up-to-date information for both providers and members, including frequently asked questions, and important provider alerts from AmeriHealth Caritas Louisiana and the Louisiana Department of Health.