



**Vaccinate ALL 58**  
Together we can end the pandemic.

# Safe Schools for All - Stakeholder Convening

Tuesday, July 20, 2021

# Meeting Agenda & Introduction

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## 1. Introduction

- CDPH guidance include recommended vaccinations - The safest way to get back to school is to get vaccinated
- Please reach out afterward or drop questions into the chat regarding other elements

## 2. Current Landscape

- Data Debrief - Where the state stands on 12-18 vaccination rates
- COVID-19 Vaccine effectiveness and back-to-school schedules
- Insights from recent research reports

## 3. Collateral Overview

- Preview of COVID-19 Vaccine Back-to-School Toolkit
- Spokesperson activations
- Next steps

# Youth Vaccine Research Focus Groups: Insights, Recommendations for Implementation

WHAT WE LEARNED	RECOMMENDATION
<p>Perceived “newness” of vaccine is a primary concern amongst parents.</p>	<ul style="list-style-type: none"> <li>• Integrate “scientific” information into messaging that reassures parents the vaccines are not a new development.</li> <li>• Share that vaccine development/technology has been underway for 20+ years. Use facts to counter misinformation and overcome concerns.</li> </ul>
<p>Fear and anxiety over possible long- and short-term side effects are a key deterrent.</p>	<ul style="list-style-type: none"> <li>• Emphasize messages regarding safety of vaccine.</li> <li>• Develop messages that respond to questions about risks of youth getting sick from COVID and emphasize newness of the virus.</li> </ul>
<p>Physicians and youth play key role in influencing decisions.</p>	<ul style="list-style-type: none"> <li>• Utilize science/medical professionals as messengers wherever possible.</li> <li>• Encourage pediatricians to proactively reach out to patients to encourage vaccination and reaffirm safety.</li> <li>• When possible, explore using youth themselves as messengers.</li> </ul>
<p>Desire to return to “normal” is a motivator.</p>	<ul style="list-style-type: none"> <li>• Include visuals/messaging with youth returning to sports, being with friends and engaging in other extracurricular activities.</li> <li>• Provide parents with a <u>reason</u> to get their children vaccinated.</li> </ul>
<p>Parents feel confident they can get their children vaccinated when they are ready.</p>	<ul style="list-style-type: none"> <li>• Continue offering and promoting a variety of options, including those that don't need an appointment.</li> </ul>

# Paid Media Updates

- The Youth 12+ campaign began running May 10th and is being executed in 11 languages – English, Spanish, Arabic, Punjabi, Russian, Hmong, Korean, Simplified Chinese, Traditional Chinese, Tagalog and Vietnamese
- Radio, TV, digital, print, influencers and social media (both paid and organic)
- Overall, the campaign has a click-through-rate (CTR) of 0.18% - this exceeds agency benchmarks for CTR (0.12%).
- To date, the campaign has delivered an estimated 61,610,545 adult 35-54 impressions and 190,564,581 adult 18+ impressions for radio



# Back to School Campaign Toolkit

## Education Partnerships

# Partnership Objective

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To help educate, motivate and activate California families to get vaccinated for safer back to school.

## Opportunities:

1. **Testimonials**
  - :15 informal, selfie-style videos about their vaccine experience
  - Encouraging fellow students and friends to get vaccinated and sharing their own motivation for getting the vaccine
2. **Social Content**
  - Sharing Vaccinate ALL 58 content and graphics on digital platforms and across social media platforms
  - Use hashtag #backtoschool
3. **Printed Materials**
  - Printing half-sheet flyers for distribution on campus, on cars or at school events

# Testimonial Talking Points

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1. I got vaccinated to protect my family, friends and classmates.
2. It's up to us to keep California safer. The sooner we're vaccinated, the sooner we can all return to doing the things we love on and off campus.
3. It takes at least five weeks to get fully vaccinated.
4. Vaccines are safe, effective and free.
5. Go to [MyTurn.ca.gov](https://MyTurn.ca.gov) to schedule a vaccine appointment or find walk-in options today.

