



Vaccinate ALL 58

Together we can end the pandemic.

COVID-19 Vaccines for Youth and Families

May 20, 2021

How's the Rollout Going?

Overall

- 224,224 youth aged 12-15 received first dose in first five days of eligibility
- 401,532 teens aged 16-17 have received 1+ dose (as of May 18)

Operations

- CDPH issued [guidance on consent](#) to facilitate access
- Families can now find and make appointments for youth aged 12-17 on [MyTurn](#)
- Federal guidance on [co-administration](#) of vaccines avoids potential logistical challenges
- Working with LHJs to coordinate clinics for young people, including school-based clinic partnerships, across the state
- Working with network of family providers and pediatricians

Communications/Engagement

- Developed [toolkit](#) for engagement by partners (more to come!)

COVID-19 Vaccine Eligibility Expansion (12-15yo)

New Early Insights From Families

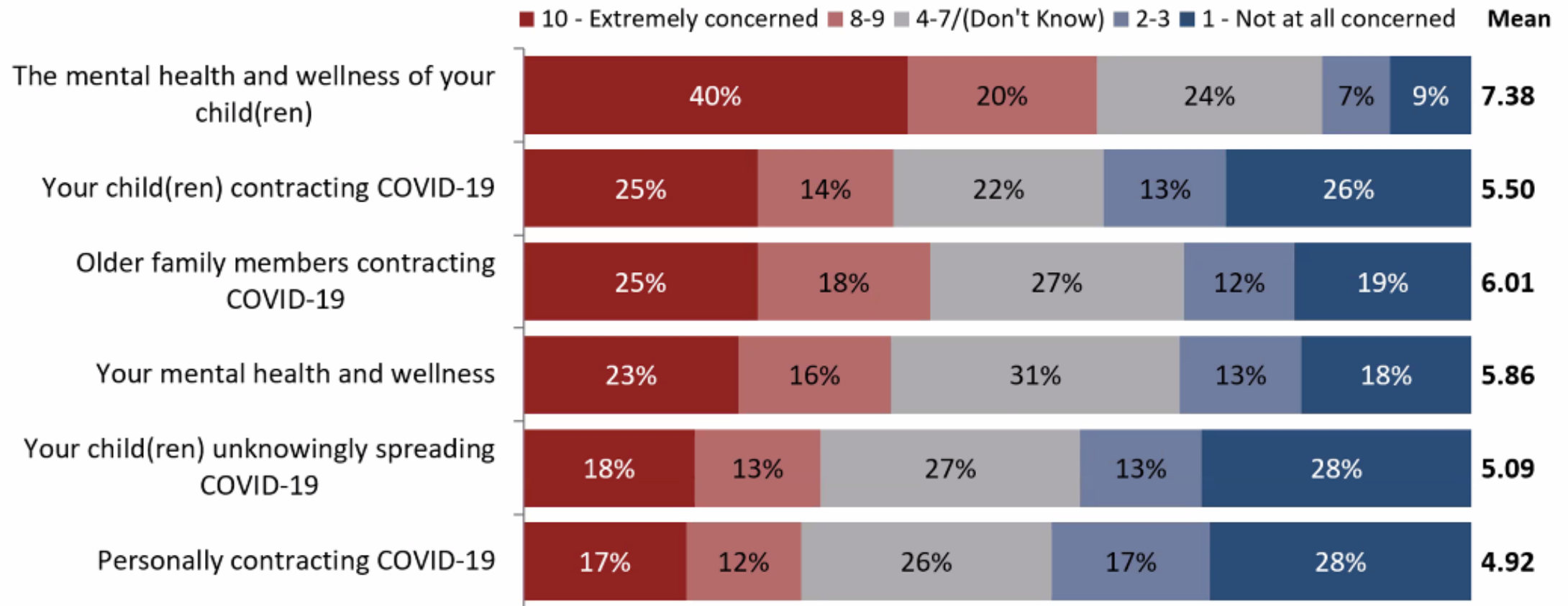
- Strongest trusted messengers are pediatricians and care providers
- Access and convenience matter a lot
- Comfortable locations: Pediatrician or doctor's office, the child's childcare provider, the child's schools, neighborhood pharmacies – in that order

Main Motivators

- Mental health and wellness of youth
- Child(ren) contracting COVID-19
- Older family members contracting COVID-19
- Parent's mental health and wellness
- Child(ren) unknowingly spreading COVID-19
- Personally contracting COVID-19

COVID-19 Vaccine Concerns Today (12-15yo)

Parents are more concerned about the mental health and wellness of their children over their children contracting COVID-19.



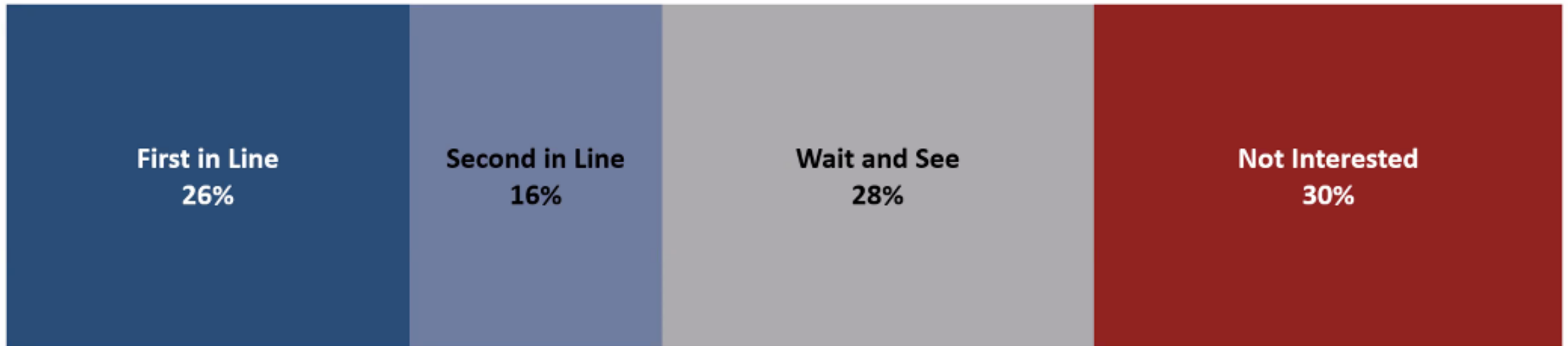
Child Vaccine Segmentation (12-15yo)

First in Line: Very likely to get the vaccine for their child(ren) and extremely eager for the vaccine to be approved for kids 5-15.

Second in Line: Likely to get the vaccine for their child(ren) and at least somewhat eager for it to be approved for kids.