## Possible taglines:

- Add COVID-19 vaccines to your back-to-school checklist!
- Make a date to vaccinate!

# “Back to School Safely” PSA Concept

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A quick video is easy as 1-2-3: Use the sample script below, use your phone to shoot a video and share with families or post to social media!

## Sample Script:

Add COVID-19 vaccines to your back-to-school list. Vaccines are safe, effective and free for everyone 12 and above. Go to [MyTurn.ca.gov](https://myturn.ca.gov) or call 833-422-4255 to make an appointment or find a walk-in clinic. A safer back to school is up to us so let's all do our part!



# Social Media Engagement Options

**Customizable Graphics:** See attached brand guidelines and this [web link](#) for various sizes



**Draft Sample Copy:** Add the #COVID19 vaccine to your child's #backToSchool list and make a date to vaccinate before the start of the school year. Schedule an appointment today or find a walk-in location. #makeadatetovaccinate



# Back-To-School Flyer




**Make A DATE**  
**to VACCINATE**

**Vaccinate youth ages 12 and up for a safer return to school and a healthier community.**

- The COVID-19 vaccine has been proven **safe** for those 12 and older and will protect against becoming seriously ill from COVID-19.
- Start your vaccination process as soon as you can - it takes at least 5 weeks to become fully vaccinated.
- Many school districts will be holding walk-in clinics for students and families. Vaccines are **free** for everyone.
- Vaccines are also available at your local pharmacy, doctor or health care provider, and at many other locations.

**When more of us are vaccinated, including young people, we get closer to reaching community immunity.**

Visit [myturn.ca.gov](https://myturn.ca.gov) or call [1-833-422-4255](tel:1-833-422-4255)  
to sign up for a vaccination appointment or to find a walk-in near you.

 **Vaccinate ALL 58**  
Together we can end the pandemic.

# Sample Newsletter Copy

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Add COVID-19 Vaccines to your Back-to-School Checklist.

Many schools in California start the 2021-22 school year in mid-August. Vaccinating school staff and our youth 12+ before school starts will help protect them and others as they return to in-person learning this fall.

Vaccines are safe, effective and free. Many school districts will be holding walk-in clinics for staff, students and families. Vaccines are also available at retail locations, community clinics and elsewhere.

Visit [MyTurn.ca.gov](https://myturn.ca.gov) or call 1-833-422-4255 to make an appointment or find a walk-in clinic today.

# Sample Slide

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- Vaccinating school staff and our youth 12+ before school starts will help protect them and others as they return to in-person learning this fall
- Vaccines are safe, effective and free
- Remember, it takes at least five weeks to be fully vaccinated
- Many school districts will be holding walk-in clinics for staff, students and families
- Vaccines are also available at retail locations, community clinics and elsewhere

Visit [MyTurn.ca.gov](https://MyTurn.ca.gov) or call 1-833-422-4255 to make your appointment or find a walk-in clinic today.



# Spokesperson Activations

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## Be a Trusted Messenger:

- **Media trainings available**

If you are interested in becoming a spokesperson to help more Californians get vaccinated, but aren't familiar with talking to reporters, we can provide a media training to prepare you for interviews.

- **How we pitch to press**

Once you are ready to talk to reporters, our team will check in with you about the key topics you would like to cover and the best dates and times you are available. We'll use those time blocks as we reach out to reporters to schedule interviews.

For more information and to get involved contact Sami Gallegos at [Sami.Gallegos@cdph.ca.gov](mailto:Sami.Gallegos@cdph.ca.gov).

# Next Steps

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- Next meeting in September 2021 to check-in on progress
- Survey sent out in early September to collect feedback on engagement activities

# Questions?

# Feedback?



# Thank You!

[www.VaccinateALL58.com](http://www.VaccinateALL58.com)