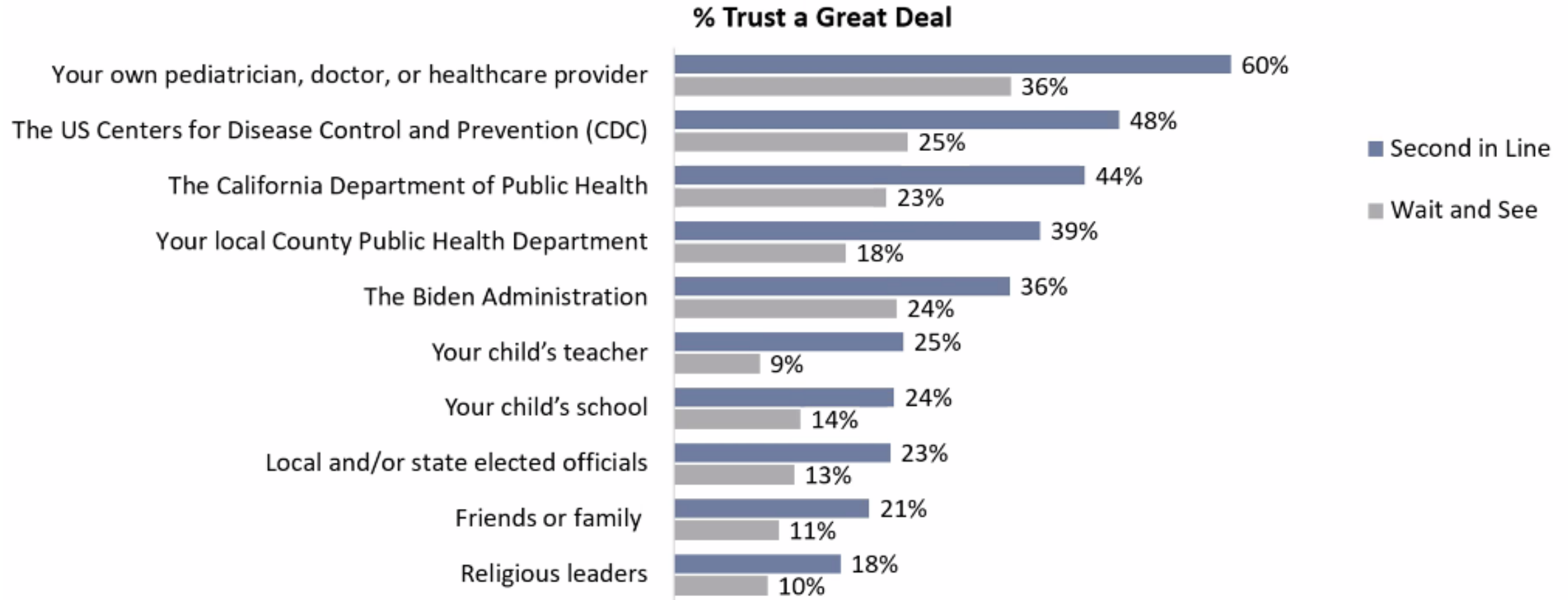
Wait and See: All other combinations of vaccination likelihood and eagerness.

Not Interested: Very unlikely to get the vaccine for their child(ren) and not at all eager for the vaccine to be approved for kids.



Vaccine Messengers by Segments

Doctors and the CDC are the most trusted among both target segments.



Next Steps from EMC Research

Focus groups among guardians of youth 12-17

- Goal: investigate barriers toward vaccinating children among primary decision makers
- Scope: three focus groups among those who mirror the "Second in Line" and "Wait and See" segments
- Timeline: June

Tracking survey

- Goal: assess how attitudes change as more youth get vaccinated & check-in before fall school year starts
- Scope: quantitative survey of parents statewide; n=800
- Timeline: Early July (just after July 4th holiday)

Communications Campaign

- **Feedback on Toolkit?**

- <http://toolkit.covid19.ca.gov/partners/>

- **Paid Media Next Steps**

- Week of 6/21:
 - Video (TV & Streaming) - English, African-American/Black, Spanish
 - Digital (Banners, Search, Paid Social) - English, African-American/Black, Spanish
 - Audio (Radio & Streaming)
- Week of 6/28:
 - Summertime Out-of-Home
 - AAPI Video, Audio, Digital, and Social

- **Speakers Bureau Opportunities**

- Earned Media: Op-Eds and/or Interviews w/ Press
- Testimonials
- **Invitations Coming Today**

Partnership Paths for Schools

The administration has been working with LHJs to coordinate the initial set of school-based partnerships. We are now ready to scale two partnership paths for schools.

Path #1: Serve as a Vaccination Site. If a school is interested in serving as a vaccination site for any period of time, please fill out the following survey and we will follow up within 3 business days to try to match with local resources: <https://www.surveymonkey.com/r/mobilevaccination>.

Path #2: Become a Provider. If a district (especially a large district) is interested in receiving vaccine allocations directly, visit here: www.EZIZ.org/Covid/enrollment/pediatric. We will also hold a webinar Tuesday (5/25), 3pm (register [here](#)).

Questions?

Points of Contact & Resources

Operations

Dr. Thomas Boo: Thomas.Boo@cdph.ca.gov

Dr. John Talarico: John.Talarico@cdph.ca.gov

Communications

VA58@cdph.ca.gov

Resources

Consent:

<https://www.cdph.ca.gov/Programs/CID/DCDC/Pages/COVID-19/Pfizer-Vaccine-Minor-Consent-Guidance.aspx>

Toolkit:

<https://toolkit.covid19.ca.gov/partners/>

Thank You

www.VaccinateALL58.com